

## Destler offers opening-day glimpse into RIT's future

President highlights recent achievements, future initiatives

RIT president Bill Destler presented his opening-day remarks to the university community Aug. 28 in the Gordon Field House and Activities Center. He discussed several highlights of the past year, including the success of the first annual Imagine RIT: Innovation and Creativity Festival, and offered a look into what lies ahead for the university this academic year. **Destler's entire speech can be found at [www.rit.edu/president](http://www.rit.edu/president).**

**Enrollment**—Destler reported that RIT has grown in enrollment to become one of the nation's 15 largest private universities (undergraduate level) and is now the third largest producer of undergraduate degrees in science, technology, engineering and mathematics among all private universities.

Applications for undergraduate fall admission increased by 15 percent last year to more than 15,000, with nearly all of this increase resulting from increased interest from women, minorities and applicants from outside New York state. Applications to graduate programs grew by 9 percent.

Additionally, the percentage of first-year students returning to RIT for their second year increased by 2 percent to 89 percent. "Nevertheless, enhanced student retention and graduation rates must remain a primary focus for RIT if we are to join the ranks of the nation's finest private universities," said Destler.

**Academic Programs**—Many new



A. Sue Weisler | photographer

RIT President Bill Destler speaks to the crowd of faculty, staff and students in the Gordon Field House and Activities Center during his address to the campus Aug. 28.

programs in sustainable engineering, philosophy and human-computer interaction were launched this past year, as well as the new Ph.D. program in astrophysical science and technology. Destler noted that a number of new programs are pending approval from New York state.

**New Initiatives**—Destler discussed the newly launched Golisano Institute for Sustainability and the New York State Pollution Prevention Institute at RIT. (see related story on page 3) "As a result, RIT's activities in the area of sustainable production and manufacturing, in pollution control and prevention, and in the area of renewable energy sources, are now arguably among the strongest such

efforts in the world," he said.

**Research**—Sponsored research activity grew by 20 percent last year to almost \$110 million, including \$60 million from the federal government received in support of the National Technical Institute for the Deaf. Also in the area of research, the new Corporate R&D Program at RIT has already generated significant interest and support from industry.

**Giving to RIT**—Private gifts to RIT last year doubled from the previous year to almost \$26 million.

**Construction**—RIT completed construction on the first certifiably green building—the new College of Applied Science and Technology *Opening Day, page 4*

## Brick City entertainment has something for everyone

Major entertainment is slated to headline RIT's Brick City Homecoming festivities Oct. 8-11.

Festivities kick off Oct. 8 with The Capitol Steps, a comedy troupe made up of current and former Congressional staffers. The group is known to take a humorous slant on the nation's political scene, and it will be heading to RIT as the 2008 Presidential race heats up. The Capitol Steps will perform two shows, one at 5 p.m. and one at 7 p.m. in the Student Alumni Union's Ingle Auditorium.

Hip-hop star Nas will entertain in the Gordon Field House and Activities Center at 8 p.m. Oct. 10. Nas, who emerged on the scene in 1994 with his debut album, *Illmatic*, is one of the leading artists on the east coast rap scene. His current self-titled album is No. 25 on the Billboard Top 200 Album Charts.

Scientist, inventor, comedian and author Bill Nye will serve as this year's Horton Distinguished Speaker at 2 p.m. Oct. 11 in the Gordon Field House and Activities Center. Nye is best known as the star of the PBS

television series *Bill Nye the Science Guy*, which was awarded 28 Emmy awards within a five-year span.

Jimmy Fallon, former star of *Saturday Night Live* and soon-to-be host of NBC's *Late Night*, caps the weekend's entertainment with a comedy performance at 8 p.m. Oct. 11 in the field house. Fallon rose to stardom as the co-anchor of *Saturday Night Live*'s popular "Weekend Update" segment. *n*

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Bill Nye



Jimmy Fallon



Nas



The Capitol Steps

### Ticket information

- Capitol Steps: \$7 for RIT students; \$15 for parents, alumni, faculty, staff and guests; \$25 for the public
- Nas: \$16 for RIT students; \$25 for parents, alumni, faculty, staff and guests; \$40 for the public
- Bill Nye: \$5 for RIT students; \$10 for faculty, staff; \$15 for the public
- Jimmy Fallon: \$15 for RIT students; \$30 for faculty, staff; \$40 for the public

Tickets can be purchased at the Gordon Field House and Activities Center box office or at [www.rit.edu/brickcity](http://www.rit.edu/brickcity). Faculty and staff can purchase a maximum of four tickets at the special rate.

## RIT ranks high in U.S. News

RIT is again recognized for educational quality and value in the annual U.S. News & World

Report: *America's Best Colleges*. Since the magazine began ranking colleges in 1983, RIT has consistently been listed among the top regional universities.

RIT ranked ninth in the "Best Universities—Master's (North region)" category. RIT also received the second highest peer assessment score, which is a survey of presidents, provosts and deans from other universities judging a school's academic excellence.

In the "Great Schools, Great Prices" category, RIT ranked fifth among master's universities in the North. The formula used to determine which schools offer the best

*Rankings, page 4*



## Osher Foundation presents \$2 million endowment

The Bernard Osher Foundation has awarded \$2 million to RIT for endowments to be equally shared by the Osher Lifelong Learning Institute at RIT and the Reentry Scholars Program at RIT's Center for Multidisciplinary Studies.

"RIT is enormously grateful to the Bernard Osher Foundation for this wonderful endowment," says RIT President Bill Destler. "Two years ago, we received operating support to establish the Osher Lifelong Learning Institute at RIT, previously known as the Athenaeum, and the Osher Reentry Scholarship Program for older students returning to full-time undergraduate study."

"This endowment, totaling \$2 million, provides the financial foundation essential for both of these programs to flourish for years to come."

The Bernard Osher Foundation was founded in 1977, by businessman Bernard Osher. His wife, the Honorable Barbro Osher, Consul General of Sweden in San Francisco,

chairs the foundation's Board of Directors. The foundation seeks to improve quality of life through the support of post-secondary scholarships and lifelong learning programs at institutions of higher education across the country as well as arts and culture initiatives in the San Francisco Bay area and in the state of Maine. The Foundation also funds integrative medicine centers at Harvard University, the University of California, San Francisco, and the Karolinska Institute in Stockholm, Sweden.

Osher Lifelong Learning Institute at RIT—an affiliate of RIT since 1987—is an academic-based and membership-led organization that stimulates minds and forges friendships among people ages 50 and older who live in Greater Rochester.

"The Osher endowment will provide support to help us grow and enhance our lifelong learning program at RIT," says Julie Blowers, program

*Osher, page 4*

### Proud to be a Tiger



A. Sue Weisler | photographer

Ritchie the Tiger joined hundreds of faculty and staff members to embrace the first-year class during the annual Tiger Walk. Nearly 3,000 first-year students received a rowdy welcome to RIT as faculty and staff members lined the entrances to the Gordon Field House and Activities Center and cheered as the group entered its convocation ceremony.

### Galleries, exhibits

**Exhibit explores extrasensory perception, page 2**

### New on campus

**Renovations to Student Alumni Union unveil Brick City Café, page 2**

### Scholarship and Research

**RIT partners with New York state on pollution prevention research, page 3**

### RIT Authors

**New feature spotlights our own campus authors, page 3**

**Osher course previews**

If you're age 50 or over—and appreciate learning about the arts, literature, sciences, history and government—then Osher Lifelong Learning Institute at RIT is the place for you. Free course previews of fall sessions will be held from 2-3:30 p.m. Sept. 8 and 10 at Osher's Athenaeum Building, 150 Research Blvd.

On tap for Monday's classroom activities are: Eight Great Theories of Personality, The Deaf Culture, Peer Group Seminar: Collapse: How Societies Choose to Fail or Succeed, and The Women of World War II. Wednesday's highlights include: Weds This Movie a Chance; Do Box Office Receipts Really Matter, Women Jazz Vocalists Sing the American Songbook, Birding, and In Pursuit of the Dream: Paths to the Pacific.

New members are welcome. For more information, call 292-8989 or visit [www.rit.edu/osher](http://www.rit.edu/osher).

**Motorola donation**

The Motorola Foundation has donated \$30,000 to help support TechGirlz, a week-long summer program at RIT/NTID that allows girls who have hearing loss and are entering the seventh, eighth or ninth grades to explore career options in math, science and engineering.

The program completed its third year at the end of July, when 20 girls from around the country participated. They built their own computers to keep, designed Web sites, studied the DNA of a banana (followed by banana smoothies) and studied rollercoaster engineering at a local amusement park.

**Mentors needed**

Faculty and staff are needed to serve as mentors for students participating in RIT's Global Leadership Certificate Program. Mentors will be paired up with students and will be required to attend a kick-off event, training sessions and small-group meetings. For details or to submit an application to become a mentor, call 475-5453 or e-mail [swwpro@rit.edu](mailto:swwpro@rit.edu). The application deadline is Sept. 10. The program is sponsored by the Chief Diversity Office and the RIT Leadership Institute and Community Service Center.

# Renovations unveil RIT's new Brick City Café

Welcome to the Brick City Café.

You might know it better as "the SAU cafeteria"—but somehow that more pedestrian-sounding name seems inadequate following a summer makeover that has transformed the popular eatery from its previous late-1980s décor to its new 21st century pizzazz. (President Reagan was in office, all the way back in 1988, the last time RIT's centrally located dining facility underwent large-scale renovations—now that's a lot of *flip-pin*' hamburgers ago!)

Improving foot-traffic flow was a primary reason for this year's redesign, says Gary Gasper '93 (B.S. food management), director of student union dining services. That has been achieved by relocating a food "island" away from the center of the floor.

Among other noticeable enhancements are the additions of five electronic menus giving patrons color photos and pricing information for daily entrée specials. (The modified digital picture frames were customized and programmed in-house at a fraction of the cost charged by a vendor, says Gasper.) Each station also has new permanent signage. Plus, new countertops and illuminated glass sneeze guards improve the appearance of the café and food.



A. Sue Weisler | photographer

The Student Alumni Union cafeteria re-opened Aug. 18 revealing renovations, enhancements such as electronic menus, and a new name: Brick City Café.

Gasper says a Wegmans Food Markets lighting specialist was consulted on enhancing food presentation.

Other changes include the expansion and relocation of coffees and teas, which have been combined with a self-serve bagel/English muffin/toast station. Bakery items, such as cookies and scones, which formerly occupied the space, have been moved to the check-out area (new displays will be installed soon, Gasper says).

Total cost of the renovations was \$150,000.

But not everything is different.

Favorites such as the daily special (including a vegetarian entrée), wrap, grill, deli and Belgian waffle stations remain, along with the salad bar, "Visiting Chef" (featuring five rotating international food vendors) and "Daily Creations" (with fresh-made soup, pot-luck special and award-winning chili—which has earned first place in Rochester's Lakeside Winter Fest "Chili Challenge" competition).

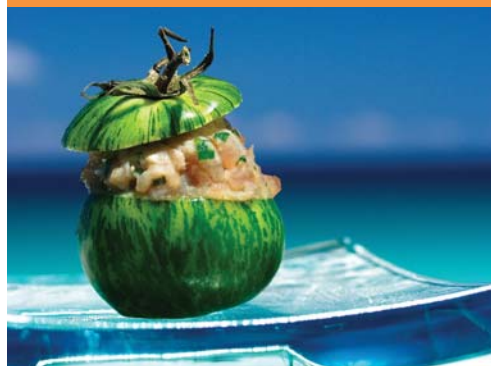
Still part of the weekly menu are two of the most popular dishes, turkey dinner and Friday fish fry, along with an array of healthy entrées. "I think

we have an obligation to serve healthy food and popular food," Gasper says.

"It's the home-style cafeteria concept." Gasper joined RIT as a convenience store manager in September 1978—that was back when the SAU cafeteria and Ritzkeller were the only games in town on the west side of campus. Having spent more than half his lifetime associated with RIT, he now oversees a department that includes 30 fulltime staff and 200 student employees.

Having reached the 30-year milestone, Gasper anticipates implementing more environmentally friendly policies complementing newer practices of using sodium bicarbonate (baking soda) instead of dishwasher detergent, replacing some plastic and Styrofoam products with goods made of natural materials, giving away 50 tons a year of pre-consumer vegetable scraps (which are used by a local farm), selling used zero-trans-fat cooking oil for use as biodiesel (RIT was one of the first colleges in the nation to use the healthier oil), and offering 10-cent beverage discounts to patrons who bring their own mugs.

The Brick City Café, part of Brick City Catering, is open for breakfast and lunch. For hours and menu, visit [finweb.rit.edu/diningservices/saucafe](http://finweb.rit.edu/diningservices/saucafe). n  
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**The fruits of photography**

Submitted by Lou Manna

Lou Manna and Jay Kinghorn, Olympus Visionary photographers, will give a free lecture at RIT at 6:30 p.m. Sept. 16 in the Chester F. Carlson Center for Imaging Science auditorium. Manna, a food photographer based in New York City, took the above photograph of a dummore tomato. His clients include Barilla, Coca-Cola, Damon and Kellogg's. Prior to opening his own commercial studio, Manna shot for The New York Times. Kinghorn is a certified expert in Adobe Photoshop, with a background in assignment and fine art photography. He's the co-author of the book *Perfect Digital Photography*. Kinghorn will share his philosophy behind working in the digital darkroom and provide tips on image correction in Photoshop. Their lecture is sponsored by Olympus and RIT's School of Photographic Arts and Sciences.

## SPAS Gallery opens season with 'Witness'

In the 1980s, the U.S. government carried out experiments in "Remote Viewing," the tactical use of extrasensory perception to gather intelligence information. Known by the code name "Stargate Project," this telepathic military endeavor became the basis for a long-distance collaborative project by photo-based artists Nate Larson and Marni Shindelman.

Probing their own telepathic abilities, Larson and Shindelman conducted experiments of psychic perception and surveillance by attempting to remotely "observe" each other's actions.

The exhibition *Witness*—on view from Sept. 12-28 at SPAS Gallery—comprises the images, drawings and writing documenting the course of the artists' collaborative experiments. An artist reception is scheduled from 5 to 7 p.m. Sept. 12.

With wit and irony, Larson and

Shindelman playfully explore the concept of the "power of the mind" and extrasensory experiences, both real and imagined.

Larson is a Chicago-based artist and photographer. He is professor of photography at Elgin Community College in Illinois and is currently in residence at RIT's School of Photographic Arts and Sciences as a visiting professor.

Shindelman is assistant professor of art and an associate of the Susan B. Anthony Institute for Gender and Women's Studies at the University of Rochester. She recently co-organized the 2007 exhibition *absence/excess/loss*, at Rochester Contemporary Gallery, a contemporary art installation involving repetition, vernacular objects and mourning.

For more information about *Witness*, call Therese Mulligan at 475-2884. n

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Nate Larson and Marni Shindelman, ink jet print—Glitter and Cloud, 2008

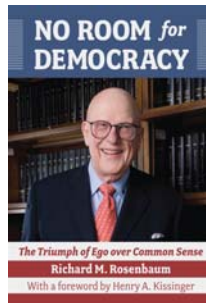
## RIT Press publishes political memoir

Richard Rosenbaum, a central figure in Republican politics in New York and nationally for decades, offers firsthand insights into some of the behind-the-scenes events that have been the backbone of history the past half century in his new book: *No Room for Democracy: The Triumph of Ego Over Common Sense*.

Among his career highlights, the Penfield resident served as the chair of the New York State Republican Committee from 1973 to 1977 and was a New York state gubernatorial candidate in 1994.

RIT Press, the book's publisher, will host a reception to celebrate the release from 4 to 6 p.m. Sept. 18, in the Lawson Publishing Center in RIT's Wallace Library. Rosenbaum will sign copies of the book at the event. He will also host a book signing at Barnes & Noble @ RIT, 7 to 9 p.m. Sept. 24.

Beginning with a foreword by Henry A. Kissinger, *No Room For*



*Democracy* walks readers through Rosenbaum's unique life—which started in 1931 as a Jewish boy growing up in a predominately gentle community and suffering from the rare disease alopecia (the premature loss of hair). The book takes readers through Rosenbaum's time as a college boxing star to Nelson Rockefeller's

right-hand man and an integral part of the Republican Party nationally.

*No Room For Democracy* puts readers front and center of key events in our nation's modern political history—events that Rosenbaum both witnessed and affected:

- The campaign he successfully orchestrated leading to Nelson Rockefeller being named Gerald Ford's vice president.

- When Ford replaced Nixon as president and had to appoint a new vice president, George H.W. Bush was actively pursuing the job. Many insiders were surprised when he did not get it—and credited Rosenbaum for the coup.

- His behind-the-scenes campaign to deny Ronald Reagan the Republican presidential nomination in 1976 and gain the nomination for Gerald Ford.

- How his dominance of the state Republican Party and alliance with Rockefeller launched him into a

Rosenbaum, page 4

## Kurzweil kicks off Gannett series

Ray Kurzweil, inventor, entrepreneur and futurist who is a key innovator in the development of artificial intelligence and radical life extension, kicks off the 2008-2009 Caroline Werner Gannett Project at RIT on Sept. 17. Kurzweil will present "The Singularity is the Near: When Humans Transcend Biology," an adaptation of his best selling book of the same name, which is also being made into a motion picture.

According to Mary Lynn Broe, Gannett Professor of Humanities

and director of the Gannett Project: "Ray Kurzweil is a real visionary, one of the leading voices in predicting the impact of accelerating technology on health, longevity, invention and business in our 21st century. We are delighted to have this 'restless genius' speak at RIT."

Kurzweil is a pioneer in the fields of optical character recognition, text-to-speech synthesis and speech recognition technology. He invented the CCD flatbed scanner and the

Gannett, page 4



# RIT, New York focus on pollution research at new center

RIT's efforts to enhance the development of sustainability research and education took the next step forward with the unveiling of the New York State Pollution Institute during a ceremony last month on campus.

Pete Grannis, commissioner of New York's Department of Environmental Conservation, hosted the event, which officially opened the statewide center focused on reducing pollution generation and improving the environmental quality of New York state industries.

"With the launch of this cutting-edge research center, we will combine state investment, academic innovation and business leadership to transform manufacturing processes and propel New York businesses to the forefront of the global green economy," Grannis says. "And by doing so, we will ensure a better environment and a greener bottom line."

The open house included technology demonstrations of pollution prevention methods being developed by the institute as well as an information session on current training, technology transfer and tools, and resources available to New York state industries. The open house was preceded by the first meeting of the institute's advisory board, which includes industry, government and



Submitted by Elizabeth Lamark  
Pete Grannis, commissioner of the New York State Department of Environmental Conservation, right, chats with RIT President Bill Destler, center, and Nabil Nasr, director of the Golisano Institute for Sustainability, during the open house for the New York State Pollution Prevention Institute hosted by RIT.

environmental leaders from across the state.

"This is truly a unique and unprecedented opportunity for statewide collaboration around a common purpose, and I know that I speak for all of our partners in our commitment to its resounding success," adds RIT President Bill Destler. "The competition for the

institute was intense, and the track record of success that we were able to demonstrate, including the outstanding team of experts within RIT and our partner universities, were key factors in the selection."

RIT was named host of the New York State Pollution Prevention Institute in February and is partnering with the University at Buffalo,

Clarkson University, Rensselaer Polytechnic Institute and New York's ten Regional Technology Development Centers to create a statewide network for technology development and information dissemination in the areas of pollution prevention and sustainable design and manufacturing.

This network will utilize 16 research and development test beds, or technological laboratories, across the state. Capabilities of these test beds will include environmental engineering of nanomaterials and printing applications at RIT, green processing and biofuels testing at Clarkson, polymer processing and testing at Rensselaer and sustainable chemical processes at the University at Buffalo.

"As sustainability grows in importance, the greener New York's businesses become, the better they will be able to maintain a strong position in the global economy," says Clarkson University President Tony Collins.

"The University at Buffalo is proud to be able to bring to the New York State Pollution Prevention Institute its many, interdisciplinary assets in green chemistry, sustainable water use, conservation and toxicology and risk reduction," says Harvey Stenger Jr., dean of the university's

*Pollution prevention, page 4*

## Fill 'er up for a 'green' future



Submitted by Laura W. Nelson

President Bill Destler speaks at the recent unveiling of the new Monroe County Green Fuel Station on Scottsville Road, which is a major component of the county's effort to integrate green vehicles into their fleet operations. RIT's Golisano Institute for Sustainability is partnering with Monroe County and General Motors to assess the performance of a number of alternative fuels to assist the county in making the best decisions for their needs. The station includes hydrogen, ethanol and biodiesel fuel pumps and is one of only a handful of hydrogen fueling stations in New York state.

## Conference encourages deaf students to discuss issues

College students with hearing loss from around the world met Aug. 9-16, in East Sussex, England for PEN-International's Summer Leadership Institute, a week-long event offering presentations, discussions and hands-on activities. RIT/NTID sent a delegation of four students plus faculty and staff to the conference.

It was the second biennial conference to develop leadership and advocacy skills among student leaders in community service, general access, support services and employment.

Having participants from across the world helped them understand the world the students will face upon graduating in a global economy.

"What struck me the most is that each student is intelligent, articulate and flexible with various learning strategies," says NTID President Alan Hurwitz, who served as a faculty member at the conference. "All of them displayed their sensitivity and caring for one another. They were always eager to sit down with each other to discuss issues and ideas for leadership development."

David Spiecker, a professional and

technical communications student at RIT/NTID, called his experience "unforgettable."

"It was an amazing time, one where I was able to expose myself to cultures other than my own," he said. "The people I met were amazing and so full of character. It was interesting to learn some Japanese, Russian and Chinese as well as their traditions."

The other students who attended were Kate McGann, majoring in advertising and photography, Elena Iskandarova, majoring in accounting, and Christie Ong, an advertising and public relations major.

Trip expenses were paid by PEN-International, a multinational partnership of colleges intended to improve and expand postsecondary education for deaf and hard-of-hearing students by sharing educational technology and conducting faculty development. PEN-International, based at NTID, is funded by grants from The Nippon Foundation of Japan. Generous gifts from Isabel, Alfred and RIT trustee Daniel Bader also supported the U.S. students. *n*

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## Glenn named associate dean of grad studies

Chance Glenn has been named associate dean of graduate studies. In this new position, Glenn will have special responsibilities for enhancing academic and social opportunities for graduate students, communications and outreach, recruitment and special projects. He will also advise on planning and policy matters.

"I'm delighted to welcome Chance Glenn to the Office of Graduate Studies," says Andrew Moore, dean of graduate studies. "This will greatly strengthen our efforts to enhance the educational experience of all graduate students at RIT. Chance will help members of the graduate studies community to build RIT's reputation in research."

Glenn came to RIT in 2003 as an



Chance Glenn

associate professor in the Department of Electrical, Computer and Telecommunications Engineering Technology in the College of Applied Science and Technology. He is the director of the McGowan Center for Telecommunications Innovation and Collaborative Research.

"I'm very excited to take on this *"Chance will help members of the graduate studies community to build RIT's reputation in research."*

—Andrew Moore, dean of graduate studies

new role and I look forward to improving the lives of our graduate students," says Glenn. "With graduate studies an important mission here at RIT, it's my goal to create an environment that allows students and faculty to grow in this area." *n*

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## DiFonzo on 'rumor control'

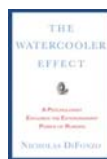
## RIT AUTHORS SPOTLIGHT

Rumors and dirty politics go hand in hand to sway public opinion. Sweeping up the mess left behind requires a savvy and credible communicator who knows how to manage the rumor mill and squelch the mongering.

"This book explores why people believe rumors, what they are, how people spread them, where they spread them and why they spread them, and other questions related to the phenomenon of rumor—such as how they change over time," says Nicholas DiFonzo, professor of psychology and author of *The Watercooler Effect: A Psychologist Explores the Extraordinary Power of Rumors*, due out Sept. 11.

DiFonzo also operates the Web site ProfessorNick.com about all things rumor-related.

In *The Watercooler Effect*, DiFonzo shares other ideas about



rumors, those unverified statements of doubtful information that circulate around office watercoolers and anywhere people congregate.

An overview, excerpts and a reading guide are available at [TheWatercoolerEffect.com](http://TheWatercoolerEffect.com).

Using colorful stories and examples, DiFonzo differentiates rumor from its "close cousins"—urban legend and gossip—and provides useful tools for spotting and deflating rumors.

"*The Watercooler Effect* communicates the latest and most thorough sets of ideas about rumors that exist. I think people will find it helpful and useful," adds DiFonzo.

**Web extra: DiFonzo discusses his new book on "Studio 86" at [www.rit.edu/news](http://www.rit.edu/news).** *n*

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Nicholas DiFonzo

## News brief

### Constitution Day lecture

The legacy of President George W. Bush will be the topic of the annual Constitution Day lecture sponsored by the College of Liberal Arts and the Department of Political Science. Mark Rozell, professor of public policy at George Mason University, will present "Executive Privilege and the Bush Legacy" 4-6 p.m. Sept. 16 in Xerox Auditorium, James E. Gleason Building. Interpreting services are available upon request, subject to availability. For information, call 475-4620 or e-mail [sdsgsm@rit.edu](mailto:sdsgsm@rit.edu).

## On the Web

with Mike Saffran  
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## RIT news now on YouTube, 'Twitter'

RIT University News has been busy this summer creating more ways for you to easily access RIT news:

- Check out the latest RIT news videos on the RIT University News YouTube channel at [www.youtube.com/RITUniversityNews](http://www.youtube.com/RITUniversityNews). Plus, you can leave comments about videos and "subscribe" to the channel to ensure you don't miss future videos.



- Want to keep up with RIT news from your cell phone? Receive instant RIT news and blog headlines, via Twitter, by becoming a "follower" of RIT University News at [www.twitter.com/RITNEWS](http://www.twitter.com/RITNEWS).

Of course, you also can stay informed about RIT news through traditional new-media channels:

- RIT University News Web site ([www.rit.edu/news](http://www.rit.edu/news))—Easy access to news releases, news podcasts, *News & Events*, *RIT: The University Magazine*, *Dateline: RIT* e-newsletter and Web site, Campus Spotlight photos and photo galleries, The Tiger Beat Blog, the RIT in the News "news ticker," RSS feeds, RIT Athletics Web site and more.

- RIT in the News ([www.rit.edu/news/inthenews](http://www.rit.edu/news/inthenews))—RIT's "news ticker" featuring links to the latest outside media coverage of RIT news and RIT people in the news.

- The Tiger Beat Blog ([www.thetigerbeat.com/blog](http://www.thetigerbeat.com/blog))—The place to talk about RIT news and to go behind the scenes with writers for the story behind the story.

- Dateline: RIT Facebook Group ([www.new.facebook.com/group.php?gid=7671747315](http://www.new.facebook.com/group.php?gid=7671747315))—Keep updated about RIT news using the popular social-networking Web site.

Plus, coming soon, watch for daily e-news updates from *News & Events*.

See you on the Web!



A. Sue Weisler | photographer

The fruits and vegetables didn't mind the light rain, nor did many of the patrons at RIT's first Farmers' Market, Aug. 28, outside Gordon Field House and Activities Center. "I like it," remarked Brendan Lenz, a third-year information technology major, after purchasing a cantaloupe from Domoy Farms of Oakfield, Genesee County. "I'm not a very good cook, so I'm sticking to fruit." The farm was one of a half-dozen vendors getting steady business from roughly an equal mix of students and faculty/staff. "I'm thrilled it was welcomed so enthusiastically by the RIT community," says Midge Berfield, manager of employee health and wellness and chair of the RIT Better Me/Employee Wellness Committee. The market will be open 10 a.m.–2 p.m. Thursdays through Oct. 9.

## Pollution prevention from page 3

School of Engineering and Applied Sciences.

"Here at Rensselaer, we will be focused on educating businesses around the state on how to improve their current processes and to develop new processes to ensure minimal environmental impact," says Joel Plawsky, professor of chemical and biological engineering and lead researcher for the project at Rensselaer.

In 2005, the Federal Toxics Release Inventory reported that New York companies generated 312 million pounds of toxic-chemical waste, indicative of the type of materials used in products and manufacturing

processes. The initiative will help industry address these issues by applying best practices and targeted research, development, and diffusion to make technology and manufacturing greener while also bringing pollution reduction processes to market that both increase environmental quality and enhance economic efficiency and productivity.

"Through the broader adoption of sustainable manufacturing practices we can better attain the twin goals of enhanced environmental quality and increased economic competitiveness for New York state industry," adds Edwin Piñero, project director. <sup>n</sup>

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## Gannett from page 2

Kurzweil Reading Machine for the blind, the first omni font, optical character recognition system. He has started 10 companies, including Kurzweil Computer Products, which was purchased by Xerox, and has written five books.

As a futurist, Kurzweil correctly predicted the explosion of the Internet and the use of computerized, intelligent weapons systems. He is a member of the National Inventors Hall of Fame and received the National Medal of Technology from President Bill Clinton in 1999.

The Caroline Werner Gannett Project was created in 2006 to explore new intersections of the sci-



Ray Kurzweil

ences, technologies, social sciences and humanities for the educational and cultural enhancement of RIT students and the broader Rochester community. The Project brings in noted scholars, authors and artists for a series of lectures, colloquia and workshops related to innovations across different disciplines. An elective course, "Visionaries in Motion," will be offered in 2008-2009 in conjunction with the series through RIT's College of Liberal Arts and the Honors Program.

"The new course, open to students at all levels, is a rare opportunity to learn more about and interview a slate of world-renowned scholars and artists who will visit RIT this year as part of Gannett's 'Visionaries in Motion' series," adds Broe.

For more information, visit [www.cwgp.org](http://www.cwgp.org). All Gannett events are free and open to the public. <sup>n</sup>

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## Rankings from page 1

value relates to a school's academic quality to the net cost of attendance for a student who receives the average level of financial aid. The higher the quality of program and the lower the cost, the better the deal, according to *U.S. News*.

In the "Programs to Look For" category, RIT was listed as one of only 14 colleges nationally recognized for excellence in the "internships/cooperative education" category. RIT has been on this list every year since *U.S. News* began the category in 2002.

RIT is also recognized among the top 70 undergraduate engineering

programs among universities where the highest degree is a doctorate. In 2003, RIT launched its microsystems engineering Ph.D. program, the first of its kind in the nation. And the E. Philip Saunders College of Business finished in a tie for 74th among the nation's best undergraduate business schools.

"The annual *U.S. News & World Report* rankings are a helpful guide for many prospective students," says RIT President Bill Destler. "We're pleased to be recognized once again as one of the nation's foremost universities." <sup>n</sup>

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## Osher from page 1

director for Osher Lifelong Learning Institute at RIT. "New initiatives will be made possible such as the Osher Arts and Lecture Program, which combines special music performances with guest speakers in a variety of topics ranging from foreign policy to Internet technology."

As Peter Luce, council chair for Osher Lifelong Learning Institute at

to support reentering adult college students who seek to advance their education in multidisciplinary studies. The program has become a regional resource for people seeking to reengage with the university and upgrade their skills.

"For the past two years, we have administered Osher Reentry Scholarships and awarded 21 scholarships

*"New initiatives will be made possible such as the Osher Arts and Lecture Program, which combines special music performances with guest speakers in a variety of topics ranging from foreign policy to Internet technology."*

—Julie Blowers, program director for Osher Lifelong Learning Institute at RIT

RIT, explains: "At this time, we are among 121 university-based Osher lifelong learning institutes nationwide which together provide educational programming for over 70,000 people. The Osher endowment award is a major national recognition of the value of our program. We are pleased and proud of that recognition."

The Osher Reentry Scholarship program offers scholarship funding

totaling over \$100,000," says James Myers, director of RIT's Center for Multidisciplinary Studies.

"What is unique about these scholarships is the emphasis on re-entry students—students who are 25 years of age or older who have had their college education interrupted in some way. As you can imagine, the stories are inspirational." <sup>n</sup>

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## Walking into sports history



Submitted by Joe Venniro

Members of the National Champion 1982-1983 RIT men's hockey team were inducted into the 2008 Frontier Field Walk of Fame in conjunction with the Greater Rochester Sports Authority Aug. 10. The squad was honored in the "Team of the Ages" category. The 15-member group was honored before the Rochester Red Wings played the Indianapolis Indians in Triple-A baseball action at Frontier Field. The 1982-1983 Tigers finished the season with a 23-9-0 record, defeating Mankato State, U-Mass Lowell and Bemidji State to win the Division II national championship. RIT's first as an athletics program. Above, from left to right, are Lou Spiotti, director of RIT's Center for Intercollegiate Athletics and Recreation, and former teammates Dave Burkholder, Dave Metzger, Chris Johnstone and Mark Burgholzer.

## Rosenbaum

from page 2

powerful position on the national stage, earning Rosenbaum the nickname "Iron Chancellor."

Kissinger says of *No Room For Democracy*: "As Dick's personal story unfolds, we also see the reshaping of American politics, as a tide of conservatism washes over the liberal wing of the Republican Party. We follow him through serious issues of governance to incidents that are uproariously funny."

The book is available at [www.amazon.com](http://www.amazon.com), [carypress.rit.edu](http://carypress.rit.edu) and bookstores. <sup>n</sup>

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## Opening Day

from page 1

Building. Construction has begun on the Administrative Services Building and Student Innovation Center. Plans are also underway for a new building for the School for American Crafts, the Vignelli Design Center, the Global Village housing complex, and a new facility for the Golisano Sustainability Institute. RIT also officially opened RIT Dubai, and Park Point was opened by a private developer.

So, according to Destler, what's next for RIT?

- Redouble efforts to retain and graduate students from undergraduate programs
- Expand geographic reach and continue to increase the number of students who apply to RIT programs
- Establish a faculty teaching-load policy that will allow sufficient time for faculty to engage in research, scholarship and creative work
- Create a plan to ensure that RIT faculty, staff and students are nominated for the most significant national awards and fellowships

"We must begin a more organized effort to tell the world about what is happening at RIT," added Destler.

New this year, the administration will try out an "open administration initiative" in which Destler and the vice presidents will give reports to the campus community on issues such as strategic directions, budgeting, new academic programs, student enrollment, fundraising, facility planning, research programs, diversity efforts, student affairs and community and government relations.

"In this manner I hope to keep the RIT community informed of important new initiatives and obtain broader community input before significant decisions are made." <sup>n</sup>