



This Match.com spread produced by RIT students won a Rochester ADDY Award.

RIT students make strong showing at ADDY Awards

An RIT student is among this year’s national Student ADDY winners, an advertising competition sponsored by the American Advertising Federation. Jason Sfetko, a fourth-year graphic design student, created an editorial campaign about violence and video games that earned a national 2008 Student Silver Award in the editorial spread category. Sfetko, the former art director of *Reporter*, designed the layout to accompany an article in one of the magazine’s issues last winter.

“Chris Lyons, one of my design professors, thought it was a good piece and encouraged me to enter competitions like this one,” says Sfetko. “It was great to be recognized for my work, and it’s another way to get my name out there with other top students in the design field entering the workforce.”

Sfetko, along with several other RIT students, won ADDY awards at the local level from the Rochester Advertising Federation, the area affiliate of the AAF. Specifically for college students, this program

is similar to the ADDY Awards competition for professionals. Fourth-year advertising photography majors Ben Liddle, Kendra Rennick and Maegan Gindi and Joe Carpenito, a fourth-year new media design and imaging student, garnered a student ADDY award from the Rochester chapter for their advertising spread about the Internet online dating service Match.com. Their ads feature a cat lover, a bad cook, a video game nerd and a jock.

“We wanted to work with people and do something humorous,” says Liddle. “Internet dating fit the category.”

To find models, the students took out ads on Craig’s List and solicited suggestions from friends. The ad campaign was produced for their Advertising Photography II course, so time was limited. Along with models, the students had to gather props for the photo shoots. Cats, a bevy of borrowed RIT team sports trophies and a charred turkey breast

ADDY Awards, page 4

RIT trustees storm the West Coast

Board discusses new alliances with Silicon Valley powerhouses

In its quest to be among America’s leading innovative universities, RIT trustees and leaders traveled to the West Coast this month to meet with alumni and form strategic relations with cutting-edge companies.

The RIT delegation, nearly 60 strong, met with 22 companies in three days of visits July 9-11. The

majority of the visits were in the Silicon Valley region, between San Francisco and San Jose. Teams of trustees and RIT leadership also met with firms in Seattle and Los Angeles. Discussions centered on innovation, corporate research and development, sustainability and collaborative models.

“This has been an exciting adventure for RIT,” says Michael Morley, chairman of the Board of Trustees. “We are hoping this will lead to great opportunities for RIT students in the co-op program, as well as in the workforce after they graduate. We are enhancing and establishing relationships on the West Coast. A lot of these companies do not know the scope and breadth of RIT.”

For example, a tour of Adobe led to a discussion about RIT’s Ph.D. program in color science. Upon returning to Rochester, university leaders will coordinate further discussions on ways RIT expertise can help Adobe solve problems in the area of color management.

“I know of no other university doing this. We have some extraordinary opportunities in front of us,” states RIT President Bill Destler, who also added that several companies expressed interest in learning more about the university’s new corporate research and development program.

The RIT delegation was exposed to new technology throughout the trip. At Cisco, for example, a demonstration was given on “TelePresence.” The technology allows business leaders to meet “virtually” through video and

Trustees, page 4



A. Sue Weisler | photographer

The RIT Board of Trustees and key administrators traveled to the West Coast July 9-11. RIT leaders met with 22 companies during the trip. Here, members of the RIT delegation are given a demonstration by leaders of Cisco, which has developed new technology called “TelePresence.” It allows business leaders to meet “virtually” through video and surround sound anywhere in the world. For example, the three people at the top of the photo are in remote locations.

New research reveals latest Internet predators are often ‘close to home’

There’s a new cyber enemy for parents to worry about—and it’s not the stereotypical middle-aged stranger that has long been feared. This new threat lurks not only in cyberspace but in the school yard, the classroom and, at times, the home.

An RIT study of more than 40,000 adolescents reveals that 59 percent of cyber victims, in grades 7-9, say their perpetrators are a friend that they know personally. That perpetrator, according to the survey, is also significantly more likely to be a fellow student than an adult.

“Most people have long thought the perpetrators of cybercrime to be some ‘boogey man’ holed up in his attic, searching the Internet for children to prey on,” says Sam McQuade, who led the research effort and is the graduate program coordinator in RIT’s Center for Multidisciplinary Studies. “While that is certainly something to be feared, the startling new reality is today’s children are most frequently preying on each other online—and their parents rarely have any idea it’s happening.”

McQuade’s research was designed to determine the nature and extent of cybercrime abuse and victimization by and among adolescents. The survey was administered to students in kindergarten through 12th grade, varying by grade level, in 14 different



A. Sue Weisler | photographer

Sam McQuade speaks at a 2006 cyber crime conference hosted by RIT.

school districts.

Survey results indicate that cyber bullying—consisting of sending threatening and nasty messages—begins as early as the second grade, peaks in middle school and sometimes continues through high school. One in 10 second- and third-graders report having been “mean to someone” online, while one in five report that someone online has been “mean to them.”

“What has traditionally happened on the playground has now moved into cyberspace,” McQuade says. “The major difference is that children have a sense that they’re anonymous and invincible online. Therefore, they seem to lash out in ways that they may not in person.”

Children are utilizing the Internet and other electronic devices to

perpetrate unethical, socially deviant and even criminal acts.

Online identity theft is prevalent, even with younger Internet users. Twelve percent of fourth- through sixth-graders report having experienced someone pretending to be them online and 13 percent report someone having their password or account used without their permission.

Illegally downloading music and movies often begins in the fourth grade, as 8 percent of fourth- through sixth-graders admit to the act. Meanwhile, 65 percent of tenth-through twelfth-graders admit to having illegally downloaded music in the past year, with 34 percent admitting to illegally downloading movies.

Internet, page 4

Not your average bookstore



A. Sue Weisler | photographer

Barnes & Noble @ RIT officially opens as the anchor for Park Point July 28. The 40,000-square-foot retail store will have 60,000 titles, wireless access, a Starbucks Café and regular shuttle service to and from campus.

Just published

First-time author explores the human soul, page 2

Awards, distinctions

University News, Publications bring home PR distinctions, page 2

Scholarship and Research

Student researchers create Internet link for hotel industry, page 3

Viewpoints

Higher education and the globalization connection, page 3

Imagine Cup honors

An RIT student team has won an Engineering Excellence Award at the 2008 Microsoft Imagine Cup World Finals in Paris. Ziyang (Joe) Zhou, Adam Risi and Zachery Shivers programmed and configured a network of sensors to take readings of such environmental variables as temperature and humidity, and set the system up to be accessible via cell phone. The team's design previously won the Software Design Invitational at the U.S. Imagine Cup finals in April.

Fresh goods on campus

A farmers' market is coming to RIT this summer and fall. The market, featuring fruits, vegetables and breads, will be held 10 a.m.-2 p.m. beginning Aug. 28 and continuing every Thursday through Oct. 9 outside the east end of Gordon Field House and Activities Center. In addition to foodstuffs, the market will feature live noontime entertainment. The farmers' market is sponsored by the RIT Better Me/Employee Wellness Committee. For more information, contact betterme@rit.edu or visit the "RIT Farmers Market" Facebook group.

Osher field trip on deck

Osher Lifelong Learning Institute at RIT is hosting an all-day "Architecture and Wheels" field trip July 24. Members and guests will tour Graycliff Estate, the Frank Lloyd Wright-designed summer home of Isabelle and Darwin Martin, lunch at Root Five Waterfront Restaurant, and tour the Pedaling History Bicycle Museum. Prior to the field trip, a lecture will be held from 10 a.m.-noon July 22 at the Athenaeum Building. Guest speakers include Susan Nurse, an archivist at the Memorial Art Gallery, and Carl Burgwardt, from the Pedaling History Bicycle Museum. For more information, contact Osher at 292-8989.

RIT departments honored at public relations awards ceremony

RIT's University News Services, University Publications, and Educational Technology Center were honorees at the 2008 PRism Awards ceremony. The event, sponsored by the Rochester chapter of the Public Relations Society of America and PR Newswire, was held June 12 at the Rochester Museum and Science Center.

RIT: The University Magazine received its fifth PRism Award in the magazine category, a feat that coordinators of the awards program described as unprecedented. Published three times a year by University News and University Publications, the alumni magazine reaches a circulation of more than 113,000. Kathy Lindsley, editor; Bob Finnerty, executive editor; and Colleen McGuinness-Clarke, art director, were recognized at the ceremony.

Creative work related to Imagine RIT: Innovation and Creativity Festival also caught the attention of judges. A promotion video used to help publicize the festival won a PRism Award in the video news release category. Paul Stella, writer and producer, and Steve Czompo, director, were acknowledged for creating the video. Also, the Imagine RIT logo received an Award of Excellence in the logo design category.



A. Sue Weisler | photographer

Robert Chandler, a marketing communications specialist at Wallace Library, examines the mystery of the human soul in his novel.

Novelist delves into soul of a simple man

Love and loss, faith and redemption, and the search for one's own identity stretch across the pages of Robert Chandler's first novel *Minus the Imple*. At the heart of Chandler's story lies the notion of the human soul as one of life's universal mysteries.

Robert Chandler describes his largely autobiographical novel as a "fictionalized true story" inspired by a random incident that occurred in 2002.

Minus the Imple traces the life of a humble man from early childhood to the present day, and recounts the recurring inexplicable phenomena that punctuate his experiences. Chandler, a marketing communications specialist at RIT's Wallace Library, describes his largely autobiographical novel as a "fictionalized true story" inspired by a random incident that occurred in 2002. The book has been a work-in-progress since 2004. *Minus the Imple* is available through Lulu at www.lulu.com/content/2035657, as well as through online retailers such as Amazon and Barnes & Noble.

Barnes & Noble @ RIT added Chandler's novel to its section promoting work by RIT authors. The book is also currently on the shelves at the Brighton Memorial Library and at RIT's Wallace Library.

"I saw my book on the shelf at Brighton Memorial Library, and it should soon show up in about four additional public libraries, once they process it," Chandler says. "Seeing the actual book on the shelf in the 'New Fiction' area was exciting."

For more information, contact Chandler at 402-0376 or at mrdizz@rochester.rr.com. To hear an interview with the author on Artist First World Radio, visit http://66.49.193.35/Tony_Kay_Show_2008-06-18_Robert_Chandler.mp3.

Susan Gawlowicz | smguns@rit.edu

Newman leads abolitionism seminar in historic Philadelphia

An RIT professor will share his knowledge about the abolitionist movement with a group of 15 school-teachers attending the National



Richard Newman

Endowment for the Humanities' Summer Seminars and Institutes for School Teachers this summer in Philadelphia. The program brings together recognized scholars and school teachers for intensive study of various subjects.

Richard Newman will lead the four-week long seminar "The Abolitionist Movement: Fighting Against Slavery and Racial Injustice from the American Revolution to the Civil War" until Aug. 1 at the Library Company of Philadelphia, the nation's oldest lending library founded by Benjamin Franklin.

The National Endowment for the Humanities awarded Newman and the Library Company \$90,000 to create and conduct the seminar on abolitionism. Newman led a successful version of the same seminar in 2006. Newman's seminar has been designated a "We, the People" program, which highlights themes and events deemed culturally significant in American history.

"The Abolitionist Movement is only one of 15 seminars for teachers offered nationally, so I hope it shines as a spotlight on the humanities at RIT too," says Newman, an associate professor of history.

Newman is the author of *Freedom's Prophet: Bishop Richard Allen, the AME Church, and the Black Founding Fathers* (NYU Press 2008).

For more information, visit the Library Company at www.librarycompany.org/neh.

Susan Gawlowicz | smguns@rit.edu

Online learning earns excellence award

RIT's Online Learning department was recently presented with the Center of Excellence award from the New Media Consortium, held at Princeton University. Each year, as part of the award, recipients are asked to produce a short video about their unit or department.

"This award is a great distinction for us," says Joeann Humbert, director of Online Learning. "We have such respect for the New Media Consortium and the highly regarded universities that are members. This is the 'go to' group for emerging technologies—for information on what other schools are doing in

the field of media and educational technology."

RIT has been recognized in the past for its use of emerging technology, faculty innovation and online learning. The consortium's annual "Horizon Report" includes a look at technologies that are likely to be adopted in the next five years in education, with RIT having been cited several times with examples of emerging technology strategies.

To view Online Learning's three-minute submission, visit http://media.rit.edu/RIT_FMP/player.html?mp=../dept/ol/NMC/NMC.xml.

Research team hopes to shift photonics technologies to widespread use

Photonics, the study and application of electromagnetic energy through the manipulation of light, has been utilized to develop some of our most important technologies, including fiber-optic telecommunications, optical data recording and lasers.

Researchers at RIT are currently attempting to advance the use of photonics applications and revolutionize semiconductor electronics through the study and improvement of silicon photonics.

"Traditional semiconductor electronics involves the manipulation of electrons over a copper wire. In silicon photonics these components are replaced with photons and optic fiber which allow for faster and more efficient communication and greater memory capacity," notes Mustafa Abushagur, director of RIT's microsystems engineering program and leader of the research project. "The technology has the potential to greatly improve electronic and computer technology, while opening up numerous opportunities in the areas of chemical synthesis, medical diagnostics and alternative-energy development."

Because of the similarities between silicon photonics and traditional electronics, the new technology can utilize the same production systems and electronic chips, reducing cost and increasing opportunities for implementation. Current research in the field is therefore focusing on enhancing the application of optical devices on silicon chips.

Abushagur's team is working to improve the coupling of differ-

ent optical devices, such as optical fibers, used to transfer information, and waveguides, used to move and manipulate information being transferred. The team is utilizing photonic crystals to enhance the coupling efficiency, which increases the number of optical devices that can be integrated onto one silicon chip. Abushagur believes the nanophotonic couplers created through the project will improve overall performance and enhance opportunities for widespread commercialization of the technology.

"The enhanced application of silicon photonics is dependant in part on improving the integration

of photonic processes with silicon semiconductors," notes Abushagur. "It is our hope that this research will improve the creation of useable and affordable silicon phonic devices in the future."

Abushagur's team includes Stefan Preble and Zhaolin Lu, both assistant professors of microsystems engineering, and Rami Wahsheh, a doctoral candidate in the microsystems engineering program. Experiments are being conducted utilizing equipment in RIT's Semiconductor and Microsystems Fabrication Laboratory and the NanoScale Science & Technology Facility at Cornell University.

Will Dube | wjduns@rit.edu



A. Sue Weisler | photographer

Stefan Preble, left, and Zhaolin Lu, assistant professors of microsystems engineering, prepare an experiment related to their research in silicon photonic devices.

Internationalization is not only a worldwide phenomenon but also is becoming a major trend in higher education. Internationalization involves the creation of academic programs of worldwide reputation and value, recruiting and enrolling international students, execution of study abroad programs, and delivery of programs and partnerships beyond the border of the campus and the country.

According to this phenomenon, universities believe that their responsibility is to provide their students with the knowledge, experiences and skills to be professionally and personally successful in the world they will enter upon graduation. Additionally, success of students in today's global economy does not only depend on their competence in their chosen fields of study, but also on their global awareness and understanding of cross-cultural issues. It is

fair to theorize that this concept can be seen as a consequence of Thomas Friedman's book, *The World is Flat*. In his book, Friedman argues that all barriers between the United States and the world have been broken by technology and business.

The issues of globalization, international competitiveness, accountability, access, affordability, efficiency, outcomes and quality have definitely promoted inescapable discussions and debates among various educational constituencies within higher education institutions and society. These debates and discussions have definitely accelerated the potential and the push for the internationalization trend. It is fair to assume that the internationalization of higher education institutions is inevitable and of critical importance to higher education.

Undoubtedly, colleges and universities must play a role in keeping the United States a world leader in inno-

vation and economic development. Colleges and universities need to explore innovative approaches and develop strategies and assessments to study the various opportunities and threats associated with this new phenomenon.

Commitment and continued vigilance from every constituent at higher education institutions are essential. In order to cultivate and produce competitive economic growth, I believe universities and colleges must be prepared to address this critical issue and be active participants and leaders in this process. If this issue is not appropriately and efficiently addressed by higher education institutions, the country may have a difficult time surviving in the competitive worldwide economy and worldwide technological markets.

Ghazle is director of RIT's diagnostic medical sonography program.



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

RIT students create a 'missing link' for the world's hospitality industry

Three RIT graduates from the class of 2008 have transformed a key portion of how Rochester-area hotels do business—and they're looking to expand their impact across the country.

Breana Snizek, Chris Geiss and Marc Baumbach have teamed to create a Web site, HotelProxy.com, which revolutionizes the way hotels communicate with one another.

Hotels have traditionally relied on phone calls as its primary method of communication, meaning each hotel must spend hours on the phone to ascertain rate and availability information from other hotels within their market.

Snizek, who graduated with a degree in hotel and resort management, has worked at various Rochester-area hotels during her time at RIT.

"One night we were all talking, and Chris and Marc asked me what part of my job I disliked the most," Snizek says. "I thought about it for a minute, and then I immediately said the 'call-around' system. I hated having to walk away from customers to answer the phone."

Geiss and Baumbach thought

the problem sounded easy to solve. They spent two straight weeks, working 60 hours a week, developing HotelProxy.com. Meanwhile, Snizek conducted a feasibility study as part of her senior project, which is a requirement for all graduates

in the School of Hospitality and Service Management. Then the trio presented its beta Web version of Hotel Proxy to the Rochester Hotel Association. Soon, more than 30 hotels signed up for the service.

Hospitality, page 4



A. Sue Weisler | photographer

From left, RIT School of Hospitality and Service Management professor David Crumb, software engineering students Marc Baumbach and Chris Geiss, hospitality student Breana Snizek and Courtyard by Marriott General Manager Jeff Shutt have been instrumental in the success of Hotel Proxy. Baumbach, Geiss and Snizek developed the program.

Mayberry takes charge of RIT's special projects

Katherine Mayberry has been named vice president for special projects for RIT. She had previously served as vice president for academic affairs at RIT from 2004 to 2008.



Katherine Mayberry

In her new position, Mayberry will undertake special projects assigned by RIT President Bill Destler that overlap one or more of RIT's administrative divisions. Such projects will include, among others, the creation of an effective space-planning process for RIT that will allow decisions on facility construction and renovation to be made in a manner that reflects institutional priorities, and an open administration initiative aimed at ensuring that major administrative decisions are made with appropriate community input.

Mayberry holds a Ph.D. in English and American literature from the University of Rochester. ■

Annual giving shatters RIT fundraising record

The 2007-2008 Fund for RIT campaign broke several records in RIT's recent history for annual fundraising results. The Department of Development and Alumni Relations reports the following preliminary year-end numbers:

"For RIT, this means greater-than-ever support from our alumni and many more dollars to assist our students and grow our programs."

—Lisa Cauda, VP for development

A 25 percent increase was realized for the overall number of donors from 2007 to 2008, with an 18 percent increase in the number of alumni donors from 2007. The Fund for RIT raised close to \$3.6 million, a 17 percent increase from 2007 in

overall dollars raised.

"This year's nearly \$3.6 million is among the highest ever recorded," says Lisa Cauda, RIT's vice president for development. "The number of alumni donors was 9.3 percent of our total alumni of record, meaning those for whom we have good addresses or phone numbers—a result that sailed by the original 9.1 percent target. The final figure for alumni donors includes about 66 percent who gave last year, 13 percent who haven't given for several years and about 1,800 first-time donors—about 21 percent of the total."

Preliminary numbers show 1,098 made a gift (about a 36 percent participation rate). That figure includes those who are also alumni—about half of RIT alumni faculty and staff made a gift.

Adds Cauda, "For RIT, this means greater-than-ever support from our alumni and many more dollars to assist our students and grow our programs." ■

Young marketing minds at work



A. Sue Weisler | photographer

Two dozen high school juniors from across the country with future aspirations to work in the publishing or marketing fields participated in an intense summer workshop hosted by RIT's School of Print Media. Students created printed brochures, posters and Web sites about Kodak's Multimedia Digital Frames. Jenny Cisney, chief blogger at Kodak.com, left, and Tom Hoehn, director, brand communications and new media, Eastman Kodak Co., both RIT alumni, provided feedback to the students about their marketing campaigns. One student team served as journalists and created a one-page newspaper and blog about the event. The Rochester Club of Printing House Craftsmen made a \$4,000 donation toward student scholarships. Other corporate sponsors were Flower City Printing, Printing Industries Alliance, Cohber Press, Hammer Litho and Lazer Inc.

Five trustees added to RIT board

RIT is adding five new members to its Board of Trustees. The new trustees, each of whom are business leaders from diverse industries, were announced during RIT's West Coast Board of Trustees meeting, which took place July 9-11.

Bart Guerrerri is founder, chairman and president of DSD Laboratories, a privately owned business in the areas of information security, business process reengineering and knowledge management. Guerrerri, a 1967 RIT mechanical engineering alumnus, resides in Sudbury, Mass.



Bart Guerrerri

Donald Truesdale is a partner at Goldman Sachs & Co., which had sales of more than \$69 billion in 2006. Truesdale has worked closely with RIT to institute a Goldman Sachs three-year management program in which interested RIT students interviewed with him for a chance to work at the company after graduating.



Donald Truesdale

Truesdale, who graduated from RIT in 1987 with a degree in business administration, was raised in Rochester and resides in Chappaqua, N.Y.

Kevin Surace is president and CEO of Serious Materials, a company he founded in 2002.



Kevin Surace

Based in Sunnyvale, Calif., the company develops and manufactures sustainable building materials that considerably reduce the impact of the "built environment" on the climate. Surace graduated from RIT in 1985 with a degree in electrical engineering technology.

Andrew Brenneman is a senior national account executive with Sprint Nextel, based in Reston, Va. He is currently responsible for nationwide sales efforts and customer relations for Sprint Relay. Brenneman serves as chair of the NTID National Advisory Group and chair of the RIT Building and Grounds Committee. He graduated from RIT in 1988 with degrees in applied accounting and business administration management and resides in Leesburg, Va.



Andrew Brenneman

Lawrence Burns is vice president for research and development and strategic planning at General Motors Corp. He is the 2007 recipient of the SPE Automotive Division's Global Executive Leadership Award. Burns has championed General Motors' "reinvention" of the automobile, which is focused on realizing affordable, sustainable vehicles. He is a member of NTID's National Advisory Group.

Lawrence Burns

RIT has 50 active trustees and 32 emeriti trustees. Twenty-seven trustees are RIT alumni. ■

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A homecoming celebration of NTID’s rich history



Photo submitted by Ben Liddle

Sheila (Moore) Glenn, right, and Perry Connolly, both members of NTID’s first incoming class in 1968, view a timeline of NTID’s history in the Dyer Arts Center during NTID’s 40th Anniversary Reunion June 26-28. They were among more than 750 alumni and family members to attend the reunion. Glenn, from Pennsylvania, had not seen RIT since 1972.

Selinger: A true ‘renaissance’ philosopher

Professor Evan Selinger rejects the notion of the philosopher as a solitary intellectual; this outdated stereotype does not appeal to him at all. Selinger thrives, instead, on conversation and collaboration with students and colleagues. He views philosophy as a fundamentally communal activity.

“Philosophy has a reputation of being too insular,” says Selinger, assistant professor in RIT’s Department of Philosophy. “I prefer to bring inter- and intradisciplinary insights into my research and teaching. Augmenting the perspectives involved in a common project often enhances the quality of inquiry.”

Selinger has found collaboration to be the key to his intellectual growth. He has co-edited and co-authored several volumes pertaining to the philosophy of technology. He has also worked closely with renowned sociologist Harry Collins on issues of expertise and with an independent research group that explores the use of technology, especially computer simulation, to solve philosophical problems.

Selinger’s scholarship led last year to visiting professorship at the Twente University in Holland and to an invitation to present the keynote speech to the Danish Philosophical Society in Copenhagen. He will travel this summer to Cardiff University in Wales to talk about democracy and technological decision-making.

Development ethics, a field of philosophy that examines issues of global justice as they pertain to developing countries, is another area of study that interests Selinger. He recently wrote an essay for *Philosophy and Public Policy Quarterly* about the ethics of poverty tourism known as “poorism” after reading an article in *Newsweek*. Integrating theory and practice, his current Phi-

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The beginning of a new chapter

A.Sue Weisler | photographer

Barbara Letvin, formerly from the Division of Student Affairs, reconnected with John Paliouras, a past dean of the College of Science, at the RIT Retiree Picnic on June 11. The event was held in Gordon Field House and Activities Center.

ADDY Awards from page 1

were just a few they used.

“It was a lot of time and work and, we knew from the beginning that we wanted to submit it for an ADDY,” says Liddle. “Our hard work paid off.”

The Rochester chapter also honored Ross Thompson, a fourth-year advertising photography major, with a student ADDY for one of his portraits. Each of the award-

winning entries received a \$500 scholarship.

Three other advertising campaigns produced by RIT students were honored with a LADDY, the runner-up awards.

To see all of the winning entries, visit www.adhub.com/awards/08/rochester1.html (click “Student Awards”). ■

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Hospitality from page 3

Hospitality and Service Management professor David Crumb, who has served as an advisor to the group, thinks Hotel Proxy will fill a void in the hospitality industry.

“It’s a perfect case of high-tech and high touch coming together and coming up with something useful,” Crumb says. “It’s simple, it’s needed and it’s working. They’ve really done their craft well.”

Jeff Schutt, an alumnus of the School of Hospitality and Service Management and the general manager of the Greece Courtyard by Marriott, has been one of Hotel Proxy’s biggest advocates.

“We’ve got one person at our front desk, checking people in, checking people out, and completing various other tasks. Before, we’d be getting more than 20 calls a day from other hotels inquiring

about our rates and availability. We’d have to stop what we were doing to answer that call,” Schutt says. “Hotel Proxy has really gotten rid of those annoying phone calls.”

Geiss says the group has received similar feedback from other users.

“We recently completed a survey of all our users and the results were very positive,” he says. “One woman said we need to get all hotels to use Hotel Proxy.”

Geiss and Baumbach have accepted software engineering positions with IBM in Raleigh, N.C. Therefore, the group hopes to begin rolling out Hotel Proxy there, next. Soon, they hope to take Hotel Proxy national.

Snizek will pursue her master’s degree in business administration at RIT’s Saunders College of Business. ■

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Internet from page 1

The research indicates that many parents may be naïve about what is happening online. Fifty percent of students at the kindergarten and first-grade level report that their parents don’t watch them when they use a computer.

That’s why McQuade and RIT have formed partnerships with more than 20 Rochester area school districts, the National Center for Missing and Exploited Children, Time Warner Cable, the Information Systems Security Association and the InfraGard Member Alliance to form The Cyber Safety and Ethics Initiative. The goal of the initiative is to utilize the survey results to determine a comprehensive, community-wide approach to tackling this increasing problem.

“This is not a problem that can be solved by parents and educators alone,” McQuade says. “This is a societal problem that requires a societal solution. That’s why The Cyber Safety and Ethics Initiative is comprised of representatives from higher education, K-12 education, community groups and members of the business community. We all need to work together.” ■

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Web extra:
For a summary of key research findings from the survey, visit www.rit.edu/news/?v=46201.
For tips to help keep children safe online, visit www.rit.edu/news/?v=46200.

surround sound, anywhere in the world. Cisco is also currently working with the Oakland A’s baseball team, which is planning a new stadium. Fans will have the potential to order hot dogs and beer from their cell phones and have it delivered to their seats. Fans will also be able to watch replays on their cell phones.

The delegation also learned more about the West Coast business culture, where entrepreneurial spirit begins with no fear of failure.

“If it is uncomfortable, you should be doing it,” says Kathy Hill, a senior vice president at Cisco and RIT alumnae.

The trip also included an alumni reception with the San Francisco and San Jose chapters. Nearly 300 alumni and friends of RIT attended the event, held at the Computer History

Museum in Mountain View, Calif. Destler implored the alumni to stay in touch with the university and spread the word of its growth in stature.

“Your university has come a long way in rapid time,” Destler told the alumni. “You should be proud of the trajectory we are on. We need your help in telling the RIT story to your family, friends and co-workers.”

RIT met with the following companies and organizations: Adobe, Amazon, Apple, Aruba Networks, Avery Dennison, Boeing, Cisco, Citrix, Electronic Arts, Flextronics, Hewlett-Packard, IBM, Linked In, Micron, Microsoft, Oracle, Salesforce.com, Serious Materials, Stanford University, SONY Image-works and VISX. ■

Bob Finnerty | refuns@rit.edu

A.Sue Weisler | photographer

The Board of Trustees trip to the West Coast included an alumni reception with the San Francisco and San Jose chapters. Nearly 300 alumni attended the event, held at the Computer History Museum in Mountain View, Calif. RIT President Bill Destler urged West Coast alumni to stay engaged with the university and spread the word of RIT’s growth.

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