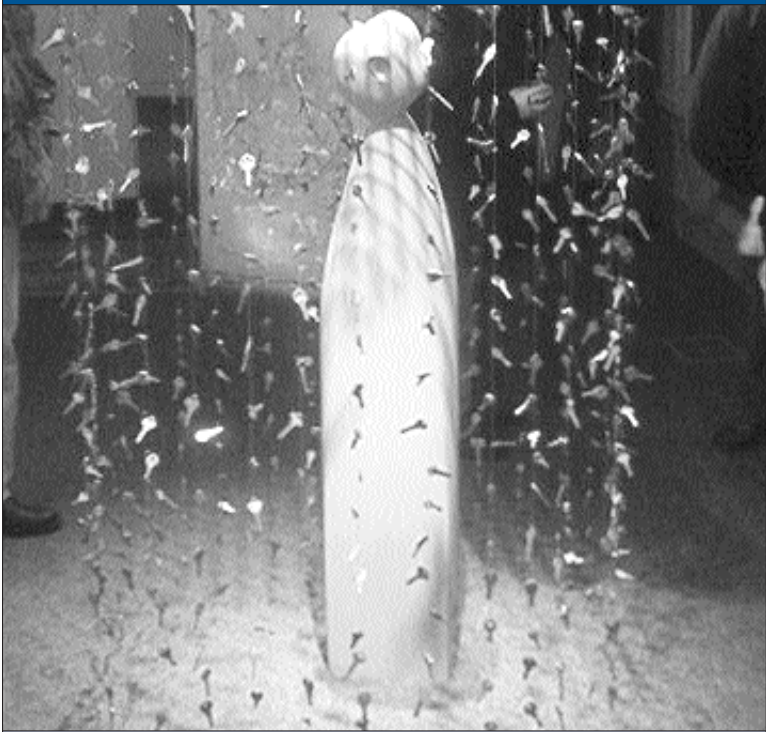


Got the winter blahs?



*Illuminate your life with a trip to Gallery r on Park Avenue to view the juried RIT student exhibition, “Inspired by Light.”*  
*The show, which runs through Feb. 22, features 55 works of contemporary art, crafts and design. Regular gallery hours are 3 to 7 p.m., Thursday to Sunday. For more information on this show, call 242-9470 or visit [www.galleryr.org](http://www.galleryr.org).*

news&events

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Cahill takes the reins as new RIT swim coach

Mike Cahill, a 1972 graduate of RIT’s business administration program, returned to RIT in November to head the men’s and women’s swimming and diving programs. Cahill assumed the position after the sudden death of Wendy VanderWoude.

“We are very fortunate to have Mike on our staff,” says Janet Jones-Brower, athletic director. “He came in under adverse conditions and has the program going in the right direction.”

Cahill brings more than 30 years of coaching knowledge to RIT after serving as the head varsity and

junior varsity coach of the boys and girls teams at West Irondequoit High School from 1972 to 2003. While at West Irondequoit he was considered

**Cahill brings more than 30 years of coaching knowledge to RIT after serving as the head varsity and junior varsity coach of the boys and girls teams at West Irondequoit High School.**

to be one of the top swimming coaches in Section V.

In 1972, he founded the West Irondequoit Swim Club where he’s been coach and owner for the past 31 years. He also established an innovative Learn-to-Swim program for beginning swimmers, using competitive swimmers from the program

to provide instruction and motivation for beginners.

At RIT, Cahill was the program’s first recruited swimmer and

was a two-year captain. At one time he held six school records and was named

the Male Senior Athlete of the Year in 1972.

He was a two-time Upper New York State relay champion and was the team’s Outstanding Swimmer in 1968. His accomplishments earned him a spot in RIT’s Athletic Hall of Fame in 1993. ■

Steve Jaynes | [skjsid@rit.edu](mailto:skjsid@rit.edu)

McGhee chair *continued from page 2*

uncertain whether photographers will continue utilizing outsider vendors for their processing needs. That will ultimately determine the need for future ISM graduates.

One of the variable factors is the convergence of photography and the disciplines of printing and publishing. While they remain separate businesses that cater to different customers, the technologies being used is increasingly overlapping. Sampat is working with the Sloan Printing Industry Center at RIT to research that trend and generate recommendations on how the digital printing

business can serve the needs of the developing digital photofinishing industry.

“This research is being conducted for our Sloan partners, but I am a customer for this information as well. It will help me determine the future direction of ISM and how to sell the program of tomorrow to the students of today.”

Sampat has been a professor of imaging and photographic technology at RIT since 1994. He has also taught imaging courses at companies such as Kodak, Fuji, Polaroid, Agfa and Hewlett Packard. He is an active

industry consultant to the imaging industry on technology and business strategy.

The McGhee Professorship was established in 1968 through an endowment by the Master Photo Dealers’ and Finishers’ Association. It honors the memory of James McGhee, former vice president of U.S. sales and advertising at Eastman Kodak Co.

McGhee was known for being an innovating force in the field of photography during his 45-year association with Kodak. ■

Paul Stella | [pbscom@rit.edu](mailto:pbscom@rit.edu)

Potassium chloride

*continued from page 1*

“It looks like fish-tank gravel,” says Josh Goldowitz, associate professor of environmental management and safety in CAST, who says the tint comes from oxidized-iron deposits. An advantage, he points out, is workers can see where it was applied, avoiding overspreading that wastes money and could harm the environment. Though it melts ice slower than rock salt, he adds, it lasts longer, so less is needed.

The color, which some people say resembles RIT’s bricks, has led to at least one misconception.

“I heard through some acquaintances that its nickname is ‘brick juice’ because of the color it leaves behind as it melts ice and snow,” Vercauteren says. “They thought the color was coming from the bricks, but it’s not.”

Nonetheless, to paraphrase a line from a Frank Zappa song, “Don’t you eat that *reddish-brown* snow!” ■

Michael Saffran | [mjsuns@rit.edu](mailto:mjsuns@rit.edu)

Fender-bender prevention tips

Of all of the reported motor vehicle accidents occurring last year, more than half occurred during the winter months.

The majority of accidents were caused by motorists driving too fast for the conditions.

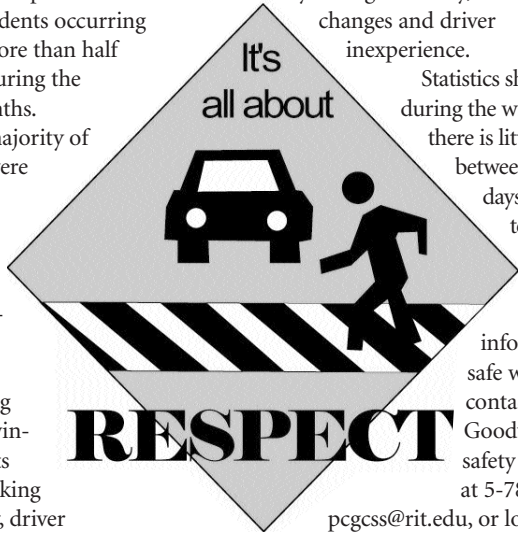
Other contributing factors to winter accidents include backing up unsafely, driver inattention/distraction, failure to

yield right-of-way, unsafe lane changes and driver inexperience.

Statistics show that during the winter months, there is little distinction between individual days of the week in terms of accident occurrences.

For more information about safe winter driving, contact Phil Goodwin, campus safety department, at 5-7848 or

[pcgcss@rit.edu](mailto:pcgcss@rit.edu), or log onto: [finweb.rit.edu/CampusSafety/](http://finweb.rit.edu/CampusSafety/). ■



529 Plan *continued from page 3*

purchase a certificate for part or all of tuition than can be used at any participating private college. They pay today’s prices, less a discount that reduces the cost even further. At a minimum, institutions must offer a half percent per year off current tuitions rates.

When its time to enter college, parents redeem the certificate for the guaranteed amount of tuition no matter how much colleges are charg-

ing at the time the new freshmen enrolls. The certificate may vary in how much tuition it pays. Parents can get started with contributions as low as \$25 per month.

For more information on RIT’s Independent 529 Plan, contact Verna Hazen, financial aid director, at 5-5520 or [vjhsfa@rit.edu](mailto:vjhsfa@rit.edu). Information is also available online: [www.independent529plan.org](http://www.independent529plan.org). ■

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\$400K grant *continued from page 2*

CEMA has new partnerships with Siemens Dematic Corp., Glenbrook Technologies Inc. and Matec Microelectronics to provide industry training and applied research in electronics packaging. CEMA is providing surface mount technology and advanced packaging process training for employees of Siemens and REDCOM Laboratories Inc. REDCOM is also funding plastic packaging delamination research and development of a lead-free research compendium.

A partnership is under develop-

ment with City University of New York for a project to develop a compact photonic explorer—a pill-sized device that, when swallowed, captures images from inside the human body. The device requires 12-millimeter circuit boards made by CEMA.

CEMA is in the second year of a two-year grant, the Consortium for Optoelectronics Packaging Education, from the Society of Manufacturing Engineers for development of undergraduate courses in optoelectronics packaging. ■

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Web standards *continued from page 1*

from the vice president of enrollment management and career services and the chief information officer.

Division vice presidents and deans are responsible for ensuring the accuracy and upkeep of their division’s Web presence.

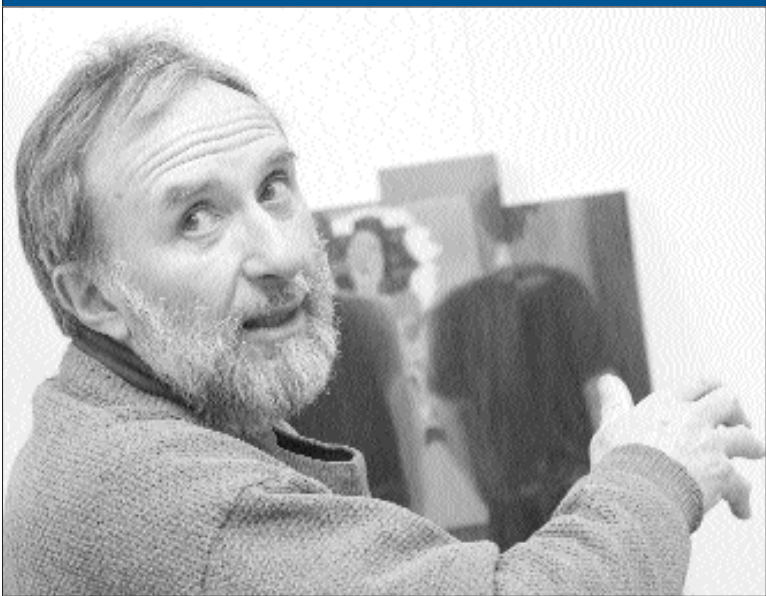
The University Publications office and ITS are authorized to monitor and review RIT’s official Web pages for accuracy of information

and compliance with the Web standards. A review will be done twice a year to ensure sites are in compliance.

Units or individuals responsible for pages not meeting RIT standards will be asked to comply and reported to the Web Advisory Committee. ITS is authorized to remove any pages that fail to meet the standards from the RIT network. ■

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

Lessons from the master



*Jerome Witkin, above, one of America’s finest figurative artists, was on campus Jan. 29 to present a lecture about his paintings. He also took time out of his schedule to critique the work of students in Alan Singer’s painting class. Witkin is best known for his historical narratives.*





R·I·T

# news&events

Rochester Institute of Technology

www.rit.edu/newsevents

## Inside



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\$400K grant for new lab and equipment



4  
Gallery r show sheds bright light on art

## Committee to enforce new Web guidelines

RIT's Web Advisory Committee has drafted new Web standards, a document that will serve as a guideline for Web pages across the university. The new standards can be found at [www.rit.edu/webstandards](http://www.rit.edu/webstandards).

The accuracy of information—and its presentation—published on the Web plays a critical role in maintaining the strong image and integrity of RIT, says Jeremy Trumble, University Web services manager and webmaster.

"The updated Web standards are meant to assure users some level of consistency in navigation while allowing RIT departments to express themselves through design or 'look and feel,'" Trumble says.

The Web Advisory Committee, comprised of representatives from each RIT division, is responsible for the new standards. Also, a Web Standards Task Force provided input to the guidelines and can be used to coordinate technical and design standards for all university Web sites. The task force is made up of various Web development resources from University Publications, Educational Technology Center, Finance and Administration—Systems and Technology, and Information and Technology Services.

The new standards apply to any RIT Web site that is considered an official university Web site and is viewable by the public. The office of Enrollment Management and Career Services, in conjunction with ITS, is responsible for organization and Web site design for the university homepage, [www.rit.edu](http://www.rit.edu).

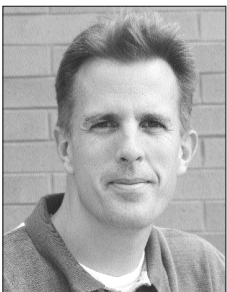
The new Web standards state that development and maintenance of all other pages are the responsibility of the originating department. They must follow university design and technical standards or have approval

Web standards, page 4

## RIT research develops new nanotechnology

*Optical image technology will revolutionize semiconductor manufacturing*

A team of RIT researchers led by Bruce Smith, Intel Professor of Microelectronic Engineering, developed the ability to produce optical image resolution at the smallest-ever level. The breakthrough optical nanolithography technique uses a prototype 193-nanometer immersion "microstepper" tool developed at RIT to produce images for semiconductors down to 38 nanometers.



Bruce Smith

The advancement means microelectronic devices that previously

required extreme ultraviolet or near X-ray wavelengths can now be produced with optics and light much closer to the ultraviolet, allowing for more rapid and cost-effective development of smaller, more powerful and more affordable microelectronic devices, Smith says.

"These results will have significant impact on the direction of the research, development and manufacturing of semiconductor devices," says Smith, who is also associate dean in the Kate Gleason College of Engineering.

The process is an enhanced method of creating circuit patterns on computer chips by exposing a light-sensitive layer, called photore-

sist, through a layer of water. The process is actually based on 125-year-old science developed for applications in microscopy, Smith says. By taking advantage of the unique optical prop-

**"The pioneering work of Bruce Smith in nanolithography is one of our most promising avenues for breakthrough research."  
—Harvey Palmer, dean of the Kate Gleason College of Engineering**

erties of water at ultraviolet wavelengths, resolution nearly 1/20th the wavelength of visible light (and 1/1,000th the width of a human hair) is possible. The resulting higher resolution allows for smaller features in micro- and nano-devices. Since water is an existing component of wafer production, the process is not compromised.

RIT received funding for the technology from International

SEMATECH, the Defense Advanced Research Projects Agency (more commonly known as DARPA), Semiconductor Research Corp., IBM Corp., ASML Holding NV and Intel Corp.

Direct funding and equipment acquisitions

total \$4 million.

"RIT's engineering faculty can impact the development of next-generation nanotechnology-based devices in many ways," says Harvey Palmer, dean of the Kate Gleason College of Engineering. "The pioneering work of Bruce Smith in nanolithography is one of our most promising avenues for breakthrough research." ■

Michael Saffran | [mjsuns@rit.edu](mailto:mjsuns@rit.edu)

## SPAS students to bring Ellis Island to life

For 12 million immigrants, Ellis Island became the first stop on the road to the American dream. A century later, students from the School of Photographic Arts and Sciences will be on site to retrace the courageous journey of these ancestors.

On Feb. 22, the registry room inside the Ellis Island Immigration Museum will provide the backdrop to "The Hope and the Fear," a photographic recreation celebrating the profound significance of this national landmark.

Between 1892 and 1954, Ellis Island was the gateway through which a diverse population came to the United States in search of freedom and economic opportunity. After extensive renovations, the facilities at Ellis Island reopened to the public as a museum in 1990.

This project is the final assignment for 13 students from the production photography class. Students will manage the choreography, as well as all



The facilities at Ellis Island reopened as a museum in 1990 following a six-year, \$162 million renovation project. The RIT photo assignment will honor its significance as a gateway to millions of American immigrants.

technical aspects of the shoot. Hundreds of RIT alumni from the New York City area have been invited to assist with the project by serving as volunteer actors dressed in period clothing. The event will be coordinated through the support and supervision of the National Park Service.

"Historical accuracy is among our top priorities," says Douglas Ford Rea, photography professor and the

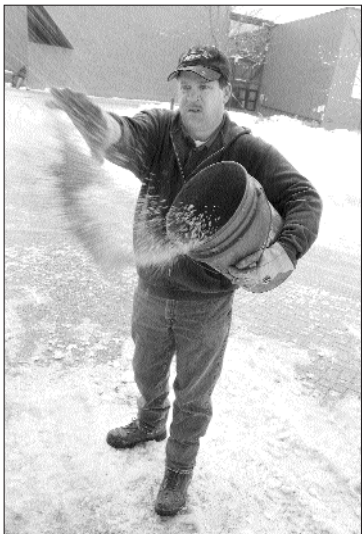
project's faculty supervisor. "The facilities at Ellis Island still look remarkably similar to how they appeared all those years ago, and the costumes will closely resemble the styles of that era."

This portrayal of the past will be captured through the technology of today. Students will use a state-of-the-art digital camera system and rely mostly on natural lighting.

This is the latest in a series of recreations conducted by RIT photographers. Last year, students from Rea's Advanced Digital Photography class re-enacted the trial of Susan B. Anthony at the Ontario County Courthouse in Canandaigua—the original site of that historic case. In 2002, students produced a tribute to women in flight at the National Warplane Museum in Horseheads, N.Y. ■

Paul Stella | [pbscom@rit.edu](mailto:pbscom@rit.edu)

## Winter with a grain of "salt"



Jeff Flowerday of Facilities Management Services spreads potassium chloride near Frank Ritter Ice Arena on Feb. 3.

It's the burning question on campus this winter, but it has nothing to do with student retention, the quarter system or the wind chill factor on the Quarter Mile:

Just what is that reddish-brown stuff on campus walkways?

Potassium chloride, an inorganic chemical fertilizer, says Randy Vercauteren, manager of environmental services for Facilities Management Services. It has several advantages over sodium chloride, or traditional road salt, he says. Although more expensive, it's less harmful to concrete and plants but still an effective ice-melter.

"With all the poured-concrete walkways and pavers along with associated plantings added to the campus, we needed to preserve this beautiful investment that RIT has made to improve the overall appearance of the campus," Vercauteren says.

Although the potassium chloride has people talking, it's not the first time it has been used at RIT, Vercauteren says. But in the past it was white so no one noticed. RIT buys it by the truckload and the tint varies depending on where it was mined, he says. So, next year's batch could be white.

Potassium chloride, page 4

## Fueling the future

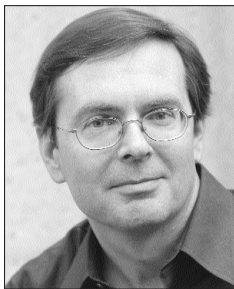


Sen. Hillary Clinton discusses ways to raise New York's profile regarding fuel-cell technology with Nabil Nasr, director of RIT's Center for Integrated Manufacturing Studies. Clinton offered the keynote address at Alternative Energy in New York, a recent conference at the RIT Inn & Conference Center to address the state's new-energy investments. She maintains that upstate New York is positioned to become the leading center for alternative energy solutions in the nation. "We have all the ingredients to do that," she told conference participants, "including institutional capital such as RIT." Research at CIMS is focused on designing the next generation of fuel cells.



# RIT physicist documents intergalactic black hole theories

## Precise calculations determine speed at which holes move out of galaxies



David Merritt

When black holes collide, look out! An enormous burst of gravitational radiation results as they violently merge into one massive black hole. The “kick” that occurs during the collision could knock the black hole clear out of its galaxy.

David Merritt, professor of physics at RIT, and co-author Milos Milosavljevic of Caltech, describes the consequences of such an intergalactic collision in their article, “Consequences of Gravitational Radiation Recoil,” which was recently submitted to the *Astrophysical Journal*.

Virtually all galaxies are believed

to contain supermassive black holes at their centers. According to current theory, galaxies grow through mergers with other galaxies. When two galaxies merge, their central black holes revolve around each other, eventually coalescing into a single black hole. The coalescence is driven by the emission of gravitational radiation, as predicted by Einstein’s theory of relativity.

Merritt and his colleagues determined how fast a black hole has to move to completely escape a galaxy’s gravitational field. They found that larger and brighter galaxies have stronger gravitational fields and would require a bigger kick to eject a black hole than the smaller systems. Likewise, less forceful impacts could jar the black hole out of its home at the center of a galaxy,

only to later rebound back into position.

According to Merritt and his co-authors, it is likely that supermassive black holes attained most of their mass through the accretion of gas and that mergers with other black holes only took place after the galaxies had reached roughly their current sizes.

The kick occurs because gravita-

kicks as reported in a companion paper by Merritt’s colleagues Marc Favata of Cornell University, Scott Hughes of Massachusetts Institute of Technology and Daniel Holz of the University of Chicago.

Merritt contends that the best chance of finding direct evidence would be locating a black hole shortly after the kick occurs, perhaps in a galaxy that has recently undergone a merger with another galaxy.

“You would see an off-center black hole that hasn’t quite made its way back to the center yet,” he says. “Even though the probability of observing this is low, now that astronomers know what to look for, I wouldn’t be surprised if someone finds one eventually.” ■

Susan Gawlowicz | smguns@rit.edu

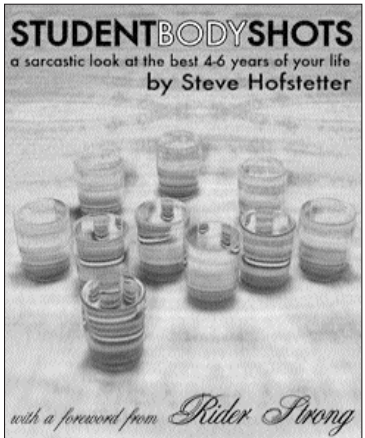
Merritt and his colleagues determined how fast a black hole has to move to completely escape a galaxy’s gravitational field.

tional waves emitted during the final plunge produce recoil.

While astrophysicists have been aware of this phenomenon since the 1960s, until now no one has had the analytical tools necessary to accurately calculate the size of the effect. Merritt’s work is based on the first accurate calculation of the size of the

## Comedian signs books, Feb. 19

Author, columnist and comedian Steve Hofstetter will be at RIT’s Campus Connections for a book-signing at noon on Thursday,



Feb. 19. Hofstetter is the author of *Student Body Shots: A Sarcastic Look At The Best 4-6 Years of Your Life*.

Hofstetter, a well-read columnist for the *Columbia Daily Spectator*

and a voice of the Columbia Lions, graduated with the prestigious Gollin Prize for Outstanding Promise in Journalism and Media.

After spending a summer writing for Maxim, ESPN and *Sports Illustrated for Kids*, Hofstetter turned his column, “Observational Humor,” into his first book. The column is syndicated in eight states and *Student Body Shots* is a 5-star title on Amazon.com.

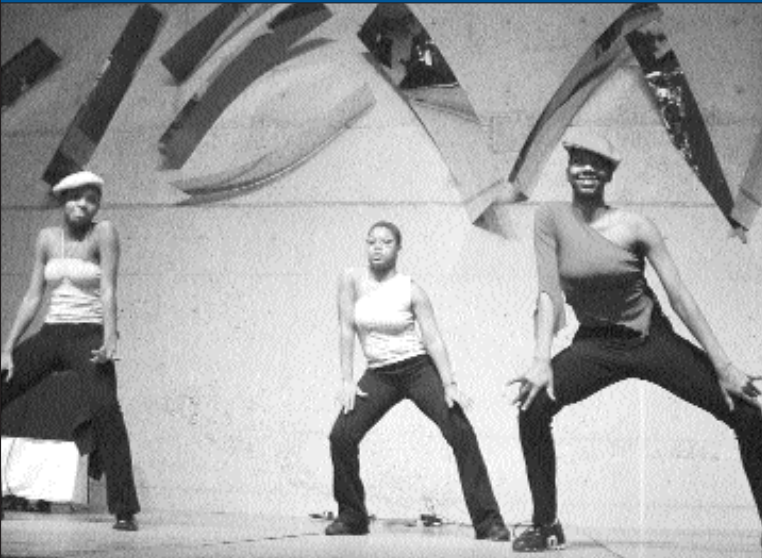
Since he began touring, Hofstetter has appeared on NBC’s *Ed and Law and Order*, and has been featured by *The New York Times*.

A producer as well as a comedian, Hofstetter co-founded and helps run the successful Comedy Soapbox, a syndicate of comedy rooms in New York City.

For more information on the booksigning, call Campus Connections at 5-2501. ■

Vienna Carvalho | vnccom@rit.edu

### Warming up



A band gets ready to perform at RIT’s Tiger Idol competition, held Jan. 30 as part of Homecoming events. Sponsored by Student Government, festivities included a staff versus students flag football game, tailgate party, hockey games and a Superbowl party.

## SPAS names Sampat new McGhee chair

### Primary role is to determine future of photographic technology

Changes in the photographic industry are nothing short of revolutionary. As digital technology transforms the way the world views imaging, what impact will that have on the future of RIT’s imaging systems management curriculum?

Answering that question is Nitin Sampat’s top priority. Last fall, Sampat was appointed as the James E. McGhee Professor and chair of imaging systems management in the School of Photographic Arts and Sciences.

“My primary task is to figure out where the photographic industry is headed and how to transition our program to meet the needs of the industry,” he says.

One of the most dramatic



Nitin Sampat

impacts of the digital revolution is to the area of photographic processing. Historically, many of RIT’s ISM graduates have gone on to manage photo-finishing labs, but advances in inkjet

printing technology have made that process more easily accessible. Sampat points to recent statistics suggesting that up to 80 percent of digital camera owners are printing their images at home.

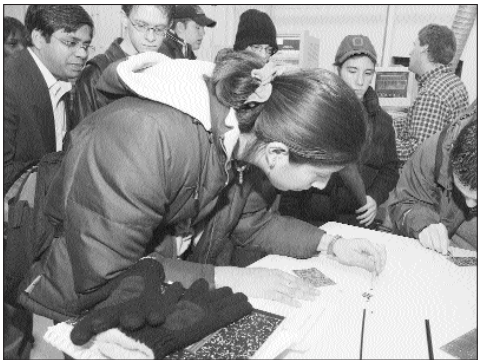
“The retail experience needs to become friendlier for digital camera users,” he explains. “There are many users who would prefer to not print their images at home. For them, the photographic processing industry needs to offer a user-friendly and cost-effective alternative to self-printing.”

Sampat says some retailers are responding to that challenge, but it’s

McGhee chair, page 4

## \$400K for imaging, metrology lab and equipment

RIT’s Semiconductor & Microsystems Fabrication Laboratory in the Kate Gleason College of Engineering and the Center for Electronics Manufacturing and Assembly, or CEMA, in the College of Applied Science and Technology shared a \$406,395 grant from the National Science Foundation. The grant will fund the creation of the Centralized Laboratory for Imaging and Metrology, with the purchase of a scanning electron microscope and a scanning acoustic microscope. The new lab



Gabriela Noriega, second-year electrical engineering major, manually places a component on a circuit board in a lab session in RIT’s Center for Electronics Manufacturing and Assembly on Feb. 4.

will be used for undergraduate courses, senior design projects and research.

Sean Rommel, assistant professor of microelectronic engineering, is the project’s principal investigator. Alan Raisanen, technical director of the IT Collaboratory and associate director of the Semiconductor & Microsystems Fabrication Laboratory, and Manian Ramkumar, associate professor of manufacturing and mechanical engineering technology and CEMA director, are co-principal investigators.

\$400K grant, page 4

## Annual PI reception to be held Feb. 26

RIT is ready to salute its most inquiring minds at the sixth annual Principal Investigators Reception, sponsored by the Office of the Provost. The event begins at 3:30 p.m. on Thursday, Feb. 26, in the B. Thomas Golisano College auditorium.

During 2003, nearly 1,000 grant proposals were written at the university to support various research projects. The reception will honor 292 faculty and staff members who were responsible for those projects.

Special recognition will also go to four PIs whose cumulative grants awarded have exceeded \$1 million since 2000. Gerald Bateman, NTID’s director of the M.S. program in secondary education; Roy Berns, Richard S. Hunter Professor in the College of Science; Linda Meyer, director of RIT’s Higher Education Opportunity Program; and Ryne Raffaele, director of the NanoPower Research Laboratories in the College of Science will join 17 other “millionaires” honored in previous years.

Additionally, PIs who received funding for their first-ever grant proposal last year will receive the Batting 1,000 Award. To commemorate this rare achievement, each winner will be presented a baseball batting trophy by President Albert Simone.

The reception is free and open to all members of the campus community. ■

Paul Stella | pbscom@rit.edu

### News briefs

#### Heart Walk, March 30

Continuing the Heart Walk tradition this year, RIT Team Tiger will take to the streets of Corn Hill on Saturday, March 30.

Sponsored by the American Heart Association, Heart Walk aims to involve the community in raising money for heart disease and stroke research.

Last year, RIT’s Team Tiger raised more than \$5,000 and finished first in the educational division for the third straight year with 200 students, faculty and staff participating.

To sign up, contact Phyllis Walker at ppwcc@rit.edu or 5-6056.

#### Valentine’s portraits

Campus Connections bookstore is sponsoring a Sweetheart Portrait Sale from 10:30 a.m. to 3 p.m. on Friday, Feb. 13. Patrons can have their portraits taken at the bookstore by a photographer for or with their sweethearts, families or friends.

Portraits cost \$2.99 for a 3-by-5 print, and \$3.49 for a 5-by-7 digital print. The store is also offering a 10 percent discount on all frames in stock, and a 15 percent frame discount with the purchase of a “sweetheart” portrait.

For information, call Campus Connections at 5-2501.

#### Midnight Breakfast

Just when it feels like the long winter nights are never-ending . . .

Midnight Breakfast returns Feb. 20 to warm the heart and body with a good hot meal and conversation.

From 10 p.m. to midnight, faculty and staff will “dish up” meals to students in Grace Watson Dining Hall. Cost is \$2.

To volunteer, contact Lorraine Chambers at 5-6023 or lxclra@rit.edu.

#### “Hot” off the presses

Buy your sweetheart a copy of *Student Health Center Cooks*, a cookbook compiled by the staff of the Student Health Center. Sales from the cookbook benefit the RIT Capital Campaign. More than \$3,000 has been donated by Student Affairs so far as a result of cookbook sales.

The cookbooks are available at the front desk of the Student Health Center. They are \$10.

#### Civic engagement forum

Only 36 percent of college-age adults voted in the 2000 elections and RIT is aiming to change that for 2004.

A civic engagement forum will be held from 6:30 to 8 p.m. on Wednesday, Feb. 18, featuring speaker Wade Norwood, Rochester City councilmember-at-large.

The event aims to inform and encourage students to get involved in their community and national elections, says Phyllis Walker, Student Volunteer Center coordinator.

The free event in Clark A and B in the Student Alumni Union also features food for attendees.

Community service recognition awards will be given to a Greek chapter, a club, an Honors program student, a LEAD program student and a faculty member.

Voter registration forms will be provided, as will answers to commonly asked voter questions such as how to register to vote and how to vote by absentee ballot.

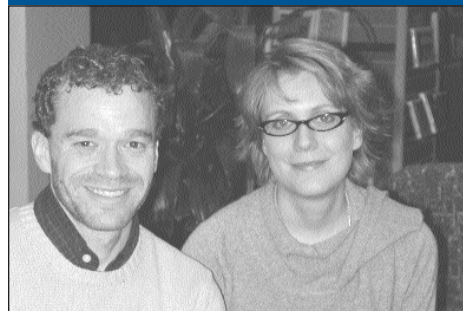


# The long and winding road from publication to press

by Richard Newman and Lisa Hermsen

## Viewpoints

This column presents opinions and ideas on issues relevant to higher education. We hope "Viewpoints" inspires discussion among the RIT community. To suggest an idea for the column, e-mail [newsevents@rit.edu](mailto:newsevents@rit.edu).



The publication process can seem quite mysterious, even daunting, to many first-time authors. And yet, scholarly publication matters more than ever before at RIT. So what resources are available on campus to help faculty turn their research projects into books, articles and textbooks?

That question prompted the first-ever RIT workshop on the publishing process Jan. 30 in the College of Liberal Arts. Called Pressed to Publish; Or Publication to Press, the workshop featured four editors from nationally known presses as well as RIT faculty who shared their experiences in the publishing world. More than 70 people from across RIT registered for the all-day event, co-sponsored by the Provost's

Office and COLA.

RIT Assistant Provost Lynn Wild launched the workshop in the morning by welcoming editors from a variety of publishing houses, as well as Stephen Jacobs, from RIT's information technology department, to discuss non-academic publishing opportunities.

The editors took RIT faculty "behind the scenes," discussing how authors might develop a marketable manuscript, how to respond effectively to readers' reports, and how/why presses "list-build," or methodically acquire manuscripts in certain sub-fields. The panel session aimed to demystify the entire process of publishing, offering faculty an "inside view" of what is often an opaque and confusing process.

We found these simple, but important, pieces of advice most valuable to conference participants:

- Attend major academic conferences to show off your work and plan to spend time in the book displays, talking to editors. Don't hesitate to bring a project summary or prospectus and

request an appointment with an editor.

- Browse through publishing house book lists and plan your project to "fit" with like publications.
- Know your purpose for publishing, research various commercial and university publishers, and be selective when sending your proposal to multiple presses. Send your proposal to the three to five presses you think would be the best place for your project.
- Make a first choice among presses to which you will send your manuscript. Do not shop manuscripts to multiple editors because while a proposal is just that, a manuscript represents a higher level of commitment.
- Consider whether your monograph is marketable to a broad audience as a full book project. Because publishing houses are under economic constraints more than ever, your project should attract readers outside your field.

The common message: Faculty should enjoy their scholarship and use Institute resources as well as outside grant opportunities to find the time and energy to bring ideas to

publication.

A special afternoon session focused exclusively on the preparation of a manuscript proposal. The provost's office distributed packets with tips on books to read about crafting a solid proposal as well the basics of dealing with editors.

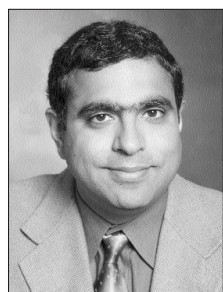
Perhaps the most beneficial part of the workshop were individual meetings between faculty and editors. Faculty used these appointments to pitch manuscript ideas, ask in-depth questions, and gather more information about publishing with a certain press. At the end of the day, editors were quite excited about certain "bites" from RIT faculty. Likewise, faculty were thrilled with the interest the editors showed in their projects, as well as advice they gave about developing and marketing works-in-progress.

Editors and faculty had not only made good contacts, they had began to form a network of scholars and friends. ■

*Newman is assistant professor of history, and Hermsen is assistant professor of language and literature, in the College of Liberal Arts.*

## Professor sits on distinguished panel

*Roundtable focuses on offshore outsourcing, impact on U.S.*



Ron Hira

Ron Hira, assistant professor of public policy at RIT, recently participated in a roundtable to discuss offshore outsourcing and its implications

for the high-tech workforce in the United States. The event was sponsored by the U.S. Council of Foreign Relations.

The roundtable—part of the series, Technology, Innovation and American Primacy—took place Feb. 4 in New York City.

It considered how government policy promotes or hinders technological innovation at a time when U.S. firms are exporting work to cut costs. The roundtable discussed trends in overseas outsourcing and potential consequences, such as a weakened economy, erosion of

U.S.' global stature, and threats to American security, among other issues.

"There is more attention to offshore outsourcing now due to media coverage and the persistent unemployment problem," Hira says. "I think people are beginning to realize this is having real impacts. And with the upcoming presidential election, there is more scrutiny. Policymakers are now seeing the movement of white collar jobs overseas as a foreign policy issue because of the security

Technology President G. Wayne Clough, will develop a strategic plan for driving innovation. The initiative will culminate in a National Innovation Summit to be attended by administration officials, governors, members of Congress and private sector leaders.

Last month, Hira briefed senior congressional staff on policy issues related to offshore outsourcing during a roundtable organized by the Council on Competitiveness.

Hira, an expert on engineering workforce issues, is also the chair of the Careers & Workforce Policy Committee for the Institute of

Electrical and Electronics Engineers-USA. His work focuses on technology and industrial policy. Hira's recent research looks at the development of the Indian software industry, policy implications of offshore outsourcing, and new methods for measuring the linkage between research priority setting and social outcomes. ■

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**Policymakers are now seeing the movement of white collar jobs overseas as a foreign policy issue because of the security and economic implications.**

—Ron Hira

and economic implications."

Hira also was invited to join the Council on Competitiveness' National Innovation Initiative. On Feb. 26 and 27, Hira will attend the first working group meeting of the NII at Georgia Institute of Technology. The yearlong project, led by IBM's Chairman and CEO Samuel Palmisano and Georgia Institute of

## Information security update

*Upcoming Web site to help educate employees*

Simply put, without information RIT couldn't exist.

Information security is not a merely a dilemma for Information Technology Services or divisions or colleges, but one that should concern the entire RIT community.

Jim Moore, RIT's information security officer, has a vision that every member of the RIT community who has access to campus information will be informed

about and able to respond appropriately to threats whether they are lurking in cyberspace or resulting from simple human error.

Moore has enlisted the assistance of Rita Cronise to serve in a temporary position as information security awareness coordinator.

In the coming months, Moore and Cronise will be working with

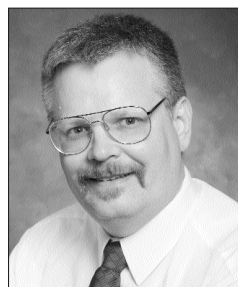
advisors and coordinators from every college and division on a campaign to "inform RIT" about effective ways to safeguard information.

The emphasis of the initial briefings, cascade training sessions and awareness posters will be on establishing minimum standards for classifying, storing, remotely accessing and handling RIT's sensitive information, as well as recognizing and reporting incidents if security breaches do occur.

"Information security is not someone else's problem—not just the domain of technical experts alone—it's our shared responsibility as a community," says Moore.

A Web site devoted to information security will be launched in the next few weeks. ■

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Jim Moore



Rita Cronise

## RIT joins other universities in 529 Plan

A new savings plan being offered by RIT will allow families to lock in tomorrow's tuition at less than today's price. RIT is participating in an Independent 529 Plan, a new pre-paid college tuition plan tailored for private colleges.

"We see this plan as part of our ongoing efforts to make higher education accessible to more families," says Verna Hazen, RIT's financial aid director. "For purchasers, the effectiveness of the Independent 529 Plan

is not dependent on the performance of the stock or bond markets. Rather, contributors are actually pre-purchasing tuition, in part or in whole, at less than today's prices."

Families have been attracted to 529 plans because of the tax-free savings. Benefits are also transferable to other family members and refunds are available if a child receives a scholarship or decides not to attend college. But unlike the popular state-sponsored 529 plans, the Independent

529 plan has no investment risk or management fees.

"Regardless of whether a student attends RIT or another one of the other 200 private institutions in our consortium, the Independent 529 plan represents a way for parents to contribute and pay for private college without worrying about either investment risk or tuition inflation," says Hazen.

The plan enables a parent to

529 plan, page 4

## Chung appointed Gravure Research Professor



Robert Chung

Research Professor for a three-year term effective immediately.

The Gravure Research Professor is funded by an endowment from the

Gravure Association of America. The position emphasizes research and education in gravure, a printing process utilizing intaglio plates.

"In addition to his impressive credentials, Professor Chung has been actively involved in the Gravure Association," states Joan Stone, dean of RIT's College of Imaging Arts and Sciences. "His overall track record in both research and academics makes him the appropriate choice for this position."

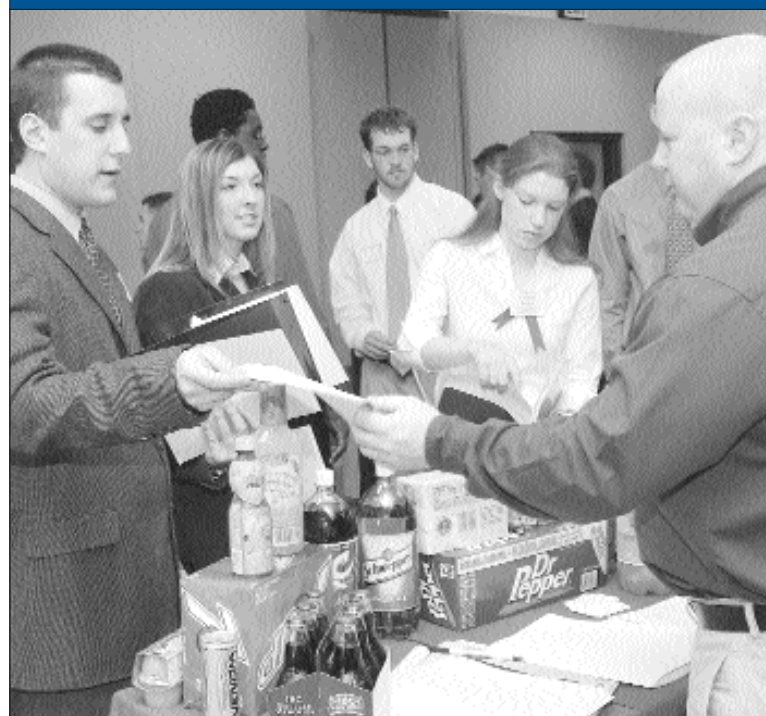
Chung's research agenda for the next three years includes meeting with leaders in the gravure and allied

industries to conduct needs assessments. He will also develop research proposals dealing with quality and productivity issues, formulate strategies and identifying allies and partners to implement various gravure initiatives, and publish research findings.

A member of the RIT faculty since 1980, Chung has most recently served as professor in the School of Print Media. Previously, he was associate director of RIT's Laboratory for Quality and Productivity in Graphic Arts. ■

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### The only place on campus to 'be a Pepper'



RIT's packaging science program in CAST, one of only six degree programs of its kind in the U.S. and Canada, hosted its 14th annual Packaging Science Career Fair on Feb. 4. Nineteen firms and the Institute of Packaging Professionals were on hand for one of the largest yearly on-campus career fairs. Shown above, from left, Andrew Kush, Julie Romans and Colleen Baude, packaging science majors, receive job information from John Corbett of Cadbury Schweppes.