



Submitted by Josh Lehrer

The Tigers celebrate a goal during their game at Cornell last year. RIT hosts Cornell Oct. 27.

## Tigers hockey hits Blue Cross Arena

RIT men’s hockey will take on some big-time competition—in what RIT athletic officials hope is a big-time atmosphere—when the Tigers invade Blue Cross Arena later this month.

The Tigers host Division I hockey power Cornell University at 7:05 p.m. Oct. 27 at the downtown arena, in what is expected to be a matchup between two of the country’s top teams.

“This is a great step forward for our program,” says RIT coach Wayne Wilson.

“We leave the friendly confines of the Ritter Arena to play in a much bigger place. It’s a great opportunity for our program, and we hope our students and the community support us and fill the Blue Cross Arena.”



Wayne Wilson

That support is already being generated.

The Student Athlete Advisory Committee, in conjunction with RIT’s Student Government and Office of Alumni Relations, is hosting a pep rally the night before the game to ignite excitement.

“The pep rally is going to be a celebration of men’s hockey,” says Anna Kolnik, a senior who is one of the pep rally’s organizers. “We wanted to do something big. It’s a huge honor to play at the Blue Cross Arena.”

The pep rally will begin at 6:30 p.m. in Clark Gymnasium. Wilson will address the crowd and the entire team will be present. RIT’s Pep Band will perform and the “Corner Crew,” the Tigers’ boisterous fan group, has received a special invitation to attend the pep rally.

“This is really going to be a great RIT community event,” says Kolnik, who anticipates somewhere between 300 and 500 people to be in atten-

**RIT Tigers vs. Cornell Big Red**  
**WHERE:** Blue Cross Arena  
**WHEN:** 7:05 p.m., Saturday, Oct. 27  
**TICKETS:** Available for purchase at the Gordon Field House box office, the Blue Cross Arena box office and at all Ticketmaster locations. Tickets are \$12 for adults, \$10 for faculty, staff and alumni and \$8 for students. Students can also purchase tickets for \$5 at the Field House box office before Oct. 27.

**Pre-Game Pep Rally**  
**WHAT:** A pep rally to support the RIT men’s hockey team prior to its game against Cornell.  
**WHERE:** Clark Gymnasium  
**WHEN:** 6:30 p.m., Friday, Oct. 26  
**WHAT TO EXPECT:** Several hundred RIT community members supporting their hockey program. RIT coach Wayne Wilson will address the crowd. The RIT Pep Band will perform. A free barbeque will also be provided.

## Diversity conference features peace talk

RIT’s Commission for Promoting Pluralism is hosting the 10th annual Campus Week of Dialogue, Oct. 22-26. The annual event offers campus members an opportunity to build relationships, acknowledge and understand the needs of the RIT campus community, and engage in conversation geared towards increasing the comfort level when talking about diversity-related issues.

The keynote address, 3-4:30 p.m. Oct. 22 in Ingle Auditorium, Student Alumni Union, will be delivered by Arun Gandhi, the grandson of Mahatma Gandhi and co-founder of the MK Gandhi Institute for Nonviolence at the University of Rochester. Gandhi will speak on and invite discussion about the modern nonviolent resistance movement that Mahatma Gandhi launched more than 100 years ago. That initiative has been adopted by many in countries throughout the globe to resist social injustice and oppression and as a way to resolve conflict.

Free dialogue sessions include:

- Noon-1:30 p.m. Oct. 23—Civic Responsibility and Engagement, presented by William Johnson Jr., Distinguished Professor of Public Policy and Urban Studies, RIT
- Noon-1:30 p.m. Oct. 24—Equitable Accessibility



Arun Gandhi, grandson of Mahatma Gandhi, will present the conference’s keynote address Oct. 22.

- Noon-1:30 p.m. Oct. 25—Mind/Body Wellness Awareness
  - Noon-1:30 p.m. Oct. 26—Creating a Place at the Table for Everyone; workshop on conflict resolution and leadership building
- All sessions will be held in Fire-side Lounge, Student Alumni Union. For more information, contact Thomas Warfield, chairperson for the Commission for Promoting Pluralism, at 475-6252.
- For a complete list of scheduled talks and activities, visit [www.diversity.rit.edu](http://www.diversity.rit.edu). ■

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## R·I·T Alert

### Alert system will speed emergency response

RIT Alert, the university’s new rapid emergency mass notification system, will need accurate contact information from the campus community to be effective. Contact information for RIT Alert is taken directly from information provided by students, staff and faculty in existing systems. It is the responsibility of faculty, staff and students to make sure information is accurate and up to date. Additionally, several new fields have been added to include mobile phones and instant messaging information.

“RIT Alert is a major development for the safety and security of the RIT community,” says President Bill Destler. “Rapid communication is a key ingredient to our comprehensive safety plan. We urge all faculty, staff and students to take advantage of the new system. It is imperative that your contact information is accurate and up to date in order for you to receive emergency notifications.”

In the event of a campus emergency, RIT Alert will send urgent messages via instant message or text mes-

sage to mobile devices, voice message and e-mail (RIT official mail only.)

Students should connect to <http://infocenter.rit.edu> and select the Student Info System link. On SIS, students should select the Address Information link and then the Emergency Notification link to update mobile phones and instant messages. On the Address Information screen, students can also select the Local Address link and ensure that information is up to date.

Faculty and staff should go to Oracle Self Service—Human Resources ([myinfo.rit.edu](http://myinfo.rit.edu)). If you are both a student and staff member, both areas should be reviewed. Visit the Business Continuity Office Web site at <http://finweb.rit.edu/buscont> for specific instructions on how to add/update contact information for RIT Alert.

Participation in RIT Alert is voluntary. If a student, faculty or staff member does not wish to participate, they may opt out in the myRIT portal or Oracle Self Service. ■

Bob Finnerty | [refuns@rit.edu](mailto:refuns@rit.edu)

### Student Spotlight

#### Saunders College of Business student makes a ‘fashionable’ first impression

It helps to make a good impression as a first-time entrepreneur when meeting European VIPs, fashion runway designers and the “Mayor of Fashion,” Maria Pia Garavaglia, in Rome, Italy.

On all counts, Asmah Abushagur has already exceeded her 15 minutes of fame. She’s been interviewed at length by international and local media and hasn’t even begun her career yet.

But she knows what she wants to do after graduating with a marketing degree from RIT’s E. Philip Saunders College of Business.

“I want to work for the fashion industry in Rome,” says Abushagur. “Language won’t be a barrier because

Student spotlight, page 8



A. Sue Weisler | photographer

Asmah Abushagur hopes to make a difference in the fashion world upon graduating from RIT.

### Gallery show

Bevier Gallery explores a kid favorite—the pop-up book, page 2

### Corporate donation

Million dollar-gift boosts plastics center, page 3

### Scholarship and Research

RIT scientists hope to revolutionize ‘telemedicine’, page 6



### Newsmakers

Your colleagues’ latest accomplishments, page 8

Dean’s lecture series

Jim Miller, partner architect on Microsoft’s Developer Frameworks and Common Language Runtime Teams, will be the featured guest in the next installment of the Golisano College Dean’s Lecture Series. Miller will present “What’s in a Compiler?” at 1 p.m. Oct. 19 in the Golisano College auditorium. His lecture will examine how compiler technology has evolved into the integrated development environments of today and how we can predict the next great computing breakthrough.

Hale ethics lecture series

The Ezra A. Hale Ethics Lecture Series continues with the following talks:

- Charles Phelps, former provost and professor of economics and political science at the University of Rochester, will present “How to Use Economics to Shape a Universal Health Insurance Program,” 4 p.m. Oct. 25 in the Chester F. Carlson Center auditorium;
- Jesús Aguilar, assistant professor of philosophy at RIT, will give a talk on “Truth’s Value and Self-Identity,” 4 p.m. Nov. 1 in the Carlson auditorium;
- Brian Marcus, director of Internet monitoring for the Anti-Defamation League, will present “Technology and Hate: How Computers Can Be Misused (by Extremists and Haters of All Kinds) to Spread Anti-Semitism,” 4 p.m. Nov. 8 in the Carlson auditorium.

The free lectures are sponsored by the Hale Chair in Applied Ethics Wade Robison. For information, contact Cassandra Shellman at [cls3740@rit.edu](mailto:cls3740@rit.edu).

Halloween concert

Saint-Saëns’ *Danse Macabre* and Mussorgsky’s *Night on Bald Mountain* will set the mood at the fourth annual Halloween Family Concert performed by the RIT Orchestra and the Brighton Symphony Orchestra. The concert will also feature Haydn’s *Symphony No. 45* in F-sharp minor “Farewell,” movements one and four, as well as other pieces.

The performance—free and open to the public—will be held at 3 p.m. Oct. 27 at Council Rock Primary School auditorium, 600 Grosvenor Road in Brighton, and at 7:30 p.m. Oct. 29 at Monroe Community Hospital, 435 East Henrietta Road, Rochester.

For information, contact Michael Ruhling at [Michael.Ruhling@rit.edu](mailto:Michael.Ruhling@rit.edu).

Web 2.0 colloquium

Mark Onisk, Timothy Youngman and Will Ingle, executives from Element K, will present a free talk on Web 2.0 on Oct. 31 as part of the Communication Colloquium Series, sponsored by the Department of Communication. For details, call 475-6649.

Henry’s now open for fall

Henry’s, the restaurant run by students in the School of Hospitality and Service Management, is open for the fall quarter. Henry’s dining room, located on the fourth floor of the Eastman Building, is open 11:30 a.m.-12:30 p.m. Tuesdays and Thursdays. Reservations are required and can be made by visiting [www.rit.edu/~henrys](http://www.rit.edu/~henrys).

# Bevier Gallery show celebrates the ‘pop-up’

The creators of pop-up books literally like to play with paper—designing and folding die-cut geometric strips together into working “mechanicals” that sometimes resemble airplane hangars. That’s where the real magic begins, because these jack-in-the-box-like designs between the pages of books highlight everything from three-dimensional dinosaurs, medieval knights, Cinderella, a haunted house and a space shuttle, to more ambiguous themes like nightmares, phobias and celebrity meltdowns.

“Pop-up books captivate and excite the child in all of us,” says Bill Finewood, associate professor at RIT’s School of Art. “I love the fact that the images don’t lie flat; they literally jump off the page. And the process in their design is very much like a miniature-engineering project.”

RIT’s Bevier Gallery presents Pop-Up Books: An Interactive Exhibition, during an opening reception 5-7 p.m. Friday, Oct. 19. The show runs through Nov. 14 and features works from top artists in the field

including Chuck Fischer (*The White House*), David A. Carter (*Bugs in Space*) and Kyle Olmon (*Castle*).

“Pop-ups come to life through movement and don’t lock the viewer into a single moment frozen in time,” Finewood explains. “They increase the readers imagination by tempting them to look at all sides of the mechanical, as they search out all the narrative elements used to tell the story.”

What’s amazing is that each and every book is hand assembled, requiring the skilled labor of hundreds of people to manufacture them.

“As we look at a pop-up book, it causes us to wonder, how did they do that? So this exhibition will focus on the behind-the-scenes skills employed by the artists and paper engineers who spend the better part of a year blending creativity and technical methodologies to inform, captivate and excite the child in all of us.”

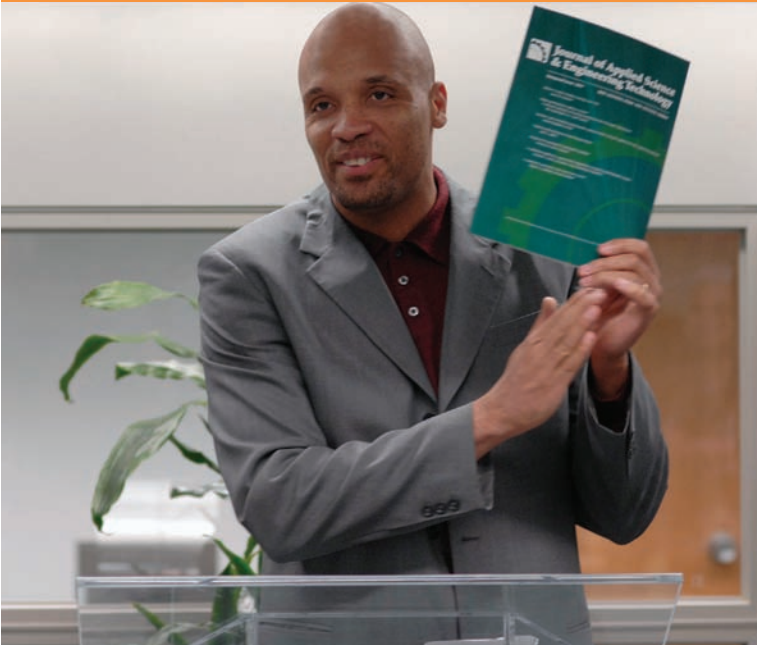
For more information about the Pop-Up exhibition, call the Bevier Gallery at 475-2646. ■

Marcia Morphy | [mpmuns@rit.edu](mailto:mpmuns@rit.edu)



Bevier Gallery’s pop-up book exhibit runs through Nov. 14 and features some of the more innovative examples of the artwork.

New journal published on campus



A. Sue Weisler | photographer

The Journal of Applied Science & Technology formally launched Oct. 11 during a ceremony in Wallace Library. The journal, led by Editor-in-Chief Chance Glenn, above, is a peer-reviewed publication presenting the latest empirically-derived methodologies, analyses and results in engineering, technology and the applied sciences. It is published by the RIT Press and supported by the College of Applied Science and Technology and Wallace Library.



# ‘ROAR’ing into action

Members of the campus community are invited to help kick off RIT’s annual fundraising effort.

On Thursday, Oct. 25, the university renews its Raise Our Annual Responses initiative. The second annual ROAR Day takes place across campus to encourage annual gifts—large and small—to RIT.

Upon arriving in July, President Bill Destler and his wife, Rebecca Johnson, were the first donors to the 2007-2008 annual fund, committing a significant contribution. Destler is now making a special appeal to alumni who work on campus to participate in ROAR Day activities, thereby increasing faculty/staff and alumni participation rates.

“At a level of around 8 percent, giving to RIT among our alumni is very low,” Destler explains. “If every person here on campus with an RIT degree were to make a contribution, we could easily raise that to 9 percent.”

Destler is also pledging to match student gifts dollar-for-dollar up to \$10,000.

Volunteers will be available to assist with gift giving in the Grace Watson Hall lobby from 8 to 10 a.m. and 4 to 7 p.m.; the Student Alumni Union’s Davis Room, Shumway Commons, Student Life Center and Wallace Library from 10:30 a.m. to 2 p.m.; Crossroads and the B. Thomas Golisano College atrium from 11 a.m. to 2 p.m.; the Student Alumni Union lobby from 8 to 10 p.m.; and the Corner Store in Nathaniel Rochester Hall from 10 to 11 p.m. Cash, checks, credit cards, payroll deduction pledges and Tiger Bucks will be accepted at all locations.

Gifts can also be made online at [www.rit.edu/makeagift](http://www.rit.edu/makeagift). Contributions from faculty and staff will go to RIT’s General Scholarship Fund, while student gifts will be directed to the club space renovation in the Student Alumni Union’s former Woodward Pool area.

Last year’s ROAR Day raised more than \$21,000. Of the 740 gifts and pledges that day, nearly half came from students. ■

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RIT’s history in print



A. Sue Weisler | photographer

RIT Professor Emeritus Dane Gordon, center, has completed work on a revised and enlarged edition of the history of RIT, titled Rochester Institute of Technology: Industrial Development and Educational Innovation in an American City, 1829-2006. The book, which is in its second edition, was formally launched during a book release celebration during RIT’s 10th annual Brick City Homecoming weekend. It can be purchased by visiting <http://carypress.rit.edu>, [www.amazon.com](http://www.amazon.com) and RIT’s Campus Connections bookstore. Pictured with Gordon is Adam Richlin, a third-year film and animation student.

The great glass pumpkins



A. Sue Weisler | photographer

A harvest of one-of-a-kind colorful glass pumpkins and gourds handblown by faculty and students from RIT’s School for American Crafts will be available for the pickin’. The annual sale is from 11 a.m. to 4 p.m. Oct. 20 in the Red Barn on the west side of campus. The proceeds benefit RIT Women’s Council Scholarships and the Visiting Artist Series for the RIT Glass Program.

# Research will study emissions produced in Great Lakes region

Reducing pollution and greenhouse gas emissions in the Great Lakes region due to freight transportation requires a little creativity and a serious look at sustainability—ways of protecting the environment without slowing the economy.

A team of RIT professors recently won a \$60,000 grant from the Great Lakes Maritime Research Institute to determine whether marine shipping makes more sense from an environmental perspective than alternative modes of moving freight. The study will compare and contrast different modes of transportation in the Great Lakes region—road, rail and shipping—based on cost, energy use, emissions and time-of-delivery.

“We will build a computer model that will allow analysts to evaluate emissions from shipping within the Great Lakes and to compare those emissions with alternative transportation routing in the Great Lakes region,” says James Winebrake, chair of science, technology and society/public policy at RIT.

The study will help identify ways to enhance “sustainable shipping” on the Great Lakes by identifying environmentally friendly shipping alternatives that will likely include marine components, Winebrake says.

The software will assess the carbon footprint of different modes of transportation and allow analysts to explore economic and environmental tradeoffs associated with using one form of transportation instead of another. A mapping component will allow the user to see different routes evolve based on different criteria.

“Our approach is like a MapQuest for freight, but instead of evaluating shortest distance routes, we can also evaluate routes that minimize carbon emissions, regional pollutants, or costs,” says Scott Hawker, assistant professor of software engineering at RIT.

Policy analysts and shippers will



James Winebrake

benefit from this software, as will planners weighing decisions that will influence freight flow.

Addressing the problems posed by this project requires a multi-college effort and combines an environmental aspect with energy concerns, computer modeling and a user-friendly interface. The study brings together professors and students from RIT’s College of Liberal Arts, College of Science and B. Thomas Golisano College of Computing and Information and Sciences, and draws on the expertise of Karl Korfmacher, associate professor of environmental science, and Steve Zilora, assistant professor of information technology.

*“Our approach is like a MapQuest for freight, but instead of evaluating shortest distance routes, we can also evaluate routes that minimize carbon emissions, regional pollutants, or costs.”—Scott Hawker*

Student research assistants will build network models using Geographic Information Systems software. Collecting data on the environmental impact of different modes of transportation and freight flow in the Great Lakes will help them characterize what the freight flow looks like, Winebrake says.

The project marks the first grant received by RIT’s new Laboratory for Environmental Computing and Decision Making. The lab, co-directed by Winebrake and Hawker, focuses on using computers to improve environmental decision-making. The laboratory is housed in the Center for Advancing the Study of Cyber-infrastructure in the B. Thomas Golisano College of Computing and Information and Sciences.

Ongoing research at the lab includes a U.S. Department of Transportation-funded project to evaluate the energy and environmental impacts of intermodal shipping—moving freight on trucks, trains and ships—and a National Science Foundation-funded project aimed at understanding the impact of greenhouse gas policies on automobile technology and design using computer models. ■

Susan Gawlowicz | smguns@rit.edu

## Blog-tracker talks about success



A. Sue Weisler | photographer

*“Say what you do and do what you say,” was part of David Sifrey’s message in his keynote address at RIT’s fourth annual Entrepreneur’s Conference Oct. 5. The Silicon Valley serial entrepreneur discussed the ups and downs of starting a company and explained his success in founding Technorati Inc.—which keeps track of more than 100 million blogs a year.*

# Million-dollar gift boosts RIT plastics center

A \$1 million gift from Rochester-based American Packaging Corp. will fund the expansion of RIT’s Center for Integrated Plastics. The center will be renamed the American Packaging Center for Plastics & Packaging Innovation.

The center, which operates as part of RIT’s Department of Manufacturing and Mechanical Engineering Technology/Packaging Science, is slated to move into the College of Applied Science and Technology building when it opens early next year.

“The generous support we have received from American Packaging Corp. will enable us to equip our center with state-of-the-art equipment, top-notch faculty and staff and the ability to provide our students with timely insight into new packaging-related technologies,” says Tom Voss, chair of the packaging science program.

American Packaging’s support will also help establish a center director and create opportunities for increased graduate assistant positions

that will focus on unique flexible packaging challenges.

“All of us at APC are extremely excited about the opportunity to join hands with RIT’s packaging science program. We are impressed by the momentum that the university has within our industry and believe that the combined energy and talent of our two excellent organizations will achieve truly outstanding successes in innovation,” says American Packaging CEO and owner Peter Schottland.

Currently, two American Packaging Corp. employees sit on RIT’s 20-person Packaging Science Advisory Board. An additional employee will sit on the American Packaging Center for Plastics & Packaging Innovation Advisory Board.

American Packaging Corp., which bases its headquarters on Driving Park Avenue in Rochester, is an integrated flexible packaging converter that services a variety of specialty markets. It also has offices in Iowa and Wisconsin. ■

John Follaco | jpfuns@rit.edu



A. Sue Weisler | photographer

*American Packaging Corp. CEO Peter Schottland, center, joined RIT President Bill Destler and College of Applied Science and Technology Interim Dean Carol Richardson to announce a \$1 million gift to fund the American Packaging Corp. Center for Plastics & Packaging Innovation at RIT.*

## RIT helps students learn financial responsibility



*The Hon. John C. Ninfo II, pictured at left, western New York Bankruptcy Judge and founder of the Credit Abuse Resistance Education program, joined forces with Robert Manning, director of the Center for Consumer Financial Services in RIT’s E. Philip Saunders College of Business on Sept. 27. They visited high school students at Rochester’s School Without Walls to discuss ways to become financially responsible and avoid credit card debt.*

Submitted by Marcia Morphy

## News briefs

### Imaging science talks

Upcoming talks hosted by the Chester F. Carlson Center for Imaging Science Seminar Series will include:

- Fire, Smoke, Bats and Stuff...A Physicist’s Approach to Ecology, presented by Robert Kremens, senior research scientist in the Center for Imaging Science, Oct. 24
- Applications of Slow and Stopped Light, by John Howell, assistant professor of physics, quantum optics and quantum physics at the University of Rochester, Oct. 31
- Imaging Technologies to Better Understand Aquatic Environments, by Tawnya Peterson, a post doctoral scholar from the University of California, Santa Cruz, Nov. 7. Peterson’s talk is sponsored in conjunction with RIT’s environmental studies program.

The presentations begin at 4 p.m. in the Carlson Center auditorium. For information, contact Mitchell Rosen at rosen@cis.rit.edu or 475-7691.

### Science writer visits RIT

Acclaimed science writer Jennifer Ouellette will present “Just Don’t Quote Me: True Adventures from the Science Writing Life,” from 4 to 6 p.m. Oct. 25 in Webb Auditorium in the James E. Booth Building. The event is free and open to the public.

Ouellette’s articles have appeared in such publications as *Nature*, *Discovery*, *New Scientist* and *Salon*. She is the author of *Black Bodies and Quantum Cats: Tales From the Annals of Physics* (2006) and *The Physics of the Buffyverse* (2007), both published by Penguin.

For more information about the science lecture, contact Amit Ray at axrgsl@rit.edu.

### Explore Rochester IT

The first step toward retaining graduates in the Rochester region is pointing out the career opportunities that exist here. That’s the focus behind the third annual Explore Rochester IT symposium, noon to 4 p.m. Oct. 26 in the Gordon Field House and Activities Center. College students from across the Rochester region who are pursuing technology-related degrees are invited to attend. David Koretz, founder, president and CEO of Bluetie Inc., is the event’s keynote speaker. For more information, visit [www.ExploreRochesterIT.com](http://www.ExploreRochesterIT.com).

### ITS seminar speaker

Ira Winkler, recognized as an expert in Internet security, information warfare, information-related crime investigation and industrial espionage, will be the featured speaker at the next ITS Technology Seminar, 10-11:30 a.m. Nov. 1, in the Golisano College auditorium.

He will discuss experiences and trends in network security in his talk, “Zen and the Art of Cybersecurity.” This free seminar is co-sponsored with the Information Security Office and Risk Management Services of Finance and Administration in recognition of Cybersecurity Month.

To register for this or upcoming ITS programs, visit [www.rit.edu/its/events](http://www.rit.edu/its/events).

## Roundtable focuses on upstate economy



A. Sue Weisler | photographer

*Members of the New York State Senate Majority Conference held the third in a series of upstate community business roundtable forums to highlight the need to revitalize the upstate economy. The forum, held at RIT Oct. 3, included participants, from left to right, David Monte Verde, president of Genesee Valley Transportation; James Winston, assistant to the president, Workforce Development at Monroe Community College; John Richardson, director of New York Public Affairs for Eastman Kodak Co.; Peter Collins, president of Trident Precision Manufacturing; Dennis Mullen, president and CEO of Greater Rochester Enterprise; Sen. Joe Robach; and Sen. Jim Alesi.*

# Brick City Homecoming, Oct. 4-7



**A** These students joined the more than 10,500 visitors who experienced Brick City Homecoming Oct. 4-7.

**B** The Student Alumni Union lobby transformed into a party-hat factory, where visitors experienced an art explosion and created their own wearable masterpieces, Oct. 6.

**C** The Foreign Language Fair was sponsored by the Department of Foreign Languages and celebrated the many languages and cultures of the world. Visitors learned to greet in 10 different languages, sampled gourmet food and enjoyed ethnic music and dance performances.

**D** Comedian Howie Mandel, host of NBC's *Deal or No Deal*, entertained more than 3,200 people at the Gordon Field House and Activities Center Oct. 6.

**E** Golden Circle alumni from 1956 and earlier toured the campus on golf carts.

**F** A caricature artist entertained students, families and alumni.

**G** Students demonstrated how they have applied curriculum to fun and exciting displays and projects. Here, engineering technology students use human-powered devices they have designed and built to launch pumpkins at a target.



■ A, B, and D photographed by A. Sue Weisler  
■ C, F and G submitted by RIT's Educational Technology Center  
■ E photographed by Ken Huth



# 10th anniversary celebration



**H** RIT alumni reconnected at a variety of receptions held throughout the weekend.

**I** The Barbados-born songstress Rihanna burst onto the stage at the Gordon Field House and Activities Center Oct. 5. Her continuous chart-topping hits make her one of the biggest single artists of today.

**J** Cathy Teodosio spends time with son, Nick, a first-year computer engineering technology major, and their dog Elvis.

**K** Steve Wozniak, co-founder of Apple Computers, was this year's Horton Distinguished Speaker. Wozniak also led a roundtable discussion with student leaders and conducted a book signing at RIT's campus bookstore, Campus Connections.

**L** Student groups lined the Quarter Mile Oct. 5 to kick off Brick City Homecoming weekend. Dancers pictured are Lori Rosario, Gwendolyn Parker and Michell Sempertegui of Lambda Pi Chi sorority.

**M** President Bill Destler and his wife, Rebecca Johnson, enjoy their first President's Ball. Highlights of the event included live music, a real-time slideshow of the evening and an alumni awards program.

■ I, J, K and L photographed by A. Sue Weisler  
■ H and M photographed by Ken Huth



New program concentration

RIT’s Center for Multidisciplinary Studies is offering a new concentration under its master’s of science in professional studies program. The concentration, in clinical research management, consists of five new courses out of the College of Science that are currently being developed by members of the Center for Bioscience Education and Technology Clinical Research Advisory Board.

Social responsibility talk

Jon Entine, award-winning columnist for *Ethical Corporation Magazine*, will be speaking on “A Contrarian View of Corporate Social Responsibility” 4-5:30 p.m. Oct. 23 at E. Philip Saunders College of Business, rooms 1225 and 1235.

Engineering speaker series

The Kate Gleason College of Engineering’s annual Dean’s Alumni Speaker Series has begun its 2007-2008 program. The series presents engineering alumni discussing their careers and providing advice to current students. The next two lectures will feature Vic Del Rosso, co-owner of Hi-Speed Checkweigher Company Inc., on Oct. 25, and Richard Vattimo, vice president of applications services for IBM Global Services, on Nov. 8. All of the lectures begin at 1 p.m. and are held in Xerox Auditorium in the James E. Gleason Building.

Part-time studies forum

RIT’s Offices of Part-time and Graduate Enrollment Services will offer an information forum 5-7 p.m. Nov. 7 in the Bausch & Lomb Center. The session is for adults interested in starting or continuing their education on a part-time, evening basis. For more information, call 475-2229.

Senate to host ‘listen in’ forum at RIT

The New York State Senate Committee on Higher Education, chaired by Sen. Kenneth LaValle (R-Suffolk) will host a “listen in” discussion 7-9 p.m., Wednesday, Oct. 24, in RIT’s Golisano College auditorium.

The forum will focus on topics related to New York state student financial-aid programs and campus security and is open to members of the RIT campus community and the public.

Members of the Senate Higher Education Committee will be in attendance, and guest speakers with specific expertise in financial aid and campus security will offer some remarks to begin the dialogue.

“It is important that we are meeting the higher-education needs of parents and students,” says LaValle, who is convening the forum. “We must do everything possible to make certain that we are on the mark and that access to opportunities is within reach of all students who wish to pursue a college education.”

No prior registration for the event is needed. RIT’s Senior Vice President for Finance and Administration James Watters will be one of the guest presenters. ■

RIT scientists hope to revolutionize notion of telemedicine

A team of researchers led by Fei Hu, assistant professor of computer engineering at RIT, is working to advance the integration of radio frequency identification



Fei Hu

technology, also known as RFID, into cardiac sensor networks, a new wireless technology for telemedicine delivery. The team will also work to enhance the security of the systems used in the process, thereby reducing the possibility of identity theft and cyber-terrorism. The effort is being supported by a \$400,000 grant from the National Science Foundation’s Cyber Trust Program. Hu, the principal investigator, will collaborate with Yang Xiao, professor of computer science at the University of Alabama.

“Telemedicine technology can greatly increase the quality of medical care while also decreasing health care costs,” notes Hu. “Through this project, we hope to increase the integration of RFID into existing cardiac sensor networks, ensure the overall security of the system and promote the implementation of the technology in nursing homes and adult care facilities across the country.”

“This research will advance an important technology development, while also enhancing RIT’s skills and capabilities in the area of computer engineering and design,” adds Andreas Savakis, head of RIT’s Department of Computer Engineering.

The United States’ growing nursing home and long-term care populations are putting a severe strain on the national health care system, in part due to the costs of medical care

and doctor visits to these facilities.

Cardiac sensor networks use wireless sensors to remotely monitor a patient’s heart-beating pattern and blood pressure and transfer this information to doctors and hospitals off site. According to Hu, they are seen as a major avenue for increasing the quality of diagnosis and reducing the need for medical supervision.

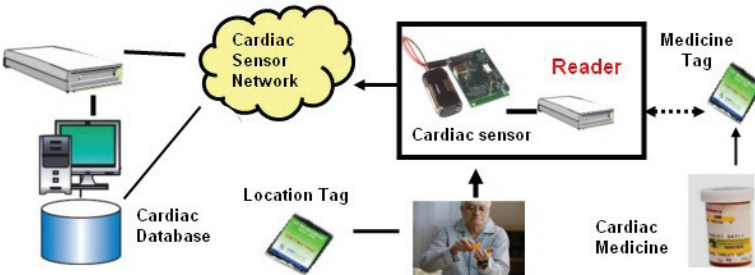
Furthermore, the integration of RFID tags on medication bottles into this system will allow doctors to know immediately what medications a person is taking and reduce the chance of negative drug reactions or accidental overdoses, adds Hu.

One of the major roadblocks in the further development of the system has been concern over the security of wireless networks used in telemedicine delivery. Hu and Xiao will research the use of anti-interference technology to reduce radio distortion of these networks and design and test new RFID security schemes that will decrease the chance of information being stolen. They will also look to assist the overall implementation and integration of RFID to further the development of this technology in telemedicine systems.

“There are well known security challenges associated with cardiac sensor networks and RFID,” Hu notes. “It is my hope this research will assist in better protecting these systems and allow greater numbers of doctors and patients to take advantage of the benefits of telemedicine.”

Hu and Xiao’s team will include a number of RIT students, both graduate and undergraduate, as well as researchers from the University of Alabama’s Department of Computer Science. ■

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An illustration of Fei Hu’s telemedicine research.

Meeting Ze Frank



A. Sue Weisler | photographer

Blogger and social media critic Ze Frank, shown above, met with students prior to his public talk on Oct. 3. Frank, an online performance artist and humorist, visited RIT as part of the Caroline Werner Gannett Project and lecture series, “Visionaries in Motion.” He shared insights about his view of the digital landscape and “the changing networked world.”

Software grant helps deaf, hard-of-hearing

NTID’s Department of Liberal Studies Professor Eugene Lylak has received a \$96,200 grant from the Carl and Lily Pforzheimer Foundation Inc. for his project, Web-based, Interactive Vocabulary Building and Grammar Improvement Software.

The grant will support the design and implementation of an interactive software package that meets the need for Web-based materials that deliver developmental English grammar and vocabulary practice for deaf students in middle and high school and in higher education. The software will be accessible to all teachers of the deaf in the United States and abroad, and will be flexible, so that it can be used outside deaf education, even in settings for speakers of other languages.

“New Web-based technologies show promise as a means to provide the direct instruction needed to overcome the challenges some deaf and hard-of-hearing students face in developing reading and writing

skills,” says Alan Hurwitz, RIT vice president and CEO/dean for NTID. “We are proud to continue NTID’s leadership in student-centered research and innovation with this project, and commend Dr. Lylak for his work to better the lives of deaf and hard-of-hearing students.”

Lylak has more than 30 years experience teaching students who are deaf or hard-of-hearing. He has dedicated his research to creating instructional programs designed to assist deaf and hard-of-hearing students with vocabulary acquisition. Lylak will work with Norman Crozer, director of Disabled Services at Pierce College in Woodland Hills, Calif., who has been a teacher of the deaf since 1970.

The Pforzheimer Foundation has one philanthropic focus: the support of secondary education, specifically in the areas of adult education and literacy. ■

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Lean Six Sigma process is conference focus



Submitted by Gregory Evershed

The Center for Quality and Applied Statistics, in partnership with the Center for Integrated Manufacturing Studies’ Center for Excellence in Lean Enterprise, hosted the second annual Lean Six Sigma Conference at The Lodge in Skaneateles Falls, last month. The conference featured experts from industry and academia and included an introduction to the principles of Lean Six Sigma, a manufacturing process that seeks to increase quality and reduce cycle times through improved process design and enhanced teamwork. The event, sponsored by Welch Allyn Inc., featured more than 60 attendees from a number of companies in diverse sectors. William Allyn, former president and CEO of Welch Allyn and current chairman of the board of Hand Held Products, served as keynote speaker.

Advisory board convenes



Submitted photo

The Center for Consumer Financial Services in the E. Philip Saunders College of Business announces 15 distinguished committee advisors who will provide curriculum and practical career guidance for the new bachelor’s degree program in Consumer Financial Services. From top left: Hon. Judge John Ninjo II (United States Bankruptcy Court), Robert Manning (center director), Julio Vasquez Sr. (City of Rochester), Steven Kirchgraber (New York State Banking Department), Stephen LaGrou, Peter Dellinger, Esq. (Empire Justice Center), Wayne Morse, Todd Gold (New York State Consumer Protection Board), Kimberly Gartner (Center for Financial Services Innovation), George Hofheimer (Filene Research Institute), Leslie Linfield Esq. (Institute for Financial Literacy), Curtis Arnold (U.S. Citizens for Fair Credit Terms Inc.) and Bruce Oliver. Seated are Kathleen Keest (Center for Responsible Lending), Ellen Seidman (New American Foundation/Shorebank), Hon. John LaFalce (retired Congressman) and Gena Doynow (Citigroup).

# Health care is focus of PBS event

Health-care access, affordability and quality will be debated among more than 100 Rochester-area residents at a forum hosted by RIT Oct. 20. The event is part of a national conversation by PBS titled “Dialogues in Democracy 2007: Life, Liberty and the Pursuit of Happiness.”

The project, titled “By the People,” is an initiative of PBS’ MacNeil/Lehrer Productions. Rochester-area residents, who are part of a randomly selected sample, will participate in a discussion and then respond to a national survey. Rochester is among a dozen cities across the nation participating in the event. It is the fifth consecutive year RIT has hosted the PBS event, which promotes civic dialogue.

The event will be held 9 a.m.-3 p.m. in the B. Thomas Golisano College of Computing and Information Sciences. A panel session with health experts begins at 1 p.m. in the Golisano College auditorium. Albert Simone, RIT president emeritus, will moderate the panel. Panelists include:

- Tim McCormick, president and CEO of Unity Health Systems
- David Klein, president and CEO, Excellus Blue Cross Blue Shield
- Nancy Bennett, director of University of Rochester Medical CenterCenter for Community Health
- Fran Weisberg, director of Finger Lakes Health Systems Agency
- Lisa Harris, M.D., physician
- Joseph Morelle, State assemblyman and chair of the Assembly Insurance Committee
- Tim Engström, RIT philosophy professor and co-editor of *Health Care Reform: Ethics and Politics*
- Sandy Parker, president and CEO, Rochester Business Alliance

The dialogue and survey results will be the subject of a national broadcast later this fall and a local broadcast on WXXI-TV (Channel 21) at 9 p.m. Oct. 26.

The event is sponsored by RIT, WXXI-TV (Channel 21) and radio, the *Democrat and Chronicle*, WHAM-TV (Channel 13) and WDKX-FM (103.9). ■

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## Trying it on for size



A. Sue Weisler | photographer

Dean Ashok Rao offers a signature T-shirt to RIT President Bill Destler during the E. Philip Saunders College of Business’ fall picnic. Besides enjoying hot and hamburgers, the Saunders’ staff and students celebrated the newly renovated courtyard in front of the Lowenthal Building.

# RIT receives \$100K from Parsons Foundation

*Funds will be used to renovate NTID’s industrial science technology labs*

NTID’s industrial science technology laboratories will receive an upgrade, thanks to a \$100,000 grant from the Ralph M. Parsons Foundation.

The foundation, which has an 18-year partnership with RIT/NTID totaling more than \$690,000 in grants to benefit areas such as “smart” classroom technology and automated speech recognition technology, will now fund the industrial science technologies laboratory. The laboratory will be outfitted with state-of-the-art computer-controlled equipment, 3-D computer display systems, 3-D printer and prototyping plotter and 3-D laser scanner and software.

“Hands-on training on state-of-the-art equipment is the key to meeting the nation’s demand for highly skilled professionals in the mechanical, manufacturing and industrial science sectors,” says Alan Hurwitz, RIT vice president for NTID and CEO and dean of NTID. “Thanks to the continued generosity of the Ralph M. Parsons Foundation, deaf and hard-of-hearing students at RIT/NTID will take their place among the country’s highly skilled technicians.”

The Ralph M. Parsons Foundation was established in 1961 as a modest gift-giving organization by the late Ralph M. Parsons, founder of the worldwide engineering and construction firm that bears his name. Subsequent to Mr. Parsons’ death in 1974, the foundation received the residue of his estate. Since that time, the foundation has been governed by an independent board of directors and administrative staff and is no longer affiliated with the Parsons Corp.

The foundation’s areas of interest include higher education, particularly in the fields of engineering, science and technology; social impact and health services programs, particularly for disadvantaged youth, women and children, and the elderly; and civic and cultural projects. The foundation’s net assets in 2006 were \$413 million and grants totaled \$18.8 million. ■

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# RIT design school among best list in BusinessWeek

In its second annual survey of “Top Design Schools,” *BusinessWeek* again names RIT among the world’s top programs. The results appear in the magazine’s Oct. 15 issue.

RIT is among 60 colleges and universities in North America, South America, Europe and Asia recognized by *BusinessWeek* for “the growing role they play in supplying creative managers to corporate and non-profit organizations.” The publication surveyed a panel of innovation consultants, design academics, and corporate executives to select programs that combined design with disciplines such as business, engineering and marketing.

RIT’s School of Design offers internationally recognized degree programs in graphic design, interior design, industrial design and new media design and imaging. Computer skills, design perspectives, career preparation, and exposure to the related areas of publishing, photography, engineering and information technology are integrated into the curriculum.

*BusinessWeek* cites RIT for interdisciplinary programs that allow students to collaborate on projects for companies like Eastman Kodak and Xerox. Design-related academic partnerships on campus include the Albert J. Simone Center for Innovation and Entrepreneurship, which enhances opportunities across campus by facilitating business creation and product commercialization projects among business, creative and technology-oriented students.

Additional relationships with the School of Design include the multi-disciplinary senior design program in RIT’s Kate Gleason College of Engineering and the new-media development program in RIT’s B. Thomas Golisano College of Computing and Information Sciences.

The *BusinessWeek* report on the world’s top design schools is available online at <http://businessweek.com/go/07/dschools>. ■

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# RIT coaches reach career milestones

Two coaching milestones were recently achieved. Head women’s volleyball coach Roger Worsley set the record for career wins (171) at RIT, and men’s soccer head coach Bill Garno won his 100th game as RIT coach.



Bill Garno

Garno joins Doug May as the only two coaches in RIT history to reach the 100-victory plateau. Garno has led the Tigers to three appearances in the NCAA Division III Tournament and two Empire 8 titles. In 2006, he was named Doug May Memorial Empire 8 Coach of the Year.



Roger Worsley

Worsley set his record in September in a win over Nazareth College. He breaks the old record of 170 victories set by Jim Lodes, who coached the Tigers from 1991 to 1995. In 2003, Worsley was named the Empire 8 Coach of the Year and he has led the Tigers to back-to-back ECAC titles in 2003 and 2004. ■

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## The key to The Ghost Map



A. Sue Weisler | photographer

Bestselling author Steven Johnson chatted with students about his latest book, *The Ghost Map: The Story of London’s Most Terrifying Epidemic—and How it Changed Science, Cities, and the Modern World*, in the *Idea Factory* in Wallace Library during his campus visit Oct. 11. Johnson gave a public presentation later that afternoon in the Gordon Field House and Activities Center. *The Ghost Map*, which tells the story of the cholera epidemic in 1854 London, is the Institute Common Text read by first-year students.

## Making residence life a little more beautiful



A. Sue Weisler | photographer

RIT Facilities Management Services treated students with flowering plants for their residence hall rooms on Oct. 10. They handed out kalanchoe plants, along with care instructions, indicating they would survive life in the residence halls.

## Volkswagen displays its ‘clean’ technology



A. Sue Weisler | photographer

Volkswagen’s Diesolution Tour set up at RIT Oct. 8-9. The traveling exhibit showcased new clean-diesel and alternative-fuel technology with interactive displays and some of their latest cars.

'Jam'min' to help feed Rochester's hungry



Mark Benjamin | photographer

More than 200 first-year NTID students made 1,000 peanut butter and jelly sandwiches for Rochester's Open Door Mission during the fourth annual PB Jam Sept. 21. The community-service activity in NTID's Student Development Center was sponsored by the NTID First-Year Experience program and NTID Student Life Team and was coordinated by staff members Linda Bryant and Astrid Jones.

Student spotlight from page 1

I'm learning how to speak Italian, and I also speak Arabic."

The idea started when Abushagur visited the Eternal City last summer to attend the International Fashion for Good Roundtable with her business partner, Jaimen Brill '07 (professional and technical communications). They were invited to talk about their not-for-profit organization called White Cane Label—a simple business concept where Braille tags are attached to clothing apparel of the visually impaired to help them sort out price, brand, color, sizes and designs.

"Jaimen and I took a public relations class with Professor Wilma King, and our assignment was to develop an awareness campaign for a special need," Abushagur explains. "We designed a Web site where famous designers or wholesalers could donate or sell clothes, and White Cane Label would attach cloth labels with Braille text or symbols and sew them into the garments.

"Everyone likes to look their best and the visually impaired are no exception. It's very difficult for them to dress every day without help," says Abushagur, who attributes the success of her trip to multiple RIT scholarships which funded hotel and airplane costs.

Born in Huntsville, Ala., Abushagur's decision to come to RIT was based on her family's relocation to Rochester when she was 16.

"I went to Brighton High School during my senior year and didn't know a soul, so I was determined to go to school nearby, and I liked the fact that Saunders was a small school inside of a big university. I could get to know everyone easily."

While attending RIT, Abushagur completed a marketing research co-op at Empowerus Tools, earned the 2003 Rotary Youth Leadership Award, and served as vice president for the Muslim Student Association 2005-2006 and the American Marketing Association External Communications Committee in 2006.

Through it all, there's one Saunders College of Business professor who made a deep impact on Abushagur's education and her winning attitude.

"I paid my dues with Dr. Phil Tyler," she says with a laugh, "but I was determined to get an 'A' in his class and I did. He's tough, but he's also a student's best advocate. He would say to me, keep pushing. Even if someone is telling you no, call back and keep pushing.

"That's why I see myself in the fashion industry. It's my passion, and I know I can make it happen."

For added luck, Abushager threw a coin into Italy's Fontana dei Quattro Fiumi or "Fountain of the Four Rivers" and made a wish—"to return to Rome." ■

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Anniversary celebration



A. Sue Weisler | photographer

The College of Applied Science and Technology celebrated its 35th anniversary Oct. 4 during Brick City Homecoming. Those in attendance were treated to cake, refreshments and the musical stylings of, from left, Abby Berner, Paul Harris, Warren Koontz and Mark Indelicato (not pictured). Koontz and Indelicato are telecommunications engineering technology professors, Harris is the CAST director of development and Berner is an academic advisor in the Center for Multidisciplinary Studies.

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Innovative idea proposals due Nov. 16

Wanted: Exhibits and activities that will be showcased during RIT's inaugural Innovation and Creativity Festival.

President Bill Destler envisions hundreds of projects, products and inventions from students, faculty and staff featured campus-wide at the free event. The Gordon Field House and Activities Center, the Quarter Mile and other venues will be used to display the best of RIT work.

"We are now putting out the call for exhibit and activity ideas," says Barry Culhane, chair of the festival planning committee. "We want students, faculty and staff to show off their extraordinary work to Rochester and the world. We are looking for hundreds of exhibits to be on display along with creative activities."

A programming committee will review each of the entries. Submissions to participate in the festival are due Nov. 16. The festival is slated for May 3.

A submission form can be found on President Destler's Web site at www.rit.edu/president. Click on the "Innovation Festival" tab and fill in the form.

Also, look for a submission form on RIT e-mail in the coming week. For more information, contact Culhane at Barry.Culhane@rit.edu. ■

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Discussing sustainability



A. Sue Weisler | photographer

Edwin Pinero, federal environmental executive for President Bush, speaks to participants of the Golisano Institute for Sustainability's Fifth Global Symposium on Sustainable Product Development. Pinero gave the event's keynote address, focusing on promoting sustainable principles in public policy.

Newsmakers

**Michael Amy**, associate professor of art history, is the curator of Quirky, an exhibition of contemporary painting and sculpture which will be featured at the Westport Arts Center in Westport, Conn., from Nov. 9 through Dec. 19.

**Susan Barnes**, professor of communication, delivered a paper co-written with **Neil Hair**, assistant professor of marketing, called "From Banners to U-Tube: A Rear-View Mirror Approach to Online Advertising" at the annual conference of the Media Ecology Association in Mexico City at the Monterray Technological Institute.

**Amit Batabyal**, the Arthur J. Gosnell professor of economics, presented "Trade, the Damage from Alien Species and the Effects of Protectionism Under Alternate Market Structures" in August at the Indian Institute of Technology and at the Indira Gandhi Institute of Development Research in Mumbai, India. He also presented "A Differential Game Theoretic Analysis of International Trade in Renewable Resources" and "The Stochastic Arrival of Alien Species and the Number of and the Damage from Biological Invasions" at the 47th Congress of the European Regional Science Association in September in Paris.

**Roberley Bell** and **Amos Scully**, professors of foundations in the College of Imaging Arts and Sciences, presented the paper, "A Translation of a Three Dimensional Spatial Environment through Sound," at the annual meeting of the International Society for Education through Art in Heidelberg, Germany.

**Wilma King**, associate professor of communication, participated on the panel presentation "Media, Public Relations and Globalization—Economic Development and Revitalization Project," for the Empoli Commerce Development Agency, in July, in Empoli, Italy. She also presented "Project Linda and White Cane Label" at Alta Roma's Fashion for Good Roundtable in July in Rome, Italy. King presented "Mimesis and Reality in the Advertising Messages of Oliverio Toscani for Benetton (1984-2000)," at the Poetics and Christianity Conference held at the Pontifical University of Santa Croce, in March, in Rome. A paper of the same name was published in the conference proceedings.

**Carl Lutzer**, associate professor of mathematics and assistant head of mathematics programs in the School of Mathematical Sciences, won the Carl B. Allendoerfer Award from the Mathematical Association of America for his article entitled "Hammer juggling, rotational instability and eigenvalues" that ran in the October 2006 issue of *Mathematical Association of America Magazine*.

**Mark Mason** and **Jeff Spain**, community enrichment coordinators, and **Chuck Lamb**, director of the Center for Residence Life, were recognized with the Program-of-the-Year Award by the Northeast Association of College & University Housing Officers at their annual conference at Castleton State College in Vermont. Their program, The Wonderful World of Edutainment: Entertaining and Educating in Residence Life, outlined unique methods of instruction in teaching and staff training modules.

**John Roche**, associate professor of English, read selections from his books of poetry, *On Conesus* and his upcoming *Topicalities*, at the Canandaigua Poetry Festival, as well as at Boulder Coffee's Pure Kona series in September.

**Fred Smith**, Institute secretary, collaborated with RIT trustee **Bud Rusitzky** on the article "Considering the Merit of Emeriti Trustees" appearing in the May/June 2007 issue of *Trusteeship* magazine.

**Laura Tubbs**, professor of chemistry, and **Jamie Lou Mallonga** '07 (chemistry), presented a poster about their research titled "Identification of environmental carcinogens using the protein expression of Pseudomonas putida KT2440 determined by two-dimensional separation" at the Council on Undergraduate Research's Posters on the Hill program.

**Scott Williams**, professor in the School of Print Media, presented "Time-Dependent Rheology Effects on Print Quality Using Water-Based Ink Compositions" at the International Association for Research in the Graphic Art Industries Conference in Grenoble, France. Williams was also elected to the association's board for a two-year term.

**Hiroko Yamashita**, associate professor of Japanese and chair of the foreign language department, presented "Passionately Silent: Teaching Japanese to Deaf or Hard-of-Hearing Students" at the Association of Teachers of Japanese 2007 Seminar in March in Boston. She also presented "Representation of Verbs in Foreign Languages" at the City University of New York Sentence Processing Conference at the University of California, San Diego, in March.