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Rochester Institute of Technology

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Inside



RIT students learn the art of entrepreneurship



RIT community prepares for FIRST robotics competition

Baum weighs in on Hubble science

Stefi Baum, director of RIT's Chester F. Carlson Center for Imaging Science, attended the U.S. House of Representatives' Science Committee review of the Hubble Space Telescope mission Feb. 2.



Stefi Baum

The Science Committee held hearings on "Options for Hubble Science" as a prelude to budget debates. The NASA budget proposed for this year does not include money to service the Hubble Space Telescope.

Baum sits on the executive committee of the Hubble Origin Probe, which presented an alternative for continuing and enhancing the Hubble Science mission with a new free-flyer telescope.

Prior to joining RIT in July 2004, Baum worked for 13 years as an astronomer and served as engineering division head for three years at the Space Telescope Institute, the science operations center for the Hubble Space Telescope and the next generation space telescope, the James Webb Space Telescope.

For more information, visit, www.pha.jhu.edu/hop. ■

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Mayor Johnson accepts public policy teaching post

The man who has led the City of Rochester for 12 years will be joining the RIT faculty in 2006. Mayor William Johnson will become a distinguished professor of public policy in RIT's College of Liberal Arts in January, after serving Rochester for three terms as mayor.

"I am very pleased to be joining the RIT faculty," says Johnson. "This will allow me the opportunity to do something I've always wanted to do. It is a great next step for my career and I look forward to working with young people in an academic setting."

"Mayor Johnson will bring a wealth of experience and a unique perspective to the students in our growing liberal arts programs," says RIT President Albert Simone. "He is a civic leader with national stature in areas relating to urban issues, regionalism and education."

Johnson is a political scientist by



Media surround Rochester Mayor William Johnson after he announced plans to teach at RIT.

training, having earned bachelor's and master's degrees from Howard University. Prior to his election as mayor, Johnson was president and CEO of the Urban League of Rochester for 21 years.

RIT's public policy program is four years old and serves both undergraduate and graduate students. Faculty and students work on solving problems in a host of areas, including environmental

Photo production class captures a snapshot of a legendary Harlem hot spot



The Memorial Art Gallery transformed into the Cotton Club, circa 1930, as students in the production photography course in the School of Photographic Arts and Sciences recreated a scene from the famous jazz nightspot. Duke Ellington tickled the ivories while his orchestra accompanied him and dancers strutted their stuff before the audience. About two dozen models wearing period costumes were needed for the production.

Stadler appointed director of RIT incubator

George (Mick) Stadler, a former CEO and the founder of a venture capital firm, is the new executive director of the RIT High Technology Incubator. Stadler will be responsible for the day-to-day operations of the incubator, the not-for-profit subsidiary of the university that opened in 2001.

"The goal of the incubator is to promote entrepreneurship among the RIT community by identifying opportunities from our students, faculty, staff, alumni and partners to initiate and launch new businesses," says Don Boyd, associate provost for outreach programs. "Mick brings a wealth of knowledge and experience in this area that will move the incubator to the next level."

In addition to his position at RIT, Stadler will remain as the senior



Mick Stadler

managing partner of a start-up venture capital fund called Seges Capital. Seges is working with a growing number of university venture programs and will act as a co-investor for their deals.

Stadler is the former president and chief executive officer of the Vanderbilt University Technology Company and managing partner of Vanderbilt's Chancellor Fund. Vanderbilt was one of the first universities in the nation to create a venture capital fund from its endowment. Under Stadler's leadership, 16 companies were started at Vanderbilt, including a firm that started with a \$500 investment and created a \$30 million return.

Stadler, with 35 years of experience in technology transfer, is excited about the opportunities and challenges presented at RIT. "Technology emerging at life science schools, medical schools, is like wine. Technology developing at physical science schools, like RIT, is more like beer . . . it goes flat if you don't do something with it strategically. Time to develop and market is critical," he says.

The Rochester community, Stadler adds, is well positioned for future economic growth, and the incubator can play a role. "Rochester already has a pool of talent that we can tap into. I see a lot of positives here."

Today, six companies call the incubator home at 125 Tech Park Drive, off John Street. Two student start-up companies also tap into the incubator. And Stadler sees student-run business having a larger presence in the incubator with the new Student Business Development Laboratory. "What is exciting is that RIT's major asset is its intellectual capital, with its faculty and students," he says.

Prior to Vanderbilt and Seges, Stadler was founder, chairman, CEO, and president of Competitive Technologies Inc., a public company he founded in 1991 while at Lehigh University. He has been involved in establishing and financing more than 60 university-affiliated companies and the negotiation of over 750 licenses and/or joint venture agreements in his career. ■

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Celebrating 175

The Kate Gleason College of Engineering celebrates RIT's 175th anniversary throughout March.

Events include:

Finger Lakes Regional FIRST Robotics Competition

10:20 a.m.-5 p.m. March 3 (practice rounds); 9 a.m.-3:45 p.m. March 4 (awards ceremony at 3:45 p.m.); 9 a.m.-3 p.m. March 5 (final rounds followed by awards ceremony at 3 p.m.); Gordon Field House and Activities Center

Distinguished Speaker Series

"The Birth of the Xerox 914-The World's First Plain-Paper Copier" presented by Horace Becker, former vice president of Xerox Corp., 1-1:50 p.m. March 10, Xerox Auditorium, James E. Gleason Building. Free and open to the public

Corporate recognition awards ceremony and reception

6-7:30 p.m. March 11, Erdle Commons, James E. Gleason Building

Distinguished Alumni Wall of Fame unveiling and reception

4-5:30 p.m. March 18, Gordon Atrium, James E. Gleason Building

Distinguished Speaker Series

"Nanostructure Devices" presented by Judy Hoyt, professor of electrical engineering and computer science at Massachusetts Institute of Technology, 1-1:50 p.m. March 31, Xerox Auditorium. Free and open to the public

Kate Gleason College of Engineering time line

On display in Gordon Atrium through the end of March

John Brantley is focused and very “down to business” when he talks about his sales and marketing career at IBM the past 23 years. He has been through IBM’s hard



John Brantley

times during the early 1990s and the company’s recent bounce back to its competitive edge with BladeCenter—“an outstanding product that provides end-to-end solutions for business markets throughout the world.”

Since Brantley was named vice president of IBM’s Worldwide BladeCenter Sales Systems Group in June 2003, he has been instrumental in increasing revenues for the division—shipping \$500 million last year with a target of \$1 billion for 2005.

“BladeCenter grew 150 percent last year, and this market is so dynamic because it is designed for organizations seeking server consolidation,

and it’s especially important for e-commerce and e-business applications,” says Brantley from his IBM corporate office in Somers, N.Y.

Born and raised in Boston, Brantley received a degree in business administration from the University of New Hampshire, then immediately joined the IBM workforce as a marketing representative in Bedford. Years later, he was appointed branch manager of sales in Rochester when he decided to increase his workload by attending RIT’s executive program, earning his MBA in 1995.

“One of the benefits of being away from school for a while is bringing into the academic environment all of the business insights you’ve experienced,” remembers Brantley. “In particular, Dan Tesson’s accounting class sticks out in my mind because he was so knowledgeable on international business practices. This really has helped me in my worldwide job responsibilities for BladeCenter.”

Brantley’s advice to AALANA students interested in a business career is to “commit yourself to lifelong learning and understand what is required

to be successful in the next position you are looking for.”

“Are you reading *The Wall Street Journal*, *BusinessWeek*, *Fortune* and trade journals from industries you want to get into? Have you taken a public speaking class? You need to start building your industry skills now before you even get the job,” he says.

Brantley recalls being impressed with one executive who had taken a speed-reading course and could fly—with comprehension—through written material. “As a result, I brought a speed-reading course to my sales branch office and it has had a tremendous impact on my ability to keep ahead of all the material I have to go through to do my job for BladeCenter.”

So what exactly is BladeCenter? It’s an innovative IBM product designed to help solve a multitude of real-world problems—a server that is slim and fits into a single chassis like books in a bookshelf. Each blade is an independent server with its own processor, memory, storage, network controllers, operating systems and applications.

“With BladeCenter’s server consolidation, it takes less power and cool-

ing, reduces cost, streamlines human resources and offers an efficient use of space,” Brantley explains. “Most businesses are especially impressed because it eliminates hundreds of cables strung through racks to add or remove servers.”

While Brantley’s job responsibilities take him to destinations across the United States, he also travels to China, Japan, Korea, Taiwan, Hong Kong, South America and Europe.

Although Brantley’s job can be stressful, he bikes and exercises six days a week, and takes time out for family life with his wife, Betsy—who runs a consulting practice—and their 14-year-old daughter, Carlyle, and eight-year-old son, Chad.

“I have a really cool job where I continue to learn and have fun,” Brantley says. “This technology can really improve businesses—from universities, Wall Street and a children’s hospital in Spain, to the Hollywood Studios. In fact, for Play Station games and movies like *Lord of the Rings* and Harry Potter, all the animation was done on Blade servers.” ■

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Young entrepreneurs find a ‘home’ at RIT incubator

Entrepreneurial RIT students have a resource at the High Technology Incubator to gain experience in new business development while being mentored under academic leadership.

Here is a look at the two student-run companies located in the Student Business Development Laboratory at the incubator:

coFu Inc.

Kyle Scholz began developing a company after studying the behavior-analysis technologies used on popular e-commerce sites that recommend products. He recognized such technology could be applied on a much larger scale to provide search results that are relevant to individual users.

In May 2004, coFu was born. The company is developing an Internet search technology that enables the user to search more effectively. With coFu’s Web browser plug-in, searchers can obtain personalized results from virtually any existing search engine. Results are organized to reflect the user’s interests and are based on data collected from the user’s online behavior. The tool seamlessly enhances the results provided by any search engine, says Scholz, coFu president and founder.

Scholz is a fifth-year software engineering major in the B. Thomas Golisano College of Computing and Information Sciences. He expects to graduate in May.

With business and software devel-



Ruby Bay Development Inc. is led by RIT students Michael Pinch, CEO, left, and Brian Lio, president and founder.

opment in its final stages, Scholz is now seeking investors for coFu, where six other RIT students work. The High Technology Incubator has provided the firm with resources—office space, office supplies, coaching, mentoring—

that would have been difficult to find elsewhere.

“As a student, this is one of the times in my life that I can afford to take these kind of risks. It’s a great time to do this in my life,” says Scholz. “RIT is providing

a lot of resources. It’s made the difference. It’s a real motivator.”

While Scholz is confident in his technical skills, putting together the complexities of a business is where he has seen the most personal growth.

“This experience adds a dimension of reality that you can’t get in the classroom,” he says. “We can develop software all day long without customers. But it is not the real thing. You need to create a product to have a dimension of reality.”

For more on coFu, visit www.rit.edu/cofu.html

Ruby Bay

Ruby Bay Development Inc. was a winner of the 2004 student business plan competition in the College of Business. It was the first student-run company to join the High Tech Incubator.

Ruby Bay was founded in March 2004. Brian Lio, a fourth-year computer science major at RIT, is the president and founder of the company.

The start-up firm develops Web-based systems capable of handling an organization’s resource management, communication and information administration needs. This virtual service allows a central organization to manage an unlimited number of subsidiary organizations whether they are deployed across a city, region or the world. Ruby Bay believes that Web-

Entrepreneurs, page 4

RIT helps tsunami victims

Project Relief concert to be held March 18

When tragedy strikes, RIT steps up and does its part to help out. In the wake of the tsunami in Southeast Asia, RIT students, faculty and staff have raised more than \$1,800 in relief funds, says Phyllis Walker, director of the Student Volunteer Office.

Members of the Greek community were challenged to each donate \$1 and raised \$400. Honors students made blue ribbons, sold for \$1 donation, and raised \$200. Student Government senators took up a collection netting almost \$200, staff at the National Technical Institute for the Deaf raised \$200 and the College Activities Board sold bottles of water at a recent concert, raising \$500. OCASA (Off Campus and Apartment Student Association) is still in the

midst of a fund-raising drive. Other students also volunteered and raised funds, Walker adds.

To cap off the relief efforts, a group of students are organizing Project: Relief, a tsunami benefit concert from 5 p.m. to midnight on Friday, March 18, in the Gordon Field House and Activities Center. Up to 10 bands will play at the concert, including Mountain Mojo Authority, The Niche, Dudley Dawson, Candid, Oshe, Doja, Seven Head Division, Chasing Daylight and The Fashionistas.

Tickets—\$5 for students, \$10 for faculty/staff and \$15 general admission—will be available in the Student Alumni Union until March 11. E-mail projectrelief@gmail.com. ■

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News briefs

Brain power in demand

All RIT students are eligible to compete in the second annual “Retain the Brains” Marketing Plan Competition. Teams of two-to-five students must develop a marketing plan to target 18- to 28-year-old men and women. The product is the Greater Rochester Area and the goal is to “Retain the Brains”—the best plan to help keep young adults in Rochester after graduation. Notification of interest must be made by March 4, with judging and award ceremonies scheduled for April 14. For more information, contact Donna Slavin in the College of Business at 475-2199.

COB open house

The College of Business will be hosting a Minors Open House for all RIT undergraduate students interested in a business minor. The session will be held 4:30-5:30 p.m. March 10, in the Student Alumni Union, room 1829.

In fall 2004, the college introduced six minors—accounting, finance, international business, management, management information systems and marketing. A seventh new cross-disciplinary minor in entrepreneurship has been recently added.

For more information, visit Academic Programs at www.cob.rit.edu.

Part-time grad studies

RIT’s Office of Part-time and Graduate Enrollment Services and Information Technology Services are teaming up to advise RIT departments about the marketing effectiveness of Web sites. The free seminar will be held 9-11 a.m. March 15 in Room A190, Bausch and Lomb Center. Topics include the importance of the Web in marketing RIT, keys to effective Web site marketing, tips for positioning a Web site on major search engines and resources for improving Web marketing.

The session is limited to program chairpersons, department heads and individuals responsible for program and department Web sites. Call 475-2229 to make a reservation.

Information forum

On March 2, the Offices of Part-time and Graduate Enrollment Services will sponsor an information forum for adults interested in starting or continuing their education on a part-time evening basis. The forum will be held 5:30-7 p.m. in the Bausch and Lomb Center. For information, call 475-2229.

A cappella night

Brick City Singers will host their Fifth Annual Night of a cappella concert at 8 p.m. March 12, in Ingle Auditorium, Student Alumni Union. The concert features Brick City Singers’ trademark comedy and wacky antics showcasing an entertaining selection of songs. The RPI Rusty Pipes, the Trinity College Pipes and the University of Maryland Generics will also perform.

Tickets are \$3 presale at the SAU candy counter and \$5 at the door. Doors open at 7:30 p.m. Visit www.brickcitysingers.com for more information.

‘Pack-aging’ a punch (and a 7 UP, too)



RIT’s packaging science program in the College of Applied Science and Technology hosted its 15th annual career fair on Feb. 2. Above, Luisa Duchesne, a second-year packaging science major, discusses co-op positions with Ben Abernathy, a packaging engineer with Cadbury Schweppes in Morris Plains, N.J., one of 20 firms represented at the fair—the largest on-campus career fair targeted to a specific major.

Send a message: Help invest in higher education

By Deborah Stendardi

Viewpoints

This column presents opinions and ideas on issues relevant to higher education. We hope “Viewpoints” inspires discussion among the RIT community. To suggest an idea for the column, e-mail newsevents@rit.edu.

program was approved last year by the State Legislature, but was among the many items in the Legislature’s budget that the Governor vetoed. Hopefully, this important initiative will become law this year.

The bad news has to do with two programs that provide critically important financial aid to students and their families—the Tuition Assistance Program (TAP) and the Higher Education Opportunity Program (HEOP). The Governor has proposed a restructuring of the TAP program, such that eligible students would receive half of their TAP awards each year that they are in college and the other half, called a “performance” award, after they graduate. The change in the TAP program would affect incoming students in fall 2005 and thereafter. Students enrolled at RIT

through the HEOP program, all of whom are TAP recipients, would also lose all of their state-funded supplemental financial aid under the Governor’s budget proposal.

These proposed cuts, if allowed to stand, would cause a significant hardship on many students and their families in their ability to pay the cost of tuition at colleges and universities such as RIT, particularly prospective freshmen and HEOP students. RIT is working with other independent colleges and universities throughout the state to urge our state senators and assemblymembers to reject the Governor’s proposed cuts in TAP and HEOP. The message is simple: investing in higher education should be a top priority in the allocation of limited state resources. These programs are an investment in our future work-

force, and must be maintained and strengthened, not reduced and weakened.

The only way to help ensure the full restoration of these programs is for all members of the RIT community (faculty, staff, students, parents, trustees and friends) to communicate the importance of student aid and higher education to their legislators. Every message does make a difference. The Commission on Independent Colleges and Universities has provided a Web site that makes it easy to do so. Log on to www.cicu.org and click on either “Keep TAP for Tomorrow” or “Help HEOP” and follow the instructions indicated. In so doing, you will be helping current and future RIT students.

Stendardi is RIT’s vice president for government and community relations.



Governor Pataki’s proposed 2005-06 state budget includes some good news and some bad news for independent colleges and universities. The good news is in the form of a new Higher Education Capital Facilities Program that would enable institutions such as RIT to receive matching grants for capital projects including new construction, renovation and equipment. A similar

Firefighter’s best friend (next to a Dalmatian, of course)



Doran Mix, a fifth-year computer engineering major, far left, explains the Firefighter Vital Sign Acquisition System to Harvey Palmer, engineering college dean, far right, and Dan Phillips, assistant professor of electrical engineering, second from right. The invention, which transmits firefighters’ heart, pulse and respiration rates and other vital signs to a mobile monitoring station, was one of 16 computer engineering senior design projects demonstrated on Feb. 10 in Erdle Commons. Mix is wearing fire-fighting gear from the Liverpool, N.Y., fire department, where he is a volunteer. His project teammate and fellow computer engineering major, Anthony Porcelli, looks on.

RIT to host United Way Susan Bee Challenge

On March 10, RIT will serve as the host site for the Susan Bee Challenge, a fund-raising competition that is part of the Women United effort for the 2005 United Way Community Campaign. This year, for the first time, the program will include a college competition and a corporate challenge. Eight colleges and universities in the greater Rochester region, along with 10 corporate teams, will compete in their respective divisions for the challenge championship. Each team will include four to six members who will answer questions related to women’s history and women leaders in government, law, education, industry and other professional fields.

The Susan Bee is named for Susan B. Anthony, the suffragette and champion of women’s rights who called Rochester home.

The Susan Bee college competition starts at 4 p.m. in Ingle Auditorium, Student Alumni Union. RIT will field a team of students who will compete against teams from SUNY Geneseo, Nazareth College, Roberts Wesleyan, St. John Fisher, SUNY Brockport and Monroe Community College. The corporate competition begins at 6:30 p.m. and includes teams from The Pike Co., Birds Eye Foods, Nixon



Peabody and several other local companies and law firms.

Celebrity questioners, taped with the help of WXXI, will include County Executive Maggie Brooks, Assemblymember Susan John and other local community and civic leaders. RIT student

Kayla Zerby will serve as the emcee for the college competition, and WUHF-TV anchor Melanie Barnas will emcee the corporate challenge.

Mary-Beth Cooper, vice president for student affairs, and Deborah Stendardi, vice president for government and community relations, are challenge co-chairpersons, and RIT’s Educational Technology Center is assisting with the production.

“We are pleased to host this event for the 2005 United Way campaign,” says Cooper. “It’s a great opportunity to celebrate women’s history, and to provide a fun and educational opportunity, particularly for our area college students.”

The event, free and open to the public, is sponsored by American Express, Birds Eye Foods, Health Now, Joe Lobo, LeChase Construction, Nixon Peabody, Infinity Broadcasting, Canaltown Coffee, Widmer Wines and Wegmans. ■

Honoring sponsored research

They are members of the campus community that frequently labor behind the scenes, but their efforts are not going unrecognized. Sponsored Research Services recently paid tribute to RIT’s principal investigators during a presentation in the B. Thomas Golisano College auditorium. The

7th annual celebration saluted 269 faculty and staff who submitted grant proposals during 2004. For the first time ever, more than 1,000 proposals were written at the university within the year. The result was more than \$30 million in total grants and contracts that support various research projects.

Marjorie Zack, director of Sponsored Research Services, says that more than a third of RIT proposals receive funding. She credits this success rate on the hard work that goes into each submission.

“RIT submits both big and small projects,” she states, “and we treat each one of them with the same amount of care.”

Among the principal investigators to be recognized are those who earned a grant with their first-ever proposal at RIT. Ten of the university’s proposers accomplished this unusual feat in 2004 and received the RIT Batting 1,000 Award. Honorees include Andrew



Provost McKenzie, left, congratulates Robert Frisina for being among 10 recipients this year of the RIT Batting 1,000 Award.

Robinson, associate professor of physics; Jennifer Schneider, associate professor of environmental management and safety; Hyla Sweet, assistant professor of biological science; Robert Frisina, distinguished researcher in the College of Science; Suzanne O’Handley, assistant professor of chemistry; John Wellin, lecturer in the Kate Gleason College of Engineering; David Hostetter, director of customer support services in Information and Technology Services; Brian Thorn, associate professor of industrial and systems engineering; Christopher O’Dea, associate professor of physics; and Stefi Baum, director of the Chester F. Carlson Center for Imaging Science.

The Office of the Provost sponsored the celebration. Provost Stanley McKenzie emphasized the importance of sponsored projects in reinforcing RIT’s new strategic plan. ■

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Fragile ‘fun’draising



School for American Crafts’ hot glass studio is a hotbed for fun and creativity. Steve Jacobs, information technology professor, and Rachel Kaster, graduate student, create a glass paperweight. It’s part of a fund-raiser for the Glass Guild student organization. Sessions are \$50 and open to anyone in the RIT community who would like to make a paperweight. To reserve a slot, contact Becky Macomber at ibmac16@hotmail.com. The money will help pay for students to attend the International Glass Art Society Conference in Australia.

News briefs

Calling all artists

The RIT student group FACES (Feminist Action on Campus for Every Student) is sponsoring “Venus Footprints,” a Women’s History Month art show during March.

Works can be submitted to the Women’s Center until March 7. All mediums of artwork are welcomed, but there is a size limitation of 40 inches by 30 inches or smaller. Artwork should reflect the honoring of a woman or women.

For more information, contact FACES co-president Audrey Eyring at aleyring@hotmail.com.

Call for nominations

Nominations are due March 11 for the Isaac L. Jordan Sr. Faculty/Staff Pluralism Award. The university-wide award, named for RIT’s first chairperson of the Commission for Promoting Pluralism, recognizes faculty and staff members for their significant contributions to enhance diversity at RIT.

For nomination information, call 475-4993 or visit www.rit.edu/diversity.

Johnson to lead GCCIS cyber center

RIT has appointed Guy Johnson as executive director of the Center for Advancing the Study of Cyber-infrastructure, a research



Guy Johnson

center at the B. Thomas Golisano College of Computing and Information Sciences. The center aims to foster interdisciplinary research, using state-of-the art computing to make studies more productive in engineering and scientific fields, including social sciences and the humanities.

Johnson has served in a variety of roles at RIT since 1974, most recently as vice dean of the College of Applied Science and Technology and director of the National Technology Training Center. From 1985 to 1991, Johnson was chair of information technology in the former School of Computer Science and Technology.

“This is an exciting opportunity to work with people at RIT in supporting the next levels of accomplishment in research in their disciplines,” states Johnson. “I have always found the most fascinating aspect of computing to be the uses that allow people to challenge real problems using modern technology. The advanced cyber-infrastructure that we pursue will allow scientists, engineers and others to recognize issues and try new solutions and ideas that would not have been possible before.”

Several of RIT’s colleges are participating in CASCI research. The new center is structured to provide the opportunity for faculty members from several disciplines to team up and work together to leverage cooperation from each other through a number of specialty labs. For more information on the labs, visit www.casci.rit.edu. ■

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A celebration of RIT Charter Day



RIT celebrated Charter Day on Feb. 11 with a program featuring a dramatic interpretation of the signing of RIT’s charter in 1830 and presentation of the Founders Award to Paul and Francena Miller (not shown) and M. Richard and Clarice Rose, pictured above, at right, with President Simone and his wife, Carolie. Ryne Raffaele, director of the RIT Nanopower Research Labs, provided a look forward to the next 175 years. The program was part of RIT’s 175th anniversary year celebration.

Entrepreneurs

from page 2

based management services will allow organizations of all types and sizes to quickly implement a management system that grows with them while eliminating the overhead and cost of in-house hardware, configuration and maintenance.

Ruby Bay’s target market includes organizations that are commonly overlooked by larger software and service providers, such as religious and non-profit sectors, says Michael Pinch, Ruby Bay’s CEO.

Pinch is currently completing his MBA in the College of Business in technology management and marketing. “The program allows me to take classes based on what hurdles I face with my business,” says Pinch. “I am able to tailor my studies based on where we are in terms of the development of the company.”

Ruby Bay is now seeking venture capital for an official launch later this year, adds Pinch.

“The biggest advantage of being in the incubator is the support structure we have,” says Pinch. “We have a consultant and a coach that have been crucial in our development.”

For more on Ruby Bay, visit www.rithti.org/rubybay.html. ■

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Maritime pollution studied



James Winebrake

Greenhouse gas emissions from ferries and other forms of marine transportation are being analyzed for the first time in a study funded by the U.S. Department of Transportation’s Center for Climate Change Research.

RIT professor James Winebrake recently won a \$99,940 grant from the DOT to quantify greenhouse gases and other pollutants from ferries, barges, ocean-going vessels and ocean-container ships.

The yearlong project will analyze emissions from fuel burned in the vessels themselves and from the extraction, production and delivery of that fuel. RIT public policy graduate student Patrick Meyer and faculty from the University of Delaware and University of California at Berkeley make up Winebrake’s research team.

“The marine sector has been ignored for a long time,” says

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Newsmakers

Diane Barbour, chief information officer, participated in a panel, Community Source Enterprise Application Integration with Web Services and Portals, at the recent Educause 2004 conference.

Amit Batabyal, Arthur J. Gosnell Professor of Economics in the College of Liberal Arts, won the Moss Madden Memorial Medal, awarded by the British and Irish Section of the Regional Science Association International. The award was given to Batabyal for his paper, “The persistence of ecological-economic systems: alternate measures and their properties,” published in the *Annals of Regional Science*.

Matt Campbell and **Daniel Tobin**, ITS Technical Support Services, presented “Account Management, The Next Generation: Unified Directories at the Rochester Institute of Technology” at the recent Educause 2004 conference.

Barry Culhane, executive assistant to President Albert Simone, was elected to a two-year term as board of trustees’ chairperson of the Al Sigl Center.

Francis Domoy, professor and chair of hospitality and service management, was a special guest at the fifth annual American College of Management and Technology career fair Jan. 27-28 in Dubrovnik, Croatia.

Joeann Humbert, director of online learning, presented “Teaching and Learning with Technology at RIT” at the E-Learning International Symposium, held in mid-November, at the National Institute of Multimedia Education in Tokyo, Japan.

Andrew Karam, professor of biological sciences, was invited to participate in a committee of the National Council on Radiation Protection and Measurements to update a report on management of radioactively contaminated people. The NCRP is a body commissioned by Congress to advise the government on matters pertaining to radiation and radioactivity.

Michael Kuhl, assistant professor of industrial and systems engineering, and Julie Christopher, a B.S./M.S. student, presented the paper, “Capacity Analysis of Automated Material Handling Systems in Semiconductor Fabs,” at the 2004 Winter Simulation Conference Dec. 5-8 in Washington.

Santosh Kurinec, professor and department head of microelectronic engineering, received the Center of Electronic Imaging Systems’ Technology Transfer Award on Jan. 26. The award recognized outstanding contribution to economic impact in New York state generated by her work with Thermo Electron Corp. on SpectraCAM, a scientific-grade camera system.

Ali Ogut, professor of mechanical engineering, recently gave the following lectures in China: “Development of an Innovative Absorption Chiller” at Beijing University of Technology and Tianjin University of Technology; “Energy Efficient UV Disinfection Systems” at the Chinese Academy of Sciences in Beijing and the University of Shanghai for Science and Technology; and “Development of a Self-Regenerating Particulate Trap for Diesel Emissions” at the University of Shanghai for Science and Technology.

Leah Perlman, associate director of online learning, and **Sarah Donaldson**, instructional designer for online learning, presented lectures on “A Cost Model for Distance Learning” and “Faculty Adoption of Blended Learning at RIT” at the WCET 16th Annual Conference in San Antonio.

Mark Pfuntner, instructor for NTID’s business careers department, was awarded for outstanding leadership in business creativity and entrepreneurship from the Consortium for Entrepreneurship Education in Texas.

Cyril Reade, assistant professor of fine arts, recently opened the show, “O’Jerusalem: An Installation by Cyril Reade,” at the Gallery of the College of Staten Island.

Shannon Robinson, ITS Technical Support Services, presented “Seamless University: Physically Consolidated, Logically Distributed” at the recent Educause 2004 conference.

Sandra Rothenberg, assistant professor of management, was one of six outstanding scholars to be awarded the 2005 Sloan Industry Studies Fellowship. Rothenberg will receive a grant of \$40,000 over a two-year period, to enable her research on the printing industry.

Harry Schey, professor of mathematics and statistics, published a fourth edition of his book *Div, Grad, Curl and All That, an Informal Text on Vector Calculus*.

Paul Stella, director of University News, has been appointed to the board of directors for Big Brothers Big Sisters of Greater Rochester.

John Stratton, professor of electrical engineering technology, received a lifetime service award from the Rochester joint chapter of the Institute of Electrical and Electronics Engineers Power Engineering and Industry Applications societies in December.

Peggy Tirrell, associate director for Graduate Business Programs and **Sharon Lewis**, academic advisor, presented “Professional Skills (Boot Camp) for MBA Students: A Collaborative Effort of Faculty, Student Services and Career Services” at the 2004 National Academic Advising Association National Conference in October.

Jeremy Trumble, ITS Customer Support Services, presented “E-Commerce as a Web Service: A Centralized Service in a Decentralized World” at the recent Educause 2004 conference.

Marjorie Zack, director of Sponsored Research Services, has been named to a two-year term as treasurer of Region II’s Organization of the National Council of University Research Administration.

FIRST robotics competition March 3-5

For the first time ever, RIT is set to host the Finger Lakes Regional FIRST Robotics Competition, March 3-5.

Thirty-three teams of high school students from across the Northeast will participate in a sports-style contest featuring remote-controlled robots designed, built and programmed by students. Thousands—including students, coaches, parents and volunteers—are expected for the three-day competition in RIT’s Gordon Field House and Activities Center.

The competition objective changes

Obituary

Martin Siebach, retired professor of electrical engineering, Feb. 14



FIRST robotics competition founder Dean Kamen was at RIT in 2003 to announce the university’s selection as host site for a 2005 regional competition.

yearly. This year’s theme is “Triple Play,” featuring a three-on-three goal-scoring challenge. Teams will vie to advance to the national championship, April 21-23, at the Georgia Dome in Atlanta.

The inaugural Finger Lakes Regional FIRST Robotics Competition is sponsored by Rochester FIRST, an alliance of

business and educational leaders led by RIT, Xerox Corp. and Bausch & Lomb Inc. Other supporters include Eastman Kodak Co., the Gleason Foundation, the *Democrat and Chronicle*, Excellus BlueCross BlueShield, NexPress Solutions Inc., The Pike Co., *Rochester Business Journal*, Wegmans Food Markets Inc. and Wilmorite Properties Inc.

Founded by inventor Dean Kamen in 1989, FIRST—For Inspiration and Recognition of Science and Technology—aims to inspire students to pursue studies and careers in science, technology and engineering.

The competition at RIT is open to spectators. For more information, visit www.firstrochester.org. ■

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