

# NEWS & EVENTS

Rochester Institute of Technology

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## Wallace Memorial Library 'Computerized'

At only a handful of libraries in the country has the day arrived when a person can walk in and ask a computer to find the information he needs.

RIT's Wallace Memorial Library has joined this select group of libraries. It is the only library in the Greater Rochester area technologically advanced enough to offer the service.

Information traditionally obtained through use of the card catalog, or more recently though use of microfiche files, can now be obtained faster and easier at the RIT library. In September the library installed an on-line computer catalog, which vastly expands the number of ways in which a person can go about finding information.

The biggest advantage of the computer system, notes Gary D. MacMillan, library director, is that "you don't have to know exactly what you want."

In the past "if you knew the author and exactly how the name was spelled, if you knew the exact title of the book you wanted, or exactly which of the few categories the library listed it under, you could easily use" traditional cataloging systems in libraries.

However, MacMillan adds, most persons "don't know exactly what they want. Therein lies the beauty of the computer."

"With the computer, if you don't know how to spell an author's name, you give as many letters as you know. If you think an author is Spelling, Spellerberg, Speling or something similar, you ask the computer to give you all books in the library with authors' names beginning Spel." A search that might have taken you hours under the old cataloging systems, can be completed by computer within seconds.

"The same is true for a title," MacMillan adds. "Say you are looking for a book titled *Me and Mrs. Smith* and all you can remember about the book is that

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Two ceramics students model masks created by fellow ceramist Barry Kishpaugh for the School for American Craftsmen's Halloween party at the Institute. Kishpaugh is a second year graduate student.

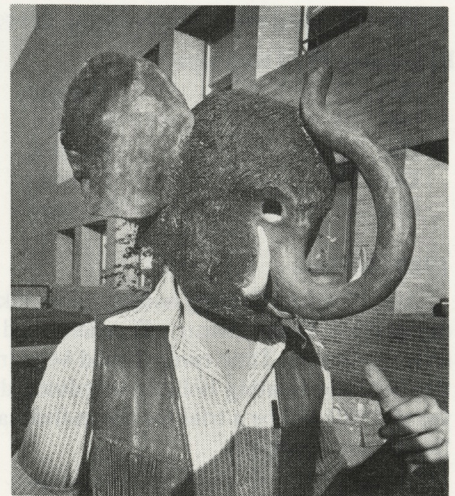
## Spooky Sculpture

A different twist on masquerade parties this Halloween was the one at the ceramics studio in the School for American Craftsmen.

All of the masks were ceramic.

In a mood of creative fantasy, the ceramics students turned out half-face masks and whole-head gear, hand-built masks and ones thrown on a potter's wheel. Some were even hand-carved like a pumpkin.

Although a ceramic Halloween mask may be somewhat cumbersome, craftsman and teacher Bob Schmitz cheerfully agreed, a great deal of technical skill and knowledge is needed to create the masks. Students must be familiar with the raw materials, the chemistry and use of glazes, methods of construction, and types of kilns and fuels.



Ward Hartenstein, first year graduate student in the School for American Craftsmen, sports the ceramic elephant mask he designed for the class Halloween party. To add a realistic touch, Hartenstein bugled through the hollow trunk.

# GRANTS DEADLINES

Please note: **GUIDELINES FOR ALL PROGRAMS ARE ON HAND OR HAVE BEEN REQUESTED.** Please call the Grants Office for additional information, 50 West Main Street, 262-2719.

**PROPOSALS SHOULD BE SUBMITTED TO THE GRANTS OFFICE ONE WEEK PRIOR TO DEADLINES FOR ADMINISTRATIVE APPROVALS.**

## NATIONAL SCIENCE FOUNDATION

**ASAP**—Applications accepted on a space-available basis. Chautaugua-Type Short Courses. Program consists of two-day sessions in the spring to permit invited scholars to communicate new knowledge, new advances, and new concepts and techniques directly to college teachers of science. Participants are expected to conduct interim projects during the winter at the home institutions. Each course is limited to the first 25 qualified applicants. Seven of the courses offered at the University of Hartford are available to science and engineering professionals from industry. Grants include the cost of lodging but participants or their institutions must pay the cost of travel, meals and incidental expenses. A total of 30 courses both disciplinary and interdisciplinary are offered at Hampshire College, Pennsylvania State Univ., Univ. of Maryland, Univ. of Georgia as well as the Univ. of Hartford. **No deadline**—Research Equipment and Instrumentation for Non-Ph.D.-Granting Institutions. 60 grants to be awarded for science equipment, with unit acquisition cost not exceeding \$25,000 to colleges that can demonstrate that the scientific equipment will make it possible for qualified science faculty to perform good

research. Although the competition has no deadline, evaluation of proposal may take up to nine (9) months.

## U.S. DEPARTMENT OF TRANSPORTATION

**To be announced**—Research in areas of (1) control in transportation systems (2) maintenance and upgrading of transportation facilities (3) technology for advanced transportation safety (4) transportation and community development (5) transportation planning methodologies (6) freight transportation.

## NATIONAL ENDOWMENT OF THE HUMANITIES

**November 12**—Category "C" Fellowships. Provides a maximum stipend of \$20,000 for a continuous period of 12 months to permit college teachers to work in a library suitable for advanced study and to discuss their work with the seminar director and other participants from across the country. Maximum stipend is \$20,000.

**November 15**—Youth grants—supports humanities projects developed and conducted by young people in their teens and early twenties.

**December 1**—Youth Projects—supports humanities programs by institutions and organizations for large groups of young people under the age of 21, outside of a formal classroom setting.

**December 1**—Special Projects. This program requires an initial inquiry of 2 or 3 pages before a formal application may be submitted. Projects funded are those that do not fit precisely into any other program of NEH.



# DATEBOOK

**Nov. 7**—Physics Department Seminar "Computer Studies of Random Noise" Lecture by Dr. Ronald Jodoin of RIT, 3 p.m., in Room 08-3178 (Building 8). Free and open to the public.

**Nov. 8**—Chemistry Department Seminar "Applications of Lasers to the Study of Diseases in Man" Speaker—Dr. Paul Horan, Department of Pathology, University of Rochester, noon-1 p.m., Room 12-1470.

**Nov. 16 thru Dec. 13**—First Hand Sampling of Black and White Photographs by Bethany Marten, Gallery Two, Wallace Memorial Library, Monday through Thursday, 8-11 a.m.; Friday, 8 a.m.-6 p.m.; Saturday 9 a.m.-6 p.m.; Sunday 12-9 p.m.

**Nov. 16 thru Dec. 13**—Escaping Tonal: Prints by Bernard C. Meyers, The Original Gallery, Wallace Memorial Library, Monday through 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 Aud., (W)=Webb Aud.

*Family Plot*—Nov. 8, 7:30 p.m., \$1.50 (I). *Before the Revolution*—Nov. 9, 7:30 & 10 p.m., \$1.50 (I).

*The Taking of Pellam One Two Three*—Nov. 9, 12 midnight, \$1.50 (I).

*Heidi*—Nov. 10, 2 p.m., \$1.50 (I).

*Z*—Nov. 10, 7:30 & 10 p.m., \$1.50 (I).

*Macbeth*—Nov. 11, 7:30 p.m., \$1.50 (W).

## Holiday Schedule

The following are holidays during the remainder of 1979 and during 1980.

### Remaining 1979 Holidays

Nov. 22	Thursday	Thanksgiving
Nov. 23	Friday	Friday after Thanksgiving
Dec. 24	Monday	Floating Holiday
Dec. 25	Tuesday	Christmas
Dec. 31	Monday	Extra Holiday (1979 only)

### 1980 Holidays

An individual floating holiday to be taken whenever suitable between employee and department. Departments will control and record use of this day much as vacation is now monitored. Time cards should be marked "HI" (holiday - individual). This replaces the Institute floating holiday scheduled during winter/spring break in the past few years. 1980 will be a trial for the individual holiday which will be reviewed for continuance or change.

Jan. 1	Tuesday	New Year's Day
May 30	Friday	Traditional Memorial Day
July 4	Friday	Independence Day
Sept. 1	Monday	Labor Day
Nov. 27	Thursday	Thanksgiving
Nov. 28	Friday	Thanksgiving Recovery Day
Dec. 25	Thursday	Christmas
Dec. 26	Friday	Floating Holiday

## Fast for World Hunger

Thursday, Nov. 8 will be a "Fast for World Hunger Day" for the RIT community. The Fast Day is sponsored by the Catholic Campus Parish. All members of the RIT Community are being encouraged to participate.

Resident students may fast during lunch, dinner or both. Registration of meal tickets will take place at Grace Watson and the Dining Commons during the dinner hours on Tuesday and Wednesday before the Fast Day.

## NEWS & EVENTS

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# PROFILE

## Bill Birkett: An Early Career Decision



BILL BIRKETT

**F**requently a person spends half his life searching for a career...a career which is rewarding and fulfilling. Not so for Bill Birkett, School of Printing's associate professor of printing management.

At the ripe old age of 12, while still in grade school, Bill was enrolled in his first printing class; he's been in his chosen profession ever since.

You might say Bill practices what he teaches—or preaches if you will—for at age 13 the youth found himself a member of the printing industry. He purchased a hand press and began printing business cards, dance programs, envelopes and other small jobs in his home, after school and weekends. "I learned printing the hard way," says Bill, "by getting myself into jams and having to get myself out of them."

His entrepreneuring days continued and at age 17 the young businessman purchased and managed the Oak Park Printing and Stationery Company in his native Oak Park, Ill. It was during World War II when the labor force was depressed due to American servicemen fighting overseas. He recruited friends from high school and printed stationery and direct mail pieces.

The printing shop prospered and when it came time for Bill to enter college, he sold the business to two gentlemen and it is still in operation today. Incidentally, while Bill was attending high school and running his own printing business, he also was editor of his high school newspaper.

"I've been a wheeler-dealer all my life," Bill comments, "I've always had at least two things going—sometimes three or four."

Blending hard work with education has continued throughout Bill's life. During his college years, he always had his hand in printing and for a short time he was a sports writer for a daily newspaper and editor of the college yearbook. Nevertheless, Bill graduated from the University of Illinois with a BS in mathematics education in 1951.

After graduating from college, Bill served in various capacities for printing concerns. From 1957 to 1968, he served with MacManus, John and Adams Inc. advertising agency, where he worked his way up to sales promotion operations manager. "My claim to fame with that company was when I came up with the idea to put the tiger rug, head and all, on the GTO car. The idea caught on

right away and we sold 1,500 tiger rugs with stuffed heads to dealers throughout the country for their showrooms. Additionally, we sold about \$300,000 worth of various tiger paraphernalia. A sideline of that story is that we got a visit from the local police. You see, they thought the tiger rug was stolen. Fortunately, we were able to clear up that misunderstanding."

At age 39, in the midst of his advertising career, Bill decided to quit MacManus, John and Adams to attend the University of Michigan and earn his MBA. Financial worries never plagued the student for Bill was president and treasurer of William H. Birkett and Company, a litho trade service he had operated since 1956. He managed to operate the platemaking concern even when employed full-time. This time he was a full-time businessman as well as a full-time student. He also found time to squeeze in courting, resulting in his marriage to wife Barbara Ann.

It was during the time he served as manager of printing and services at the University of Michigan's Institute for Social Research (1971-1974) that the idea of teaching began to appeal to Bill. Not one to sit idly by, Bill kept his eyes on the personnel ads until the day he saw an ad in *Graphic Arts Monthly*. "Hello, Dr. Guldin. I just read an ad that has my name on it." As a result, Dr. Mark Guldin, director of RIT's School of Printing, offered Bill the job and he joined RIT in 1974.

Presently Bill teaches Estimating I and II, Computer Estimating Workshop and Purchasing in the Graphic Arts. "I like teaching because I like learning from students. I never taught a course where the students in my class did not collectively know more about the course than I. Students teach each other," Bill explains.

"The advantage of teaching is that it allows you to look at an industry as a whole process instead of individual segments. If you have the ability to continue to learn, you don't feel stagnated," Professor Birkett proclaims. "Teachers, however, do need to go

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FIRST CLASS

## Birkett ... Continued From Page 3

out into industry to get their batteries recharged. They can live in the abstract too long. It would be beneficial if every five years a teacher could change place with someone in industry."

As an experienced craftsman and manager, Bill has authored *Graphic Arts Estimating - Volume One*, which was published by Printing Industries of America in 1978. He is currently working on volume two. In 1976, the National Composition Association released Bill's *Pricing Strategies for the Typesetting Industry*. He has served as past-president of both the Litho Club of Detroit and the Greater Rochester chapter of the In-Plant Printing Management Association.

What does Professor Birkett have in store for the future? "I feel there's a tremendous vacuum out there in terms of a good easy estimating system for the small printer. I am working on one long-range goal to build a turnkey estimating system for the small printer that will utilize one of the new pocket-size computer devices. When the bugs are all out I intend to promote it through a series of seminars to instruct users of the system."

Bill also plans to go back to school to earn another master's degree—this time in computer management. This may require a one-year sabbatical. "If I don't go back to school, I feel I will become quite obsolete in the wake of the modern computer technology being used today in the printing industry," he explains.

In describing himself, Professor Birkett says, "I'm a readaholic. I read almost continuously. My wife has to hide the mail in order to get me to talk when I come home. She also has to hide the Sunday newspaper in order to get the lawn mowed. I get too interested in too many things."

Bill has four children. Son William B. is president of Precision Color in Detroit,

one of the largest color separation houses in the Detroit area. Son Richard J. Birkett is working in his own architectural drafting firm in Ann Arbor, Michigan, specializing in commercial remodeling. And third son Mark is a student at Allendale-Columbia School. Little eight-month old daughter Meredith is being spoiled by her three older brothers.

What will Professor Birkett do when he retires? The answer is obvious, he's planning on opening his own printing plant. What else would a totally absorbed printer do?

## Library ...

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it had Smith in the title. All you do is ask the computer to list all books in the library with the name Smith in the title."

Library patrons can get as much or as little information as they need using the computer. For example, a patron can ask the computer for all books or magazine articles on schizophrenia written after 1977.

The use of a computer in libraries is so new, MacMillan says, "the library doesn't know how its patrons are going to use it."

For now RIT library patrons can obtain information via computer by using the computer terminal located at the reference desk. A librarian is on duty to assist users. Until next spring, the library will study how the computer is used. After that it will take the information it has learned to streamline computer programs to fit users' needs.

The library's computer terminal is connected to a computer in Scotia, N.Y., at the offices of Bibliographic Retrieval Services, which is assisting the Wallace Library in the experimental phase of its program.

Dartmouth College also is experimenting with the system and the RIT library

hopes to exchange information with Dartmouth, MacMillan says.

Currently the computer terminal is available for use between 11 a.m. and 2 p.m. Beginning early in November, hours will be 8 a.m. to 3 p.m. and 5 to 8 p.m.

Sometime next summer, MacMillan says, RIT library patrons will find themselves greeted by a half dozen or more computer terminals located throughout the library. The computers will probably seem almost human, blinking a message of "Good morning, what are you looking for?" The computer will next ask, probably in multiple choice form, if the person wants "author, title, or subject."

As patrons become more sophisticated, MacMillan says, they want to dispense with unnecessary procedures, including greetings and multiple choice questions, in order to get information more quickly.

Computer programs will be changed as users gain sophistication, he adds.

"By January 1981, hopefully, we will be one of the few libraries in the world that will be able to have students doing library research via computer."

MacMillan notes that RIT's on-line catalog received nationwide attention at the American Library Association Convention in Dallas in July. In October it was displayed at the American Society of Information Scientists Convention in Minneapolis.

### RIT COOKBOOK

Inquiries concerning the newly-published RIT Women's Club Cookbook (now available) should be addressed to Mrs. Lorraine Beatty, 359-1659.