

# NEWS & EVENTS

Rochester Institute of Technology

Vol. 14, No. 52, May 5

1983

## Larger, Well-Equipped Bookstore Planned; Revenues Will Finance New Structure

A new RIT bookstore, located underground between the College-Alumni Union and the Wallace Memorial Library, will be built by September 1984, according to H. Donald Scott, vice president for Finance and Administration.

The project, costing \$2.9 million, will be financed through the Dormitory Authority of the State of New York. "The 20-year loan is available because of repayment through revenues produced by the bookstore," Scott states. "We

feel the expanded space will serve the RIT community very well for the future."

The new bookstore will contain 26,000 square feet, compared to the 11,000 square feet presently in the College-Alumni Union.

The location was selected in order to be central to the campus flow of residence students, the commuter students, faculty and staff. The decision to build the bookstore underground will enable RIT to preserve the green area that presently exists between the union and the library.

Located all on one level, access will be provided from above ground as well as through a tunnel connected to the College-Alumni Union. Scott also points out that the expanded bookstore space

will enable the Institute to offer a better mix of products desired by the RIT community. This will include clothes, non-required reading materials, gifts and art and school supplies. Director of the RIT Bookstore William Simpson indicates that the variety of merchandise will be significantly expanded. He points out that Cornell University has an underground bookstore that is highly effective.

In addition, the existing bookstore space will be utilized to solve current space problems that exist for offices and student services. Studies are underway to determine the appropriate use of the existing space, said Scott.

The bookstore project was approved by the Finance Committee of the RIT Board of Trustees at its April meeting.

## Groups to Work Together on Eisenhower Sale

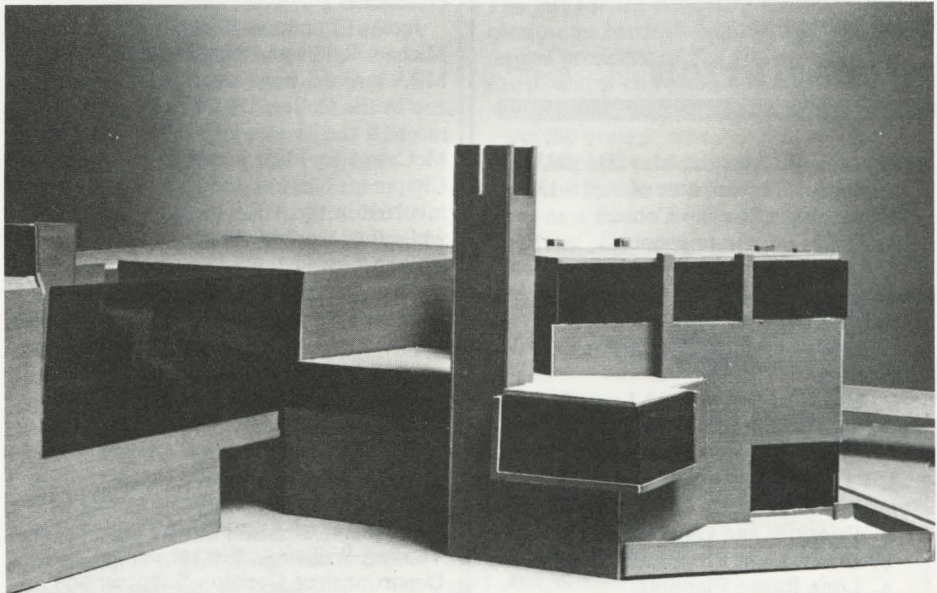
RIT President M. Richard Rose has announced that representatives of RIT, CAUSE (Citizens for an Appropriate Use to Save the Site of the Memorial to Eisenhower) and plaintiffs in the litigation arising from the closing of Eisenhower College have agreed to work together to find a mutually acceptable use for the Seneca Falls campus formerly occupied by Eisenhower College.

Litigation will be suspended during these coordinated efforts. RIT will participate through Robert L. Tarnow, RIT Trustee from Seneca Falls and chairman of the Eisenhower Facilities Search Committee, and Dr. William E. Castle, RIT vice president for Government Affairs and director of NTID. Participants on behalf of CAUSE will be Russ Lemcke and Barry Bradshaw, both of Seneca Falls. The plaintiff group will be represented by Philip J. Olmstead, also of Seneca Falls.

"All parties understand that litigation may be pursued again," Rose said.

"This agreement does not represent the validity of claims by either side in the

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**ON THE HORIZON . . .** Architectural plans are now complete for the new RIT Interfaith Center. Shown above is a model of the center to be built as an addition to the east side of the College-Alumni Union. For story on its construction, see page 3.

## Preregistration, Billing Changes Set For Fall

The Registrar's Office and the Bursar's Office have made some changes in preregistration and billing that should be a help for the Fall Quarter.

This fall matriculated day students, who participate in preregistration, will be sent a class schedule at their home address. The schedule will list all courses received through the scheduling process, but will not denote financial eligibility as the former program notice did.

Class schedules will be mailed three weeks prior to the beginning of Fall Quarter, the week of August 15, to give students an opportunity to review them and decided if adjustments are necessary. Schedule adjustments can be made at open registration.

Following receipt of these schedules, students should receive their quarterly prebilling from the Bursar's Office. Students will be billed based upon course requests. This prebilling will eliminate the former estimated biller.

In order for students to complete registration and retain their courses, it is important that their financial commitment be made by the date specified in the quarterly prebilling.

Returning student undergraduate forms are due to the Registrar's Office by May 16. Returning graduate forms are due by July 15.

## POLICY & INFORMATION

### Policy Council Agenda, May 11, 1983

1. Approval of minutes of April 13, 1983, meeting of Policy Council
2. Action on tenure proposal
3. Announcement on tenure policy to be followed for tenure decisions made during 1983-84
4. Approval of 1983-84 Steering Committee
5. Report of the 1981-82 Long Range Planning Committee on Summer Utilization
6. Progress reports from 1982-83 Standing Committees
  - a. Priorities and Objectives
  - b. Educational Programs
  - c. Long Range PlanningAnyone wishing source or further information, please call 2527.



Four students were honored with the first annual College of Business Dean's Scholastic Award given to graduate students who maintained an outstanding level of academic excellence, a 3.8 grade point average or better. From left to right, award recipients Nancy Symonds, James Chapman, Michael Reitze and Kenneth Nielson, Barbara Howard, associate director of Graduate Programs in the college, and Dr. Walter McCanna, dean of the College of Business.

## Four Earn First Business College Academic Awards

The first annual College of Business Dean's Scholastic Award was given to four graduate students who maintained an outstanding level of academic excellence.

James Chapman, Kenneth Nielson, Michael Reitze and Nancy Symonds, all MBA majors, were honored at a luncheon in the College of Business and received certificates from Dean Walter McCanna for their accomplishments. Chapman, Nielson and Symonds were involved in the MBA program part-time while they worked; Reitze was a full-time student.

The awards are given to students who have completed their graduate program requirements with a 3.8 grade point average or better.

Also attending the luncheon were Dr. Thomas Comte, associate dean of the college; Dr. Eugene Fram, chairman of the Department of Marketing; Dr. James Meddaugh, chairman of the Department of Accounting/Finance; Dr. Thomas Williams, director of the Department of Decision Sciences; and Barbara Howard, associate director of Graduate Programs.

Chapman has worked for the Pfaudler Company Inc. of Rochester for seven years; he is currently manager of

Materials and Processing, Section Resource.

Nielson, who received a BS degree in engineering from RIT in 1969, has been employed at Xerox Corp. in Rochester since 1963, most recently as an engineering specialist. He received the 1983 New York State Society of CPA's Superior Scholarship Award.

For the past two years Reitze has been involved in a research assistantship in the College of Business, where he has done research and compiled data comparing business administration programs at the graduate level as well as statistical analysis of admission requirements for the RIT MBA program. Prior to this he was a co-supervisor for Acme Markets Inc. of Rochester for 14 years. He is a member of the Rochester Chapter of the National Association of Accountants.

Symonds has been working for 14 years at Jackson's Bakery Inc. of Rochester where she is currently involved in payroll and bookkeeping activities.

# Sister Shirley J. Pilot Will Direct RIT's Department of Campus Ministry

Sister Shirley J. Pilot SSJ, an RIT campus minister since 1972, is the new director of the RIT Department of Campus Ministry. Dr. Barry Culhane, assistant vice president for campus life, announced that Sister Shirley replaces the Rev. Gerald Appleby who will assume pastoral duties in the Rochester Catholic Diocese in June.

Sister Shirley is a graduate of Nazareth College of Rochester with a master's degree in education, student personnel from the University of Rochester. She taught in elementary, junior and senior high schools and was placement director at Nazareth when she went to Brazil to serve as a pastoral worker in the Sisters of St. Joseph missions.

Director of the Diocesan Department of Campus Ministry in Rochester and chairperson of the New York State Diocesan Directors' Board, she was recently appointed to the editorial committee that will draft a pastoral letter on campus ministry.

During 1981-82 Sister Shirley was a member of the Task Force on Bishop Matthew Clark's pastoral letter on women in the church. Last year she helped design a method for gathering Rochester diocesan reaction to the second draft of the U.S. bishops' pastoral letter on nuclear disarmament. She also has served on the Ministry Commission and on the executive board of the Diocesan Sisters' Council.

## Penn State Recognizes Dr. Johnston

Dr. Robert H. Johnston, dean of the College of Fine and Applied Arts, has received the Alumni Achievement Award for 1983 from the College of Arts and Architecture Alumni Society of Pennsylvania State University.

Johnston, who earned his doctoral degree from Penn State, was presented the award in a special ceremony at the University's Museum of Art April 22.

The Alumni Achievement Award annually honors a distinguished alumnus of the college.

Since 1970, Johnston has served as dean of the College of Fine and Applied Arts. During the 1981-82 academic year, Johnston was Institute Dean for RIT.



SISTER SHIRLEY PILOT

## Architectural Plans Complete For New Interfaith Center

Architectural plans for RIT's new Interfaith Center have been completed by the firm of Macon-Chaintreuil & Associates, Rochester. The firm has served as architects for two other buildings and three renovations at RIT.

Plans for constructing an Interfaith Center at RIT were announced last month after the receipt of a \$750,000 gift from Mr. and Mrs. Kilian J. Schmitt of Rochester and Boca Raton, Fla.

The new 13,000 square foot center, estimated to cost \$1.4 million, will be an addition to the eastside of the College-Alumni Union. The building will have a 300 seat chapel, a small meditation chapel, 10 offices for chaplains, meeting rooms and a lounge.

According to RIT Vice President Alfred L. Davis, fundraising for the remaining costs of the center has been progressing at a promising rate and construction is planned to begin this summer.

Kilian J. Schmitt's affiliation with RIT goes back to the 1930s when he studied at RIT's predecessor, Mechanics Institute. Schmitt graduated in 1933.

The gift for the Interfaith Center commemorates his 50th Anniversary. He is retired president of the United Schmitt Corp. and is chairman of the board of New York Allright Parking inc.

At the present time, 19 full- and part-time chaplains serve on the RIT campus. The new Interfaith Center is expected to serve as a major focal point for many activities.

### WOMEN'S FINE BOOKMAKING ON EXHIBIT

Now on exhibit in the display cases at the Melbert B. Cary Jr. Graphic Arts Collection is "Abbe to Zapf: Four Centuries of Fine Bookmaking by Women."

The exhibit will be up through the end of next week.

Yesterday the exhibit opened with a reception featuring a talk by Ruth Terry of the School of Printing faculty on "Women Printers, 1484 to 1983."

# Altier says, 'Practice Your Negotiating!'

Rochesterian Theodore J. Altier received the 1983 William D. Gasser Award this week. The award is the highest given by the College of Business.

Altier also delivered the seventh annual William D. Gasser Distinguished Lectureship in Business; his topic was "I'd Rather be in a Small Business, It's Got It." The lectureship is hosted by the College of Business as a continuing forum for distinguished members of the business world.

"There are some unique characteristics to being in a small business," said Altier. "We are vulnerable . . . the good will of the store is in the hands of the rank and file workers. Small retailing businesses also deal in short selling seasons, so if we don't have seasonable weather, we're in trouble."

Altier had some advice for students in the College of Business. "Practice your negotiating. The art of negotiating, whether it's with a bank, developer or employee, is learned by practice, not by reading a textbook." He told students to remember, "the retail business is people-intensive . . . you should create an atmosphere in which employees can blossom; they should be given the opportunity to be creative and learn by their mistakes."



*John Wiley Jones, right, presents the Gasser Award to Theodore Altier during a private luncheon following Altier's lecture. Gasser was a longtime friend and business associate of Jones, company president of Jones Chemicals Inc, which established the lecture, and an honorary member of the RIT Board of Trustees. The Gasser Award was designed by the late silversmith Hans Christensen, the Charlotte Fredericks Mowris Professor in the School for American Craftsmen.*

Active in community service in the Rochester area, Altier said he devotes four to six percent of his working hours to community service.

The Gasser Lecture was established by Jones Chemicals Inc. in recognition of Professor Gasser's numerous contributions as a teacher at RIT and as a director of, and financial advisor to, Jones Chemicals Inc. Gasser taught at RIT from 1967 until his death in 1977.

## Richard Eisenhart Receives Museum's Civic Medal

Richard H. Eisenhart, chairman emeritus of the RIT Board of Trustees, received the Rochester Museum and Science Center Civic Medal April 25. He was cited for his "outstanding community service" at the museum's 44th annual "Convocation." His father, M. Herbert Eisenhart, was recipient of the award in 1944. Eisenhart Auditorium, scene of the gathering, is named in honor of the RIT trustee's parents.

Eisenhart joined RIT as a trustee in 1972 and served as its board chairman from 1976-81. He is currently a member of the Board of Trustees of Rochester Savings Bank, Board of Directors of Bausch and Lomb Inc. and the Board of Governors Executive Committee of the Genesee Hospital. Eisenhart is a past member of the Rochester Chamber of Commerce, past member and director of the Brighton Chamber of Commerce and the Rochester Sales Executives.

## Editor Gottschall to Address Design, Technology Conference

Edward M. Gottschall, executive vice president of International Typeface Corp. and editor of *U & Ic*, will deliver the keynote address at the Design & Technology Update conference on campus next week.

Gottschall's talk, "Graphic Design: the Technology Connection," is the first major address of the three-day conference to show creative professionals how they can put the latest design technologies to work for them.

Before joining International Typeface Corp. in 1975, Gottschall was executive director of the American Institute of Graphic Arts. He has been editor and co-publisher of *Art Direction* magazine and managing editor of the *Graphic Arts Production Yearbook*. He is the author of *Graphic Communication '80s*, published by Prentice-Hall, and originally published as "Vision '80s" in *U & Ic*.

Along with Gottschall, conference speakers include Pat Cole, Atari Corp. and member of the board of directors of

SIGGRAPH; Aaron Marcus, president of Aaron Marcus and Associates, and James Ver Hague, associate professor in RIT's College of Fine and Applied Arts and coordinator of the conference.

Participating in a panel discussing how emerging technologies affect the way in which art directors and designers approach visual problem solving will be Sharon Poggenpohl, design consultant; Nathan Felde, Communication Arts and Technology; Mihai Nadin, Rhode Island School of Design; Charles Owen, IIT Design Technology Center, and Jack Weiss of Jack Weiss Associates.

Design & Technology Update will feature sessions on electronic publishing, digital paint systems, electronic mechanicals and computer graphics in commercial animation. In addition, conference participants will have the opportunity to see and try new equipment demonstrated by vendors.

The conference is sponsored by RIT's College of Fine and Applied Arts.

### HONORS SHOW IN NTID GALLERY

The Division of Visual communications Student Honors Show will be on exhibit from May 9 to June 17 in the NTID Gallery, Bldg. 60.

There will be an opening reception from 4 to 6 p.m., Monday, May 9.

# Dorfsman Brings Creativity to Reedy Lecture

Creativity in a corporate environment has been the hallmark of Lou Dorfsman's career.

Dorfsman, vice president, creative director, advertising and design for CBS Inc., will discuss his work for various aspects of advertising, design and communications: tape, film, stage sets, architectural interiors, books and magazines when he delivers the spring 1983 William A. Reedy Lecture in Photography next Thursday.

Dorfsman's lecture, "A Long Look Back," will be presented at 7:30 p.m. in the NTID Theatre, Lyndon Baines Johnson Building.

The William A. Reedy Lectures are sponsored at RIT by the Eastman Kodak Company to recognize excellence by photographers, graphic designers and filmmakers.

Dorfsman, who joined CBS as an art director and designer in 1946, was named head art director for the CBS Radio Network six years later. Although radio at that time was still big business, it was considered a dying medium because of the advent of television.

On discussing radio in the face of the television explosion in the 1950s, Dorfsman said, "I enjoy negative situations because of the opportunity and challenge of turning them into a positive. The advertising and promotion challenge was to change the advertising



On location in the office of Lou Dorfsman, right, CBS Inc. vice president who will deliver the Spring 1983 William A. Reedy Memorial Lecture in Photography next week, are, from the left, Steve Wunrow, video photographer; Russ Lunn, production assistant; Malcolm Spaul, director; and Michael Soluri, producer.

community's perception of radio from that of a loser to that of a strong and continuing vital force. And we did it."

Dorfsman moved to the CBS television network in 1959 where he continued to produce attention-getting and award-winning ads.

In addition to his work with advertising and publicity for CBS, Dorfsman is creator of the company's corporate identity program. The program coincided with the corporation's move to its Manhattan headquarters in the late 1960s. He oversaw design of interior of offices, selected art for the walls and designed a 40-foot three-dimensional mural for the CBS employees cafeteria.

Throughout his career, Dorfsman's work has been recognized for its originality. He has received 13 gold medals and 23 Awards of Distinctive Merit from the New York Art Directors Club and in 1978 was elected to that organization's Hall of Fame for his contributions in graphics, corporate design and advertising.

Also in 1978, the American Institute of Graphic Arts awarded Dorfsman the AIGA gold medal for his career-long contributions to graphic design. He has received 50 AIGA Ads of the Year Awards as well.

A graduate of Cooper Union School of Art and Architecture, Dorfsman received Cooper Union's Augustus St. Gaudens medal, the school's highest alumni award for professional achievement in 1963. In 1980 Cooper Union voted Dorfsman its Alumnus of the Year.

His work has been exhibited in this country and abroad.

## RIT Video Tape to Accompany Next Week's Reedy Lecture

In conjunction with the spring 1983 William A. Reedy Memorial Lecture in Photography to be delivered by Lou Dorfsman next week, RIT is producing a half-hour documentary on Dorfsman's career as a designer.

The production, "A Long Look Back," was funded by the Eastman Kodak Co., which also sponsors the Reedy Lectures.

Michael Soluri, assistant professor in the School of Photographic Arts and Science, is producing the video tape documentary. "One of the things that makes this such an exciting project is that everyone working on the production has an RIT connection," says Soluri.

Soluri himself has an MFA from the School of Photographic Arts and Sciences as does the production's director, faculty member Malcolm Spaul. Executive producer is Dr. Russell Kraus, director of the school.

David Cronister, editor; Steve Wunrow, video photographer; the New

York City production assistant, Robert Casagrande, and Sue Weisler, still photographer documenting the project, are all RIT graduates.

Russ Lunn, who will graduate from the School of Photographic Arts and Sciences this spring, is the RIT production assistant and photo student Debora Whorf is the project's researcher. In charge of graphics and overall design continuity is graduate design student Katherine Elkins.

Jeff Arnold, the son of School of Photographic Arts and Sciences professor Charles A. Arnold Jr, is composing the score.

"What we're doing," explains Soluri, "is putting together a production that will give students and faculty members an in-depth look at how one designer thinks and works." Soluri expects that after completion of the project, the videotape will be used by other colleges and universities as well.

# Four Faculty Members Bring Special Talents t

Three current and one former faculty member, the latter being honored posthumously, are recipients of the 1982-83 Eisenhart Awards for Outstanding Teaching to be presented by Thomas Plough, vice president for Academic Affairs, at a special ceremony at 4 p.m., Monday, May 9, in Ingle Auditorium.

Winners of RIT's highest teaching honor are Marcia Birken, Learning Development Center; the late Hans J. Christensen, College of Fine and Applied Arts; Dr. Sarah Huff Collins, College of Liberal Arts; and Dr. Harry G. Lang, National Technical Institute for the Deaf.

The ceremony will feature recognition of past recipients of the Eisenhart Awards and will include an audio-visual show about teaching excellence at RIT that focuses on Dr. Jasper E. Shealy, an industrial engineering professor in the College of Engineering and a former winner of an Eisenhart Award.

RIT has formally recognized teaching excellence through this awards ceremony since 1965. In 1975, to add distinction and permanence to the awards program, the family of the late M. Herbert and Elsa Bausch Eisenhart established an endowment fund in the couple's honor to support the teaching awards. M. Herbert Eisenhart, former president and board chairman of Bausch & Lomb Inc., was a member of RIT's Board of Trustees for more than 50 years.

Marcia Birken knows only too well that some students have a terrible fear of studying mathematics.

As assistant professor in math for the Learning Development Center (LDC), she strives to erase that fear. "Mostly I'm trying to instill mathematical confidence," she says. "I feel most any student can be mathematically successful, even the most math-anxious ones."

Birken spends a good deal of time in an LDC math laboratory open to any RIT math student. The lab, staffed by an instructor and a student, offers individual and group instruction. Birken estimates that five to 20 students an hour use the lab.

She administers in addition, a one-to-one tutoring program for students in the quantitative areas of chemistry, biology, physics and engineering. Each student who needs help is hooked up with another student who serves as a tutor.

To train student tutors and other tutors, Birken helped design, and teaches, a five-week tutor training course. "We would have tutors sensitive to the needs of students and aware of the ethics of being a tutor," she says.



**MARCIA BIRKEN**

Birken also was involved in developing the curriculum for non-credit math courses offered by LDC. The courses provide a review of material and remedial help for students preparing to take graduate math exams.

When not teaching or tutoring at LDC, Birken relishes the opportunity to teach regular math courses in the College of Science and the College of Business. At the invitation of those colleges, she generally teaches one class per quarter.

Birken says she has experimented for the last several years with the use of writing to teach math. She presents students in business calculus classes with problems they might face as managers. Then she tells them to write up how they would solve the problem, incorporating the needed mathematical principles and calculations. "I find they learn a great deal about the process of mathematics."

Birken has been at RIT for six years. Prior to that, she taught at two community colleges and worked on the technical staff of Bell Laboratories in New Jersey.

She has a bachelor's degree from Mt. Holyoke College and a master's in mathematics from the Courant Institute of NYU. She is a member of the National Council of Teachers of Mathematics.

Currently Birken is away from RIT introducing three and a half-week-old son, David, to the world. She began her maternity leave in mid-March and may return to RIT in June. Otherwise, she says, she'll be back in September.

Birken lives in Fairport with her husband, Eric, a physician, son Adam, and young David.

Colleagues of the late Hans J. Christensen say he would have been extremely honored to accept one of this year's Eisenhart Awards.

"I think he would have considered it a fantastic achievement," says William Keyser, chair of RIT's School for American Craftsmen in which Christensen taught for 29 years. "I think it's something he strove for all his life and it's too bad he didn't get it while he was here."

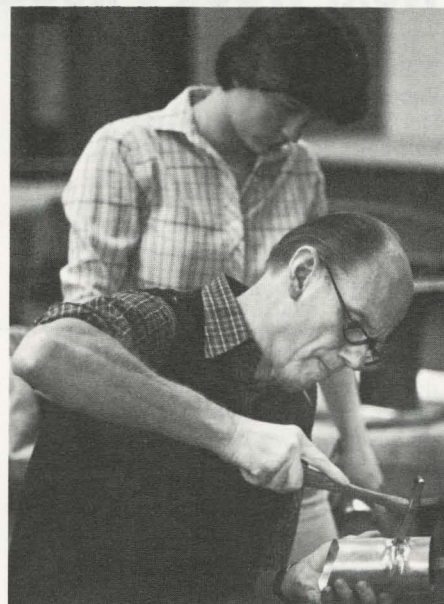
Adds Robert Kerr, assistant dean of the College of Fine and Applied Arts, "I think he was such a student-oriented person, being recognized by the students and his peers would have pleased him very much."

Christensen, a renowned metalsmith, died tragically in a car accident Jan. 16.

His accomplishments on the local, national and world level are many.

Christensen held the nation's only endowed chair in the crafts, the Charlotte Fredericks Mowris Professorship in Contemporary Crafts. An internationally-known craftsman, his work is in the collections of the royal families of Denmark, England, Iran, Norway and Sweden. Other pieces he made are owned by past American presidents, congressmen and literary, entertainment and political figures.

He also made two chalices for the Vatican and numerous ceremonial works for RIT. His creations have been exhibited in his native Denmark, England,



**HANS CHRISTENSEN**

# o RIT . . . Earn 1982-83 Eisenhart Awards



**SARAH HUFF COLLINS**

France, Germany, Poland, Spain, Sweden, Switzerland and the United States.

Born Jan. 21, 1924, in Copenhagen, Denmark, Christensen's career as a craftsman began in his own country with the respected Georg Jensen's Silversmithy, where he worked for a decade.

He learned his trade at the School for Arts and Crafts in Copenhagen and the School for Arts and Crafts in Oslo, Norway. He taught silversmithing and design at his alma mater in Copenhagen before coming to the United States.

From 1954 until his death, Christensen taught two generations of metalsmiths at RIT's School for American Craftsmen.

"I get letters from his former students," Keyser says. "One student wrote very simply, 'He changed my life.' Hans not only taught metalworking, he taught more than that. He was a father figure, a mentor and an idol to a whole generation of students."

Christensen's students were not alone in recognizing his genius. He received numerous honors during his career, including the presentation of two medallions by King Frederick of Denmark, the exhibition at the 1958 World's Fair in Brussels of a coffee service he designed and constructed, and the awarding of lifelong status as a fellow of the American Crafts Council in 1979. His work has been reviewed in more than 60 America and European publications.

He both taught and worked on his projects at RIT—and once said there

were definite reasons for that: "You can't teach if you don't practice what you're teaching. Young people today are more skeptical than before. But it's easy to get them to do anything if I show them that I've done it; even easier if they can watch me do it. And that way they're more involved in the daily life of a craftsman."

If Dr. Sarah Huff Collins can have an RIT student appreciate the joys of language and literature, she feels she's accomplished her primary goal as an educator.

"The most important thing is to teach in such a way that the student becomes an independent reader and writer," says the 16-year veteran of instruction at RIT. "My job is to make the student independent so that he or she will read and write with pleasure."

A professor of language and literature in the College of Liberal Arts, Collins teaches a broad variety of courses, Practical Writing, Effective Speaking, Literature of the Bible, Great World Novels and Introduction to Literature.

She recently helped develop a new course, Writing and Thinking. "Essentially, it emphasizes expository and argumentative writing and logic," she says.

Collins calls herself a "pretty conventional" teacher who relies on lectures and discussions. She makes herself readily available to students for individual conferences, particularly to those students in her writing and speaking courses.

A fan of medieval literature, Collins says, "Little did I dream that I would

someday be teaching courses in technical writing." But she loves it and is an expert in the field. Collins has written a handbook for high school teachers on teaching technical writing.

Philosophically, Collins views the reading of literature as an important way for students to expand their horizons. "I hope they get multiple views of what life is like and how it might be lived so they don't have to gain all their knowledge through firsthand experience. I think literature offers a more complex view of what life is about than a single experience."

Outside of the classroom, Collins keeps busy as a member of the Modern Language Association, the American Society for Eighteenth Century Studies, the Rochester Area English Council and the Society for Technical Communication.

A native of Harlan, Kentucky, Collins received a bachelor of arts degree from Centre College of Kentucky. She has a master's degree and doctorate in English from Indiana University and she taught English at both Centre College and Indiana University.

The instruction of English is a family affair in the Collins household; husband, Rowland, is an English professor at the University of Rochester. The couple has three children and two grandchildren.

Dr. Harry Lang, an associate professor of physics at NTID, views his deafness as a motivating factor in his life. "I was 15 when I became deaf," he

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**HARRY LANG**

# From Hens to Robots . . . Co-op Work Gives RIT Students the 'Exciting' Edge

Which comes first, the chicken or the egg?

If you ask third-year chemistry student Nancy Westfall, who spent last summer working on co-op in an egg production enterprise in Ibaguè-Tolima, Colombia, South America, the answer is obviously "the egg."

Nancy worked in the nutrition laboratory of Granja Buenos Aires Limitada, where she analyzed chicken feed products for fat, fiber, calcium, protein, ash and phosphorus content. The data was fed into a computer programmed to determine the most nutritious feed mix for the company's 600,000 chickens.

Nancy developed the job with the help of her former high school Spanish teacher who is a native of Colombia.

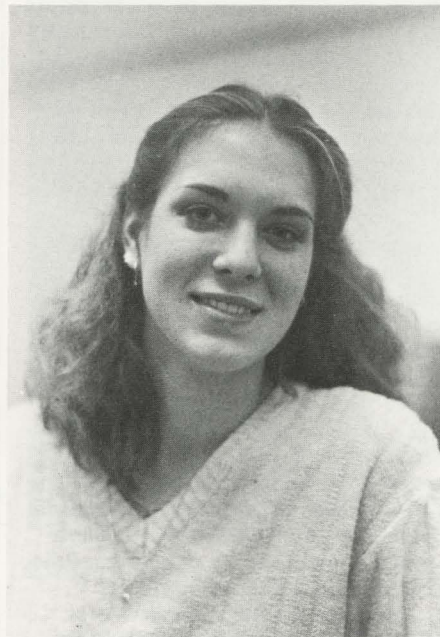
"Because much of the enterprise's new laboratory equipment was imported from the United States, I was asked to translate the technical manual instructions into Spanish so the equipment could be readily used by others when I left," Westfall said.

In addition, she recommended the purchase of laboratory equipment. "For example, we needed a spectrophotometer, and since I was familiar with these instruments from my laboratory courses at RIT I was able to decide which one we should buy."

Why did Westfall choose to go on co-op? "Originally I decided to get involved because I wanted to have some work experience in my field, biochemistry, before I graduated. That way if I found I didn't like it, I could change my plans before it was too late. Now, however, I think one of the best features of RIT's co-op program is that it is flexible enough to allow a student to mold his or her own unique co-op experience. For example, it allowed me to use both my chemistry and my Spanish, while living in a country I had always wanted to visit."

But the best part of her co-op job was the people. "The people I worked with in Colombia were terrific. They were helpful and excited about having a co-op student in their midst. They helped make my adjustment to Colombian life very smooth. I plan to go back to visit as soon as I graduate."

For Jeff Jenkins, a third-year computational mathematics major, working on a robot for IBM Corp. in Boca Raton, Fla., was an exciting co-op job. He was in charge of testing



NANCY WESTFALL

mathematical software for robots being designed and produced there.

"Our job was to set up a program that would test all the functions of the robot and make sure it responded the way it was supposed to. I tested the machine every way I knew how," he says. "My rationale was that if I could find a bug at this level, it would cost maybe a couple of hundred dollars to fix, counting my time and labor, plus the company's time to correct it. If the

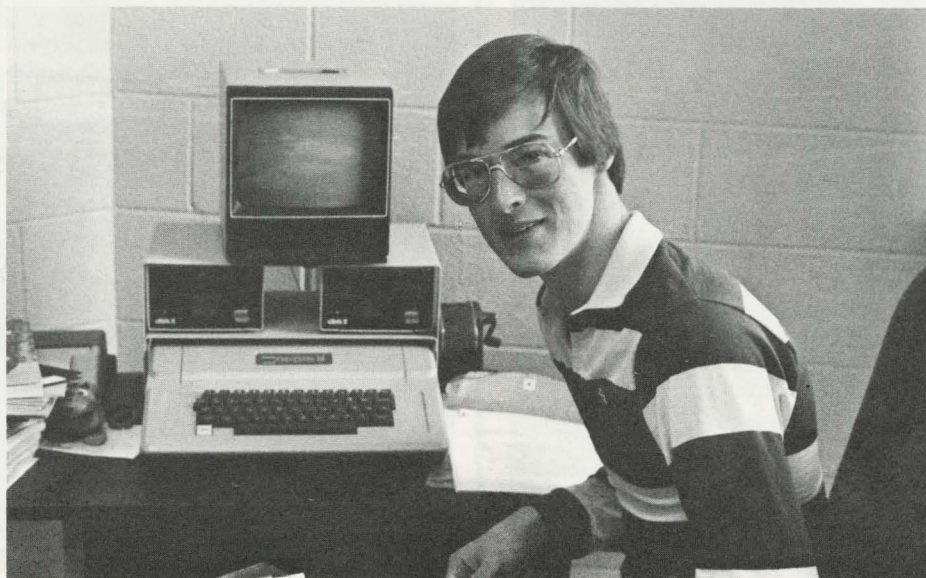
machine had gone into the field with an error in the software package and someone else found it, it would probably cost the company at least ten times that to fix." His diligence paid off—he found ten errors which he "wrote up."

Does Jenkins see more work in robotics in his future? "There's a good chance, but co-op taught me that I'm not ready to specialize yet. Although I got a taste of robotics and really loved it, there might be another branch of mathematics I like even more. And if there is, I'm confident co-op will help me find it."

"Co-op really gives a student an edge on full-time employment. Once you've been on co-op you have valuable professional experience; students get a chance to find out what it's like in the real world," explained Joan Tierney, cooperative education coordinator for the College of Science. "Many of our college graduates are hired by the firms they worked for as co-op students and as a result, they usually start at a higher salary than employees without previous service."

Co-op also can help pay a significant part of a student's college expense," says Tierney. "I encourage all of our students majoring in biology, biomedical computing, biotechnology, chemistry, chemical technology, applied mathematics, computational

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JEFF JENKINS



# Case-Hoyt's Richard P. Miller to Chair New Center for Management Development

Richard P. Miller Jr., president of Case-Hoyt Corp., has been named chairman of RIT's new Center for Management Development Advisory Board by College of Business Dean Walter F. McCanna.

Part of the College of Business, the Center for Management Development (CMD) has been providing custom designed management programs for area business and industry for more than 13 years. It has just completed a second year of the RIT Executive Management Program and has offered special workshops and programs for Gannett Corp., Case-Hoyt, Rochester General Hospital, the State of New York, Eastman Kodak Co., Bausch & Lomb Corp., General Railway Signal Corp. and Xerox Corp. The center for

Management Development is directed by Dr. Philip R. Tyler.

Also named to the CMD Advisory Board are: Theodore J. Altier, chairman and treasurer, Altier and Sons Inc.; A.C. Engelfried, executive vice president, Market Sense; Van Buren Hansford Jr., president, Hansford Manufacturing; John D. Hostutler, president, Industrial Management Council; Thomas T. Mooney, president, Rochester Chamber of Commerce; Robert T. Silkett, president, R.T. French Co. Inc.; Leonard S. Simon, executive vice president, Community Savings Bank; and Floyd Tekampe, managing partner, Arthur Anderson and Co.

RIT members of the Advisory Board include: College of Business Dean

Walter F. McCanna; Dr. Thomas Comte, associate dean; Dr. Robert Barbato, assistant professor; Dr. Andrew DuBrin, chairman, Department of Marketing; Stanley Dye, distinguished lecturer; Dr. Robert Pearse, distinguished lecturer; and Dr. Philip Tyler.

## College Presidents Coming to RIT For Conference

United States Peace Corps Director Loret Miller Ruppe will deliver the keynote address May 12 when more than 40 community college presidents come to RIT for a two-day workshop. Dr. Richard L. Rinehart, director of the Center for Community/Junior College Relations, is coordinating the conference.

The community College President's Meeting involves community colleges from eight states in the northeast.

According to Rinehart, the meeting has been planned as a means of supporting the inter-college communications required to facilitate transfer student levels and quality. "It also will strengthen the base for mutual respect and future cooperative ventures," explained Rinehart.

Ruppe will deliver her address, "A World Community: Colleges and Development," at 1:30 p.m., Thursday, May 12, in Ingle Auditorium. She also will attend an open meeting at 2:50 p.m., Thursday, in the Alumni Room of the College-Alumni Union. Any RIT students, faculty and staff who have had experience with, or have an interest in, the Peace Corp, are invited to attend.

The two-day conference also features presentations on current legislative issues; industry, college and school cooperation; computer literacy and competency; and strategic planning developments.

Nearly 40 percent of RIT's 10,000 full-time undergraduate students have transferred to RIT from community and junior colleges and other institutions. The Center for Community/Junior College Relations works closely with all of RIT's colleges and other institutions as a resource center on transfer information and recruitment.

## Ellsworth J. McCune Named James E. McGhee Professor

Ellsworth J. McCune, faculty member in the School of Photographic Arts and Sciences has been named to the James E. McGhee Professorship in Photographic Management.

The McGhee Professorship, the first one in the photographic industry, was created in 1967 by the Master Photo Dealers and Finishing Association (now the Photo Marketing Association) and by friends of Mr. McGhee.

The professorship provides a permanent memorial for Mr. McGhee, a former vice president of the Eastman Kodak Co. and a lifelong friend of the photo finishing industry.

McCune, who joined the School of Photographic Arts and Sciences faculty in 1979, retired in 1976 after 30 years of service with Kodak where he was supervisor of definition and development for the Professional and Finishing Product Group.

A graduate of Ohio University, McCune is a member of the Photo Marketing Association, Association of Professional Color Labs and Society of Photographic Scientists and Engineers. Five patents have been issued in his name and assigned to the Eastman Kodak Co.

McCune and his wife, Marian, live on Ferguson Drive, Hilton.

As the James E. McGhee Professor, McCune will coordinate curriculum

recommendations for the photographic marketing and finishing management program to insure that curriculum reflects the needs of the photo finishing industry.

In addition, as liaison between the photographic processing and finishing management program and the photo finishing industry, McCune will facilitate interaction between RIT and dealers, finishers and manufacturers.

In announcing McCune's appointment, Dr. Russell C. Kraus, director of the School of Photographic Arts and Sciences, said, "We are pleased to have a person of the stature of Mac McCune in the McGhee Professorship. His experience in photo finishing research and development over the years and the respect he has earned from the photo finishing industry for his work while the McGhee Professorship was vacant will insure that the role of the James E. McGhee Professor will continue to be an important one to us at RIT and for the industry itself."

The James E. McGhee Professorship in Photographic Management honors the memory of Mr. McGhee, one of the founding members of the National Association of Photographic Manufacturers and Eastman Kodak vice president in charge of U.S. sales and advertising. Mr. McGhee, who died in 1965, worked for Kodak for 42 years.

# Camp Good Days Given RIT's Mini Baja Vehicles

RIT's Mini-Baja East team brought smiles to the faces of children with cancer from Camp Good Days and Special Times last weekend.

The team donated two of its all-terrain vehicles, including the 1981 championship car, to the camp during a ceremony on campus. Camp Good Days and Special Times also will be given RIT's 1982-83 Mini-Baja East vehicle after the team returns from this year's competition, May 5-6, outside Washington, D.C.

On hand to receive the donated vehicles were children from Camp Good Days and Special Times; Gary Mervis, camp chairman and founder; program directors; and counselors. Attending from RIT was Dr. Alan Nye, initiator and faculty advisor of the Institute's involvement in the national Mini-Baja East competition and assistant professor of mechanical engineering in the College of Engineering, and engineering students involved in the Mini-Baja.

Camp Good Days and Special Times is a camp in the Adirondack Mountains exclusively for children between the ages of eight and 16 with leukemia and other forms of cancer. It is a unique summer camp—because of its purpose—instead of the special activities it provides. The camp was started in August 1980 and so



*Dr. Alan Nye, left, faculty advisor for the RIT Mini-Baja East team, and members of the team look on as one of the children from Camp Good Days and Special Times gets a driving lesson in the 1981 championship vehicle, one of two cars donated by the RIT team to the camp.*

far, 290 children with cancer have participated. The camp was developed by Mervis, father of a daughter who died of a brain tumor. It is an all volunteer, not-for profit corporation and the only program of its kind in the northeastern United States.

RIT's Mini-Baja East team will participate in the 1983 competition at proving grounds of the U.S. Army Mobility Equipment Research and Development Command (MERADCOM). This year's competition will be hosted by the University of Maryland, the Washington Section of the Society of Automotive Engineers and the U.S. Army MERADCOM. The RIT team will enter two vehicles this year to allow more students to participate; a new vehicle has been built and last year's "Mud Muncher" improved.

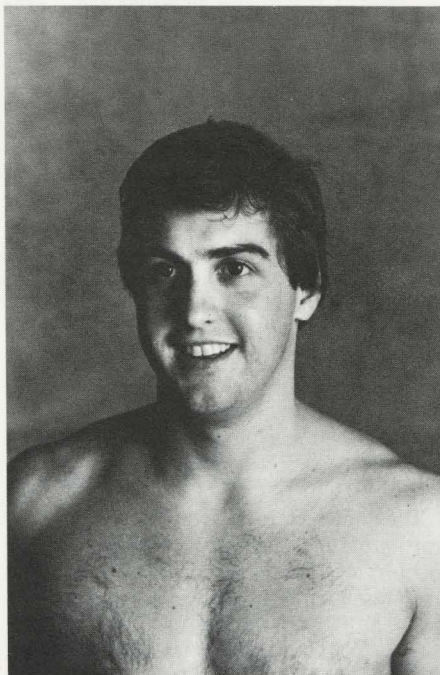
The objective of the Mini-Baja competition is to give engineering students a chance to practice what they have learned in the classroom. Students must design and build a one-person, all-terrain vehicle.

## Don Richards, RIT Swimmer, Dies

Don Richards, a junior packaging science major from Lockport, N.Y., was one of four people killed in a nine-car pileup on Interstate 81 north of Binghamton April 25. A member of the RIT swim team, Richards was on cooperative work study with IBM Corp. in Binghamton at the time of the accident. He recently completed his second season of swimming at RIT and competed in three events at the nationals.

"Don was an excellent, versatile swimmer," commented Coach John Buckholtz. "He was the hardest working swimmer I had, almost to a fault." Richards' death forced cancellation of the annual swim team banquet. Funeral services were held in Lockport on Saturday, April 30.

Richards was an All-American in the 200-yard butterfly in 1981-82. He came to RIT three years ago from the University of West Virginia. A memorial service at RIT is being planned, according to Buckholtz, and the swim team is establishing the Don Richards Memorial Award, symbolizing his hard work and dedication to the program.



**DON RICHARDS**

## Parades, Jugglers Make an RIT Funday

Fifty children from Rochester agencies and the community will be treated to a Sunday Funday from 12:30 to 3:30 p.m. Sunday, May 8, on the RIT campus.

RIT/NTID Community Services of the Complementary Education Department and students from Kate Gleason Hall's Community Service Clubhouse have arranged a day that begins with a parade including the RIT Tiger Band, the RIT Tiger, the Benjamin Franklin Junior High School Marching Band, mimes, and jugglers. Team games and an outdoor carnival will be conducted on the campus intramural fields. The RIT community is invited to join the festivities.

In case of rain, the parade will be cancelled and events will take place in Clark Gymnasium.

### RIT DANCE COMPANY . . . ON STAGE

The RIT Dance Company will perform Friday and Saturday, May 6 and 7, at 8 p.m. in the NTID Theatre. This talented group of deaf and hearing students is directed by Sue Galligan. Admission is free.

# Lacrosse Team Clinches ICAC Title

The RIT lacrosse team has captured its second straight Independent College Athletic Conference (ICAC) title. The tigers, entering their final week of regular season play, took the measure of Ithaca, 13-5, last week and added a 17-10 win over Alfred to clinch the crown.

RIT closed out the campaign this week with contests against Rensselaer Polytechnic Institute and Hamilton. Entering the final week, RIT was ranked 11th in the nation among Division III schools in the United States Lacrosse Association (USILA).

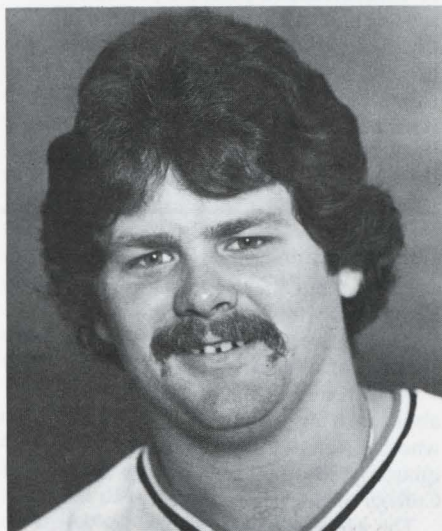
Coach Bill Tierney's stickmen are strong candidates for a bid to the NCAA Division III Championship which begins Wednesday, May 11. The Tigers were 9-2 entering the final week, boasting nine straight wins.

Senior Keith Vadas and freshman Bill Bjorness were knotted for the scoring lead with 52 points. Vadas had 20 goals and 32 assists while Bjorness boasted 28 goals, 24 assists. Vadas ranked fourth in the nation in total points and Bjorness was 10th.



Keith Vadas (#40) of RIT moves against Ithaca defender in lacrosse contest last week. The Tigers stunned fourth-ranked Ithaca, 13-5, and went on to clinch the Independent College Athletic Conference (ICAC) with a 17-10 win over Alfred last Saturday. RIT is waiting word on a possible bid to the NCAA Division III Championship which begins May 11.

## Burkholder Featured



Dave Burkholder, junior goaltender on the national champion men's hockey team, will appear in an upcoming issue of *Sports Illustrated Magazine*. He is being cited for his role in guiding RIT to the NCAA Division II Championship in March. Burkholder made 73 saves in the final two contests and was named Most Valuable Player of the championship. RIT finished with a 23-9 overall record. Burkholder will be featured in the "Faces in the Crowd" section of the weekly magazine.

## Celebrity Swim-Off This Sunday To Benefit United Way

WRTK-Radio and RIT will co-sponsor a Celebrity Swim Off for the United Way from 5 to 6:30 p.m. this Sunday, May 8, in the Edith Woodward Memorial Swimming Pool on the RIT campus.

Participants will include area celebrities and members of the RIT community competing in short-distance challenge races to benefit the United Way Fund drive which concludes May 10. Some of the Rochester area notables expected to participate include David Nolan (WHEC-TV), Mike Power, Wanda Miller and Kimberly Adams (WOKR-TV), John Winthrop and Bruno Sniders (WRTK Radio) and former City Councilman Charlie Schiano.

RIT personnel desiring to compete may sign up in advance by calling the sports information office, 475-6154, or sign-in at the door Sunday. Members of the RIT community may sponsor swimmers of their choice through a donation to the United Way Fund during the events on Sunday.

Admission to the event is a minimum donation of \$1 to the United Way. Student groups and members of the faculty and staff are encouraged to participate by signing up for challenge matches.

WRTK-Radio, originators of the Celebrity Swim Off for the United Way, will provide live coverage of the festivities on 1370-AM.

### BUYBACK HOURS SET FOR TEXTBOOKS

Textbook buyback hours at the RIT Bookstore are 8:30 a.m. to 8 p.m., Monday, May 16; 8:30 a.m. until 7 p.m., Tuesday, May 17; 8:30 a.m. until 7 p.m., Wednesday, May 18; 8:30 a.m. until 6 p.m., Thursday, May 19; and 8:30 a.m. until 4:30 p.m., Friday, May 20.



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**Eisenhart Awards**

*Continued from page 7*

recalls. "It was a turning point, I had never planned to go to college.

"It's ironic that it required spinal meningitis and a week's coma to get me into college. It definitely sensitized me to things I wouldn't have been sensitized to if I'd remained in the hearing world. Some people say you can't be proud of a handicap, but I'm proud of being deaf."

Lang has put to good use the thirst for learning he says his deafness inspired.

A self-proclaimed workaholic, Lang for the last 13 years has virtually created the innovative physics program for deaf students at NTID.

"When I started, we had no materials," he says. "I realized that we had to look at each student as an individual. A student has special talents, special language problems, special interests. For 13 years I've been constantly revising materials in search of a way to make physics understandable while providing a challenge to language development."

Lang says he tries to make abstract concepts of physics understandable to his students by using concrete examples that interest them. If he's teaching physics to civil engineers, for example, he may first discuss its practical application for surveying. "By putting physics

in a context that they like, I've already won their interest," he says. "It's been a constant drive to get them to enjoy my courses."

Lang developed 45 chapters on physics that are used to teach NTID students. He also developed numerous videotape lectures that are either captioned or signed. To keep his students competitive in the working world, he stresses computer applications of their physics knowledge in many courses.

Lang is active in a number of professional organizations, including the National Science Teachers Association, for which he serves on the Special Education Committee. "Through that experience I've developed a tremendous appreciation for people with many kinds of handicaps."

He is also a resource scientist for the American Association for the Advancement of Science, visiting schools to serve as a role model for handicapped students.

Last summer Lang spent a week in Boys Town, Nebraska, working with gifted deaf students to encourage them to pursue science as a career.

He has written a textbook on testing physically handicapped students and is currently writing a textbook on how to

teach science to hearing-impaired students while co-authoring a book on electrical projects around the home for the deaf.

For six years he served as an adviser to the Physics Club, exposing students to alternative forms of energy and he helps current and former students with special physics projects. A friend to students outside the classroom, Lang can be found with them on the tennis courts or cross country skiing trails.

Born in Pittsburgh, Lang has a bachelor's degree in physics from Bethany College in West Virginia and a master's in electrical engineering from RIT. He was the first deaf RIT faculty member to complete his doctorate at the University of Rochester, where he spends time as a visiting associate professor teaching graduate courses in science education for the deaf.

Lang, who lives in Rochester with his wife, Bonnie Meath-Lang, says the key to a handicapped person's professional success is an understanding of the individual by those who are not handicapped. "The most serious barrier to career development of the handicapped is an attitudinal barrier," he says. "Many focus on the disability and not the ability of the individual."

**Eisenhower Sale**

*Continued from page 1*

litigation and although we are very hopeful, we recognize that our joint efforts might not produce a solution by the end of the year."

The New York State Corrections Department had expressed interest in the property for use as a minimum security prison. New York Governor Mario Cuomo has agreed that any offer for the Seneca Falls facility would be postponed until December 31, 1983.

**Co-op Work Experience**

*Continued from page 8*

mathematics and physics to take part in Co-op." (Students in medical technology, nuclear medicine technology and ultrasound technology participate in internships instead of co-op.)

"Co-op jobs are available on a competitive basis," emphasizes Tierney. "I work with employers to develop positions and help students be aware of them, but it's actually up to the students to apply and interview for each job.

"Although I have a list of potential employers," says Tierney, "I still encourage students to apply to places that are not on my list and generate their own co-op jobs. Some students have gotten exciting positions that way."

What do employers look for?  
"Naturally good grades are important,"

she says, "but they're also looking for individuals with polished communications skills and the ability to work as a member of a team.

"I've found our students responsible about looking for jobs," says Tierney, who coordinates approximately 250 quarterly co-op placements for the College of Science each year.

The average starting salary for a student on Co-op for the first time last fall was \$300 per week.

"Co-op also teaches students how to handle money," says Tierney. "In addition to college expenses, a student's Co-op salary usually has to cover living expenses, transportation and income taxes, too."