



Alumni Profiles—Laura Scott

A global information technology manager for Mobil Chemical Company's Films Division, Laura Scott's work days are filled with choices. After all, she manages all areas of IT and helps determine the future technological direction of the company. No small task. Her demanding job requires management of a \$12-million budget and everything from telephone systems to enterprise-wide systems, while spending more than 25 percent of her time traveling and managing a Mobil group in Luxembourg. But the decisions she makes at work are very different from the life-altering choices she's made to get to where she is today.

Scott graduated from college with a fine arts degree and worked in a number of clerical positions until she concluded her career path was leading to a dead end. Not knowing exactly what she wanted to do, she took courses in a number of areas from public relations to calculus, and a newly found interest in mathematics fueled her return to the classroom. After studying for four years at night school, she earned a second bachelor's degree in computer science. She continued her education taking part-time evening classes and earned an MBA from RIT in 1991.

"Continuing education is essential for any job, but in technology you're under constant pressure to remain current in a rapidly evolving arena," explains Scott.

Speaking about her business degree at RIT, she says, "Applied learning is just one of RIT's strengths and the main reason I chose RIT. I need to relate what I'm learning to specific business issues."

Along the way, Scott has learned a lot about men and women in business, careers in technology and the power of making your own choices. She attributes much of her success to supportive relationships with both her family and her managers.

"My parents always stressed the value of education and encouraged me not to set limits on my abilities," she says. "I also have an extremely supportive husband who provides encouragement and advice. We're very much a partnership. I've been fortunate to have had terrific managers throughout my career who have discussed business issues they faced at higher levels to provide me with insight into the business beyond what I'd be exposed to in my positions. I have a tremendous interest in business in general—understanding what decisions are made and why. My managers have also given me valuable feedback on my job performance. It's difficult to see yourself as others do so it's important to have someone you trust give you that feedback—even though it's not always easy."

The MBA degree, says Scott, gave her the business skills she needed to understand marketing, finance, distribution and pricing—all necessary



Laura Scott

for being a good manager. As a successful woman in the male-dominated business world, she advises other women to learn to be comfortable working with men and to learn to adapt to different work styles.

"Women should always be themselves but must also be sensitive to the differences in men," she explains. "Although I've faced some hurdles as a woman in business, alternatively the strongest support I've received has been from men."

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COB Alumni Honored at Awards Ceremony

Nine RIT alumni were honored at the annual Alumni Awards Banquet at Rochester's Oak Hill Country Club. The highlight of the evening was the presentation of the Outstanding Alumnus of the Year Award to Donald Naylor, a 1961 College of Business graduate.

Naylor, an accounting alumnus, began his career after graduation with Peat, Marwick, Mitchell and Co. and continued as controller at Johnny Antonelli Tire Co. from 1966 to 1970.

In 1970, he was named an officer at the Rochester accounting firm Davie Kaplan Chapman and Braverman, where he remained until his semi-retirement in 1995.

Naylor consults as a certified public accountant while remaining active in his community. He serves as a lay minister for the First Presbyterian Church of Pittsford and is a member of the YMCA's George Williams Society, New York State Society of Certified Public Accountants and the American Institute of Certified Public Accountants.

Naylor has also strengthened his ties to RIT through the years. He is a member of the board of directors for the Alumni Network and holds membership in a variety of organizations, including the Council on the College of Business and the Nathaniel Rochester Society. He served as the first president of the College of Business Alumni Advisory Council.

"I choose to serve RIT as it has always been my belief that RIT is a place where dreams are born," said Naylor. "When I first came to RIT, I was a young man who dreamed of building a better life for myself and my future family. The college gave me the tools necessary to make that dream a reality."

Naylor resides in Pittsford with his wife, Dorothy. They have two children, David and Doshia.

Another of RIT's graduates, Daniel Carp, was honored that evening with the Distinguished Alumni Award for the College of Business.

Carp, who earned his MBA from the college in 1973, began as a statistical analyst in 1970 at Eastman Kodak Company, where he is now



Donald Naylor



Daniel Carp

president and chief operating officer. Over the years his increasingly responsible positions at Kodak included general manager of sales for Kodak Canada, general manager of the European, African and Middle Eastern region, and executive vice president. He serves on the boards of directors of Kodak and Texas Instruments and received the 1997 Human Relations Award of the American Jewish Committee Photographic Imaging Division.

Leenhouts Brothers Receive VandenBrul Award

Home Properties of New York, Inc., a Rochester-based real estate investment trust firm, has become one of the region's most successful and respected organizations. As a result, Norman and Nelson Leenhouts, the company's leaders, earned the 1999 Herbert W. VandenBrul Entrepreneurial Award, presented by the College of Business.

"The Herbert W. VandenBrul Award symbolizes the links that join RIT and the Rochester business community," said Dean Hopkins. "The

Leenhouts exemplify the essence of this award—keen management skills and business savvy, together with innovation and the practical application of higher learning."

Norman Leenhouts serves as chairman and co-CEO of Home Properties and focuses on acquisitions, while his twin brother, Nelson, is president and co-CEO and takes the lead on property management. Home Properties owns, manages,

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The 1999 Herbert W. VandenBrul Entrepreneurial Award was presented to identical twin brothers Nelson (left) and Norman Leenhouts at a ceremony in March. The Leenhouts are co-CEOs of Home Properties of New York, Inc., a Rochester-based real estate investment trust firm.

acquires and develops apartment communities in the northeastern, mid-Atlantic and midwestern United States. The company operates 260 communities containing 34,427 apartment units and manages 1.7 million square feet of commercial space. According to *Rochester Business Journal's* Rochester Top 50 publication, Home Properties, whose stock is traded on both the New York and Berlin stock exchanges, is ranked second among local public companies in earnings, sales and employment growth. Since going public in 1994, the company has acquired three-quarters of a billion dollars worth of apartments.

"During 1998, Home Properties generated some of the best results we've had in over 30 years of operations," say the Leenhoutses. "Our decentralized structure provides employees with the appropriate tools, authority and motivation to exceed expectations for residents and meet the goals of our investors. We also take great pride in building customer loyalty and in our commitment to customer service."

The Herbert W. VandenBrul Entrepreneurial Award, created at RIT in 1984, goes annually to an individual who successfully developed a business that improved the Rochester economy or whose innovative management skills have changed the course of an existing business. Past winners include Dilip Vellodi, The Sutherland Group, Ltd.; L. Michael Hone and Jay M. Eastman, PSC, Inc.; Valerie Mannix, Mercury Print Productions; and Charles and Burton August, Monro Muffler Brake, Inc.

Patrick McAvoy, an international business student, won the 1999 VandenBrul Student Entrepreneurial Award and \$1,000 grand prize. He was honored for a business plan he developed for Music 2 Burn, an online vendor of songs that can be legally purchased and downloaded by the consumer.

"This is such an amazing feeling to be able to take what I've learned in the classroom, develop it into a feasible business plan and be rewarded for doing a good job," says McAvoy. "The guidance I received from my professors and mentors really made the project fun and non-threatening."

Greetings from the Dean



Tom Hopkins

Since my May 1 appointment as dean of the College of Business, I have been immersed in an exciting process. The faculty and staff of the college are busy working together with me on plans to position the college for the challenges of the 21st century business environment. We know we must prepare our students for rapid changes in technology and increasingly vigorous and global competition. Students must possess the leadership and management skills to be astute problem-preventers and -solvers with a systems perspec-

tive that will enable them to convert product development and management challenges into competitive advantages.

As we move into the 21st century, the College of Business is committed to producing leaders who excel at managing people, technology and quality in a global context. We aim to equip a diverse array of talented students with capabilities for strategic and critical thinking needed for effective leadership in a global economy where creative management of both people and technology is vital.

The college has an excellent foundation on which to build. Our innovative, multidisciplinary curriculum—embedding current technology, quality principles and a global perspective throughout—produces graduates able to convert managerial learning into pragmatic business applications. Our faculty combine teaching excellence and personalized attention to student needs with applied research. Our staff provide extensive support to ensure our students' success. Our setting in a technological university embarked on creative business partnering, entailing joint programs across colleges and countries, opens unique opportunities for all partners.

In the coming months, you will hear more about our mission and our progress on the uncharted road into the 21st century and beyond. We will keep you posted as we move forward on our journey. We hope you will share our enthusiasm—and want to join us in some capacity.

A handwritten signature in cursive script that reads "Thomas D. Hopkins".

Golisano Shares Secret of Success



B. Thomas Golisano, chairman, president and CEO of Paychex, Inc., addressed a roomful of eager listeners at Rochester's Oak Hill Country Club in June. A featured speaker for the COB Alumni Executive Breakfast Briefing Series, Golisano discussed how he built the company from a struggling one-room office in 1970 to an organization with seven consecutive years of net income growth of 36 percent or more.

B. Thomas Golisano, chairman, president and CEO of Paychex Inc., captivated the crowd at Oak Hill Country Club for the final College of Business Alumni Executive Breakfast briefing of the 1998–99 season. The audience, the largest ever to attend a Breakfast Briefing, was spellbound by his story of how Paychex was built. Starting with virtually nothing but a dream, Golisano worked relentlessly to create and guide the company that has evolved into one of the country's top performing businesses.

In his comments about Paychex, Golisano talked about his success in making lemons into lemonade. Because Paychex provides a place where small businesses can out-source payroll processing and the burden of keeping up with ever-changing government regulations, it has developed a unique market niche while providing a valuable service to small businesses.

As Golisano responded to questions from the audience with wisdom and wit, it was evident that the secret to Paychex's success is Tom Golisano.

COB Breakfast Briefings at a Glance

The 1998–99 College of Business Alumni Executive Breakfast Briefings were a resounding success. In October, Sean Bratches, senior vice president, Affiliate Sales and Marketing at ESPN, kicked off the series with his presentation, "An Inside View of ESPN." Bratches, a 1984 graduate of the college, has been at ESPN for 10 years, during which time it has grown to be America's flagship sports television network. Alumni and guests were treated to a rare glimpse of behind-the-scenes strategies and goals that are responsible for the growth and success of the network.

In December, our own Nick Francesco, systems administrator for the college, presented "Nick in the Morning: Keeping Pace with Technology." An expert in computers and locally famous through his newspaper

column and radio and television appearances, Nick engaged the audience with his pragmatic and sometimes humorous views on what we can expect from technology in the 21st century.

Lindsay Collier (MBA '73), president of Creative Edge Associates, ushered in the spring season with his March presentation, "21st Century Thinking for Organizations: How to Create a Breakthrough Future." His presentation was an inspiring lesson on how to shake off old habits of thinking and learn techniques to help us explore innovative ways of thinking about our current business practices.

B. Thomas Golisano, chairman, president and CEO of Paychex Inc., wrapped up the series in June with his presentation, "How We Built Paychex: Lessons for the Entrepreneur."



RIT's own Nick Francesco "wowed" the crowd during his talk for the COB Alumni Executive Breakfast Briefing Series in December at Oak Hill Country Club. Francesco, systems administrator for the College of Business, discussed how to keep up with ever-changing technological advances.

RIT's Executive MBA Program Scores High in National Survey

RIT's Executive MBA (EMBA) program has scored high in a national survey measuring student satisfaction. According to a 1997-98 Student Satisfaction Exit Survey by the Executive MBA Council, student satisfaction in RIT's EMBA program is significantly higher than the overall scores of the 63 participating schools. In key areas—curriculum, faculty, teaching methods and administration—RIT ranked very high. Other nationally recognized universities included the University of Pennsylvania (Wharton School), Northwestern University (Kellogg),

University of Chicago, New York University (Stern), Washington University, State University of New York at Buffalo and Rensselaer Polytechnic Institute.

"We are very pleased with the survey results because they show we have satisfied customers—executives who want a program focusing on current business issues and how they can apply what they learn to their job and the competitive business environment," says Thomas Pray, director of the program. "More importantly, getting high marks from business leaders who can be demanding and critical makes it even more special."

Pray adds that the survey confirms that the emphasis on practical knowledge, career skills, total quality, leadership, team building, verbal and written communication and a capstone project working on real problems is giving industry what it wants. "RIT's EMBA program was initiated at the request of local industry, and we have a continuing partnership with them to insure currency and relevancy," he explains.

The program set a new record this fall for incoming students (30) and for the number of company vice presidents among the group (six). The program is accredited and has been recognized by the American Assembly of Collegiate Schools of Business for continuous improvement.

Tom Hopkins—New Dean

On May 1, Thomas D. Hopkins was named dean of the College of Business after an eight-month term as interim dean. A wider search process for a permanent dean was dismissed on the recommendation of RIT officials, trustees, faculty, staff and students.

Hopkins is also an adjunct fellow at the Center for the Study of American Business, Washington University, in St. Louis. From 1988 to 1999, he was Arthur J. Gosnell Professor of Economics in the College of Liberal Arts and taught in the MBA program at the U.S. Business School in Prague, Czech Republic, from 1992 to 1998. Hopkins will retain his tenure and rank as a professor in the College of Liberal Arts but has resigned from the Gosnell Professorship.

"It's a unique privilege to serve as dean at this particular juncture in the college's history," says Hopkins. "Against the backdrop of rapid changes in technology and vigorous global competition, the College of Business is adding new faculty and programs that will give our students a special edge in the creative management of people and technology. All in all, it's a great opportunity for a new dean."

In March, a congressional committee invited him to testify on proposed regulatory accounting legislation, and he acts as an adviser to the U.S. General Accounting Office on business regulatory issues. His research on business burdens of government regulation has led to several consulting assignments, and he has been quoted in the *Wall Street Journal*, *Christian Science Monitor* and *Forbes*.

Before coming to RIT, Hopkins held senior management positions in two White House agencies during the Ford, Carter and Reagan administrations, and in 1979 President Carter appointed him a charter member of the federal government's Senior Executive Service. In the early 1980s, he served as deputy administrator for the Office of Information and Regulatory Affairs, a division of the Office of Management and Budget.

"Tom is highly qualified for this position and has served at an outstanding level as interim dean during this current academic year," says Stanley McKenzie, RIT's provost and vice president for academic affairs. "I wish him all the best as he continues to confront the numerous challenges and opportunities facing the College of Business."

Kemper Grant

The College of Business has received a \$200,000 gift from the James S. Kemper Foundation and the Kemper Insurance Companies in honor of Richard Rosett, former dean of the college and longtime member of Kemper's board of directors.

"The Kemper gift will help us create an enduring testament to the vision and leadership Dick Rosett has brought to RIT's College of Business," says Dean Thomas Hopkins. "This gift will allow the college to build on Rosett's strong leadership in establishing the College of Business as a center of excellence for quality, technology, management and industry partnerships."

As dean, Rosett helped the college develop a national and international reputation through such innovative programs as the RIT/USA Today Quality Cup competition and the establishment of the U.S. Business School in Prague.

He is now the director of the college's Quality Cup programs.

FACULTY/STAFF NOTES



NEW FACULTY

Department of Finance, Accounting and Management Information Systems

Timothy Babbit, Ph.D. candidate, University of Pittsburgh (visiting)

Michael Lacina, Ph.D., Purdue University
Department of Management, Marketing and Decision Sciences

Jerry Curnutt, Ph.D., Illinois (visiting)

John Ettlie, Ph.D., Northwestern University

Neil Hair, Ph.D. candidate, Sheffield Business School (visiting)

Sandra Rothenberg, Ph.D., Massachusetts Institute of Technology

APPOINTMENTS

David Ballard, formerly a student employee in the college, has accepted a full-time position as network specialist.

Michelle Blinnd has joined Student Services as a graduate academic adviser.

Annette Fagan has become a member of the Student Services support staff team as a staff assistant.

Steven C. Gold, professor of economics and finance, has been named chairman of the department of finance, accounting and management information systems.

Susan Lewis joined the college as a staff assistant in Student Services.

Stanley M. Widrick, professor of marketing, has been named chairman of the department of management, marketing and decision sciences.

FACULTY/STAFF NOTES

Eugene Fram, J. Warren McClure
Research Professor of Marketing:

Co-published "The True Price of Penalties" in the October 1999 issue of *Marketing Management* (with Michael McCarthy, RIT, MBA).

Co-published "A New Look for Theological Alumni Studies," for the *Journal of Ministry Marketing and Management*, Vol. #4, (2), July 1999, pp. 59-73 (with Dale Davis).

Co-published "Handling Purchasing Partnership 'Life Events,'" for *Agency Sales*, July 1999, pp. 24-27 (with Judy Barringer, RIT, MBA).

Co-published "Conflict of Interest in the Board Room," for *Nonprofit World*, March-April 1999, pp. 19-21 (with Judy Withers, RIT, MS in finance).

Elected board co-chair, Alliance for Children and Families, a national organization serving 400 local human service agencies in 2,000 communities, with 5 million clients.

Daniel A. Joseph, *associate professor, management information systems:*

Attended a month-long program in June as part of Eastman Kodak's Team SAP ABAP Workbench Academy, taking SAP R/3 courses. ABAP/4 is the programming language for R/3, and the ABAP Workbench is the programming environment for SAP R/3 systems.

Worked with Dean Hopkins and Professor J. P. Lessard on evaluating the potential benefits and possible drawbacks of entering into an academic partnership with SAP America. The SAP University Alliance grants member institutions software valued at \$1.2 million.

Assisted in the development of the college's new graduate certificate program in e-business. The program is currently under review.

Robert Pearse, distinguished lecturer, management, wrote an article, "Developing Your Career Success Skills," that has been accepted for publication in the January 2000 issue of *Compensation and Benefits Management*.

Thomas A. Williams, *professor, decision sciences:*

Co-published the ninth edition of *An Introduction to Management Science* (with David Anderson and Dennis Sweeney).

Co-published the second edition of *Essentials of Statistics for Business and Economics* (with David Anderson and Dennis Sweeney).

Co-published version 5.0 of the software package *The Management Scientist* (with David Anderson and Dennis Sweeney).

Alumni Memories

In our Spring 1999 annual fund letter, we asked alumni to share memories of their experiences with the College of Business. We hope you enjoy reading some excerpts of the memories from your fellow alumni.

Rolf E. Brynlsen (AAS '54): "RIT was a good experience in my life. We had great teachers at the old RIT, once known as Mechanics Institute. I enjoyed co-op, night classes and lasting friendships. I belonged to RIT Choralers and RIT Ski Club. The department helped me handle the businesses we ran more effectively."

Thomas A. Camiolo Jr. (BS '72): "Graduated on time while working two or three jobs, minimum. Graduated without a school loan. Enlisted for three years after graduation. Spent one year in Turkey and one year in Korea. Married an alumna of RIT."

Francis R. Erickson (Diploma '30): "At 92, I am enjoying my retirement in Dade City, Florida and have many happy memories of my time in Mechanics Institute."

Doreen Mahin Keville (BS '88): "My best memory of the College of Business was that I was in the first graduating class with accreditation. I enjoyed all my years at RIT. The College of Business prepared me for my future. I am now a planning manager of the women's footwear department at TJ Maxx headquarters."

Mary G. Maggio (Diploma '48): "I have very happy memories of my days at RIT and made wonderful friends with other students and faculty members. I believe in about 1946 the veterans were returning to college and I can remember helping with the enrollment. It changed the whole atmosphere in school for the better."

Barbara W. Martin (Diploma '46): "I must say that the years I spent at RIT were the best years of my life. I met very dear friends whom I am still in contact with after 54 years. The '40s were the best. We jitterbugged every noon and night. My husband and I were very active in all of the campus doings. Bob was president of the Student Council and vice president of the Senior Class. I was president of my sorority."

Ruth B. Sachs (Diploma '43): "I have always been so thankful for your co-op program. Back when I went to RIT, you started right out with four weeks in school and four weeks on your job. It was being able to earn part of my way through college that enabled me to get an education. My husband, Harold, and I are building a new home just north of Lakeville (N.Y.) and will be celebrating our 50th wedding anniversary on June 25. Where do the years go?"

E. Peter Schneider (MBA '71): "One of my greatest memories was the time a team of us in a marketing research class did a project on starting a part-time law school in Rochester. The team received first-page press in the *Daily Record* that published our research findings. An ad in the Rochester *Democrat & Chronicle* about the law school prompted 250 people from all walks of life to write to the team. It turned out to be a great learning experience that has had an impact on my business life. RIT is a great school, and I will always remember my MBA experiences."

Robert W. Weiss (BS '64): "It was a great time to be a student. It was the beginning (1960s) of the British invasion. Dodging traffic on Plymouth Avenue and Broad Street was an art form. My RIT was in Rochester, not Henrietta. I hope to attend some of the many events, get on-line and keep in touch that way."

Alumni Notes

Steve Brent (MBA '91) has joined Frontier Corp., Rochester, as a network analyst.

Mark C. Glor (MBA '97) is now an associate with the consulting firm of J.S. Eliezer Associates, Inc. in New York City.

Lynette M. Loomis (MBA '79) was a 1999 Athena Award nominee in Rochester. The award recognizes and honors business and professional women in the community for their career achievements, support for the advancement of women and service to the community.

Thomas R. Pearce (BS '94) was promoted to director of manufacturing for Weyerhaeuser Company in Michigan.

James R. Titus (MBA '72) started a second career as a financial planner in Pittsburgh, Pa., after working 32 years for the Pittsburgh Public Schools in the program for deaf and hard-of-hearing students.

Eugene T. Young (BS '64) was featured in a local Rochester newspaper for his full-time volunteer work in the West Irondequoit School District. He helps first-grade students with computer skills, math and reading and often acts as a surrogate grandpa. Young said he knew he would have to stay active after he retired from his job in production planning at Pfaunder Co.

Outstanding Students Recognized by College of Business

The College of Business held its annual Student Recognition Ceremony in April. COB administrators, faculty and staff presented more than 50 awards and distinctions at an evening event.

THE 1999 UNDERGRADUATE STUDENT AWARDS

- **Theodore J. and Betty Jane Altier Endowed Scholarship**—Nancy Lynn Burgos, Jessica Guino and Mehdi Miyara
- **John and Mary Bartholomew Annual Scholarship**—Marie Alexa Louis
- **Ruth Levi Bernhardt Scholarship**—Mehdi Miyara
- **Joseph A. and Helen A. Blatecky Endowed Scholarship**—Kunal Kadakia, Alison Kronenwetter, Jason Parry, Donald Rider, Satnam Sohal, Ashwini Taneja and Melissa Vasilev
- **Peter C. Browne College of Business Endowed Scholarship**—Andrew Dewar
- **College of Business Alumni Association Scholarship**—Sherri Fazio and Lorrie Muldoon
- **Raymond J. Englert Scholarship**—Nancy-Lynn Burgos, Kathryn Falcone, Dionisios Favatas, Courtney Timms and Stephen Wake
- **Harry C. Eyer Memorial Scholarship**—Theresa Hayden, Joe Hayden, Nicholas Leonard and Jason Schwingle
- **Isaac Gordon Memorial Scholarship**—Christian Blakeslee
- **Healthcare Purchasing Society Scholarship**—Christian Blakeslee and Robert Pickering
- **Edwina B. Hogadone and Gertrude J. Larwood Memorial Scholarship**—William Thomson
- **Manufacturers Hanover Endowed Scholarship**—Kevin Sheldon and William Thompson
- **Donald Margolis CPA Scholarship**—Benjamin Chan
- **Naylor College of Business Endowed Scholarship**—Shaun Hunt
- **Robbins and Myers Scholarship**—Hubert O'Mally

- **Madelon and Richard Rosett Scholarship**—Patrick Bavaro-Phelan
- **Turri and Browne Endowed Scholarship**—Shawn Hunt
- **Louis A. Wehle Memorial Endowed Scholarship**—Joye Kleist, Paul Lenz and Ben Munson
- **John J. Wittman II Memorial Fund**—Jennifer Czyz, Hoang Duong and Chris Granger
- **Xerox Hispanic College Liaison Program Scholarship for Business Students**—Nancy Lynn Burgos and Harold Gutierrez
- **Donald Zrebiec Scholarship**—Michael Burkett

THE 1999 GRADUATE STUDENT AWARDS

- **Manufacturers Hanover Endowed Scholarship**—Peng Luo, Priyank Jain, Rochelle Webster and Wei Fu
- **Marine Midland Bank Fellows**—Heather Rogers
- **William L. Mihal Graduate Scholarship**—Steve Streibel
- **Louis A. Wehle Memorial Endowed Scholarship**—Wanjun Gao

ACHIEVEMENT AWARDS AND LEADERSHIP RECOGNITION

- **Alpha Sigma Lambda**—Nancy Lynn Burgos, Qi Feng, Rebecca Galinski, Edgard Graterol, Richard Stone and Robert Wiegand
- **Financial Executives Institute Outstanding Student Award**—Greg Tobolewski
- **J. Watamull Scholarship**—Rajiv Khurana
- **NYS Society of CPAs Outstanding Graduate Accounting Major**—Edward Kennedy
- **Northwestern Mutual Life's Annual Sales Presentation Competition**—Erin Shawkey
- **Student Services Spirit Award**—Keith Vibbard
- **RIT Outstanding Scholars**—Rebecca Galinski, Matthew Mroczek, Richard Oswald and Christopher Rizzo
- **VandenBrul Award**—Patrick McAroy

- **Phi Kappa Phi Honor Society**—Adam Burke, Mariah Clark, Carl Devendorf, Robert Fischmann, James Forger, Cynthia High-Fischmann and Michael Krupnicki

BETA GAMMA SIGMA INDUCTEES

Beta Gamma Sigma is the highest national recognition a student can receive in an undergraduate or master's program in business or management.

Junior class inductees: Christian David Blakeslee, Adam William Burke, Michael James Burkett, Marisol Carrasquillo, Ben Chan, Chen Cheng, Kim Marie Daley, Christopher J. Granger, Gautam Kakkar, Sharon A. Matteson, John M. Miller, Donald M. Rider, Satnam S. Sohal, Joshua David Tanski, Kathryn E. Thornbury and Olga L. Zilberbourg

Senior class inductees: Yvonne A. Dubé, Qi Feng, Elia Marie Gallelo, Theresa I. Gangemi, Murodjon S. Goziev, Deborah Elizabeth Judge-Watt, Maksim Lvovich Kim, Nozim Lutfullaev, Matthew John Mroczek, Richard T. Stone, Sue-Ellen Thompson and Lamont R. Wright.

Master's class inductees: Sanjay Arora, William Caleb Barlow, Wendy M. Bieber, Joseph Daniel Blasiak, Michael R. Charland, Kevin D. Douglass, Cahit Akif Erdogan, Robert Paul Fischmann, James R. Forger, Jie Gao, Kathleen M. Ginsberg, Vinay Golchha, Harsh Gupta, Cynthia K. High-Fischmann, Vipul Jain, Vipul R. Karundia, Steven John Kasper, Edward A. Kennedy, Michael A. Krupnicki, Tara Marie LoCastro, Robert E. McNamara, Garland J. Nichols, John Michael Santoli, Naveen Sarawgi, Gaurav Sethi, Richard A. Shroyer, Kenzo Takai, Vishal Varshnei, Caren Weaver and Hang Xu

Faculty: Dr. Marca Bear, Dr. Delvin Alexis Grant, Dr. Patricia A. Scorce

Class of '99 Continues Class Gift Tradition

This year the Class of '99 continued the tradition of the Class Gift Program in the College of Business. Students from diverse backgrounds and different majors formed a committee to raise money for the '99 class gift. After polling their classmates, the committee members chose an RIT/USA Today Quality Cup as the gift. The cup will be displayed in a case in the main lobby of the college.

"The Quality Cup is a prestigious award that is representative of the excellent quality education we received in the College of Business," said committee member Daniel O'Sullivan. "We hope to raise awareness of this award and the unique partnership that RIT has with USA Today."

Nearly 60 students, faculty and staff contributed more than \$1,500 for the Quality Cup and display case.



Members of the class of 1999 raised money to purchase a replica of the RIT/USA Today Quality Cup for their class gift. Here, Keith Vibbard (left) and Daniel O'Sullivan, recent grads and class gift committee members, pose with the prestigious award. Last year's class presented the college with a television with digital satellite capabilities equipped to run business programming.

Quality Cup

RIT and USA Today recently announced the winners of the 1999 RIT/USA Today Quality Cup competition recognizing outstanding contributions to improving quality in the work place.

The Quality Cup went to winners in six categories:

- Government—Charlean's Angels, U.S. Postal Service/Royal Oak District, Birmingham, Mich.
- Manufacturing—The Eliminator's, Lear Corp., Strasburg, Va.
- Education—Business Affairs Senior Management Team, University of California at San Diego, La Jolla, Calif.
- Service—Operation First Class, GMAC Mortgage Corp., Horsham, Pa.
- Health Care—Renal Transplant Quality Management Team, Albany Medical Center, Albany, N.Y.
- Small Business—Workplace Excellence Team, SerVend International, Inc., Sellersburg, Ind.

Twelve finalists also were named: Belmont University, Nashville, Tenn.; Pearl River School District, Pearl River, N.Y.; TVA-Cumberland Fossil Plant, Cumberland City, Tenn.; National Imagery and Mapping Agency, Washington, D.C.; Department of Veterans Affairs, Washington, D.C.; Columbia/HCA ASD, Dallas, Texas; Sonoco,

Cincinnati, Ohio; Allied Signal/AES, Rocky Mount, N.C.; United States Cellular Corp., Chicago, Ill.; Merrill Lynch Credit Corp., Jacksonville, Fla.; Plastic Molding Manufacturing, Inc., North Attleboro, Mass.; Continental/Midland, Inc., Park Forest, Ill.

For the eighth annual competition, 179 nominations came in from Fortune 500 companies, government agencies, not-for-profit groups and small businesses nationwide. The Quality Cup competition was developed by former dean Richard Rosett and Thomas A. Curley, president and publisher, USA Today. Rosett is currently director of the Quality Cup Programs in the college.

The Quality Cup recognizes individuals and teams who make significant contributions to the improvement of quality products and/or services in an organization by applying total quality management principles. All entries were reviewed by officials at COB, USA Today and a panel of independent experts from across the country.

The Quality Cup itself—a silver goblet suspended atop a marble column—was designed and crafted by Leonard Urso, a professor, sculptor and silversmith in RIT's School for American Crafts.

College Holds Mock Interviews

The college held its second annual Mock Interview Program in March. This program provides students with an opportunity to practice interviewing with professionals in their field of study. This year 82 students and 23 employers, including AT&T, Arthur Andersen, Danka, Eastman Kodak Company, Paychex, Smith Barney and Xerox Corporation, participated in the program.

Employers conducted 20-minute interviews followed by a 10-minute critique and a written evaluation of the students' performance. The companies gave the College of Business students high ratings and stated unanimously that they would participate in the Mock Interview Program again next year.



How do we get the ball out of there? Daniel Tessori (COB faculty) and Michael Daley (MBA '90) decide the best strategy for their next shot at the Third Annual College of Business Golf Tournament.

Gasser Lecture Features Top CIOs

In an era of rapid technological changes, the chief information officer has become a key player in making decisions that can create success or failure for a corporation. A decade ago the position did not exist; now it has earned a seat at the management table.

"Navigating the Technical Maelstrom: Challenges and Issues Facing CIOs" featured Gary Banks, vice president and CIO, Xerox Corp.; John Chiazza, vice president and CIO, Eastman Kodak Company; Diane Barbour, CIO, RIT; and Robert Colangelo, corporate vice president and CIO, Bausch and Lomb, Inc. Daniel Joseph, associate professor, RIT management information systems, moderated the session, which drew one of the largest crowds ever to attend the Gasser Lecture.

The panel presentation addressed technical challenges and issues encountered in managing global information systems as well as managing changing business practices and training needs that result from technology changes.

The lecture is hosted annually by the college to advance interaction and dialogue between the business and academic communities. The lecture series is made possible by a gift from the late John Wiley Jones, former honorary member of the RIT Board of Trustees and founder of Jones Chemical, Inc., in memory of William D. Gasser. Gasser taught accounting at RIT from 1967 until his death in 1977.

Career Advisory Network Update

The Career Advisory Network is now accessible on the Web. According to our Co-op and Placement Office, more students are becoming aware of its existence and are using the system for networking purposes. Some students would like to talk to alumni who are working in their field of study while others are trying to figure out how they will fit into the world of work. To date, 147 students, from all majors, have registered to use the system.

If you would like to know more about the system, call Donna Slavin at 716-475-2199 or send e-mail to dlsbbu@rit.edu. She will provide you with a password that will allow you access to the system. If you are interested in becoming a member, you can register on-line by filling out the application found on the College of Business Alumni Web Site (www.cob.edu/alumni). We are always excited to get new members.



The College of Business and Management Information Systems Student Association sponsored the 1999 William D. Gasser Lecture in January and offered the audience a taste of a day in the life of a corporate chief information officer. Guest speakers were CIOs from local companies and organizations. Pictured here from left to right are Robert Colangelo, corporate vice president and CIO, Bausch and Lomb, Inc.; John Chiazza, vice president and CIO, Eastman Kodak Company; Diane Barbour, CIO, RIT; and Gary Banks, vice president and CIO, Xerox Corp. Topics ranged from explaining the role of a CIO to discussing the technical challenges and issues encountered in managing global information systems.

RIT's Accounting Team Hosts Conference



Professor Bruce Oliver welcomes participants to the 1999 meeting of the Northeast Region of the American Accounting Association at the Hyatt Regency. The deputy chief accountant of the Securities and Exchange Commission, Craig Olinger, was the keynote speaker. (Photo by Kenneth Huth)

In April, the College of Business accounting team hosted the 1999 meeting of the Northeast Region of the American Accounting Association in Rochester. More than 150 accounting faculty and practitioners participated in more than 30 separate sessions, which included numerous academic papers, panels and a debate on auditor independence. The keynote speaker was Craig Olinger, deputy chief accountant

of the Securities and Exchange Commission.

Program director and professor Bruce Oliver said, "The meeting was a lot of work and a great success. The support of the college and my colleagues was essential. Also, I was the program director for the 1974 meeting as well, so I guess I could volunteer for the 2024 meeting."

Alumni Profiles *(Continued from page 1)*

In addition to membership in a variety of local organizations, including the Rochester Women's Network, the Women's Executive Group, the Women's Council of the Rochester Chamber of Commerce, the RIT College of Business Alumni Advisory Council, and the Dean's Council on the College on Business, Scott is focusing on building her international experience.

"I've always believed that you should not put constraints on yourself and you should be willing to take risks," she says. "If there's a certain experience you want, there are probably many ways you can get it. The trick is understanding what you want, the priority it takes in your life, and exploring alternatives for achieving it. It's all about life choices."

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