Three diversity-related themes will become apparent to participants of this year’s Expressions and Diversity conference, March 29-April 2. Each of the more than 30 scheduled talks and performances will either focus on artistic expression of diversity, enhancement of the understanding of diversity within the RIT and Rochester communities, or topics about culture, ethnicity or religion. Faculty, staff and students will deliver talks on topics such as “Retreat Peace Corps Volunteers Share their World!” to “God Makes the Difference: Diversity and Food—The Healthy Way.”

In addition, performances by Spiritus Christi Gospel Choir along with RIT Gospel Ensemble and Rush Mango Drum and Dance with RIT’s Dance Troupe, have been scheduled. The conference’s featured speaker is Claude Steele, the Lucie Stern Professor in the Social Sciences, Stanford University.

Throughout his career, he has been interested in how people cope with the threat of stereotypes. One theory of “self-affirmation” describes how to cope with this threat, and his theory of “stereotype threat” explains how to cope with negative group stereotypes affect affective behavior like intellectual performance and inter-group relations.

Stereo\n
Last year, the Rochester area lost more than 10 percent of its manufacturing jobs. In the wake of this startling fig- ure, government leaders are relying more heavily on RIT expertise to help turn the tide.

The New York State Assembly has awarded the Center for Integrated Manufacturing Studies $400,000 to support research and industry outreach efforts in remanufacturing.

Assemblyman Joseph Morelle recently made the announcement during a press conference in CIMS’ Imaging Products Laboratory.

The RIT community is being urged to provide feedback on preliminary reports drafted by the Strategic Planning task forces.

The preliminary reports are posted on the Strategic Planning Web site, www.rit.edu/president. To encourage discussion and in clification of the report contents, four open forum plans are scheduled for March 16 and 17. A feedback Web site is also available at www.rit.edu/president/feedback for the RIT community to provide input.

The site will be open until March 26. The feedback received from the forums and the Web site will be considered as the final task force reports are pre pared. These reports will serve as the basis for a progress report to the Board of Trustees at their April 15 meeting.

Committee requests Strategic Planning feedback

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LeChase wins Vanden Brul Award from COB

RIT’s College of Business has named Wayne LeChase, CEO of LeChase Construction Services LLC, as recipient of the 2004 Herbert W. Vanden Brul Entrepreneurial Award. He will be honored at an awards luncheon on March 25 at Oak Hill Country Club.

“Wayne LeChase has been a sterling quar- tier century player in the construction industry, coupled with exemplary community service,” says COB Dean Thomas Hopkins about the significant impact LeChase has made on the Rochester area economy.

However, LeChase didn’t quite plan on becoming an entrepreneur—he even laughed about how the career challenge came to pass.

“I was married with two kids and practicing law as a construction attorney. It’s rather ironic,” LeChase remembers. “My father called and asked me to my first-ever breakfast meeting with him and said, ‘Look, you’ve been out of school for awhile. When are you going to get a real job?’

‘His words woke me up, and I gave up my law career and joined him in the construction business.’

Personal connections seem to pave the way and wind their way through LeChase’s life. He was a neighbor of the late Vanden Brul, co-founder of Harris Corp., RF Communications Division, who created the prestigious award in 1984.

‘Herb never ceased to amaze me,’ says LeChase. ‘He knew that success is an ongoing passion and it has to do with surrounding yourself with good people—especially family—who share your vision. It also involves a lot of risk-taking.’

RIT’s Herbert W. Vanden Brul Entrepreneurial Award goes annually to an individual who successfully developed a business that improved the Rochester economy or whose innovative management skills have changed the course of an existing business. Past recipients include Joseph M. Lobozzo II, founder and CEO of JML Optical Industries Inc.;

Vanden Brul Award, page 4
Local ensemble to bring chamber music to campus

An advocate of new music, she has premiered numerous works featuring viola. Michael Salmins, a founding member and artistic director of the Finger Lakes Chamber Ensemble, has appeared as soloist with the Corning Philharmonic, Binghamton University Orchestra and Cayuga Chamber Orchestra.

Perspective, "at 7:30 p.m. on Thursday, Minor, K. 478 with guest bassist Michael Griffin. Rochester Philharmonic Orchestra Music Rochester's Viennese Classics in Ingle Auditorium, Student Alumni Union. More than 22 agencies will sponsor a Community Service Fair from 11 a.m. to 3 p.m. on March 17 in the lobby of the Student Alumni Union. Admission, $2 for senior citizens and students and no charge for children under 12. For information, visit www.ritmrc.org, e-mail info@ritmrc.org, or call 5-2227.

Introducing American cultural commodities such as soft drinks—formerly non-Western consumers can vary in success depending on how the corporations handle anthropological homework. Anthropologist Robert Foster will give a talk as part of the series, "Soft Drink Perspectives," at 7:30 p.m. on Thursday, March 25, in Webb Auditorium, James E. Packer. Building on his public talk is part of RIT's Caroline Werner Gannett Lecture Series sponsored by the College of Liberal Arts. Foster's talk comes from a chapter in his book, "Materializing the Native: Commodities, Consumption and Media in Papua New Guinea.

Foster, associate professor of anthropology at University of Rochester, has studied Coca Cola's transfer of goods—Westerners with a fascination for helping a diverse group of educators gain a sharper focus on their professional skills. Two dozen high school and junior college instructors will take part in the Basic Photography and Imaging Workshop for Educators, hosted by the School of Photographic Arts and Altair Imaging. The workshop got its start in 1996 and continues to be offered free of charge to participants. The three-day event provides insights on technical and practical photographic topics.

Jim Watters, vice president of finance and administration, left, became chef for a day as he assists Joe Vargus in preparing food for the Celebrating Our Cultures Luncheon on March 5. The event highlighted the colorful diversity of the POC staff by offering ethnic dishes prepared by guest chefs. Here, Vargus prepares "Chicken ala Joe" from the Dominican Republic.

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Foster, associate professor of anthropology at University of Rochester, has studied Coca Cola's experience in Papua New Guinea and how the people there experience the American soft drink. "This is a recurrent theme in the transfer of goods Westerners with their particular ideas encountering markets that operate differently than their expectations," says Paul Grebinger, Gannett lecturer and coordinator of senior seminar at RIT. Anthropologists Christian Krzy, assistant professor of anthropology at RIT, and John Rhados, chair and associate professor of anthropology, and director of the Peace Studies Program at St. John Fisher College, will lead a discussion following the talk.

For information, call 5-2057 or visit www.rit.edu/gannettseries.
Manning wins prestigious magazine award
George Polk Award honors the best in magazine writing

Robert Manning

An RIT professor has been named a co-recipient of the 2003 George Polk Award for magazine reporting. The award recognizes the magazine, Southern Exposure, with Robert Manning, professor and special assistant to the provost at RIT, named as a co-recipient along with Michael Hudson, Mary Kane, Taylor Loyd and Bill Barrow. Their investigative report, “Banking on Misery: Ginnie Mae, Wall Street and the Screaming of the South,” exposed how the predatory lending practices of powerful corporations victimize mostly low-income, African-American and elderly southern residents. They also outline steps regulators and consumers can make to resist such exploitative practices.

Established by Long Island University in 1949 to memorialize the CBS correspondent slain covering the civil war in Greece, the George Polk Award is now considered one of the top honors for journalistic excellence. The award will be presented at a ceremony in New York City on April 2. Other recipients include the Wall Street Journal for education reporting, The New York Times for foreign reporting, Los Angeles Times for economics reporting, Chicago Tribune for national reporting and National Public Radio for radio reporting, among others.

“Southern Exposure is one of those rare publications that is a cutting-edge academic journal and is read by many different public audiences,” says Manning. In the award-winning issue, Manning, author of Credit Card Nation, discusses the recent history of consumer credit and debt. He explores how the impact of bankruptcy deregulation on consumer borrowing and spending behavior—the “democratization” of consumer credit—has impacted individuals, households, small businesses and the national management of the U.S. economy. “For the policy-making community that was primarily focused on the working poor,” Manning says. “But now these policies have moved up the financial food chain. This has huge implications in terms of bank lending policies and survival strategies for middle class households as they confront the economic uncertainties of globalization and the fiscal crises of bankrupt governments.”

Register for Internet 2 Day

RIT Chief Information Officer Paul Barbour will open the day at 9:30 a.m., noon, and 3:30 p.m. in conference room 1100 in the Student Union, and 2 p.m. in the Internet 2 Day Conference held in the Eastman School of Music, with Robert Manning, an RIT professor named a co-recipient of the 2003 George Polk Award.

The 2004 Book Arts Fair will take place within the Idea Factory on the first floor of Wallace Library. This area will be reserved for the entire day, and will serve as the backdrop for demonstrations. This event is free and open to everyone, and all who attend will have the opportunity to speak with the visiting artists and will be encouraged to try their hands at various crafts. This interactive experience will be broken into four separate sessions, with multiple demonstrations taking place simultaneously. Visitors may move from one demonstration area to another, in order to see all of the different presentations. The first session begins at 11 a.m., and the final afternoon session ends at 3:30 p.m.

The event will culminate with a presentation by Walter Bachinsky and Janis Butler (proprietors of The Shanty Bay Press), titled “HAND WORK: The Evolution of Shanty Bay Press.” The lecture begins at 7 p.m. This presentation is sponsored by the Cary Graphic Arts Collection’s Book Arts Lecture Series. Immediately following the lecture (also in The Idea Factory) the Library is sponsoring a social hour for all in attendance. RIT’s Campus Connections will continue into the fair, providing a convenient opportunity for participants to purchase book arts supplies. Rochester Art Supply is also participating as an on-site vendor for the event.

For more information, contact Laura DiPonio Hoise at libmedia@rit.edu.

The theme for RIT’s new information security Web site, http://security.rit.edu, is Getting Stronger Atx in Information Security. The goal is to inform people in the RIT community of ways to stay safe in cyberspace and how to protect the private or confidential information entrusted to them by others. “Our goal is not to provide a competitive site covering everything from A-Z,” says Jim Moore, RIT’s information security officer.

The Athenaum Legacy Fund kick-off

On Feb. 18 RIT staff and Athenaum members gathered to celebrate reaching an important goal to establish The Athenaum Legacy Fund. The fund was established with contributions from members of the Athenaum to offer a source of income to ensure the future growth of the organization. Shown above, from left to right, are Lina Canda, associate vice president of development; Bonnie Salmen, chair of the Legacy Fund committee and Marge Klotz, committee member.

“Ralph’s, we want you to give us enough to score straight A’s in protecting RIT’s information and your own private data.”

The Web site features alerts and advisory messages, information security policies, FAQs and tutorials, information on security initiatives and answers to frequently asked questions. For more information, log onto http://security.rit.edu.

Honoring a local American hero

Mauldin of Honor recipient Gary Beikirch stands in front of a portrait of himself, recently unveiled in front of RIT’s offices in the Ross Building. Beikirch served in an Army special forces unit during Vietnam and is one of only 131 living Mauldin of Honor recipients in the U.S. He frequently works with RIT ROTC. Beikirch’s medal of honor citation from the president and congress, is adjacent to his Medal of Honor recipients in the U.S. He frequently works with RIT ROTC. Beikirch’s medal of honor citation from the president and congress, is adjacent to his Medal of Honor recipient Gary Beikirch stands in front of a portrait of himself, recently unveiled in front of RIT’s offices in the Ross Building. Beikirch served in an Army special forces unit during Vietnam and is one of only 131 living Mauldin of Honor recipients in the U.S. He frequently works with RIT ROTC. Beikirch’s medal of honor citation from the president and congress, is adjacent to his Medal of Honor recipient Gary Beikirch stands in front of a portrait of himself, recently unveiled in front of RIT’s offices in the Ross Building. Beikirch served in an Army special forces unit during Vietnam and is one of only 131 living Mauldin of Honor recipients in the U.S. He frequently works with RIT ROTC. Beikirch’s medal of honor citation from the president and congress, is adjacent to his Medal of Honor recipient Gary Beikirch stands in front of a portrait of himself, recently unveiled in front of RIT’s offices in the Ross Building. Beikirch served in an Army special forces unit during Vietnam and is one of only 131 living Mauldin of Honor recipients in the U.S. He frequently works with RIT ROTC. Beikirch’s medal of honor citation from the president and congress, is adjacent to his Medal of Honor recipient Gary Beikirch stands in front of a portrait of himself, recently unveiled in front of RIT’s offices in the Ross Building. Beikirch served in an Army special forces unit during Vietnam and is one of only 131 living Mauldin of Honor recipients in the U.S. He frequently works with RIT ROTC. Beikirch’s medal of honor citation from the president and congress, is adjacent to his Medal of Honor recipient Gary Beikirch stands in front of a portrait of himself, recently unveiled in front of RIT’s offices in the Ross Building. Beikirch served in an Army special forces unit during Vietnam and is one of only 131 living Mauldin of Honor recipients in the U.S. He frequently works with RIT ROTC. Beikirch’s medal of honor citation from the president and congress, is adjacent to his Medal of Honor recipient Gary Beikirch stands in front of a portrait of himself, recently unveiled in front of RIT’s offices in the Ross Building. Beikirch served in an Army special forces unit during Vietnam and is one of only 131 living Mauldin of Honor recipients in the U.S. He frequently works with RIT ROTC. Beikirch’s medal of honor citation from the president and congress, is adjacent to his...
United Way golf update; loaned exec named

Dennis and Larry Keeler, Keeler Group Inc., and Richard Sands, Shahnahmohamed Inc., in the direction of Carl Atkins, RIT professor of communication, presented her paper, “Issues of progressive methods and growth within the university’s College of Business, through May 14. The opening reception for “Slice of Life: A Retrospective Look at the Art of Alan Singer, in Paintings, Prints and Drawings, 1993-2001,” will be held from 6:30 to 9:30 p.m. on Thursday, March 11. The event will include a special guest performance by the RIT Wind Ensemble, underaged 23, S. Cafeteria. RIT Food Service sponsors this event with a sampling of appetizers, entrees, desserts and beverages.

Day of Caring—Thursday, April 29. If you or a team from your department would like to volunteer for Day of Caring, visit www.rit.edu/unitedwyf/. For registration form.

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