

High Falls Film Festival to showcase students' work

Films produced by students, an alumna and a professor from RIT's School of Film and Animation will be showcased at the annual Rochester High Falls International Film Festival. This year marks the seventh consecutive year of RIT's presence at the international venue for women filmmakers.

The films—animation and live-action works that range from documentaries to fictional to experimental—will be shown at 11:15 a.m. and 3:20 p.m. on May 4 at the Little Theatre, 240 East Ave.

The following will be featured at 3:20 p.m. as part of the program called "RIT Student Shorts: Women of SOFA":

■Jennifer Brodka (fourth-year student)—*Remembering to Forget*, a documentary in which Brodka convinces her grandfather to reveal his experiences in the Korean War.

■Melissa Fuss (third-year student)—*Commute*, an abstract visual odyssey inspired by something we do everyday.

■Lidiya Gavrilenko (fourth-year student)—*Good Hair Day*, an anima-

tion about a young boy who learns that it's not really how you look, it's what you do with what you've got.

■TzuHui Lin (MFA student)—*I am Not a Superhero*, a fictional film about a young writer who realizes she must face herself in order to continue creating.

■Tristyn Pease ('07 BFA)—*Invaders from Inner Space*, an animated tale about an alien that faces the most unexpected visitors from outer space.

■Elizabeth Phillips (third-year student)—*dreamtalk*, a visual and aural collage film that explores the perceptions of dream and the magical moment before one wakes.

■Lindsey Timko and Lauren Tracy (third-year students)—*Ben's Mom*, a drama about young Ben, who is deeply affected by the irresponsible actions of his mother and the dynamics of his troubled family.

■Vanessa Ward (third-year student)—*Water for Alpha*, an experimental film of a patient observation that utilizes microphotography to reveal the beauty and complexities of fluid movement.

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Image from the animation *Good Hair Day*, one of the RIT student films to be featured at Rochester High Falls International Film Festival on May 4.

McKenzie selected as 2008 Convocation speaker

Stanley McKenzie, RIT provost and chief academic officer, is the 2008 Commencement speaker. With 41 years of dedicated service to RIT, McKenzie has played a major role in past commencements, often behind the scenes, noted President Bill Destler.

"Now it is his turn to deliver this important address," says Destler. "Dr. McKenzie is an RIT institution who has played a major role in the advancement of the university into the ranks of the nation's largest and finest private universities. Additionally, Dr. McKenzie has the ability to impart his quest for lifelong learning to our students, a quality we often seek for our speaker."

McKenzie will speak at 10 a.m. May 23 at the Academic Convocation in the Gordon Field House and Activities Center.



A. Sue Weisler | photographer

Stanley McKenzie, RIT's retiring provost and chief academic officer, will address 2008 graduates.

McKenzie will be stepping down as provost in June. He will be back in the classroom in the fall to teach literature, including Shakespeare. McKenzie has a B.S. in science and humanities from MIT. He holds an M.A. and a Ph.D. in English

McKenzie, page 4



Artist's rendering of planned expansion of RIT's Golisano Institute for Sustainability.

State gives \$12M to Golisano Institute Senate, Assembly delegations secure dollars for planning/design and construction

The 2008-2009 New York state budget includes two significant new investments in RIT's Golisano Institute for Sustainability that will enable the university to initiate planning, design and a phased construction time line for a major new facility on campus.

Funding secured by the Rochester state legislative delegation will support the development of a state-of-the-art "green" facility, which will be one of the first stand-alone centers dedicated to research and education in the field of sustainability. The building will be designed as a living laboratory housing research facilities, offices and classrooms, while also serving as a model demonstration of sustainable principles in all aspects of its design, operation and programming. It will be the home of one of the world's first Ph.D. programs in sustainability and the first to focus on issues related to sustainable production.

The Golisano Institute received a \$10 million grant from the New York State Senate, which will be used toward building construction costs.

"As we strive to stimulate the upstate economy, our best partners continue to be schools and universities like RIT," says Sen. James Alesi, chairman of the Senate Committee on Commerce, Economic Development and Small Business and member of the Senate Committee on Higher Education. "In this instance, the Golisano Institute will accelerate education not only in the Greater Rochester area and upstate New York, but in fact, globally," Adds Sen. Joseph Robach: "The

Golisano Institute for Sustainability will not only add to the academic landscape of Rochester but will generate outside economic development and career opportunities. I was proud to work with my Senate colleagues and President Destler to deliver this vital capital project to the greater Rochester area."

RIT President Bill Destler is appreciative of the state funding. "We are honored to have this extraordinary support from our State Senate delegation for this effort, and we thank them most sincerely for their confidence in RIT and the mission and purpose of the institute," he says.

Senate, page 4

The New York State Assembly announced \$2 million in funding to support the planning and design of the new facility. "This important commitment of state funding will enable us to take the next critical step toward achieving the vision of the Golisano Institute for Sustainability, not only for RIT but for the Greater Rochester region," says RIT President Bill Destler. "We are extremely grateful to the members of our Rochester-area delegation and to the leadership of the Assembly for this investment in RIT."

RIT hopes to begin construction on the first phase of the \$50 million facility within the next 12 to 18 months.

"The Golisano Institute will play a leading role in the effort to develop a new model for tomorrow's economy, one in which critical job creation, environmental conservation and prudent energy policies will be achieved in tandem," notes Assemblyman Joseph Morelle.

Adds Assemblymember Susan John, "This center will not only bring the world new research and development opportunities in sustainability, it will also create 140 jobs during

Assembly, page 4

Student Spotlight

Liberal Arts student believes in serving

Sam Brougher has this advice for students looking for a full college experience at RIT: "Turn off your computers and go meet people."

Brougher could have gone to Carnegie Mellon or Cornell, but the community aspect of RIT's Honors Program cinched his decision. He liked the idea of being part of a group of busy, active, like-minded friends and the chance to take honors classes in subjects that interested him.

Brougher started his RIT career as a computer engineering major, but switched to psychology after his second quarter.

"I didn't like technical writing or programming; I liked learning how people think," Brougher says.

Now a graduating senior, Brougher is a research assistant for Nicholas DiFonzo's National Science Foundation-funded rumor research project. He will return to RIT next



A. Sue Weisler | photographer

Sam Brougher believes in the power of meeting people and staying active in the community.

fall to begin graduate work under Esa Rantanen in the engineering psychology program and will continue as DiFonzo's research assistant. Brougher says the sense of

community he cultivated at RIT initially grew out of living in the Baker dormitory with other honors students, as well as taking honors

Student Spotlight, page 4

Art on campus

Photo school features contemporary exhibits, *page 2*

Awards, distinctions

Harvey Palmer earns engineering society award, *page 3*

Scholarship and Research

Students present research at communication conference, *page 3*

Viewpoints

Embracing a diverse campus community, *page 3*

Business solutions

RIT is seeking companies for its annual EMBA Capstone Project, sponsored by the Executive MBA program in RIT’s E. Philip Saunders College of Business. Project teams will spend a 20-week period analyzing a client’s problems in areas such as manufacturing, finance, business strategy, marketing, human-resource management and information systems.

Companies that wish to participate can contact RIT’s Executive MBA office at 475-7435 or embamail@rit.edu by April 25.

Earth Day forums

In honor of Earth Day, the Golisano Institute for Sustainability will host a series of forums related to the integration of sustainability with public policy, higher education and energy development. The event will feature experts in the field, including Edwin Piñero, former federal environmental executive and current director of the New York State Pollution Prevention Institute. The series will be 1-4 p.m. April 22 in the Slaughter Building, room 2220.

Ethics talks this month

The Ezra A. Hale Ethics Lecture Series will wrap up with talks about marriage law and patriotism.

Elizabeth Brake, professor of philosophy at University of Calgary, will present “Minimal marriage: What does the principle of neutrality imply for marriage law?” on April 22.

Gabriel Palmer-Fernandez, professor of philosophy at Youngstown State University, will give his talk “Patriotism and Morality” on April 24.

Both talks will be held at 4 p.m. in the Xerox Auditorium, James E. Gleason Building.

The free lectures are sponsored by the Hale Chair in Applied Ethics Wade Robison. For information, e-mail cls3740@rit.edu.

Author reading April 23

The Caroline Werner Gannett Lecture Project “Visionaries in Motion” will present a reading by writer Heather McHugh at 8 p.m. April 23 in Webb Auditorium in the James E. Booth Building. McHugh, the Milliman Distinguished Writer-in-Residence at University of Washington, is the author of books of poetry, criticism and translation. For more information, visit www.rit.edu/~cwg.

Taste of RIT April 24

The 16th annual Taste of RIT, a fundraiser for RIT’s 2008 United Way Campaign, will be held 10 a.m.-1:30 p.m. April 24 in the Student Alumni Union Davis Room cafeteria. All you-can-eat fare by 19 local food vendors will be available. The cost is \$6 for faculty/staff/students, \$5 for retirees and \$4 for children under 10 years of age accompanied by a parent for Take Your Child to Work Day.

Up ‘Til Dawn fundraiser

Up ‘Til Dawn, a student-run fundraising campaign aimed at raising money for St. Jude’s Children’s Hospital, is hosting its premier event 11 p.m.-5 a.m. April 25 in Clark Gymnasium. The event is open to the RIT community.



Katy Makes a Mistake, created by RIT illustration student Matthew Vimislik

NTID’s Dyer Arts hosts Rochester Artech 2008

Rochester Artech 2008 Digital Art Exhibition, featuring winning digital-media submissions from high school and college students, and amateur and professional artists from the Greater Rochester area, will be showcased at NTID Dyer Arts Center through May 4. Several grand prizes, ranging from \$500 to \$1,000, will be awarded.

“We hope to promote the expression of the arts through digital media and to increase Rochester’s recognition as a center for digital imaging,” says Dean Ganskop, a second-year information technology graduate student at RIT who founded the exhibition three years ago.

Artech 2008 reception and award ceremony will be held in conjunction with the debut of Imagine RIT: Innovation and Creativity Festival on May 3. Keynote speaker Professor Jason Ohler, University of Alaska at Juneau, will deliver an address at 2:30 p.m., followed by a brief reception, with the

award ceremony scheduled for 4 p.m.

“Ohler, the author of *Digital Storytelling in the Classroom*, will deliver a virtual, interactive presentation about the necessity for art to become a fourth literacy,” Ganskop says.

“He says, in an era in which students design Web sites for homework assignments and integrate video, graphics, music and animation into school projects, art is fast becoming the new literacy for our times,” Ganskop explains. “According to Ohler, the three Rs are now the 4 Rs: reading, ’riting, ’rithmetic and art.”

The juried show will feature more than 70 pieces in graphic design, illustration, photography, printmaking and collage/montage categories. NTID’s Sculpture Gallery, located within Dyer Arts Center, will also feature a variety of videos, animations and interactive exhibits. For more information, call 475-6855 or e-mail rkb6548@rit.edu. ■

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Learning about nanotechnology



RIT’s College of Science hosted a weeklong interactive expo related to nanotechnology. NanoDays featured lab tours, speakers, movies and hands-on activities. Shown, from left, are KSV Santhanam and Marvin Illingsworth, professors in the chemistry department, visiting one of the displays at the expo.

A. Sue Weisler | photographer

Border Patrol images, ‘human essence’ focus of photo exhibits and discussion

RIT’s School of Photographic Arts and Sciences Gallery will showcase two contemporary art exhibitions: Human Factors, photographs by Richard Gray, and artist David Taylor’s Working the Line: Riding with the United States Border Patrol, 2007.

An opening reception is scheduled from 5 to 8 p.m. April 18 in the SPAS Gallery. The show runs through May 9. Prior to the opening, an artists’ discussion will be held from 5 to 7 p.m. April 17 in the Van Peursem Auditorium, Gosnell Building at RIT.

In Human Factors, Gray investigates the role of modern science in redefining human identity and the contemporary self. Gray worked in a pathology lab, photographing human cells with a microscope. He then combined the biomedical-oriented images with those of posed figures, creating pictures that draw upon photography’s close ties to science and its consequence in new interpretations of a person’s essential nature and character.

An alumnus of the MFA in imaging arts program at RIT, Gray is



Detention Cell (with serape) by David Taylor from his exhibit Working the Line: Riding with the United States Border Patrol, 2007.

associate professor of photography and director of the Center for Creative Computing at the University of Notre Dame. He also serves as chair of the Society for Photographic Education, founded in Rochester in 1963.

The exhibition Working the Line is one of several art projects David Taylor has undertaken documenting the border between the United States and Mexico. In 2006, the photographer received a commission to produce public artwork for a border patrol station in western Texas. For

‘Big Shot’ to shine on Erie Canal

A popular annual RIT project will experience a “flashback” to life along the Erie Canal in the 19th century.

On May 8, the world famous waterway along Schoen Place in Pittsford will be the subject of RIT’s 24th Big Shot, often described as a “painting with light” photograph.

The Sam Patch, a replica of a 19th century packet boat, will be in the foreground of the photo and models dressed in period costume will be posed along the deck. Various businesses in Schoen Place, housed in converted barns, mills and canalside structures, will fill the background of the photograph.

Faculty from RIT’s School of Photographic Arts and Sciences and the National Technical Institute for the Deaf will lead volunteers in creating the nighttime photograph. While volunteers illuminate the subject area, RIT photographers will take an extended exposure. Hundreds of volunteers are needed to create the image.

Participants should arrive by 7:45 p.m. and meet in Schoen Place by the

Coal Tower. Volunteers should bring a camera flash unit or a flashlight and are asked to wear dark clothing.

“This is one of RIT’s signature projects and we are thrilled to be part of a community-wide event that will bring greater visibility to the canal,” says Victoria Schmitt, president of Corn Hill Navigation. “RIT has selected sites all over the globe for its Big Shot photographs, and the Erie Canal is a world-famous site right in our own backyard.”

Michael Peres, RIT professor of photography and one of the Big Shot organizers adds: “Following the huge success of our Big Shot last year in Dubrovnik, Croatia, we are excited to bring the project back to Rochester. We hope a lot of people from the community come out on the evening of May 8. Teams of volunteers will be needed on both sides of the canal to light the area. We want to thank the village and town of Pittsford, the Schoen Place merchants, Corn Hill Navigation and RG&E for all of their support and help in making this ‘Big Shot,’ page 4



Photograph submitted by Bill DuBois

Test shot of RIT’s 24th Big Shot along the Erie Canal in Pittsford.

Saunders College lauds Hammer

RIT’s E. Philip Saunders College of Business has named James E. Hammer, president and CEO of Hammer Packaging Corp.,



James E. Hammer

as recipient of the 2008 Herbert W. Vanden Brul Entrepreneurial Award. Hammer will be honored during an April 23 luncheon at Oak Hill Country Club.

The award annually goes to a successful individual who developed a business that improved the Rochester economy or whose innovative management skills have changed the course of an existing business. Past

recipients include Richard Kaplan of Pictometry International, Arunas Chesonis of PAETEC Corp. and Philip Saunders of Genesee Regional Bank and Griffith Energy Inc.

“I was very honored to be considered for the award,” says Hammer, who has led the company for the past 25 years and represents the fourth generation of his family in the business, founded in 1912. “Clearly, our success is due in large part to having the right people and a culture that embraces change.”

Saunders College of Business Dean Ashok Rao says: “Jim Hammer is an unusually creative and innovative individual. He has survived and

Hammer, page 4



Each issue of *News & Events* will feature a project to be showcased at Imagine RIT: Innovation and Creativity Festival on May 3. This week’s spotlight:

Wind Powered Wireless Network Repeater

Presenter: Daniel Lampie, College of Applied Science and Technology

Brief description: A homemade wind turbine built from an old computer tape drive motor will power two wireless access points providing internet access to remote areas where running electricity is not practical. **How is the exhibit creative and/or innovative:** It uses a completely green source of power, and one that is built with easily accessible, low-cost components.

Exhibit experience for visitors: Displays how wind power can be harnessed to allow a variety of activities not usually possible in locations without electricity.

For more information on the festival, visit www.rit.edu/imagine. ■

Diversity Day 2008, sponsored by the RIT Board of Trustees, takes place on Monday, April 28. This year's theme is Diversity Drives Innovation. The smaller, off-campus venue of previous Diversity Day programs will give way to the larger Gordon Field House and Activities Center this year; it will be a chance to bring together all members of the RIT community —students, faculty, staff, alumni and trustees.

Each year, the Diversity Day program has grown to help RIT further its commitment to fostering a community of diverse individuals. We educate our students in a variety of ways, including how they will make progress in a world that brings many distinctive voices to their environment. It influences the educators who bridge theory with practice and how to communicate effectively across cultures. It provides staff with the tools to connect beyond organizational responsibilities to make the workplace one that is welcoming and innovative. This year's Diversity Day program will be as information-rich as those of the past three years.

The keynote address will be given by Frans Johansson, an entrepreneur, thought-leader and author of the best-selling business book, *The Medici Effect*. Johansson says “individuals, teams and organizations can create an explosion of remarkable ideas at the intersection of different fields, cultures, and industries.” Johansson will show us how to create this kind of intersection to bring change into our way of thinking and achieving the best possible outcomes.

Johansson brings proven examples of how to find new paths by taking what one can do best and combining it with something that is just slightly different to change the world.

Seemingly random combinations, enhanced by diversity, have groundbreaking ideas that create whole new fields. This is an excellent opportunity for all RIT community members to learn how to create new ideas using diversity as the basis for innovative thought processes. All are invited to be part of a very interesting and motivating discussion that will bring diversity to a new level of understanding and performance.

Innovation. We will hear a lot more

about this concept and we will develop our own unique brand of innovation here at RIT. We will continue to expand the idea that diversity, with our innovation efforts, is key to our success in the classroom, laboratories, offices, Rochester community and beyond. We are all heading toward ‘the intersection’ Frans talks about—bringing our remarkable cultures, talents and skills together.

As chair of the RIT Board of Trustees, I invite and encourage you to attend this important RIT event.

Morley '69 (B.S. business administration) is chair of RIT's Board of Trustees.

RIT Diversity Day 2008

April 28: Keynote address by Frans Johansson, 9 a.m. to noon, Gordon Field House

April 29: Expressions of Diversity Conference, poet James Cohn, 4-5:30 p.m., Fireside Lounge

April 30: Isaac L. Jordan Sr. Faculty/Staff Pluralism Award Recognition Ceremony, noon-1 p.m., Fireside Lounge

May 1: Left Brain/Right Brain—Arts vs. Sciences, noon -1:30 p.m., Fireside Lounge

May 2: Panel: How Diversity Drives Innovation on Neighboring Campuses, 11:30 a.m.-12:30 p.m., Fireside Lounge

For a detailed schedule of events, visit diversity.rit.edu/events

This column presents opinions and ideas on issues relevant to higher education. To suggest an idea for the column, e-mail newsevents@rit.edu.



News briefs

Gosnell Lecture April 23

The Gosnell Lecture Series will present a talk by Kaushik Basu, professor of international studies and economics at Cornell University, 3-4 p.m. April 23 in the Xerox Auditorium in the James E. Gleason Building. The lecture series brings prominent scholars to campus throughout the year to give accessible, public talks that typically pertain to the environment. For information, e-mail cls3740@rit.edu

Chemical sensors talk

Timothy Swager, head of the department of chemistry at Massachusetts Institute of Technology, will give the annual John Wiley Jones Distinguished Lecture on “Ultra-Sensitive Chemical Sensors” at 7 p.m. April 21 in the Van Peurseem Auditorium in the Gosnell Building. Sponsored by the College of Science, the event is free. For information, call 475-5774.

Palmer honored as engineer of the year

The Rochester Engineering Society has named Harvey Palmer, dean of the Kate Gleason College of Engineering, the 2007 Leo H. East Engineer of the Year. The award goes annually to an individual who has advanced the profession of engineering and enhanced the understanding of engineering principles in society. Palmer, one of four finalists for the award, was recognized at the society's 106th annual gala April 5.



Harvey Palmer

“I am deeply honored to receive this important award from my peers in the engineering community,” says Palmer. “Throughout my career, I have sought to promote engineering both as a profession and as a tool to address the challenges facing society. The knowledge that my efforts have had some impact is extremely gratifying.”

During Palmer's tenure, RIT's College of Engineering has developed the world's first doctoral program in microsystems engineering and leading master's programs in sustainability engineering and mechanical engineering/public policy. In addition, Palmer has worked to enhance the participation of women and minorities in engineering, including creating the Kate Gleason Chair to direct recruitment and outreach efforts. He has also played a major role in the expansion of RIT's international collaborations, such as the creation of RIT Dubai, a new academic unit that will be run jointly by RIT and the emirate of Dubai on the Saudi Arabian peninsula.

“Harvey Palmer is a true innovator in engineering education and we are very lucky to have him here at RIT,” notes Stanley McKenzie, RIT provost and chief academic officer. “His expertise and care for students is a true asset to the entire community. I personally appreciate his ability to maintain a good sense

of humor at all times, even in highly tense situations.”

Prior to joining RIT in 2000, Palmer served as chair of the Department of Chemical Engineering at the University of Rochester. He also worked for many years in private industry as both a staff engineer and consultant and holds seven patents.

Along with Palmer, Santosh Kurinec, head of RIT's Department of Microelectronic Engineering, and RIT alumnus Robert Loce, a principal scientist with Xerox Corp., were among the four nominees up for the East award. Loce holds a B.S. in photographic science and was the first graduate of RIT's doctoral program in imaging science.

In addition, Gregory Kacprzynski, who earned bachelor's and master's degrees in mechanical engineering at RIT, was a finalist for the inaugural Kate Gleason Young Engineer of the Year award. Kacprzynski is manager of the advanced programs division at Impact Technologies LLC. ■

Will Dube | wjduns@rit.edu

News media talk kicks off lecture series

The transformation of news media is the focus of a new lecture series at RIT debuting on April 30, prior to RIT's School of Print Media Industry Day event.

Michael Kane, president and publisher of the *Democrat and Chronicle*, will be the inaugural speaker of the Paul and Louise Miller Lecture Series. Kane will speak from 12:30 to 1:30 p.m. in the Chester F. Carlson Center for Imaging Science auditorium. His talk is free and open to the public.

“Gannett Inc. has been one of our biggest and continued supporters for news media research, and so it's an honor to kick off the series with Michael,” says Twyla Cummings, the Paul and Louise Miller Distinguished Professor in RIT's School of Print Media. “Michael's contributions to both the world of traditional newspaper publishing and to alternate forms of media have been significant.”

Kane's lecture will be a highlight among the activities of the School of



Michael Kane

Print Media's sixth annual Industry Day. The event provides a networking opportunity for students of various majors to connect with media-industry professionals from

such companies as the *Democrat and Chronicle*, Time Inc., Brown Printing, York Label and Goss International.

“We hope that the lecture series is another way to engage our students and expose them to the exciting things happening in this changing industry as they prepare for possible careers in the field,” adds Cummings.

The lecture is sponsored by the Paul and Louise Miller Distinguished Professorship and the School of Print Media. The professorship was established in 1976 by the Trustees of the Gannett Foundation in honor of Paul and Louise Miller. ■

Kelly Downs | kaduns@rit.edu

News briefs

\$1.12 million for NTID

The Postsecondary Education Network–International, based at NTID and directed by Jim DeCaro, has been awarded \$1.12 million by The Nippon Foundation of Japan. The award will support ongoing and new activities for an eighth year of operation. The organization aims to ensure that those who are deaf and hard of hearing are not blocked from access to technology or employment.

Students recognized

Student Government recently honored finalists for a series of scholarships recognizing students for innovative ideas, academic achievement and campus involvement. Winners included Landon Barnes (Freshman Response), Mohammed Mostajo (Freshman Achievement), Aurora Gordon (Undergraduate Response), Davina Romansky (Undergraduate Achievement), Adam Bozenhart (Last Year Response) and Andrew Merrill (Last Year Achievement).

Communication conference draws students from four states

What began five years ago at RIT as a small local gathering of students from several area schools has grown into a regional event for undergraduate students studying various aspects of communication.

RIT will host the annual Conference for Undergraduate Research in Communication on April 18. The daylong event will be held in the Student Alumni Union, with poster presentations in the Idea Factory in Wallace Library. An awards ceremony at 4:15 p.m. in the Fireside Lounge in the Student Alumni Union will recognize top papers and posters.

“This year, for the first time, we received papers from undergraduates in four states including New York, Massachusetts (Boston College), Pennsylvania (Villanova University) and Virginia (James Madison University),” says Patrick Scanlon, professor and undergraduate program coordinator in RIT's Department of Communication.

Students will present 26 papers and six posters at the event. A sampling of topics includes:

- Effects of Interactive Multimedia in E-Learning
- “We're All Homos. Homo Sapiens.” The Study of Offensive Language in

NBC's Television Program *The Office*

■ Slogans from Cambodia's Khmer Rouge

■ Don't Ask Me, I'm Just a Girl: Gender Roles in the Popular Television Sitcom *The Simpsons*

■ Burke's Guilt-Redemption Cycle of George W. Bush's Response to the 9/11 Terrorist Attacks

■ The Media Creation of the War on Terrorism: How Biased Reporting and the Representation of Muslims Instigated the War

All presented papers will be published in a print-on-demand paperback, available through Lulu, an electronic publishing Web site.

“The book will be designed by students in RIT's Digital Design in Communication, a required course in the communication department's degree programs, and will be available for review at the conference,” Scanlon says.

Several RIT students will present work at the event.

The conference is sponsored by RIT's Department of Communication in the College of Liberal Arts. For details, visit www.rit.edu/ccla/currc/Schedule.htm. ■

Susan Gawlowicz | smguns@rit.edu

Next-generation designers and developers



A. Sue Weisler | photographer

Madison Stack, a third-year new media design and imaging student, shows off her portfolio to Andrea Facini, vice president of product design for Scripps Networks Interactive. Scripps was among the two dozen interactive design and development companies from across the country to participate in RIT's sixth annual New Media Design and Development Industry Day. In addition to Scripps, it was the first time in attendance for Yahoo, American Greetings, Big Spaceship and IBM, among others. Many of the companies are hiring new media designers, front-end and back-end developers and art directors. As a result of the event, several students were offered full-time positions and co-ops.

Shooting for the moon



Submitted photograph

Have you ever wondered what it would be like to drive on the moon? A group of RIT students may be able to make that a reality. The RIT Moon Buggy Team designed and built a vehicle for competition in NASA's 15th annual Great Moon Buggy Race held earlier this month at the U.S. Space and Rocket Center in Huntsville, Ala. The competition was inspired by the original Moon Buggy, which was designed by NASA engineers for use during the Apollo Moon landings.

'Big Shot' from page 2

event possible.”

Parking is limited in Schoen Place. On-street and off-street parking is available on Main Street and Monroe Avenue near Schoen Place.

The Big Shot event is sponsored by Nikon Inc. Participants will receive a memento print of the final photograph.

Past Big Shots have highlighted

historical places including Pile Gate in Dubrovnik, Croatia; the Royal Palace in Stockholm, Sweden; the Alamo in San Antonio, Texas; and the World War II aircraft carrier, the USS Intrepid.

For more information on Big Shot, visit www.rit.edu/bigshot or call 475-2863. ■

Kelly Downs | kaduns@rit.edu

Golfing 'fore' the United Way



RIT's 2008 United Way Campaign kicked off with the 6th annual Mini Golf Tournament on March 19. Fred Hull, from the Facilities Management Services team, took a shot at one of the imaginative miniature golf course holes designed by student groups and RIT departments.

A. Sue Weisler | photographer

High Falls from page 1

■ Tisa Zito (third-year student)—*A Strange Love Affair*, a filmmaker's personal exploration of addiction and a lifelong friendship.

“This festival provides our talented students a platform to show their films to an international audience,” says Cat Ashworth, professor in RIT's School of Film and Animation. “The students get to see their films projected in a real theater, and throughout the six-day festival they have the opportunity to attend educational workshops, view films and meet with producers and directors from around the world. RIT is honored to be a part of the festival year after year.”

Ashworth's own feature length documentary, *The Oldest Mother on the Block*, was selected to be part of the festival. It will be shown at 11:15 a.m. May 4 at the Little Theatre. The hour-long film follows three women over age 44 as they struggle to achieve a pregnancy and later as they cope with unique problems of being older moms.

“The Oldest Mother on the Block honestly examines the complex tangle of emotions that late motherhood raises,” says Jennifer Lovgilio, a freelance writer. “From fertility problems and in vitro fertilization to fears about the future and the

exhaustion of chasing a toddler around, Ashworth offers an intimate, thoughtful look at a big topic.”

Ashworth produced the documentary on a one-year sabbatical in 2003. The documentary won Best Documentary Film in the Ohio Independent Film Festival.

For more information about the Rochester High Falls International Film Festival, visit www.rochester-smoviefest.com. ■

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Hammer from page 2

prospered in a very tough business environment by identifying niche opportunities, taking calculated investment risks and growing new ventures in those niches. He has stayed in Rochester in large part because of his connections to RIT. We look forward to continuing our mutually beneficial relationship.”

Hammer agrees he has a history with RIT. “We work closely with RIT's co-op program and have RIT alumni working in our manufacturing plant, which is located on a parcel of land we purchased from RIT. So you can say we have a genuine connection.” ■

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Nabil Nasr, assistant provost and director of the Golisano Institute for Sustainability, states: “This funding will significantly accelerate our ability to advance our program plans and further strengthen our outreach to business, industry and other organizations that are engaged in issues related to sustainable production. There is no doubt that this resource will be a critical economic driver for our region that will yield magnificent returns for the region and for the State as a whole.”

With continued development of the Golisano Institute, RIT will seek to become the first technology university to provide a full spectrum of career-focused, integrated and interdisciplinary programs that embody the principles of sustainability in product development.

“Through strategic investment today, we are building a strong foundation that will culminate in our region being at the forefront of

the cutting edge research being done in alternative energy,” notes Sen. Michael Nozzolio.

Adds Sen. George Maziarz, “New ideas and new solutions will be much closer with this key infusion of state resources, and few institutions are better positioned to make a difference in our economy and on our planet than RIT.” ■

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the construction phase and has the potential of generating \$650 million in economic development and thousands of permanent jobs.”

The Golisano Institute for Sustainability was formed in 2007 following a \$10 million gift from entrepreneur B. Thomas Golisano. The institute focuses on research and education in sustainable production, environmental policy, sustainable business development and alternative energy,



building on more than a decade of applied research by RIT's Center for Integrated Manufacturing Studies.

“RIT has earned a reputation as a world leader in sustainable development and production and has helped the Rochester/Finger Lakes region stake our claim as a leader in the trend toward a green economy,” says Assemblyman David Koon.

The institute's doctoral program in sustainability anticipates admitting students by this fall.

“The development of this facility is the next step towards providing cutting-edge programs that instill the core concepts of sustainability in our next generation of engineers, scientists, business leaders and policy makers,” adds Nabil Nasr, director of the Golisano Institute. ■

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Student Spotlight from page 1

courses and completing the required “complementary learning” or community service.

The service or leadership projects required of all honors students have made him see his own place in the world a little differently. He volunteered for Habitat for Humanity and became the first president of the RIT organization Students for Cambodian Schools, part of the Rural Schools Project, a program that uses financial donations to build schools. College of Liberal Arts honors faculty advisor Linda Reinfeld inspired Brougher and other students to get involved.

“If you're able to supply them with \$14,000, they will build a school in Cambodia,” says Brougher. “And so that is our goal. We have a coin collection in the Student Alumni Union right now, and we're on our way.”

After completing his master's degree, Brougher plans to volunteer for Teach for America, a program that places college graduates in underprivileged schools throughout the country.

“As soon as I graduate, I am going to do Teach for America,” Brougher says. “I want to do this for the same reasons I'm helping the Students for Cambodian Schools. The best way to help people is to educate them.” ■

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McKenzie from page 1

literature from the University of Rochester.

His prior administrative roles at RIT include director of judicial affairs, assistant to the provost, acting dean of the College of Liberal Arts and assistant to the vice president for student affairs/judicial affairs. He has been on the RIT faculty since 1967.

He counts his 16 years dealing with matters of student misconduct as director of judicial affairs as among his most gratifying assignments.

RIT has marked momentous changes since McKenzie's arrival, when the campus was still located in downtown Rochester. Enrollment has grown from fewer than 10,000 students to nearly 16,000. More than 100 academic programs, including four Ph.D. degrees (plus two more under development) have been launched.

College commencement ceremonies held on May 23 and May 24 will recognize graduates individually. ■

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A fashionable fundraiser

RIT's Women's Council hosted its Spring Fashion Show April 11 at Locust Hill Country Club in Pittsford. The event featured fashions and accessories from Jane Morgan Little House of Aurora, N.Y., and proceeds benefited the Women's Council of RIT Scholarship Funds for female students.

A. Sue Weisler | photographer

