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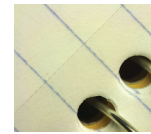
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Issue 20 – Spring 2008

**R·I·T**  
 E. PHILIP SAUNDERS  
 COLLEGE OF BUSINESS

# Dividends

**R·I·T**  
 E. PHILIP  
 SAUNDERS  
 COLLEGE OF BUSINESS

# Dividends

## A Company President on the Fast ‘Trek’

*{by Marcia Morphy, University News}*

Louise Cadwalader can walk through the Trek, Inc. manufacturing plant in Medina, N.Y., and understand exactly what’s going on in the company’s high-tech products and services line, from electrostatic voltmeters, high voltage amplifiers, generators and power supplies, to charged plate monitors and surface resistant meters.

been associated with Trek and coming to the United States for more than 25 years, visiting on average about six times a year.”

It’s a far cry from her career path when she graduated with a business administration degree in 1975 from Rochester Institute of Technology.

Cadwalader has maintained her family roots and lives in Lewiston, NC where she grew up and attended Lewiston Porter High School. After RIT and her first job stint in Philadelphia, she went back to school for accounting classes to earn her CPA, joined the accounting firm of Lumsden and McCormack headquartered in Buffalo, N.Y., and eventually earned her MBA from the State University at Buffalo.



**Louise Cadwalader ’75**

“I never envisioned becoming president of a company like Trek,” says Cadwalader, who was elected to the position in 2000. “At RIT I was interested in retail, even did my co-op at a department store in Philadelphia called John Wanamaker. They hired me after graduation and I worked there for two years as an assistant buyer in bedspreads and draperies.”

“I was an auditor and tax preparer for Lumsden and McCormack for 13 years until 1992, when working as Trek’s auditor, I heard the comptroller was leaving. I called the president and applied for the job. I became CFO in 1995, and president five years later.” “As president, the biggest acclimation was not to look at the company from strictly an analytical/financial point of view, but to look at the big picture and learn to make business decisions strategically. Sometimes when you have only 80 percent of the information, you have to go with your gut when making a decision.”

Although Trek’s ‘merchandise’ is polar opposite, Cadwalader continues to apply her strong business sense to the 40-year-old company and its sister company located in Japan.

Cadwalader stays healthy and relieves stress by running and has participated in several 5K races to “keep the juices flowing.” She’ll be celebrating her 28th wedding anniversary in June to her husband, Gouverneur (whom she calls ‘Gov’ for short), and together they have two sons, Schuyler, 26, and John, 21.

“We have 130 employees in Western New York and about 16 in Japan, where they are primarily responsible for sales and distribution,” says Cadwalader, who has visited Trek Japan three times.

“The best part of my RIT experience was the co-op, and I’m proud to say that Trek has an ongoing revolving co-op with RIT where we have a student here every semester,” Cadwalader notes. “Recruiting good talent is very helpful to employers, and as for students, it’s a much easier way to get in the door and be employed after graduation. In fact in today’s world, it’s really critical.”

“The most challenging aspects of working with Trek Japan include the time difference which is 13-14 hours, and the language and cultural differences you have to work through. Trek is very fortunate because its owner and CEO, Toshio Uehara, a Japanese native, has

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 Class Notes information to be included in next issue: \_\_\_\_\_  
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*Return this form by mail to: Megan C. Cheever, E. Philip Saunders College of Business, 107 Lomb Memorial Drive, Rochester, NY 14623-5603 or visit the Saunders home page on the web at <http://www.saunders.rit.edu>.*

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# { CALENDAR OF EVENTS }

## MAY

**Innovation Festival**  
May 3, 2008  
10:00am – 4:00pm  
RIT Campus

Come and see why RIT is known as the nation's first Innovation University! Hundreds of exhibits from faculty, staff, students will be on display. This event is free and open to the public.

**Convocation**  
May 23, 2008  
10:00am

**Commencement**  
May 23, 2008  
2:00 pm  
RIT Field House

## JUNE

**10<sup>th</sup> Annual Saunders Alumni Golf Tournament**  
June 9, 2008  
11:30am – 7:00pm  
Cobblestone Creek Country Club, Victor, NY

To register for these events contact  
**Donna Slavin, [dslavin@saunders.rit.edu](mailto:dslavin@saunders.rit.edu)**  
or 475-2199.



**Melissa Vasilev '01**  
Featured speaker at inaugural Favatas Lecture.

# IMAGINE RIT

INNOVATION + CREATIVITY FESTIVAL

## Imagine RIT

An imagination can create anything, and take you anywhere. RIT is happy to announce that imaginations and talents of students, faculty and staff will combine at RIT on May 3, 2008, and what they will create will be beyond your wildest dreams.

**Imagine RIT** is a festival that will define the term innovation. It will showcase the best that RIT has to offer in every field of study and be RIT's first and most prominent step forward in becoming the nation's first innovation university.

The focus of the festival, as President Bill Destler states, is "the merging of the right and left brain." With such diverse colleges on this campus, the mixing of all eight can be a truly powerful thing. Art, design, engineering, business, science, information technology as well as the deaf culture at NTID will all be presenting their finest accomplishments and visions for the future.

Thousands will be on campus May 3, 2008 to see hundreds of exhibits on the creative arts, robotics, space exploration, businesses out of our high tech incubator, a film and animation festival and many more interactive and memorable experiences.

Innovation is the word of the day, if not word of the future for RIT. There will be a WOW center in the Gordon Field House showcasing highlights from each academic area, exhibits at every college as well as a carnival for children and families.

This event is free and open to the public. The festival kicks off at 10am and the festivities will conclude at 4:00pm. Mark your calendars now for this inaugural one-of-a-kind festival.

If you can imagine the future being green, imagine a communication revolution, or imagine the newest innovations in science and technology you can imagine yourself at RIT on Mary 3<sup>rd</sup> 2008.

# { CLASS NOTES }

1963

**Wayne Torkington '63** has recently been named Vice president at Topologe, LLC. He is primarily responsible for developing the federal market for IT services including risk management, governance, security, compliance and other solutions. He currently resides in Boston, Massachusetts.

1970

**Brian Nicholas '70, '80 MBA** is the Sales Director, Brand Protection at SICPA where he is working with brand owners to help them defend their products against counterfeiting, diversion and piracy.

1976

**Tim Maggione '76** wants to congratulate his former RIT Club Division III Football coach, Tom Coughlin and the Giants. "Go G Men!"

1978

**Sheree Clark '78** received certification as an associate raw foods chef from the Living Light Culinary Institute, Fort Bragg, Ca. Sheree is managing partner of Sayles Graphic Design in Des Moines, Iowa and has written several books about design. **Frank Sklarsky '78** recently accepted a position at Eastman Kodak Company, Rochester, New York as Executive Vice President & Chief Financial Officer. Frank recently was employed at ConAgra Foods as Executive Vice President & Chief Financial Officer.

1980

**Holly (VanOrman) Fitzpatrick '80** and Bill Fitzpatrick are happy to announce their marriage on October 14, 2007 in Look Park, Northampton, MA. They currently reside in Erving, MA. Lynette (Simon) Khirallah, also an RIT alum and Holly's college roommate, was one of the bridesmaids. Holly has also recently accepted a position at the University of Massachusetts Continuing and Professional Ed in Hadley, MA as Manager of Student Services Systems.

1983

**Nicholas Capanna '83** was recently promoted to branch manager at First Niagara Bank in Lockport, NY.

1984

**Teresa Ayn Benatti '84** is a Sales Representative at Reichenback & Associates, a professional food service sales and marketing agency on Long Island, NY.

**Mark Schutzman '84** writes, "Recently named the US practice leader for the newly established Tax Function Effectiveness consulting practice at PricewaterhouseCoopers. Also named to lead the formation of PwC's Global Centre for Tax Technology whose mission is to maintain and distribute a market leading point of view related to existing and emerging technologies impacting the corporate tax function."

1985

**Stephen LaSalle '85 MBA** has joined Lifetime Health Medical Group as vice president of finance for both the Buffalo and Rochester regions. LaSalle and the finance team are working closely with senior leadership on strategic initiatives that support Lifetime Health's financial objectives. He currently resides in Fairport.

1990

**Pamela A. (Novak) Peterson '90** was married to Chuck Peterson on September 30, 2007.

1991

**Sharon Coates '91** is currently employed at Zaretsky and Associates a national award-winning landscape design and installation firm in Macedon, NY. Many examples of their expertise and work can be found at [www.ZaretskyAssociates.com](http://www.ZaretskyAssociates.com).

1992

**Kendell Burroughs '92** was recently promoted to CFO from Controller at Gutmacher Institute in New York.

**Todd Palczewski '92** was recently promoted to Sales and Marketing Analyst from Retail Sales Rep at Rosina Food Products, Inc. in Buffalo, New York.

2000

**Ronald Goldberg '00 MBA** has recently been appointed the Associate Director of Alumni Relations for the College of Imaging Arts and Sciences at Rochester Institute of Technology.

2001

**Keziah Lain '01** and Ryan Collier are happy to announce their marriage on October 7, 2007. They were married on a beautiful Sunday afternoon on a mountaintop at her family farm in Westtown, NY, in the Hudson Valley. Keziah and Ryan celebrated the occasion with an intimate group of close friends and family before enjoying their two week honeymoon in French Polynesia, where they relaxed on the islands of Bora Bora, Tahiti and Moorea.

**Matthew Rice '01** was recently promoted to Manager, Business Development at Constellation Brands in Rochester, NY.

**Shannon Sutton '01** received an MBA from The Red McCombs School of Business, University of Texas - Austin on December 9, 2007.

2002

**Adam Platzer '01, '02 MBA** RIT's very own associate Director of Reunions and Affinity Groups was recently inducted into the Geneva Sports Hall of Fame.

2003

**Tyler White '03** and Andrea (Hanke) White '04 are happy to announce their marriage on May 19, 2007 in Needham, Mass. They currently reside in Newport News, Va. The Maid of Honor was Sarah Behling, Class of '04.

2004

**Erin (Hannan) Clapp '04** and Daniel Clapp are happy to announce their marriage on October 27, 2007 in Indianapolis, IN. The couple was married at St. Monica Catholic Church. Bridesmaids included RIT students Jillian Patterson (2004) and Meghan Godfrey. After the wedding the couple spent a week in St. Maarten for their honeymoon. Erin also recently accepted a position at ATA Airlines, Inc. in Indianapolis, IN as a Staff Accountant.

**Lalena Symonds '04** is an Internal Auditor/Manager at Zucker, Goldberg & Ackerman, LLC in New Jersey. She is currently working remotely for the company here in Rochester, NY where she has recently taken a job in the internal auditing department.

2005

**Yi Wang '05** is the Director of Financial Analysis at Mayfield Gentry Realty Advisors, LLC in Detroit, Mich. Mayfield Gentry Realty Advisors, Inc. In his new position at Mayfield Gentry, Mr. Wang is responsible for the financial analysis and due diligence of all of the firm's acquisitions and dispositions as well as macroeconomic trend assessment and forecasting. He has extensive international experience in financial analysis of real estate projects valued in excess of \$100 million.

**Ashley Waltz '05, '07 MBA** and Joseph Walker are happy to announce their marriage on November 24, 2007 at Faith Temple Church in Rochester, NY. Alumni attending include Joelle Tannenbaum '05, Molly Miles '05, Miranda Johnson '05, Christine Wong '05, Heather Andersen '07, Jannette Hanna '04, and Kristen (Kruse) Hanna '03. The couple honeymooned in Jamaica. Ashley has also accepted a position at the Printing Industry Center at RIT as the Marketing Communications Coordinator.

2006

**Patrick Desiato '06** and Kathleen LaFreniere '06 are happy to announce their marriage which took place on October 13, 2007 in Rochester. Katie and Patrick met when they were neighbors in NRH in 2003.

2007

**Joseph Baliva '07** is the President/CEO of SenSee Technologies Inc. [www.SenSeeTech.com](http://www.SenSeeTech.com)

## Class Agent list

Have you contacted your Class Agent? If you would like to submit a class note for publication in the next issue of Dividends, or if you just want to say :hello: to an old classmate, send your Class Agent an email to let them know what you've been doing since graduation! To learn more about the Class Agent Network, and to learn how you can become a Class Agent, contact Megan Cheever at [mcheever@saunders.rit.edu](mailto:mcheever@saunders.rit.edu).

### Saunders College of Business Class Agents:

1961	Donald H. Naylor <a href="mailto:ddnaylor@rochester.rr.com">ddnaylor@rochester.rr.com</a>
	Judi Hinchliffe-Sturge <a href="mailto:jsvptours@aol.com">jsvptours@aol.com</a>
1973	Donald P. Wilson <a href="mailto:dwilson@npnewspapers.com">dwilson@npnewspapers.com</a>
	Susan Jane Foley, MBA <a href="mailto:Susan.foley@comcast.net">Susan.foley@comcast.net</a>
1976	Mary C. Dunay <a href="mailto:mcdunay@att.net">mcdunay@att.net</a>
1977	Joseph Olzowy <a href="mailto:joseph.m.olzowy@us.army.mil">joseph.m.olzowy@us.army.mil</a>
1978	Michael G. Mino, MBA <a href="mailto:mmino@propertyboss.com">mmino@propertyboss.com</a>
1979	Susan Jane Foley, MBA <a href="mailto:Susan.foley@comcast.net">Susan.foley@comcast.net</a>
1984	John Robert Brown <a href="mailto:john@brownrecruitinggroup.com">john@brownrecruitinggroup.com</a>
1992	Ed Carroll <a href="mailto:ejcarroll@yahoo.com">ejcarroll@yahoo.com</a>
1995	Todd Delaney <a href="mailto:todddeleaney@yahoo.com">todddeleaney@yahoo.com</a>
1996	Marty Burris <a href="mailto:marty.burris@rit.edu">marty.burris@rit.edu</a>
	Ladan Madresehee <a href="mailto:madresl@hotmail.com">madresl@hotmail.com</a>
1998	Karen Eisenberg <a href="mailto:Karen_eisenberg@urmc.rochester.edu">Karen_eisenberg@urmc.rochester.edu</a>
1999	Duane W. Shearer <a href="mailto:duane_shearer@yahoo.com">duane_shearer@yahoo.com</a>
2000	Jason Schwingle <a href="mailto:j_r_schwingle@hotmail.com">j_r_schwingle@hotmail.com</a>
2002	Kristin A. Metz <a href="mailto:kristinmetz@hotmail.com">kristinmetz@hotmail.com</a>
2003	Herman Lee <a href="mailto:hemanator@alum.rit.edu">hemanator@alum.rit.edu</a>
2004	Porsche Haag <a href="mailto:Porsche_haag@yahoo.com">Porsche_haag@yahoo.com</a>

## Faculty Staff Updates

**Eugene Fram** presented along with special guest commentators Michael Stone, President/CEO of BrandOrchard and Susanne Clarridge '84 MBA, President/CEO/Founder of My Brands, Inc. on "Balancing Startup Marketing and Sales. Why It's A Tough Management Call." to an audience of over 80 students and business executives. Dr. Fram who began his 51-year career at RIT in 1957 is retiring, and moving to Palo Alto, California.

**Wayne Morse** is serving on the Education Committee of the New York State Society of Certified Public Accountants (NYSSCPAs). He made a presentation on Accreditation and Assessment in Higher Education at the November 2007 Conference of the New York State Accounting Educators, sponsored by the NYSSCPAs.

**Donna Scheid '05** has been hired as the Assistant Director Executive Education Recruitment and Marketing for the EMBA program at RIT.

**Richard DeMartino**, associate professor of management at the E. Philip Saunders College of Business, and Gina O'Connor, associate professor at the Lally School of Management and Technology at RPI, were recently honored for the 2007 "Best Journal Article of the Year" in the Product Development and Management Association's Journal of Product Innovation Management.

**Dr. Robert Manning** has been named a research fellow by The Filene Research Institute, which supports research in the areas of consumer finance and credit unions.

**Khondkar Karim**, Professor of Accounting, was the keynote speaker at a recent seminar in Dhaka, Bangladesh. He spoke on the impact of the Sarbanes-Oxley regulations.

**Dr. Erhan Mergen** offered a graduate course "Seminar in Decision Sciences: Forecasting" this past winter quarter. Principles, quantitative/qualitative techniques, managerial and other issues related to business forecasting process were covered in this course.

**Neil Hair**, Refereed journal article, Discipline-based Scholarship, Equal Author, International Journal of Internet Marketing and Advertising—From Banners to YouTube: Using the rear-view mirror to look at the future of internet advertising., with Susan B Barnes, 2008.

## Alumni Helping Alumni

Jose Padin, Federal Sales Engineer, Citrix Systems Inc., is a '03 Saunders graduate and avid investor of RIT.

There was drive in Jose's voice as we spoke about his time at RIT. A drive he certainly honed while studying MIS at Saunders. He fondly recalls being pushed to the limits within group projects in a course with former Professor Grant that provided him the necessary skills to become a leader. These experiences combined with strong academics gave him the confidence to push through challenges on deadline and experience the success of collaboration.

Another learning undergraduate experience was a "very fortunate" opportunity to co-op with an RIT Saunders alum during his senior year. In fact, Jose refers to this as "the co-op that never ended."

Jose had accepted a co-op with a company in North Carolina when it unfortunately collapsed, leaving Jose with very few options. Jose turned to Debbie Kingsbury, former Alumni Relations officer at Saunders, and asked her for help. Luckily she knew that Dennis Snegosky '01, was looking to hire a co-op at CVC/CMGI in Washington, D.C. Jose called Dennis for an informational interview, which turned into a three hour conversation! During this session Jose spoke not only with Dennis, but with the HR manager, and to his surprise the CIO. One week later Jose was offered the co-op, and one month into the co-op, Jose was offered a full-time job.

The offer was fantastic, but Jose had to take many other things into consideration. At the time, Jose still had one quarter left at RIT, and finishing his degree meant a lot to him. Jose would be the first person in his father's family and the second in his mother's to receive a college degree. So, Jose found the perfect solution; he accepted the job and finished his degree through distance learning.

Jose eventually took a position at Oceana, where he was able to utilize his RIT degree and connections to the fullest. "I would not have been able to be successful in my last role as Enterprise IT manager at Oceana without the RIT co-op program. I was able to supplement part of our IT staff by hiring a Help Desk specialist through RIT. This allowed the student to gain invaluable experience at a major company and it allowed the company to save money and gain well-trained employees after their co-ops were completed." At Oceana Jose hired an RIT student, Beth White '04. Beth "did a great job" at Oceana and was not only able to excel in her work, but helped the company to excel. Eventually, Beth was hired into a full time position.

In his current position as Federal Sales Engineer at Citrix, Jose still hires RIT students as co-ops and co-workers. Presently there are three other RIT grads working on his team, and Jose even serves as a professional mentor to one of them. "RIT has a growing reputation at Citrix, when you see RIT on a resume, you KNOW they are qualified."

Success has reached Jose at many levels, recently he was even recognized as being "Above and Beyond for 2007" at Citrix, which he is very proud of. And, the fact that he continues to share his success by hiring RIT co-ops, who benefit from his expertise and experience is something that we are proud of.

It is evident that Jose truly understands what it means to support and invest in the future of RIT.

## Dean's Message

The Saunders College of Business is changing dramatically in response to changes in students' needs and aspirations as well as the changes in the global business environment. Our goal: to deliver the best educational programs for developing business innovators.

Some of the changes here are readily apparent. Just take a look at our physical facilities: the Lowenthal building has had a facelift. Outside, a new patio welcomes students and visitors. Inside, concrete walls have taken on a warmer feel, with new oak panels and railings. Students and faculty now interact in glass-walled areas that bring the outside in—minus the wind chill! The new atmosphere helps to convey the attitude of the Saunders College of Business faculty and staff—accessible, warm, and inviting.



Dr. Ashok Rao

This year our freshman attrition rate dropped 50%!! Perhaps our accessible, warm and inviting staff and facilities helped.

Technology has driven change in every business function, with dramatic results in many industries. Changes such as the global distribution of work and the advent of social networking environments like Facebook and collaboration tools like wikis and blogs bring new and unusual situations that give rise to unpredictable ethical dilemmas that need to be resolved. To keep up with these and other developments in the world of business, our undergraduate and graduate programs are changing dramatically, too. This year we introduced several significant changes to our core curricula:

- The undergraduate core will introduce students to a hands-on innovation experience. By the end of their freshman year they will have taken a sequence of three courses in which they take an idea from concept to business plan. In their junior year they take a course that examines ethics in a business context, and they will also have the opportunity to take courses dealing with entrepreneurship and creativity and different modes of thinking—such as engineering and design thinking.
- The graduate core curriculum has also changed. A new signature course has been designed to expose each student to key issues and tools in the management of innovation, ethics and globalization. Students can now also take a two-quarter elective working on a project that is directly relevant to a real-world business.

Our students are changing too. In their junior year, they become more committed to planning their careers, and are inclined to seek current, useful information about companies and business trends. To help meet this need, the Saunders College initiated a new program—a free one-year subscription to a popular business periodical, *BusinessWeek*. Here are comments from some of the students:

- "I read the articles to help keep up on current business events."
- "Having a free *BusinessWeek* show up at my door every week is phenomenal"
- "It is providing a real world supplement to my course work and I greatly appreciate it."
- "It has helped me tremendously when I speak about global issues or international affairs."

Our alumni are stepping up to the plate. One example is a generous gift from a distinguished alumnus, Charlie Brown '79, who donated \$50,000 to support our honors program. Among other things this gift helped fund the travel expenses for a group of honors students who traveled to Los Angeles this winter. They met an alumnus, Harold Gutierrez '99, at Red Bull (yes he did keep them awake), and an alumnus from Echo Lake Productions Amotz Zakai '00.

Already, we are beginning to see the impact of some of these changes. I am happy to report that the E. Philip Saunders College of Business was included in the *Princeton Review of Best Business Colleges*. In another development, *Business Week* has ranked the Saunders College program 58<sup>th</sup> in the country; our first time on this prestigious list.

So change is happening at a rapid clip around here. To get a feel for the excitement bring your family along to Imagine RIT Day on May 3, 2008. Every college in the Institute will showcase RIT-related creativity. You will feel the excitement at RIT and see evidence of the changes afoot at the Saunders College.

Ashok Rao

# { DEAN'S FEATURES }

## { John Simmons '91

{by Peter Rosenthal, Saunders College of Business}

John Simmons '91 is the Model for the American Public Servant.

Ask five different people to define government, and it is likely you will get five different, and possibly ambiguous, answers. For John Simmons '91, government unequivocally means public service, and he has been a leader in this area since before entering RIT as a freshman.

A Buffalo native, Simmons developed an interest in helping others early on, sharing the duties of caring for two younger sisters with his father, a city fireman.

Initially a biotechnology major at RIT, Simmons says he tired of the "long hours in a quiet laboratory" and transferred to the E. Philip Saunders College of Business to major in finance. Finding a little more time on his hands, he joined the Theta Xi fraternity, the Greek Council, and Student Government, in the last case serving as president.



John Simmons '91

His legacies at RIT are many and varied, including helping establish the Horton Distinguished Speakers Series, which featured former President Jimmy Carter in 1991, commissioning the tiger statue, and building sandlot volleyball courts. "Those positive experiences and interactions with (former RIT President) Dr. Richard Rose and the entire seventh

floor, and with Dr. Fred Smith and all of Student Affairs, had a significant impact on me," Simmons says.

For about 10 years after graduating from RIT, Simmons worked as appropriations associate and military legislative assistant to Rep. James T. Walsh (R-NY), advising the Congressman in areas such as defense, foreign affairs, science and technology.

After leaving Walsh's service, Simmons joined Akin Gump Strauss Hauer & Feld LLP, an international law firm where he is currently a senior advisor in Washington, D.C., home of the

firm's Public Law and Policy (PLP) section. This encompasses government consulting, lobbying, and federal relations on behalf of clients. Simmons leads the PLP's federal appropriations and national security practice. Among his clients are the State University of New York, the New York Public Library, and the Rochester Genesee Regional Transportation Authority.

Simmons clearly relishes his government and related work and views it as an opportunity not only to serve the public good today, but also to influence the future of America. He does not rule out a possible career some day as an elected official.

"I would like to (continue to) play a role in shaping our nation's future," he says. "When we look back at this time in our history, there is no question this period will be viewed as a crossroads. What will America's place be on the world stage 100 years from now? Today's leaders will shape tomorrow's history, and I want to be a part of that."

Simmons' wife, Kristine '90 (professional and technical communication), is also no stranger to government service. Currently vice president of government affairs for the non-profit Partnership for Public Service, she at one time worked as a special assistant to President George W. Bush for domestic policy.

As parents of two, the Simmonses convey obligations to both their children and their country. "If we do a good job raising our kids," John Simmons says, "then society won't have to worry about taking care of them, and maybe they can find a way to contribute."

One certainly gets the impression that the Simmons family's service to our country may have only just begun.

## { SAVE THE DATE }

### 10<sup>TH</sup> ANNUAL SAUNDERS ALUMNI GOLF TOURNAMENT

June 9, 2008  
Cobblestone Creek

## { Kevin Sheldon '02

Throughout his time from student to alumnus Kevin Sheldon '02 was and continues to be the definition of involved.

At RIT Kevin majored in MIS and minored in economics, beginning his interest in both business and technology. He chose RIT because "I had a lot of friends in high school I considered very intelligent and ambitions that decided to go to RIT, and that inspired me to look at the school myself." Also, he was "drawn to the reputation of the Co-Op program along with the personal touch that the school provided."

He certainly made the most of his four years in both academics and extracurriculars, "RIT had plenty of clubs and organizations that I could take part in." Many of those provided lifelong friendships and rewards such as MISST (MIS Student Team), 8 Beat Measure (an a capella singing group) and serving as the college Senator for Saunders.

The co-op experience also stood out as "invaluable." The co-op program allowed Kevin to "take away a lot of practical skills that I was able to apply to my career and that prepared me for professional life." It was all of those



Kevin Sheldon '02

preparations that led him to his RIT degree in May of 2002. Afterwards he thought about his future and decided graduate school would be the perfect next step. Knowing that he wanted to "work for a technology company, but on the business side," Kevin knew an MBA would be the way to do this. So, he took a trip down the road and completed his MBA at the Simon School of Business at University of Rochester in 2004.

Kevin accepted a position at AOL immediately after graduate school and has been working there since. His tenure and experience at AOL is already

expansive, he is currently a Principle Manager where he works as a strategic and financial analyst, helping executives to make decisions about investments in products, business partnerships to pursue, and how best to invest their marketing dollars. A favorite experience for him so far has been "analyzing a major strategy change for AOL—the impact of diverting resources and investments from its dial-up cash cow to its burgeoning online advertising business."

Looking forward to the opportunities that AOL has to offer, Kevin hopes to parlay his understanding of how to measure business and metrics to make sound decisions and move into product managerial role in the future at this company.

Kevin is the leader of the RIT Alumni chapter in D.C. and hosts three to four alumni events per year with RIT. He remains connected in this way because he genuinely likes to "socialize and network with fellow tigers." Also Kevin is very appreciative of his time at RIT showing his appreciation by supporting the University. Kevin also makes the trip back to our Henrietta campus often for Reunions, speaking to classes and student groups about the student to alumni experience, and being a career mentor. "I feel much of the confidence I carry with me today as a result of being able to explore my interest at RIT. I'm definitely proud to call RIT my alma mater."

An avid supporter in so many ways, it is a true pleasure to share in Kevin's story. RIT gains so much from his passion for the University and we are looking forward to a long and successful future for Kevin Sheldon.

## Student - Teacher Friendship Creates Scholarship

{by Marcia Morphy, University News}

The saying "If the shoe fits, wear it," has added meaning for two individuals, James 'Jim' Salzano and Daniel Tessonni, who established long lasting rapport since their classroom days at E. Philip Saunders College of Business in the late 1980s.

Salzano was a public accounting major who worked as a co-op at Altiers Shoes until graduating from RIT in 1987, and "Dan Tessonni was my accounting professor and the most influential instructor of my life."

"He played a critical factor in my development and he's right up there with family and friends," says Salzano, executive vice president of The Clarks Companies, N.A. We've stayed in touch through the years and Dan has followed my career from Price Waterhouse to Altiers, when it finally closed its doors in 1994, to a year at Paychex and finally to Clarks in 1995.

An example of their commitment to "giving back to RIT and the community," Salzano and Tessonni are co-sponsoring the Daniel D. Tessonni Endowed Accounting Scholarship in the Saunders College of Business.

"The \$25,000 scholarship will help provide students with the economic strength to study at RIT and it's my best legacy after 34 years of teaching," says Tessonni. "Jim and I hope by endowing this scholarship, it provides a vehicle for other Saunders alumni to give back to the college if they wish to do so."

Salzano has spent nearly as many years in the footwear business, 29 to be exact. "My father managed all the Altiers stores and with a family of five boys, we often found ourselves working in the stockroom at Midtown on Saturdays," says Salzano, a native of Irondequoit who now lives with his family in Massachusetts.

At Clarks, Salzano manages operations for the \$700 million business across North America. "We sell almost 20 million pairs of shoes, but helping to take care of people is just as valuable as the final numbers on a financial report," he says. "It's good business to give back to the community."

"It's also an ethical balance, taking responsibility, very much like Dan does in the classroom. If you're interested, he's got the time for you, and I hope many more students will have the opportunity to work with Dan."

After all these years, Tessonni says, "It's truly humbling for a professor to be viewed this way and to be rewarded with a generous gift from a student whom I've always regarded as having the highest level of integrity and standards," Tessonni says. "The learning is 'two-way' now."