

NEWS & EVENTS

Rochester Institute of Technology

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Alumni Fund Grows

Alumni nationwide as well as current students are enthusiastically supporting the 1979-80 Alumni Annual Fund drive.

More than \$112,400 has been raised in five months in response to RIT's 150th Anniversary goal of \$150,000.

One of the most dramatic innovations to the campaign have been phonathons to alumni conducted by current students. Coordinated through the Greek Council on campus, fraternity and sorority members, using a central RIT location, made phone calls to alumni to solicit pledges toward the Annual Fund. In six nights, a record \$34,200 was raised through phone calls.

"Every Greek organization enthusiastically sent members to participate," said Jack F. Smith, director of Alumni Affairs. "Alumni seemed generally pleased to hear from current students who are both excited to be participating in the phonathons as well as feeling good about their educational experience at RIT. These students could also form the basis of future leaders in alumni programs."

An additional \$53,000 has been raised through the mail solicitation campaign, and \$23,000 from matching gifts, and an additional \$2,200 from Institute faculty and staff.

"The \$150,000 is within reach," said Judy Maltby, 1961 graduate and campaign chairman. "Many companies will match the gifts from alumni, so we encourage alumni givers to check with their firms to gain matching gift support."

Students are expected to conduct additional phonathons after the first of the year to solicit support from alumni who have never before given.

THE BIG RUN —

At one time or another, every distance runner dreams of running across the country.

For the RIT cross country team, the idea is anything but a fantasy.

Coach Peter J. Todd, four former harriers and seven current members of the squad will depart from the RIT campus Monday, Nov. 19 at 1 p.m., by motor home and automobile for the west coast. Thanksgiving Day—Nov. 22—at precisely 10 a.m., California time (1 p.m., Rochester time) the Tigers will start on a cross country relay from Santa Monica, Calif. to Rochester, N.Y., by way of Washington, D.C.

Why a 3,600-mile trek? "To call attention to RIT's 150th Anniversary," says Todd. The cross country venture is one of the continuing events taking place in honor of RIT's century-and-a-half commitment to quality careers.

And while they're undertaking the feat, "Todd's Tigers" will attempt to break the Guinness World Record for the fastest time across the country. In 1974, 13 Los Angeles policemen ran a relay from Washington, D.C. to Los Angeles in 20 days, five hours, 20 minutes.

Todd and his band of confident harriers look to reverse the route and cover the distance in 18 days.

Running long distances is nothing new to RIT's "winningest" coach. In 1968, when RIT opened its new campus in Henrietta, Todd, his assistant coach and eight runners ran a continuous relay from the steps of the nation's Capitol to RIT in four days to help dedicate the new facility.

"At that time, I started thinking about the 150th Anniversary," states Todd. He put the idea in the back of his mind and about a year ago, when things started to jell for the Institute celebration, Todd rekindled his 3,600-mile dream.

"It's time for an encore," says the Cortland graduate, "and what more appropriate time than to help RIT celebrate 150 years."

In 1968, the Tigers carried a lighted torch the 666 miles from Washington. This time it will be an inscribed baton which will be exchanged the entire route and presented to the Institute's president, Dr. M. Richard Rose.

Target date for the finish is Monday, Dec. 10, at 1 p.m.

The four alumni joining in the trek are Tim Ferris, of Spencerport, N.Y., a 1976 mechanical engineering graduate; Mike Massare, of Rochester, a biology graduate of the same year, Bob Donnelly, of Nichols, N.Y., a 1978 computer science graduate, and Tony DeSimone, of Rome, N.Y., completing civil engineering technology this quarter.

The task ahead of the Tigers sounds anything but easy. Todd has worked it out so that each member, himself included, will run two miles, exchange the baton and rest for approximately two hours, 34 minutes. This will be repeated 24 hours per day for 18 days or until the squad reaches the campus in Henrietta.

To break the world record, Todd figures the group must average 200 miles per 24-hour period. That's roughly 17.1 miles per person per day (24 hours) in the non-stop trek.

News & Events will not be published next week, due to the Thanksgiving holiday. The next issue will be on Thursday, Nov. 29.

NEWS & NEWSMAKERS

Bruce A. Austin, instructor in the College of General Studies, has had a manuscript accepted for inclusion in Educational Resources Information Center (ERIC). Austin's document, "Motion Picture Attendance and Factors Influencing Movie Selection Among High School Students" had been presented at the 33rd University Film Association Conference in August, 1979.

Dr. Eugene Fram, professor of marketing and director of the Center for Management Study in the College of Business, addressed a workshop sponsored by the Minority Business Service Center and the Rochester Chamber of Commerce on Nov. 14. His topic was "Marketing in Small Business."

Lois Goodman, head of Public Services at Wallace Memorial Library, did a presentation at the Bibliographic Retrieval Services annual user meeting in Minneapolis, Oct. 19. Her talk was on "Testing the Concept of Online Catalogs."

Dr. Ronald Jodoin of the RIT physics faculty was the keynote speaker for an invited symposium on "Microprocessors and Microcomputers in Physics Education," held last month at St. John Fisher College as a part of the fall meeting of the New York State Section of the American Association of Physics Teachers (NYSS-AAPT). **Philip Reiner**, RIT physics senior, gave a short contributed paper on an independent study project, "Simple Apparatus for Measuring the AC Josephson Effect." **David McCandlish**, former RIT physics instructor now with RIT computer services, spoke on "A Three-Stage Rocket Computer Program as a Teaching Tool."

Drs. Earl Sexton and **Kingsley Elder** of the RIT physics faculty both presided over sessions at the physics teachers association meeting. Dr. Sexton, a member-at-large of the executive committee of the NYSS-AAPT, also served on the program committee for this meeting. Dr. Elder, as State Chairman of the NYSS-AAPT, served as overall chairman for the meeting.

Registrants included students, high-school physics teachers, and physics teachers from two-year and four-year colleges from many parts of upstate New York. Other RIT personnel attending included professors **Rishi Banerjee**, **David Glocker**, **Edwin Hoefler**, **Lane McCord**, and **Frank**

Schwaneflugel of the College of Science; **Betty Hurley** and **Sharon Rasmussen** of NTID, and physics majors **Bianca McKnight**, **Rob Elder**, **Peter Hammond**, and **Chip Wendell**.

The Eastern Regional Conference of the Society of Women Engineers was held at Cornell University in Ithaca, N.Y. Oct. 26-28. Attending the conference from RIT's College of Engineering Student Chapter were **Evelyn Schmoock**, president; **Paula Bakunas**, vice president; **Barbara Full**; **Cindy Goszewski**; **Janice Neiderhofer** and **Grace Golden**, faculty advisor to the group.

According to **Don Scott**, Business Services, RTS buses will be following the weekday schedule on Saturday, Nov. 17. This one day only change will help alleviate transportation problems during the Fall Quarter Final Examination period.

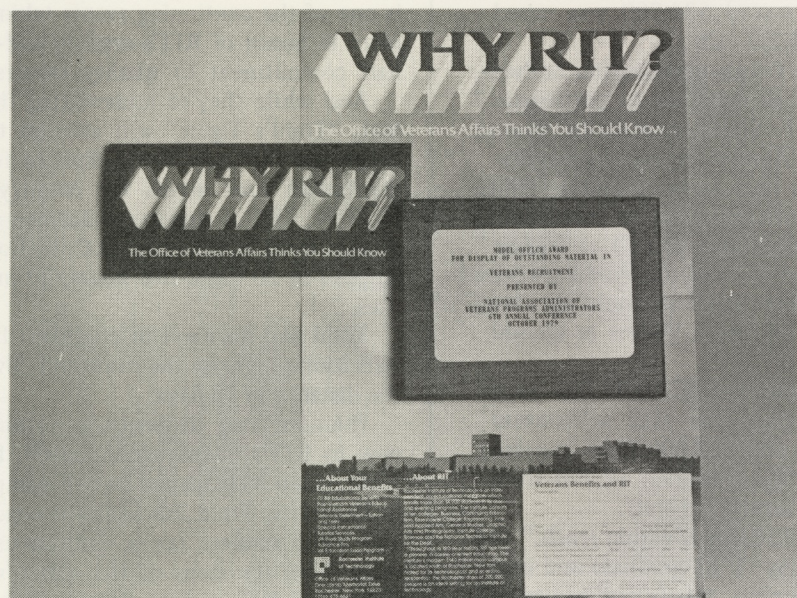
School of Photographic Arts & Sciences' Visiting Professor **Michael Soluri** has a four-page spread of his photographs on hair styles in the recent Nov. 20 edition of *Family Circle* magazine. Soluri specializes in photographing fashion, beauty editorial and

travel and also teaches one of the introductory courses in photography here at RIT.

Warner H. Strong, manager of NTID's Administrative Service area, has published an article in the September issue of *Word Processing Systems*, "13 Questions You Should ask about Text-Editing Equipment." The full-page article tells how word processing specialists can sort through all the talk salespeople give when they're looking for text-editing equipment.

Russell B. Wright, coordinator of Administrative Services for the Department of Residence Halls, conducted a workshop entitled "Physical Programming and Damage Control" explaining RIT's damage system for the Residence Life Conference at The University at Albany on Oct. 26 and 27. **John Weas**, residence life specialist; **Kelly Buis** and **Paul Stuart**, area administrative assistants, and **Ed Casulli**, resident affairs director of RHA, also attended the conference.

Richard Zakia and **Elliott Rubenstein** recently attended a conference on Photographic Criticism at Yale University.



AWARD WINNERS

RIT was chosen to receive the National Association of Veterans' Program Administrators' Model Office Award for 1979. The award was presented to Gene Clark, director of Veterans Affairs in Washington, D.C. Oct. 26 in recognition of the Veterans Affairs Brochure and Poster recently designed for recruitment purposes. RIT's Office of Veterans Affairs continues to serve the largest veteran population of any private four-year institution in New York State. This is especially significant since the national average decline has been at 35 percent annually. The recruitment pieces were designed and published by the Communications Department and are available upon request by calling the Veterans Affairs Office, ext. 6641.

PROFILE

Master Silversmith Earns New Honor

Hans J. Christensen, Charlotte Fredericks Mowris Professor of Contemporary Crafts in the School for American Craftsmen, has been selected as a 1979 Fellow of the American Craft Council.

The fellowship is one of nine lifelong awards given this year by the American Craft Council for outstanding contributions to the world of craft. The Council is the largest organization for craft in the U.S.

Christensen, a world-renowned silversmith, is being honored for the consistently high quality of his work and his many accomplishments, according to Sam Maloof, chairman of the Council's Academy of Fellows.

Christensen, 55, a native of Denmark, has designed silverware for the royal houses of his own country, England, Norway and Sweden, as well as for U.S. presidents, political, literary and entertainment figures. A chalice designed by Christensen is part of the permanent collection of the Vatican Museum of Contemporary Art in Rome, Italy.

During his 35-year career, Christensen has received numerous awards for his work, and continues to exhibit in some of the world's most prestigious shows and museums. Most recently he was selected to represent Rochester, N.Y., at the Rennes World Trade Fair, France. The Charlotte F. Mowris Professorship in Contemporary Crafts at RIT is the only such endowed chair in the U. S.

Frans Wildenhain, professor emeritus of ceramics at RIT, was named a Fellow of the American Craft Council in 1975.

Christensen was presented the award at the American Craft Museum in New York City on Nov. 8, followed by a reception for the 1979 Fellows.

The master silversmith has been teaching metalcrafts and jewelry at RIT for 25 years.



HANS J. CHRISTENSEN



Rochester Institute of Technology

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FIRST CLASS

DATEBOOK

thru Nov. 20—MFA Gallery Major show of the photographs of David Vestal, Monday-Thursday, 8 a.m.-10:30 p.m.; Friday and Saturday 8 a.m.-6 p.m.; Sunday noon-6 p.m.
Nov. 16 thru Dec. 13—A First Hand Sampling of Black and White Photographs by Bethany Marten, Gallery Two, 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.

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.

Mamie Eulogized

Mamie Doud Eisenhower was eulogized during a noon-hour service in her memory Wednesday at RIT's Eisenhower College campus.

The memorial service in the concourse area of Mamie Doud Eisenhower Hall was held on the 83rd anniversary of Mrs. Eisenhower's birth. Area residents joined members of the Eisenhower community for the service.

Tributes were offered by Joseph D. Coffee, Jr., president of the College, Dr. Sandra Saari, professor of comparative literature and chairman of the division of humanities, and Robert Lussmyer, chairman of the student senate.

Mrs. Eisenhower's granddaughter, Susan Eisenhower Mahon of Webster, attended the service.

Mrs. Eisenhower died Nov. 1 at Walter Reed Medical Center, and was buried Nov. 3, next to her husband, Dwight D. Eisenhower, in the Meditation Chapel on the grounds of the Eisenhower Library in Abilene, Kansas.

She had been a regular visitor to the Eisenhower College campus in earlier years and was described by President Coffee as "the most cherished member of the Eisenhower College community."



INSTITUTE FORUM

Xerox Senior Vice President Donald Lennox dines with students in Gracies.

Lennox Decries 'Dehumanization'

Xerox Senior Vice President Donald Lennox decries advancement when it infringes on human values and instead of a restaurant meal before his RIT lecture, he dined with students at Gracies.

Lennox was the third of this year's Institute Forum guests speaking on the theme of Technology and Values. He lectured Nov. 5 on "Advancing Technology/Dehumanizing the Work Force."

Lennox described repair systems already in operation at Xerox, where a computer diagnoses other computer failures. "We have already begun to remove the human decision factor as much as possible and the results could be far reaching," he explained.

Lennox added that with far less skills required for many jobs, the level of over qualified workers will skyrocket and with it the frustration level. "Will companies continue to adopt new technology until they destroy the work force?," he questioned.

Lennox joined Xerox in 1969 after 19 years with the Ford Motor Co. He is currently senior vice president, com-

munity affairs, for Rochester, reporting to the corporate executive office.

The next Institute Forum speaker will be futurist and consumer activist Hazel Henderson. She will speak on "Awakening from the Technological Trance," Dec. 11 in Ingle Auditorium.

Holiday Party

The Institute holiday party will take on a fresh look Dec. 14 in the College-Alumni Union when the feature group will be the Four Freshmen.

At the height of their career in the late 50's, the Four Freshmen recorded such tunes as, "It's a Blue World." The group is still recording and most of its performances are in the west, mid-west, and on ocean cruises.

The holiday party will be presented as a cabaret with cash bar and snacks only. Shows are planned for 9 and 11 p.m. Reservation forms will be printed in future issues of *News & Events*.