

## Presidential inauguration set for Nov. 9

The formal inauguration of President Bill Destler as RIT's ninth president will take place Nov. 9.

The ceremony will look toward the future of the university, while drawing on the traditions that have marked ceremonies of higher education for centuries.



Bill Destler

The academic procession for the inauguration will begin at 3 p.m. in the Gordon Field House and Activities Center. The ceremony will be held from 3 to 4:30 p.m., and a reception will follow in the Field House. The event is open to the entire RIT community.

David Skorton, president of Cornell University, will be the inauguration's keynote speaker. Skorton took office as the 12th president of Cornell University on July 1, 2006. A cardiologist, computer scientist, national leader in research ethics, and jazz musician, Skorton came to Cornell from the University of Iowa, where he served as president since 2003 and as a faculty member since 1981.



David Skorton

Skorton will be joined at the ceremony by dozens of college and university presidents from throughout the Northeast and Mid-Atlantic States.

A video featuring the legacy of past RIT presidents will also be a highlight of the ceremony.

"The inauguration of a new president marks the beginning of a new era in the life of the university," said RIT Provost Stan McKenzie. "No one could have predicted 15 years ago at the beginning of Al Simone's presidency what RIT looks like today, and I fully imagine that the same thing will be true 10 years from now or whenever Bill Destler winds up his presidency."

Destler became RIT's ninth president on July 1, taking the helm from the retiring Albert Simone, who served RIT for 15 years. Destler was previously senior vice president for academic affairs and provost of the University of Maryland at College Park. He has a vision to transform RIT into the nation's first "Innovation University." ■

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

The inauguration of Bill Destler as RIT's ninth president takes place at 3 p.m. Friday, Nov. 9, in the Gordon Field House and Activities Center. A reception immediately follows in the field house. The RIT community is invited to attend.

### Raising awareness against violence



A. Sue Weisler | photographer

For the second consecutive year, the RIT campus hosted "Walk with Me," a silent procession designed to raise awareness and mobilize students to become more involved in combating domestic violence. This year's walk took place Oct. 24. "Walk with Me" is a statewide initiative that began when New York State Assemblymember Naomi Rivera asked all colleges and universities in New York state to participate in 2005.

## New book chronicles life of Panara, RIT's first deaf professor

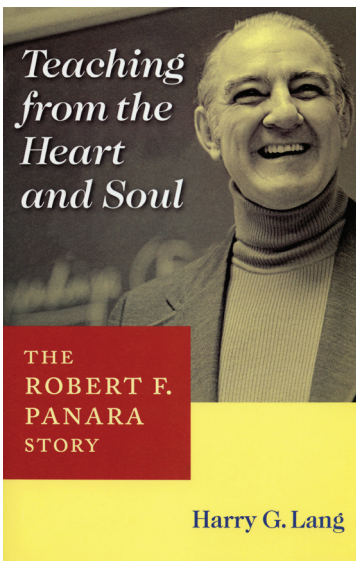
Capturing the life of master teacher and poet Robert Panara was a labor of love for RIT/NTID professor and author Harry Lang, whose book, *Teaching from the Heart and Soul: The Robert F. Panara Story*, is now available. The biography traces the life of RIT's first deaf professor, who was hired in 1967 to help establish NTID on RIT's campus. For more than two decades, Panara enthralled deaf and hearing students with his vivid interpretations of literature and poetry, often weaving his passion for baseball into his teaching. When he retired in 1988, NTID named its performing arts theater for him, acknowledging his profound influence on NTID's creative arts program.

Panara lost his hearing to spinal meningitis in 1931. He was only 10 years old, but his strong reading and writing skills allowed him to finish high school and go to college.

As a college student he wrote, "The Significance of the Reading Problem," a paper that described his belief that the world needed more teachers who could "teach from the heart and soul."

The book details Panara's childhood in the Bronx, his devotion to baseball, his unforgettable meeting with Babe Ruth and his father's efforts to find a cure for the deafness that threatened to sideline his athletic and academic ambitions.

"This biography is more than the journey of my life," Panara says. "It also is a love story about Shirley (Panara's wife of 56 years, who died in 2003) and about our son, John, who



Harry G. Lang

Harry Lang's new book, *Teaching from the Heart and Soul: The Robert F. Panara Story*, chronicles Panara's story as a strong leader in the deaf/hard of hearing community.

followed in my footsteps and teaches English at RIT/NTID.

"The mosaic that Harry Lang created reveals the affinities of our shared deaf experiences, as writer and subject bonded together and became best friends while working to complete the whole."

Lang works in the Department of Research and Teacher Education at RIT/NTID.

*Teaching from the Heart and Soul* is available from Gallaudet University Press at <http://gupress.gallaudet.edu/bookpage/TFHSbookpage.html>. ■

Kathy Smith | [kss8117@rit.edu](mailto:kss8117@rit.edu)

## First-of-its-kind program blends public policy with mechanical engineering

Program offers students B.S./M.S. option over a five-year period

RIT has received New York state approval to introduce innovative curriculum that unites mechanical engineering and public policy. The five-year program combines a bachelor's degree in mechanical engineering and a master's degree in science, technology and society/public policy, building on RIT's nationally recognized expertise in both disciplines. The program becomes the first of its kind offered by an American university.

"With the growth of high technology in all levels of society, it is increasingly important that engineers have a firm understanding of the social and political implications of their actions," notes Ed Hensel, head of the Department of Mechanical Engineering.

"This new program seeks to enhance engineering education by integrating this expertise into coursework and research in the areas of politics and government, environmental policy and economic decision making."

"Technology has become a major driver, perhaps the most important driver, of social, political and economic change," adds James Winebrake, chair of the Department of Science, Technology and Society/Public Policy. "It follows then that engineers and policymakers alike



Ed Hensel

will increasingly shape the direction of those changes, and it is important that both disciplines understand how their future actions directly and indirectly affect technology development and government action."

The new program allows engineering students to begin taking graduate-level public policy courses in their fourth year with a complete transfer to policy coursework in their fifth/graduate year. Thesis projects are also required to incorporate both disciplines and enhance current RIT research activities in engineering and public policy. In addition, the program further expands interdisciplinary collaboration between the Kate Gleason College of Engineering and the Department of Science, Technology and Society/Public Policy in the College of Liberal Arts, which has already led to the development of a joint engineering policy course for undergraduates. The new program begins admitting students next spring.

"The implications of high technology on our society is a complex problem and solutions will need to come from a variety of disciplines working together to affect change," says Harvey Palmer, dean of the Kate Gleason College of Engineering. "We

*New degree, page 4*



James Winebrake

### Sharing words of peace



A. Sue Weisler | photographer

Arun Gandhi, right, grandson of Mahatma Gandhi, is introduced at the 10th annual Campus Week of Dialogue by Thomas Warfield, chairperson of RIT's Commission for Promoting Pluralism. Gandhi was the keynote speaker and talked about the modern nonviolent resistance movement that Mahatma Gandhi launched more than 100 years ago.

### Awards, distinctions

Staff honored for exceptional service, *page 2*

### In the community

Community gathers to explore technology in Rochester, *page 3*

### Scholarship and Research

Image Permanence Institute receives \$1.25 million grant for preservation research, *page 3*

### Guest lecturers

JetBlue CEO shares success secrets at Gasser lecture, *page 4*



# Annual awards honor exceptional staff

The 11th annual RIT Staff Recognition Awards were held Oct. 17. The awards are given to individuals or teams who have excelled in the performance of their duties and created a positive environment for all members of the RIT community. This year's honorees are:

**Karen Barrows**, Office of the President. According to information provided on nomination forms: "Karen is an exceptional person in every regard. She practices our core values every day and is intent on her own professional development, including completing her MBA. Her ideas are often adopted because they are innovative and offer flexibility in solving issues. Her ethics and integrity are unquestioned, and she is always respectful of others and will try to represent their views in a constructive manner. Karen delivers under every circumstance."



Karen Barrows

**The First-Year Enrichment Instructional Team**—Joshua Bauroth, Lisa Bodenstein, Daniele Connors, Collette Shaw, Phillippa Thiuri and Karen Violanti. One nominator says: "Serving incoming first-year students through the design and teaching of the FYE program, the instructional team maintains a focus on serving students and preparing them for success at RIT. Throughout the curriculum as well as in the administration of the program, the instructional team emphasizes integrity, ethical behavior, diversity and pluralism efforts, leadership and teamwork. The outstanding professionalism of this team of dedicated FYE instructors demystifies higher education and makes the first-year experience a positive opportunity for

the students to become as successful as they desire."

**Linda Marsden**, Campus Connections Bookstore. Comments about Linda Marsden included: "Linda is an exemplary individual when it comes to the spirit of RIT. Her focus is consistently 100 percent every hour, every day, every week, every year when it comes to students on this campus. Whether it is selling paint brushes to freshman or fitting them with commencement regalia when they graduate, Linda always has the students' best interest in mind. Linda has faithfully served our community for the past 29 years. She, like so many other wonderful RIT employees, operates everyday to make us a success. She has done so faithfully and without self-promotion, without conflict and without incident."



Linda Marsden

**Rohan Palma**, Northstar Center. "A true advocate of student success first and foremost, Rohan's dedication to students is immeasurable. Over the past five years, he has always maintained an open door policy," a nominator says. Palma adds: "I am lucky to have a job that allows me to make a difference and achieve my life goals. I am most proud of all the students that I have helped graduate from RIT and those who took another path to success in my 12 years at RIT. Helping students to overcome their personal challenges and fulfill their dreams has been very rewarding."



Rohan Palma

**Barry Robinson**, mechanical engineering, Kate Gleason College of Engineering. One nominator states: "Barry Robinson has supported numerous students through the judicial affairs process, insuring that even students who have made some bad decisions are treated with respect and have the opportunity to learn from their mistakes. He has built a network of peers across the campus and contributed to the true sense of RIT spirit. He worked to promote recent success in student retention with other departments in the college and across campus."



Barry Robinson

One parent writes: "When our family first toured RIT in the spring of 2006, we were comfortable with our son's decision to attend RIT. After our experience working with Barry, we are more certain than ever that our son has made the right choice. Mr. Robinson is truly an asset to his students and a credit to your institution."

Dancy Duffus, RIT trustee emeritus, presented the second annual Dancy Duffus Outstanding Citizenship Award, which recognizes staff members who consistently demonstrate a high degree of excellence, professionalism and integrity in the performance of their duties, and who have proven their willingness to extend themselves to help other members of the RIT community.

This year's award was presented to **Dawn Soufleris**, assistant vice president of student affairs. Comments included: "Dawn has exceptionally contributed to the Division of Student Affairs in a variety of ways and on a daily basis. She cares about students and works diligently to try and help students who have made some not-so-great decisions in hopes of helping them learn, grow and mature. Without a doubt, Dawn exemplifies the spirit of this award. Much of her work in student conduct is managing crisis situations on a regular basis. Dawn handles all of these with ease and with unflinching good nature. She is quick to respond appropriately, with compassion, care and excellent judgment, while helping students learn from their mistakes and move on in a productive fashion."



Dawn Soufleris



The First-Year Enrichment Instructional Team



Photograph by Nina Berman

## Charles Arnold series kicks off with documentary photographer

RIT's School of Photographic Arts and Sciences hosts its first Charles Arnold Lecture Series of the year with a presentation by award-winning documentary photographer Nina Berman. Berman's talk is at 6:30 p.m. on Wednesday, Nov. 7, in the Chester F. Carlson Center for Imaging Science auditorium. The lecture is free and open to the public.

Berman will give a lecture and presentation called "Homeland." She has been around the world, but spends the majority of her time traveling the United States trying to understand the American way of life.

She has won numerous awards including a World Press Photo Foundation Award and an Award of Excellence in the Pictures of the Year International Competition for her

wedding portraits of a U.S. Marine who was severely injured in a suicide bombing in Iraq. The portraits are from Berman's series "Purple Hearts" in which she documents the lives of American soldiers after they return home from the Iraq War.

Her photographs have been published in numerous publications including *Time*, *Life*, *National Geographic*, *Harpers*, *Sports Illustrated*, *Rolling Stone* and the *New York Times* magazine.

On Thursday, Nov. 8, Berman will host a student colloquium and portfolio review for photography majors from 9 a.m. to noon in the Gannett Building, room 3140.

For more information, call 475-2770. ■  
Kelly Downs | kaduns@rit.edu

## Flexcar option helps RIT save energy, help environment

There's a new, low-cost way for RIT community members to get around town.

RIT has reached an agreement with Flexcar, a car-sharing company that specializes in making low-emission and fuel-efficient cars available for short periods of time at low hourly and daily rates. Rates start at around \$9 an hour and \$60 per day.

"We introduced Flexcar to offer an additional transportation option to students, faculty and staff," says Rick LaClair, RIT's transportation services manager. "Flexcar is ideal for students who did not bring a car to campus and need to rent a vehicle for a trip to grocery shop, to run errands, for off campus appointments or for a night out."

"It is also beneficial for commuter students, faculty and staff who may want to carpool, bike or use public transit. Flexcar allows them to have a vehicle available for use should

they need to run an errand during the day."

Eight vehicles are available for use—three hybrids, a sports car, a Mini Cooper, a wagon, a minivan and a pickup truck. RIT students, faculty and staff can register to become a Flexcar member at [www.flexcar.com](http://www.flexcar.com). The first year's registration is free if you register prior to Jan. 5.

After registering, members can reserve a car online or by telephone. The cars are in three locations on campus: Crossroads, by the residence halls and in J Lot. Members simply walk to the location of their reserved vehicle, wave their membership card over a scanner on the dashboard to unlock the vehicle, locate the key in its specified location inside the vehicle, and drive off. The car is then returned to the same location when the member has completed his or her trip. ■

John Follaco | jpfuns@rit.edu



A. Sue Weisler | photographer

Flexcar has arrived on the RIT campus. Eight energy-efficient, low-emission vehicles are available for students, faculty and staff to rent at hourly and daily rates.

### On the Pod

with **Mike Saffran**  
[mjsuns@rit.edu](mailto:mjsuns@rit.edu)



Introducing "Studio 86," the newest University News-produced podcast series. Recorded live in Building 86, "Studio 86" features in-depth discussions with RIT newsmakers.

In the premiere episode, **Mary Lynn Broe**, the Caroline Werner Gannett Professor of Humanities, previewed this year's Caroline Werner Gannett Project. Follow-up episodes featured members of RIT's Formula SAE racing team looking to the year ahead in a special segment, "Studio 86 'On the Road': Formula SAE Road to Detroit"; and **Sam McQuade**, graduate program coordinator in the Center for Multidisciplinary Studies, discussing the Rochester Regional Cyber Safety & Ethics Initiative, which he has spearheaded, and his findings from research into cyber crime committed by and against schoolchildren.

One of the nice things about pod-

casts is that they're "always on." This means that even if you've missed one (or all) of the first three episodes when they came out, each one is still available online—so you can listen whenever and wherever you want by visiting [www.rit.edu/news/podcasts](http://www.rit.edu/news/podcasts).

Have suggestions for future "Studio 86" guests or topics? E-mail me at [mjsuns@rit.edu](mailto:mjsuns@rit.edu), or contact the University News beat reporter covering a specific area (for contact information, visit [www.rit.edu/news/aboutus](http://www.rit.edu/news/aboutus)).

"Studio 86" joins our flagship podcast, the twice monthly "Dateline: RIT – The Podcast," which features the remarks of RIT newsmakers in their own voices, campus news and *News & Events* highlights; and "RIT NEWSMINUTE," a weekly calendar-type show highlighting events during the week ahead.

All University News-produced podcasts are free and available on the University News Web site, [www.rit.edu/news](http://www.rit.edu/news) (see "Latest Podcasts"), via RSS feed and through Apple iTunes.

See you on the pod!

### Jazz show, Nov. 2



Submitted by David Perlman

*The second installment of the 2007-2008 Performing Artists Concert Series, takes place at 8 p.m. Nov. 2 in Student Alumni Union's Ingle Auditorium. Rod Blumenau and Eastman pianist Dariusz Terefenko will play in the styles of more than 15 jazz greats. The evening also features RIT President Emeritus Albert Simone as special guest pianist. Tickets are \$6 for students, \$14 for faculty, staff and alumni and \$20 for the public.*



# Conference sheds light on local IT career opportunities

Myneco Taylor fondly thinks of Rochester as a small town. That’s why the fourth-year information technology student in RIT’s B. Thomas Golisano College of Computing and Information Sciences hadn’t previously given much thought to building her career here. “I hadn’t planned on staying because I am from Chicago,” Taylor states, “so I like the feel of big cities.” The lure of larger communities and warmer climates is often a factor cited by students planning to relocate after graduation. But those who attended the third annual Explore Rochester IT symposium on Oct. 26

have reason to reconsider. Technology students from 18 area colleges and universities took part in Explore Rochester IT in the Gordon Field House and Activities Center. The event aimed to generate more exposure to Rochester-area IT career opportunities in an effort to enhance the local professional community. Chief information officers from many of Rochester’s largest companies were among those in attendance. Representatives discussed their firm’s IT initiatives along with the vocational outlook. “Every year, our local colleges

*IT conference, page 4*



A. Sue Weisler | photographer

Myneco Taylor, a fourth-year information technology student, discusses career options with Dan Canzano, CIO at Paychex Inc., during the Explore Rochester IT symposium.

## Opening the doors to the galaxy



A. Sue Weisler | photographer

A ribbon-cutting ceremony held Oct. 19 marked the formal opening of the Center for Computational Relativity and Gravitation in the School of Mathematical Sciences. Under the direction of Manuela Campanelli, the center will specialize in the study of computational astrophysics and gravitation, focusing on black holes and the dynamics of galaxies. Shown above, from left, are Ian Gatley, dean of the College of Science, Don Boyd, vice president for research, and Sophia Maggelakis, head of the School of Mathematical Sciences.



## \$1.25 million in grants awarded for image preservation research

RIT’s Image Permanence Institute has received several large grants totaling more than \$1.25 million for two major research and development projects. The Institute of Museum and Library Services awarded IPI a grant for \$314,215 and the Andrew W. Mellon Foundation gave \$606,000 for the DP3 Project: Digital Print Preservation Portal to examine the preservation of digital prints. Because images produced by new digital print technologies are entering the collections of local, state and national institutions at an increasing rate, IPI wants to help conservators, curators, archivists and librarians understand and better care for them. The DP3 Project will be in two parts. IMLS funds will support the study of the potentially harmful effects of enclosures and physical handling on digital prints, as well as their vulnerability to damage due to flood. Funds from the Andrew W. Mellon Foundation will make possible an in-depth investigation of the stability of digitally printed materials when they are exposed to light, airborne pollutants, heat and humidity. “This project is designed to provide the library and archive communities as well as individual scholars with previously unknown and unattainable information regarding the permanence and care of prints created using modern digital output technologies,” says James Reilly, director of the Image Permanence

Institute. “We are confident the project will help institutions make good choices in the care of such materials.” Project results will be published on a Web site giving information and tools to aid in the identification of digital prints and in understanding their chemical and physical nature, offer scientifically sound recommendations for storage, display and handling, and guide users in assessing the risk of damage to these materials in the event of flood. IPI’s second research project is to create a novel Web-based system called WebERA, or Web Environmental Risk Analysis, enabling collections staff in museums and libraries to efficiently move large volumes of environmental data directly to the Web. The Institute of Museum and Library Services awarded a \$332,760 grant for this project. Museums and libraries are unable to manage environments effectively and efficiently due to lack of staff time and in-house expertise, the difficulty of determining the degree of risk or benefit to collections and the challenge of organizing, maintaining and reporting on mountains of data. The premise is that environmental risks can be managed and mitigated if they can be identified, quantified and then communicated to museum leadership and facilities managers. The idea of using the Web to store and share environmental data

*IPI grants, page 4*

## Redder promoted to assistant vice president

Kelly Redder, executive director of alumni relations since 2001, has been promoted to assistant vice president. Redder has effectively led the growth and enhanced visibility of RIT’s alumni relations program, according to Lisa Cauda, vice president for development and alumni relations. Redder has instituted new programs, increased communication with key constituent groups, revived the Alumni Network Board of Directors



Kelly Redder

and assembled an expanded team of talented alumni relations professionals. In 2004, she was honored with RIT’s Outstanding Citizenship Award in light of numerous relationships she initiated with partners across campus. “Kelly has distinguished herself among her peers in alumni relations as an expert in the field, bringing even greater recognition to her own talents, as well as to RIT,” states Cauda. “We are fortunate to have her here and all benefit from her knowledge, enthusiasm, dedication and abundant energy.” Redder’s promotion took effect on Oct. 1. ■

## Saunders College makes administrative moves

In addition to the newly dedicated plaza outside the E. Philip Saunders College of Business, several changes inside the college have also taken place. Under the direction of Dean Ashok Rao, the organizational structure within the dean’s office has been re-aligned to provide a more centralized foundation for decision-making. In place of the previous department chairs for each discipline, a curriculum committee has been established. “The curriculum committee is more involved in the core of the business program,” says Kathy Ozminkowski, who has been appointed assistant dean for student services, overseeing all undergraduate and graduate advising issues. “They serve as drivers for the deci-

sions made within the Saunders College.” Under the new organizational structure, Stan Widrick will serve as senior associate dean, focusing on recruiting, faculty evaluations and the college’s budget. Don Wilson has been named associate dean for teaching, responsible for scheduling and faculty assignments. Jerry Curnutt is now the assistant dean for administration and will oversee operational aspects of the college, in addition to being the advisor for undergraduate minors. ■ Brandon Borgna | bmb9935@rit.edu



Stan Widrick

## Another ROARing success



A. Sue Weisler | photographer

RIT President Bill Destler kicked off the university’s Raise Our Annual Responses initiative on Oct. 25. ROAR Day activities took place across campus to encourage faculty, staff and students to make an annual gift to RIT. This year’s event raised more than \$21,000. To enhance its success, Destler and his wife, Rebecca Johnson, pledged a dollar-for-dollar match of all student donations made during ROAR Day.

## News briefs

**Saunders College makes list** RIT’s E. Philip Saunders College of Business has been selected as one of America’s top 121 undergraduate business programs, according to *BusinessWeek*. The Saunders College is highlighted in the October 2007 soft-cover edition of *BusinessWeek Fast Track: The Best Undergraduate B-Schools*. This at-a-glance guide by Geoff Gloeckler, a staff editor at *BusinessWeek*, offers information on cost, application deadlines and value, as well as highlights of Saunders College of Business co-op programs and the Center for Innovation and Entrepreneurship.

**Fall concert Nov. 4** RIT’s Choral Ensembles will present their fall concert, Music for an Autumn Afternoon, 3 p.m. Nov. 4 in Ingle Auditorium in the Student Alumni Union. The free performance will feature *The Turtle Dove* by Ralph Vaughan Williams, two spirituals, *Elijah Rock* and *Joshua fit de Battle ob Jericho*, music from *Riverdance* by Bill Whelan, and the Kenyan folk song *Wana Baraka*. The ensembles include The RIT Singers, RIT’s Surround Sound, RIT’s Brick City Singers, RIT’s Eight Beat Measure and RIT’s Encore. Edward Schell III is the music director, and Julie Ruhling is the accompanist. For information, contact etsgsh@rit.edu.

**New Gallery r exhibit opens** Gallery r, RIT’s metro showcase for contemporary art, is featuring Inspired by Music, an RIT student competition of visual work inspired by music. The exhibition runs through Nov. 24 at the gallery, 775 Park Ave. For more information, call 242-9470 or visit www.galleryr.org.

**Poster volunteers needed** If you or a member of your family has benefited by services provided by a United Way-funded agency, the RIT United Way Steering Committee would like to hear from you. Volunteers are needed to share their stories for the annual United Way campaign posters, which illustrate how contributions raised through the United Way of Greater Rochester help members of our own RIT community.

Contact Lynn Rowoth at 475-7408 or lcrgrl@rit.edu by Dec. 1 if you are interested in sharing your story or would like more information.

**Dean named to board** Jorge Díaz-Herrera, dean of the Golisano College of Computing and Information Sciences, has been appointed to Gallaudet University’s Board of Trustees. He is among six new members to be appointed. Díaz-Herrera says he has a passion for trying to bring to bear cyberinfrastructure technology to address the needs of the deaf and hard-of-hearing community worldwide. RIT has close ties to Gallaudet, the world’s only university in which all programs and services are designed to accommodate deaf and hard-of-hearing students. Gallaudet’s president, Robert Davila, served as the RIT vice president for the National Technical Institute for the Deaf from 1996 to 2003.



## Tigers hockey takes over Blue Cross Arena



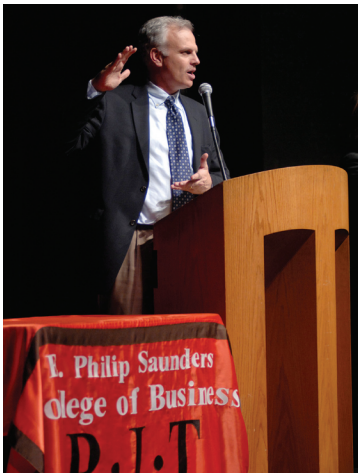
Submitted by Kelsey Evans

The RIT Division I men's hockey team defeated Cornell University in front of 5,142 fans at Rochester's Blue Cross Arena, Oct. 27. It was the largest crowd ever to see an RIT hockey game. Senior captain Simon Lambert led RIT with a goal and two assists and sophomore Louis Menard stopped 22 of the 23 shots he faced. Pictured, an exuberant fan holds up a sign in support of Menard.

# JetBlue CEO gives Gasser lecture

Affordable airfare, clean planes with leather seats, novel snacks like Terra Blue chips, 36 channels of LiveTV and perky service. Today, JetBlue operates a fleet of 126 jets to 51 cities in 21 states and six countries with 550 daily flights.

David Neeleman, founder and chairman of JetBlue Airways Corp., visited RIT last week as the renowned speaker for the fall 2007 William D. Gasser Distinguished Lectureship in



A. Sue Weisler | photographer

David Neeleman, CEO of JetBlue Airways

Business series sponsored by the E. Philip Saunders College of Business.

Neeleman shared his insights on "The JetBlue Story . . . from the 27<sup>th</sup> Row" during his talk at Ingle Auditorium in the Student Alumni Union.

According to the Neeleman philosophy, which is to "bring humanity back to air travel," he believes "pleasing the customer is more important than pleasing the CEO."

So it comes as no surprise that in the early days of JetBlue, Neeleman always sat in the 27<sup>th</sup> (last) row of each Airbus A320 aircraft he flew on—since the 27<sup>th</sup> row had no reclining seats, and more importantly, the last seat provided him with a vantage point to observe how his passengers were doing.

Neeleman's career in the airline industry began in 1984 when he co-founded a low-fare carrier called Morris Air with June Morris, the owner of Salt Lake City-based travel agency Morris Travel. As president of Morris Air, Neeleman implemented the industry's first electronic ticketing system and pioneered a home reservation system that is now the foundation of JetBlue's unique call

## news&events

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## Alumni wares at MAG



Submitted photograph

RIT alumni from the School of American Crafts will be among the 40 master craft artists to participate in The Memorial Art Gallery's seventh annual Fine Craft Show and Sale on Saturday, Nov. 3, and Sunday, Nov. 4. The bracelet pictured above was created by So Young Park, a 2004 MFA graduate of RIT's metals and jewelry program. Featured works will include ceramics, glass, jewelry, metalwork, furniture, woodcrafts and wearable art. The artists were selected by juror Kathryn Martini, curator of collections, Everson Museum of Art. For a list of the artists, visit [www.mag.rochester.edu](http://www.mag.rochester.edu).

center: all calls to JetBlue's reservation numbers are handled by reservationists working out of their homes.

Neeleman discussed some of the challenges facing the airline industry, including the rising cost of jet fuel. He suggested that coal liquefaction might be a viable solution. He also addressed major service interruptions that plagued his airline during bad weather conditions earlier this year.

"We learned that we had a lot of systems that wouldn't handle a major disruption like that," he recalled. "We've improved a lot. We haven't had an event like that, even close, since then."

The William D. Gasser lecture series is hosted annually by the Saunders College of Business and designed to advance interaction and dialogue between business and academic communities. It is made possible by a gift from the late John Wiley Jones, former honorary member of the RIT Board of Trustees and founder of Jones Chemicals Inc., in memory of William D. Gasser. Gasser taught accounting at RIT from 1967 until his death in 1977. ■

Marcia Morphy | npmuns@rit.edu

## IT conference from page 3

graduate students with IT degrees, and many of them leave the area to pursue jobs out of state," says Fran Versace, student employment manager for RIT's Information and Technology Services. "This program is an effort to retain the best and the brightest here in the Rochester area and to encourage local IT businesses to hire these talented young people."

This year's sponsors of Explore Rochester IT included Bausch & Lomb, Computer Aid Inc., Energy East, Excellus BlueCross BlueShield, Frontier, Eastman Kodak, Paychex, RIT, University of Rochester and Wegmans.

"The Explore Rochester IT symposium is a great way for students to see what local options exist for IT professionals," explains Patrick Neville, CIO for Energy East. "The participating companies support a wide array of technologies, and all have exciting projects underway. Learning about what the companies offer can have a dramatic impact on students' decisions about their future."

Taylor admits that having this exposure to various local employers gives her enough reason to rethink her plans.

"I love RIT," she says. "It's the reason I've been here for four years, and some of the companies taking part in this—like Paychex—I really want to work for, so that really might make me want to stay in Rochester." ■

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## High schoolers 'go tech'



Submitted photograph

Megan Quick, right, an engineer at General Motors, meets with high school students during RIT's GoTech! Conference, Oct. 13. More than 240 high-school women visited campus for the event which provided the students with the opportunity to view exhibits, take part in hands-on activities and attend panel discussions with professional women who have chosen careers in science, technology, engineering or mathematics.

## 'Pop' goes the Bevier Gallery exhibit



A. Sue Weisler | photographer

Medieval knights, pink dinosaurs and creepy-crawly bugs spring to life between the pages of books as RIT's Bevier Gallery presents Pop-Up Books: An Interactive Exhibition through Nov. 14. The show features works from top artists in the field including Chuck Fischer (The White House) and Kyle Olman (Castle). Pictured, students Harry Mayers and Heather O'Brien-Lazickas explore some exhibit pieces.

## New degree

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are very excited about the prospects for this new program both as an educational tool and as a means to further expand interdisciplinary efforts to address complex, global societal issues."

"Our next generation of engineers and policy makers will be required to have an understanding of the social, political and technology implications of their work," notes Glenn Kist, interim dean of the College of Liberal Arts. "RIT's new degree will attempt to further the integration of engineering and public policy, creating engineers and policymakers who are better equipped to deal with this environment."

For more information on the program, contact Franz Foltz at 475-5368 or [fafgsh@rit.edu](mailto:fafgsh@rit.edu). ■

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## IPI grants from page 3

directly is new, but is firmly rooted in IPI's environmental research and development over the past 13 years.

Project activities will include programming the WebERA Web server application and working with a selected pilot group of 10 museums and five libraries to test the design and function of the WebERA system. Project results will be made available to the preservation community through conference presentations and a Web publication.

"The success of our collecting institutions over the long term will depend not only on how well they can market themselves, but also whether their collections are in good enough condition to attract the attention of visitors and scholars," says Reilly. "Environment is the least costly way to ensure that competitive edge and to avoid the expense of preventable damage. WebERA is designed to overcome the obstacles that most often prevent museums and libraries from managing environments effectively and efficiently." ■

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## Obituaries

**James Rice**, professor emeritus and former McGhee Professor, Oct. 13.

**Russ Tripoli**, assistant director of administrative services, Housing Operations, Oct. 27.