

RIT’s ninth president on the job

Destler receives rousing welcome July 2

RIT President Bill Destler didn’t arrive quietly on his first workday as the university’s new leader, and RIT Student Government helped to make sure of that.

Student leaders joined many other orange-and-brown clad members of the RIT community, including faculty and staff, to offer a rowdy greeting as Destler stepped on campus July 2. A welcome banner, balloons and RIT mascot RITchie the Tiger enhanced the colorful nature of the festive reception.

“We want to celebrate our institution’s future and show Dr. Destler that he is now, and always will be, a part of the RIT family,” says Ed Wolf, president of RIT Student Government, which organized the event.

Destler’s first workday as president provided some opportunity for orientation, including a tour of the Center for Integrated Manufacturing Studies. He used the opportunity to reflect on his desire to turn the university into a leading source of innovation.

“RIT has to be the principal source of new ideas for businesses in the region,” states Destler. “We have to make sure the new technology that’s under study here, such as in this laboratory, can be transitioned effectively to the private sector, creating new businesses and new jobs for the Rochester region.”

While meeting with local reporters, he indicated that RIT’s success in helping create these jobs is significant in turning the tide of students who currently choose to leave the area upon graduation. He also made it clear that he appreciated how the RIT community has embraced his arrival.

“It’s wonderful to be here. Such a warm introduction to the campus.” ■

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A. Sue Weisler | photographer

RIT President Bill Destler, center, is flanked by Student Government President Ed Wolf and RIT mascot RITchie the Tiger upon Destler’s arrival on campus the morning of July 2.



A. Sue Weisler | photographer

RIT President Bill Destler greets Karen Pelc, IMPACT coordinator for the Student Health Center, during his welcome reception July 2.

Project Lead the Way gets \$1.1 million boost

RIT has been awarded a \$1.1 million grant in support of its Project Lead the Way program. The grant, which was awarded by the New York State Education Department through its “Engineers of the Future” program, will support engineering curriculum training for New York state middle and high school teachers.

The grant will underwrite the costs for up to 290 teachers to spend two weeks at RIT this summer, learning the engineering-focused curriculum they will teach their students next year. It will cover the registration fee, room and board and a stipend. The training consists of a 10-day program for teachers new to the curriculum and an advanced eight-day program for experienced Project Lead the Way teachers.

George Zion, professor of computer engineering technology and the director of RIT’s Project Lead the Way program, helped secure the grant as the principal investigator. Darlene Slack, director of marketing and school relations for Project Lead The Way, will direct the program.

“The awarding of this grant recognizes the leadership role RIT plays in increasing the number and quality of engineering graduates entering technology-related industries,” says James Miller, senior vice president of RIT’s Division of Enrollment Management and Career Services.

“Normally, school districts must pay the costs of training their Project Lead the Way teachers and for some, especially small and urban districts, these expenses can limit the growth of their program. This grant will ease that financial burden for the state’s school districts.”

Project Lead the Way started in New York state in 1997 to help address the increasing demand—and shortage—of engineering professionals in the United States. RIT is the program’s New York state national affiliate and was the first university to become a partner with Project Lead the Way. In the last decade, RIT has hosted approximately 2,000 teachers from across the nation for training. The program is now in 49 states and reaches more than 150,000 students a year. ■

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A. Sue Weisler | photographer

Phil Mason, left, and Richard Sanchez build marble sorters during their Project Lead the Way classes. The program received a \$1.1 million grant that paid for up to 290 middle and high school teachers to receive engineering-focused curriculum training this summer.

RIT-county partnership results in alternative-energy vehicle study

RIT President Bill Destler and Nabil Nasr, assistant provost and director of the Center for Integrated Manufacturing Studies, joined County Executive Maggie Brooks July 16 to announce a new partnership between Monroe County and RIT to assess the performance of the county’s fleet of E85 flex-fuel vehicles. E85 is comprised of 85 percent ethanol and 15 percent gasoline and is considered a major alternative energy option for American automobiles.

The center will work with the county’s Department of Environmental Services to analyze the environmental and economic impact of these vehicles and assist the county in determining a future course for the integration of additional alternative energy technologies into its operations.

“This cooperative public-private partnership will enhance RIT’s research program while providing Monroe County with valuable technical assistance and strategic planning information to further our efforts in utilizing alternative fuels,” notes Brooks. “Monroe County maintains a fleet of 78 hybrid-electric and E-85 flex-fuel vehicles. The research and information that will result from this partnership will enhance our efforts to protect our taxpayers and protect our environment.”

“This partnership is a perfect example of how universities can utilize their technical expertise to assist government agencies in providing better services to their constituents while also helping to promote new industries,” adds Destler. “Alternative energy will be a major technology area in the coming years and CIMS’ efforts will help put Monroe County and RIT on the cutting edge of this important field.”

RIT’s work leverages a four-year, Department of Transportation grant that established CIMS’ Alternative Energy and Life Cycle Engineering Program in 2006. The grant was secured by U.S. Sens. Charles Schumer and Hillary Clinton. Along with its county partnership, CIMS is also working with RIT’s facilities management department to evaluate the effectiveness of their biodiesel vehicles, as well as the Rochester Genesee Regional Transit Authority to analyze the performance of their vehicle fleet and to study other alternative-fuel opportunities.

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RIT President Bill Destler, center, and Monroe County Executive Maggie Brooks join Nabil Nasr, assistant provost and director of RIT’s Center for Integrated Manufacturing Studies, to announce a new alternative-energy research partnership between the county and RIT on July 16. The project is part of the center’s Alternative Fuel and Life Cycle Engineering program, which is funded by the U.S. Department of Transportation.

In the community	Appointments	Scholarship and Research	Newsmakers
RIT students help address community’s needs, page 2	McKinzie named Golisano College vice dean, page 2	NTID grant will study latest note-taking technologies, page 3	Your colleagues’ latest accomplishments, page 4

Equipment donation

Qimonda AG, a global supplier of dynamic random access memory (commonly called DRAM) products, has given a capacitance-voltage characterization test station to RIT’s microelectronic engineering department in the Kate Gleason College of Engineering. Using the station, students will test devices they’ve fabricated in the lab, giving them real-life design experience by simulating and calculating the anticipated electrical performance of microelectronic devices and validating their calculations through testing. The station will also be used for graduate research.

“We like to recognize and support expertise wherever we find it and the program at RIT is among the best in the nation,” says Henry Becker, president of Qimonda North America. “We currently employ 25 RIT graduates in our Richmond facility and as we expand our capacity in each of our North American centers of excellence we look forward to hiring more.”

Qimonda, based in Germany, employs 12,500 worldwide, including 2,900 in the United States.

Part-time studies session

The Offices of Part-time and Graduate Enrollment Services will sponsor an information forum for adults who are interested in starting or continuing their education on a part-time evening basis. The session will be 5-7 p.m. July 25 in the Bausch and Lomb Center. For more information, call 475-2229.

Packaging science award

Timothy Interlichia, a packaging science major, was one of eight students nationally to win a trip to Italy to visit the top Italian packaging companies last month.

The Italian Packaging Awards program, sponsored by the Italian Trade Commission, the Italian Packaging Machinery Manufacturers Association and the Institute of Packaging Professionals, awarded the trip based on essays written about technical innovations in packaging. Interlichia’s paper was titled, “Washing Away the Footprints of Progress: Bio-Based Polymers in Packaging Applications.”

Sports All Americans

Three members of the RIT men’s track and field team were named to the *ESPN* The Magazine Academic All-American team. Stephen Burns, Andrew Varble and Kevin Smith were each third-team selections.

Burns, an All-American selection in 2006, earned a 3.83 grade point average in business. He also finished eighth in the his elimination flight, throwing the javelin 54.48 meters.

Varble, a middle distance runner, earned a 3.94 GPA in biotechnology. Smith, a senior from Hamburg, earned a 3.89 GPA in mechanical engineering.

In addition, RIT Hockey placed 16 players on the Atlantic Hockey Association Academic All-Conference team.

RIT students learn the art of being good neighbors

A partnership between RIT and the Greater Rochester Urban Bounty, or GRUB, will give seven students a chance to share their expertise with the community and to get something back in return.

GRUB is a neighborhood revitalization initiative in northeast Rochester that includes a 2.69-acre farm called The Vineyard and an agricultural educational center. GRUB has become an important part of the seven-year-old partnership between RIT and the NorthEast Neighborhood Alliance.

The Summer Learning Community is a 10-week program that pairs students’ talents with the needs of the Upper Falls and Marketview Heights neighborhoods in northeast Rochester. The learning community, now in its third year, is supported by a Community Outreach Partnership Center grant from the U.S. Department of Housing and Urban Development that will expire in October.

“The biggest challenge is to try to coordinate this ever expanding project,” says Ann Howard, NENA-RIT project director and professor of public policy/science, technology and society at RIT.

The Summer Learning Community provides co-op experience and summer employment to RIT students.

“We have not had difficulty in recruiting students at all,” Howard says. “They hear about our work and come to us.”

Community health is one of the main focuses of this year’s program. The GRUB-RIT program is partnering with the Anthony Jordan Community Health Center to establish community-based participatory



Submitted by Lisa Barker

Volunteer farmer Dick Claycomb leads RIT students and neighborhood youth on a tour of The Vineyard.

research in northeast Rochester.

This approach relies upon community partners to interface with neighborhood residents as liaisons for health care providers, and it is part of a national trend toward community-based participatory research. This method of community research is being used to address issues in communities around the world and relies heavily on the active participation of community members from research design, to data gathering and analysis, to action resulting from the analysis.

In response to community concerns regarding healthy eating and nutrition-related conditions such as obesity and diabetes, fourth-year nutrition major Stephanie Reigelsperger is developing community-based material on nutrition education, food choices and preparation. Reigelsperger is interviewing neighborhood residents and youth and documenting the community’s cultural mores about

grocery shopping and food preparation, and access to fresh produce. Christine Kray, RIT associate professor of sociology and anthropology, is helping the community-based research and data-collection efforts.

Under Kray’s guidance, Reigelsperger and other students participating in the summer program are compiling stories and recipes from community members for a second edition of the *Greater Rochester Urban Bounty’s Garden of Delectable Dishes*, first printed by members of PUB, an academic organization within RIT’s School of Print Media.

Other RIT students pursuing summer projects through the GRUB-RIT partnership include Lisa Barker, a fourth-year photo-journalism student; Allison Ingalls, a fourth-year international business major; Andrew Pelusky, a fourth-year new media student; Kristen Denninger, a second-year biology/environmental

tal science major; David Clarke, a fourth-year environmental science student; and Katelyn Salvage, a fourth-year interior design major.

In addition to their assigned projects, the students are responsible for working four hours a week in The Vineyard.

Project coordinator Meredith Dalton helps keep the learning community running smoothly. She is what Howard calls “the important linchpin between the university and community.” Dalton is the liaison between students and community leaders, and she identifies opportunities for community engagement throughout the year. She and Howard work closely with Shirley Edwards, a community leader and executive director of North East Block Club Alliance, to determine mutually beneficial opportunities.

Dalton and Howard also work with RIT faculty who want to incorporate experiential learning into their courses.

Built into the course preparation for experiential learning are transportation costs, logistics and the groundwork necessary to ensure a high-quality experience for students and a mutually beneficial experience for the community.

The NENA-RIT partnership initially began in 2000 with a three-year Learn and Serve America grant from the Corporation for National and Community Service. Since then, the collaboration has grown to include Summer Learning Communities, the student-produced quarterly newsletter *Beyond the Classroom*, the Student Leadership Corps and volunteer activities with the Greater Rochester Urban Bounty. ■

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A. Sue Weisler | photographer

Leslie Stroebel ’42, left, and Richard Zakia ’56, second from right, professors emeriti in RIT’s School of Photographic Arts and Sciences, attended a reception for the publication of *The Focal Encyclopedia (4th Edition)*. Michael Peres, center, is the book’s editor in chief. Stroebel and Zakia were the editors in chief of the third edition. Gordon Brown ’72, far right, holds a copy of the new encyclopedia, which weighs 11 pounds.

A decade of photographic advances comprises new reference book

With the evolution of picture taking and making over the past decade, RIT faculty, staff and alumni have revised a comprehensive photography encyclopedia to reflect the changes in both film and digital technologies.

Michael Peres, chair of the biomedical photographic communications department in RIT’s School of Photographic Arts and Sciences, serves as the editor in chief of the comprehensive reference book, *The Focal Encyclopedia* (4th Edition). Peres oversaw an international team of more than 100 photographic and imaging experts in rewriting and revising the book’s third edition, published in 1993. The world-renowned George Eastman House International Museum of Photography and Film collaborated on the revision.

The Focal Encyclopedia is designed to be a reference book for students, practitioners and researchers of photography as well as digital imaging practitioners who work in business, industry, publishing, advertising, science and the visual arts. This current edition, 880 pages, contains comprehensive essays as well as numerous photographic reproductions.

“This encyclopedia was created

not to simply be another academic text, but rather to appeal to those with broad interests in photography seeking authoritative information about the myriad branches of photography and imaging and issues associated in this dynamic era when both technologies and digital technologies co-exist,” says Peres.

More than 35 current RIT faculty members from RIT’s School of Photographic Arts and Sciences, School of Print Media, Image Permanence Institute and the Chester F. Carlson Center for Imaging Science served as editors, authors and image contributors. RIT alumni and members of industry also contributed to the book’s content.

Topics covered in the encyclopedia include photographic practices and themes of the 20th century, the history and evolution of photography, 20th century material and process essentials and major themes and photographers of the 20th century. Images from world-renowned photographers are among the more than 450 photographs in the book, including some never before published from the George Eastman House collection. ■

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McKinzie named vice dean

Wiley McKinzie, the current Miller Professor and former dean of RIT’s College of Applied Science and Technology, is joining RIT’s Golisano College of Computing and Information Sciences. McKinzie has been named the college’s vice dean, a newly created position.

McKinzie will be responsible for enhancing operational and tactical activities for the college.

“I am pleased to welcome Wiley to the college,” says Jorge Díaz-Herrera, dean of the Golisano College. “He brings a wealth of experience to the position, not the least of which is his roots in computing. Wiley was principally responsible for the



Wiley McKinzie

creation of our college and helping with the smooth transition out of CAST. With this position in place, I will be able to dedicate more of my time to build the college’s Ph.D. program and raise the status of the Center for Advancing the Study of Cyberinfrastructure.”

McKinzie served for more than 19 years as the dean of CAST. He began his career at RIT as a computer science faculty member and served for five years as the director of the School of Computer Science and Technology.

“I look forward to working with many colleagues whom I’ve worked with in the past as well as the new folks I’ll meet in my role as vice dean,” says McKinzie. “I think of this change in my professional life as ‘coming home.’” ■

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Celebrating excellence in mentoring



Submitted by Peter Rosenthal

Rochester Area Administrators of Volunteer Services commended RIT students and alumni for working with students at the School of Business, Finance and Entrepreneurship at Edison. The yearlong, mentoring initiative was spearheaded by E. Philip Saunders College of Business. Representing RIT at an awards ceremony featuring remarks by longtime, community volunteer Carol Ritter-Wright were, from left to right, Brett Daly ’03, ’05 (B.S. marketing, MBA), of BCC Software, Daniel Orth, fourth-year management information systems major, Sean Hayes, fourth-year information technology major, and Nicolas Germain ’05, ’07 (B.S. statistics, MBA.)

University News, NTID, human resources honored for public relations excellence

RIT’s University News Services, Human Resources department and the National Technical Institute for the Deaf’s media relations division took home eight PRism Awards at the 2007 PRism Awards ceremony, sponsored by the Rochester chapter of the Public Relations Society of America and PR Newswire on June 7.

University News was recognized for best Web site and most improved Web site; top magazine for RIT’s alumni publication, *RIT: The University Magazine*; and best photography for a photo project depicting student life. NTID was honored for top feature story for an article in *The New York Times*; and Human Resources was lauded for programs and publications targeting employees and retirees.

Judging was performed by the Atlanta chapter of the Public Relations Society of America.

Launched last fall, RIT’s redesigned news Web site, at www.rit.edu/news, now targets as its primary audience those in the RIT “family”—including alumni, students, faculty, staff, parents and the general public—rather than catering to journalists only. The new site showcases RIT research, scholarship, science and technology news through on-demand news stories from RIT’s top publications, including *News & Events* and *RIT: The University Magazine*; audio and video podcasts; “Campus Spotlight” photos and photo galleries; The Tiger Beat Blog; news releases; “RIT In the

News” highlights from newspapers and other publications; TV news highlights; RSS (Really Simple Syndication) feeds and links to other RIT online resources.

The site attracted 14 million hits in 2006 (up from 11.6 million in 2005), 3.6 million page views (compared with 2 million the previous year) and 1.6 million unique visitors (up from 838,000 in 2005).

“This project involved rethinking, reinventing and rebuilding the RIT University News Web site,” says Bob Finnerty, RIT chief communications officer. “University News converted a public relations Web site into a media outlet—a direct provider of news.”

Honored for the Web site at the PRism Awards ceremony were Finnerty; Paul Stella, director of University News; and Michael Saffran, associate director and manager of new media for University News. The site was originally designed by Jeff Arbogast, multimedia graphic designer for RIT University Publications.

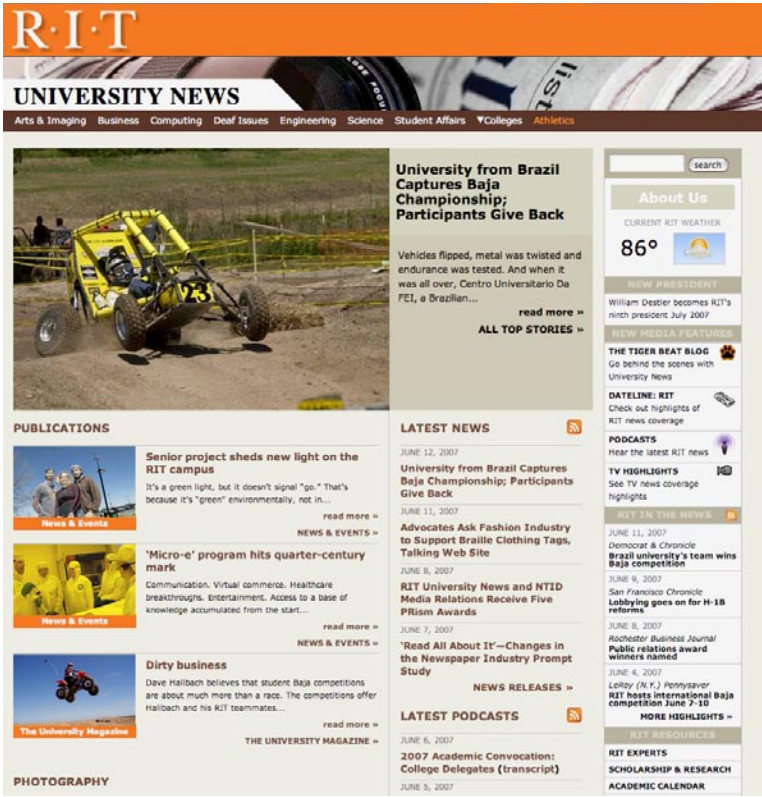
The alumni magazine earned a fourth PRism Award winner for its fall 2006 and winter 2006-2007 issues. Published three times a year by University News and University Publications, it reaches a circulation of 120,500. Kathy Lindsley, editor; Finnerty, executive editor; and Colleen McGuinness-Clarke, art director, were recognized at the awards ceremony.

Sue Weisler, University News manager of photography, earned a PRism


Award for the second consecutive year for a photo project, “Student Life at RIT”; and Karen Black, formerly director of media relations for NTID, garnered a PRism Award for placement of a feature story, “A Place Where Sign Language Is Far From Foreign,” in the Dec. 25, 2006, edition of *The New York Times*.

Calm & Sense Communications Ltd. received two PRism Awards, including the Best of Show award

in the not-for profit category, for RIT’s “Fit For Retirement” employee savings promotional program, and a PRism Award for the *RIT 2007 Benefits Enrollment Retiree Newsletter*. Recognized were Andrée Mastrosimone, account manager and president/senior strategist, Calm & Sense Communications; Renée Brownstein, RIT human resources associate director; and Judy DeCoursey, RIT benefits manager. ■



Above and beyond



Submitted by Ken Huth

Four people were recognized by RIT’s Nathaniel Rochester Society for their many contributions to RIT. From left are James S. Gleason, Mary Parke, John S. Parke and Janis Gleason. The Gleasons received the NRS Award, given annually to individuals who have contributed to the advancement of RIT in an outstanding and significant manner. The Parkes were awarded the Whitaker Service Medallion, which recognizes NRS members who contribute to the society through outstanding volunteer service and leadership.

\$900K grant to study note-taking technologies

NTID has received a three-year, \$900,000 Steppingstones of Technology for Individuals with Disabilities program grant from the U.S. Department of Education.

Grant monies will be used for the project, Evaluation of the Use of Tablet PCs and C-Print to Support Deaf and Hard of Hearing Students, which will be led by Michael Stinson of NTID’s Department of Research and Teacher Education. Co-principal investigators are Lisa Elliot, Susan Foster and Marc Marschark, all of the Department of Research and Teacher Education. Marschark also is affiliated with NTID’s Center for Educational Research Partnerships.

Tablet PCs are mobile computers whose touch screen or “tablet” allows users to operate the computer with a stylus or digital pen instead of, or in addition to, a keyboard and mouse. The computer is linked to a network using a wireless or wired connection.

The project will evaluate two options for using tablet PCs to provide support services for deaf and hard-of-hearing students. One option

uses the tablet to provide real-time notetaking support, and the other uses it to provide graphics as well as real-time text. Middle and high school age student participants with moderate to profound hearing losses, enrolled in public school programs in four locations, will receive either real-time note-taking or speech-to-text plus graphics support.

The research team will examine the effects of tablet PCs on classroom achievement by conducting a study of retention of a simulated lecture with 90 students, a study of fidelity of implementation by the service providers, and an observational study of 16 classrooms using one of these two options. The materials that service providers, teachers and parents can use to facilitate students’ use of tablet options also will be refined during this project.

The project will yield knowledge that will be critical in moving toward subsequent widespread implementation of tablet-based notetaking and speech-to-text services. ■

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Mahone to lead Venture Creations incubator

RIT announces the appointment of Jerome Mahone as executive director of Venture Creations, RIT’s high-technology incubator.



Mahone comes to RIT with experience in university-based business incubators, playing a major role in the development of startup companies that created new jobs and exceed a combined \$100 million in sales.

In 1983, Mahone became the first full-time director of Rensselaer Technology Park at Rensselaer Polytechnic Institute, the first business incubator to be located on a university campus.

“Jerry Mahone is a pioneer in his field,” says Donald Boyd, RIT vice president for research. “He has a strong national reputation in terms of creating and establishing business incubators in higher education.”

Later assignments at Rensselaer included managing director of the Severino Center for Technological Entrepreneurship in the Lally School of Management and Technology. He also served as the program development director of the Rensselaer Technological Entrepreneurship Council.

Most recently, Mahone held the position of executive director of the National Environmental Technology Incubator at Central State University in Wilberforce, Ohio. He has also served as assistant dean and director of the Entrepreneurship Center at George Mason University in Washington, D.C.

Mahone earned his degrees from Howard University. He has also taught courses in entrepreneurship and business plan development, and he is currently working on a book that covers his past 25 years in supporting entrepreneurs.

(See page 4 for coverage of the launch of Venture Creations’ first startup company.) ■

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Xerox exec added to RIT Board of Trustees

RIT has added a new member to its Board of Trustees.

Willem Appelo is vice president of the Xerox Strategic Services Group at Xerox Corp., a position he was appointed to in December 2002.

Appelo, who joined Xerox in 1991, has corporate responsibility for the design and implementation of Xerox’s environment, health and



Willem Appelo

safety initiatives, the certification standards, training and coaching of Xerox Lean Six Sigma and the real estate strategy and property management for Xerox sites around the world.

Appelo holds a bachelor’s degree in finance from HEAO in Zwolle, Netherlands, and a master’s of business administration from Delta University in Utrecht, Netherlands.

The Board of Trustees now has 51 active members. It also has 32 honorary/emeriti trustees. ■

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On the Web

with Mike Saffran
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Dateline RIT e-newsletter subscribers: Check your e-mail inbox for the most recent edition of the RIT University News e-newsletter, *Dateline: RIT*—which now features links to more RIT news than ever before, along with a new look (in familiar RIT orange and brown—consistent with the appearance of the University News Web site).

The upgrade and a recent new partnership with a “news clipping” service gives University News the capability to easily send more comprehensive and timelier updates of news about RIT and RIT people. In addition, *Dateline: RIT* will soon expand to a more frequent—twice monthly—schedule. On the 1st and 15th days of each month, you’ll receive more highlights from “RIT In the News” (a dozen or more clips each time instead of the previous half dozen clips per month), along with highlights from *News & Events* and “Dateline: RIT – The Podcast.” Plus, news clips are now included in the body of the e-mail (so you no longer need to visit a Web site or download a PDF to read articles).

Your feedback on the new look and features is welcome—please send comments to me at mjsuns@rit.edu. If you’re not already a subscriber, sign up by visiting www.rit.edu/news/dateline.

I hope you enjoy the new and improved *Dateline: RIT*.

On the Blog

Breanna Dobbe, a fourth-year advertising photography major, is chronicling her summer bike journey, from Jacksonville, Fla., to San Francisco, as a guest blogger on The Tiger Beat Blog.

Dobbe is part of a group affiliated with the organization Bike and Build (www.bikeandbuild.org) that’s making the trek and stopping to perform community service work along the way. One destination was New Orleans, where the group spent several days helping to rebuild the city that was ravaged by Hurricane Katrina in 2005. The bikers set out on June 15 and are scheduled to arrive in San Francisco on Aug. 16.

To read Dobbe’s blog posts, visit www.thetigerbeat.com/blog.

On the Pod

During his final week in office, RIT President **Albert Simone** spoke with “Dateline: RIT – The Podcast” for a special-edition Q&A. Simone shared his vision for college town (now known as Park Point at RIT), his thoughts on where the \$72 million mixed-use (retail and residential) development ranks among other major projects completed during his tenure as RIT president, and his post-presidency plans.

To listen to the interview, visit www.rit.edu/news/lib/rss/podcasts/Dateline_6-28-07.m4a.

University News-produced podcasts are free and available on the University News Web site (see “Latest Podcasts”), via RSS feed and through Apple iTunes, Pod-Planet.com and The PodLounge.com.

See you on the pod!

RIT crew team takes England by storm



Submitted by Fredyne Yust

The RIT men and women’s crew teams traveled to England for the 20th Henley Women’s Regatta and the Henley Royal Regatta in Henley-on-Thames, England. RIT was one of four American collegiate crews, including Brown University, Harvard University and Stanford University. The women’s crew team competed for the Frank Harry Cup, while the crew team of Madison Shelestak, Scott DeFisher, Chris Frey, Jeremy Schiele and Matt Bonaventura were the first RIT crew members ever to race for the Prince Albert Challenge Cup, an event held annually since 1839 on the Thames River.

A reception was also held for international crews at the River and Rowing Museum in the Schwarzenbackh Rowing Gallery. The gallery displays stories about the personalities who shaped the sport of rowing and exhibits hundreds of unique objects including boats, trophies, video footage and works of art.

Venture Creations launches first company

A startup company that specializes in burning fuel more cleanly and efficiently is the first to hatch from RIT’s incubator program, Venture Creations.



George Stadler

Cerion Energy recently finalized a \$1.2 million financing deal. Braemar Energy Ventures of New York City is the lead investor. Excell Partners Inc. of Rochester is also a partner. Cerion was founded earlier this year by a team of entrepreneurs, researchers and industry sector experts originating at RIT. The energy company focuses on the production of a diesel fuel additive that uses nanoparticles to burn more cleanly and efficiently.

Cerion leaders believe that a U.S. transportation industry based upon diesel power or diesel-electric hybrid power will substantially lessen American dependence on foreign oil and significantly contribute to the reduction in the growth of greenhouse gases.

“The EPA has mandated new 2007 policies requiring both drastically reduced diesel particulates and emissions,” says George Stadler, chief executive officer of Cerion. “Achieving this will mean significantly higher costs for the nation’s trucking industry. We have a major market opportunity with our products, which provide higher fuel efficiency, reduced particulate emissions and lower maintenance costs.”

“Cerion’s business model and products are exactly the kind of investment we target—companies with superior technologies that address our energy future and management teams with market-place experience,” says William Lese, managing director at Braemar Energy Ventures. “We see enormous potential in helping solve the problems arising from diesel fuel use and are particularly impressed by Cerion’s solutions.”

Adds Theresa Mazzullo, chief executive officer of Excell Partners: “Excell is proud to be a part of the broad base support coming from the Rochester community, the state of New York and the larger venture capital community. This level of support is a testimony to the entrepreneurial ecosystem that is rapidly developing in our region to help commercialize promising technolo-

gies like Cerion Energy.”

The company received further financial incentives from the Empire State Development Corp., Monroe County Economic Development Agency, and the City of Rochester.

“Cerion was an inaugural member of The Entrepreneurs Network, launched by Monroe County last year to grow our innovation economy. Monroe County is pleased to provide Cerion with \$75,000 in assistance for the purchase of equipment to take their company to the next level,” says Monroe County Executive Maggie Brooks.

“This company is the first offshoot from the RIT incubator and epitomizes our mission to improve education and economic development,” adds Rochester Mayor Robert Duffy. “Assisting high-tech companies that demonstrate substantial growth, like Cerion, is very important to the city. Much of our area’s growth is expected to come from the high-tech sector and we are committed to playing a role in their success.”

Venture Creations, located at 125 Tech Park Drive, is now home to a dozen startup companies. Benefits and services at Venture Creations include access to consulting from RIT faculty and staff; hiring of RIT co-ops; venture coaching in the areas of strategy, marketing, business planning and legality; tax and accounting consulting, technical support and more.

Stadler joined RIT in 2005 as the executive director of the incubator. He has been involved in the successful start-up and/or operation of over 70 university-developed high technology companies. Reed, Cerion’s chief technology officer, is a physical chemist with 30 years experience and 24 patents. Reed was a member of the RIT Board of Trustees while serving as chairman of the Alumni Network Board of Directors. Cerion’s research and development team is composed of six RIT professors and staff members, and three RIT student interns.

“Cerion Energy is a terrific example of the type of business that RIT is proud to launch from our Venture Creations incubator. Kenneth Reed ’71, Cerion’s technical founder, is not only an alumnus and has been



Kenneth Reed ’71

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Newsmakers

Al Biles, professor of information technology, is co-editor and author of *Evolutionary Computer Music*, which examines the application of evolutionary computation to music. Biles wrote chapters on evolutionary computation for musical tasks and improvising with genetic algorithms. An accompanying music CD features a selection of songs by the authors, including two by Biles and GenJam.

Howard Lester, professor in the School of Film and Animation, produced the film *One Week in Vietnam*, which is currently part of the show “Summer of Love: Art of the Psychedelic Era” at the Whitney Museum of American Art in New York City. Showings of the film have been presented daily since May 24 and will run through Sept. 16.

Stephanie Ludi, professor of software engineering, is the recipient of the 2007 myCourses Exemplary Teaching Award for her Secure Software Engineering course. Ludi received a \$1,000 award from Online Learning. An award ceremony was held in April.

Elizabeth Reeves O’Connor, lecturer in communication, was awarded a “Top Three Paper in Mass Communication” at the Eastern Communication Association’s April conference for “Cosmetic Surgery and Reality Television: Investigating the Relationship Between College Students’ Viewing of Cosmetic Surgery on Reality Television and Self-Reported Attitudes toward Cosmetic Surgery.” The paper is based on her Communication and Media Technologies master’s thesis.

Michael Radin, professor in the School of Mathematical Sciences, gave his presentation “Boundedness, Periodic and Monotonic Character of the Positive Solutions of a Non-Autonomous Rational Difference Equation,” in November, at the University of Rhode Island.

Douglas Ford Rea, chair of the photojournalism program in the School of Photographic Arts and Sciences, is the author of the book *Preventive Photoshop: Take the Best Digital Photographs Now for Better Images Later*. The book offers tips to photographers of all skill levels.

Evan Selinger, assistant professor of philosophy, co-edited with Jan-Kyrre Berg Olsen *Philosophy of Technology: 5 Questions*. The collection of interviews is based on questions presented to prominent scholars regarding their views on technology, its aim, scope and use, the future and their own work.

Hossein Shahmohamad, professor in the School of Mathematical Sciences, presented the talk “Some Sequences of Graphs and their Chromatic Polynomials” in October at the SEAWAY Section of Mathematical Association of America. Shahmohamad also presented “Revisiting Chromatic Polynomials of Some Sequences of Graphs” at the 20th Mid-West Conference on Combinatorics, Cryptography & Computing in October.

New York state economic development leader visits RIT



Submitted by Al Luccitti

Nabil Nasr, assistant provost and director of RIT’s Center for Integrated Manufacturing Studies, far left, leads a tour of the facility for New York State Assemblyman Joseph Morelle, second from left, and Daniel Gundersen, upstate chairman of New York State Empire State Development, during a visit July 13. Gundersen was at RIT to learn more about CIMS’ economic development initiatives and its efforts to help regional companies develop new products, improve manufacturing processes and increase their competitiveness in the global economy.

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