Van Den Brul, the employment opportunities of any agreement here, it could severely restrict unit members can perform bargaining. We have better ways to spend our money than on union dues, and we choose to give to the Deaf, was named the 2009 Isaac L. Jordan Faculty/Staff Diversity Award. "NO THANK YOU" to SEIU. We hold no interest in organized labor at RIT. Be an example in your question is one type of increased cost, but there are other types of increased costs we might experience as the result of unionization. Very often when a union comes in, an employer's administration will increase. Such cost increases can be due to costs associated with negotiating a collective bargaining agreement and administering the agreement, costly arbitration proceedings for disputes under the agreement, and the like.

How would the approximately 2,100 F5 and 280 F5M student workers be impacted by SEIU’s representation? Watters. Many RIT student workers are employed on campus and they rely on the income from these jobs. You should know that many collective bargaining agreements provide that only bargaining unit members can perform bargaining unit-type work. If that type of provision is in the collective bargaining agreement here, it would severely restrict the employment opportunities of any non-bargaining unit member.

In answering these questions, I am confident we can come to a consensus regarding organized labor at RIT. As an educated consumer: Remember that the SEIU is seeking your business; they wish to represent you in exchange for union dues. When someone calls your home and offers to sell you either goods or services, make sure you need what they are selling. If the employer of RIT will decide IS A UNION RIGHT FOR RIT? Our department of 12 employees (Electrical Utilities Department), with a combined 219 years of service to RIT, after careful analysis of the facts, unanimously says NO! STAUNCH to SEIU. We hold no ill will but feel strongly that a UNION IS NOT RIGHT FOR RIT.

For most employees, RIT means more than a place to collect a paycheck. One example is the Facilities Management Endowed Scholarship Fund. Through this endowment, we have voluntarily donated $132,000 to this Scholarship Fund. This scholarship was created in appreciation to the many students who have worked with FMS over the years. We have better ways to spend our money than on union dues, and we choose to give back in support of our students.

Crittenden is an electrician with RIT’s Facilities Management Services. An agreement with negotiating a collective bargaining agreement and administering the agreement, costly arbitration proceedings for disputes under the agreement, and the like. The seminar series is sponsored by Rochester General Health System, RIT, Constellation Brands, Eastman Kodak Co., Excellus BlueCross BlueShield and Wegmans.

In December 2008, Desler and Clement announced a partnership that will provide opportunities for both RIT and RGHS. An agreement between the two institutions will include RIT becoming the health system’s official academic affiliate and Rochester General becoming the university’s official affiliated medical center. RIT’s Board of Trustees and the systems Board of Directors are moving forward with the establishment of a joint steering team to develop a framework for the alliance. Thomas Varley, associate professor at the National Technical Institute for the Deaf, was named the 2009 Isaac L. Jordan Faculty/Staff Diversity Award recipient. The award is given annually to an RIT faculty or staff member who has made a significant contribution to diversity efforts on campus and within the Rochester community.

Outstanding diversity efforts recognized

Vanden Brul, to be in the best interests of our students, employees, and the university. Would the cost of tuition increase for the students of RIT if the SEIU were able to negotiate higher wages and better benefits for employees of food service and facilities management? We have better ways to spend our money than on union dues, and we choose to give back in support of our students.

Crittenden is an electrician with RIT’s Facilities Management Services. Proctored by University News Services, Building 86, 125 Lomb Memorial Drive, Rochester, N.Y. 14623 (585) 475-5064 / 475-3007 (Fax) news.ontime@rit.edu News @ RIT Daily Web www.rit.edu/daily Staff Council Office at stafcoun@rit.edu

Produced by Executive Editor: Bob Zimmerman ’97, Paul Shafer ’83
Managing Editor: Virginia Carell-McGrain Deputy Managing Editor: Michael Safford ’98
Manager of Photography: A Sue Wedler

Noteworthy alumni honored for leadership and service

Palfi, affiliated with the Photo League and the recipient of multiple national grants, composed major photo essays on African-American artists, juvenile detention centers, the elderly, Native Americans, white supremacy, Jim Crow laws and lynching. One of her photographs was the cover for the first issue of Esquire magazine in 1945. As German émigrés who fled European Nazism, both photographers were troubled by the gap between American ideals and the harsh realities they witnessed, noted Zandy.

“They were extraordinary photographers and artists of great DC,” said Zandy. “Their socially conscious aesthetic merits scholarly attention. These two photographers were of their time and ahead of their time. They deserve their place in the history of photography.”

Moonbuggy from page 1

Pioneers from page 2

Noteworthy alumni honored for leadership and service

Staff Council updates: Upcoming Staff Council election results for representatives in blocks 1, 2, 3, and 7 will be posted April 10. Check the Staff Council Web site at staffcoun.rit.edu for information on the 2008-2009 Staff Council representatives. Staff Council elections take place on the third Tuesday of each month.

Mark your calendars. The Annual Staff Appreciation Picnic and Talent Show has been scheduled for May 27. Don’t miss out on getting a tasty plate of food, sharing your time with great RIT people, reliving end-of-quarter stress with a chair massage, playing golf on Wii, testing your driving skills on a Segway, viewing the classic vehicles at the Bob Howie Memorial Car Display and watching the entire staff perform at the second annual talent show. Would you like to share your unique talent with the RIT community? Sign up for the talent show by contacting the Staff Council Office at stafcoun@rit.edu.

RIT presented Distinguished Alumni Awards to eight graduates at a celebration April 3 at Locust Hill Country Club. The annual awards honor a graduate from each college who has performed with distinction at the highest levels of their chosen professions or contributed significantly to the advancement and leadership of noteworthy civic, philanthropic or service-related initiatives over the course of many years. From left are, standing, Christopher Wager ’84 (NTID), Philip Golumbou ’86 (Saunders College of Business), Kevin Befield ’81 (College of Science), Brian Cantwell ’99 (College of Imaging Arts and Sciences), Kenneth Wermac ’88, ’00 (College of Liberal Arts). Seated, Gary Gay ’73 (Kate Gleason College of Engineering), Amy Zettlemoyer-Lazar ’98 (College of Applied Science and Technology) and Robert Schumann ’85 (Giolito College of Computing and Information Sciences). For more information, see the Alumni News Web page, www.rit.edu/news/alumni.

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Rochester Institute of Technology

April 9, 2009 | 1 | www.rit.edu/news/events
Study investigates societal impact of photographic works

The contributions of two pioneering women photojournalists and the impact their work had on the development of social activism and civil rights in the United States is the focus of a new study by Janet Zandy, professor of English at RIT.

“The project, focusing on the lives and work of Dorothea Lange and Marion Post Wolcott, has been awarded a 2009 New Partnership Research Scholarship from the Center for Creative Photography, University of Arizona, Tucson,” Zandy said.

Zandy was a resident scholar at the center where she studied the prints and archives of Lange and Post Wolcott. She plans to situate their work within a larger project about the aesthetic and social consciousness of representational photography.

Lange (1906-1965) and Post Wolcott (1907-1979) are not familiar names in the history of photography, according to Zandy. Lange became a staff photographer for LIfe magazine in 1938, where she produced photo essays on unwed mothers, animal experimentation, cowboys, politicians and the relocation of Japanese-Americans during World War II.

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Members of the RIT community with questions and concerns related to union-organizing activities on campus gathered April 8 inside Ingle Auditorium for an open forum sponsored by Student Government.

“Student Government is the representative voice of the student body, decided neither to endorse nor condemn those activities,” stated Ed Wolf, Student Government president, who served as moderator.

“It’s paramount for Student Government to understand the impact that may come from bringing a union on to campus,” Wolf said. “It’s important to be heard.”

Additional panel members taking part in the forum were Julia Sobota, third-year graphic design major; Maegan Gindi, fourth-year advertising photography major; Carolyn Jorgensen, fourth-year advertising photography major; Kimberly Murtagh, David Nardone, fourth-year graphic design major; and Ralph Bean, student member of the United Women Labor Alliance.

Patty Spinelli, assistant vice president of human resources, used the occasion to discuss RIT’s benefits package. Spinelli pointed to the university’s retirement savings plan, tuition benefits and health care, which she believes helps set RIT apart from other employers.

“RIT prides itself on the benefits we provide to our employees, and we believe that we are second to none,” added Spinelli.

Spinelli also addressed concerns over wages. She said that RIT maintains a “living wage” policy by which the minimum salary allowed is adjusted over time, based on economic conditions, so that employees can meet their expenses.

“More than a dozen RIT staff members offered questions and comments during the forum—including a mix of support and opposition to unionizing.”

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RIT students sweep local advertising awards

All 11 student awards granted to RIT students

RIT students won all 11 student awards and two scholarships at the 2009 ADDY awards hosted by the Rochester Advertising Federation.

The annual competition allows professionals and students in the Rochester area to submit advertising work and compete for scholarships and awards.

All of the student winners are from RIT’s College of Imaging Arts and Sciences and include graphic design of logos and companies, illustrators and copywriters. Broken into two categories, the ADDY awards are given to the best pieces in the show and Laddy awards are presented as certificates of merit.

This year’s student ADDY award winners are David Nardone, fourth-year graphic design major; Kimberly Murtagh, fourth-year advertising photography major; Carolyn Jorgensen, fourth-year advertising photography major; Joseph Castilla, third-year advertising photography major; Joanna Elbert, third-year illustration major, and Maegan Gindi, fourth-year advertising photography major.

Both Sobota and Nardone were also granted scholarships.

The winning ad layouts covered a variety of topics and industries, including Juicy Couture, Esty, EPA, Gap, SAAB, Dyson and even Harry Palfi. She plans to situate their work within a larger project about the aesthetic and social consciousness of representational photography.

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Van Bortel to receive Vanden Brul award
Car-dealer entrepreneur honored by Saunders College

It's serendipity at its finest. Marty Burris earned a degree in psychology from Wright State University in 1976, then used his staff position to create the human mind and behavior to create two exemplary “customer-first” car businesses with “no tricks, no games, no dicker price.”

“We are so dependent on our vehicles that we often forget that,” Van Bortel says. “To make businesses successful it means really, truly understanding the psyche of the person and their needs. They are buying a vehicle and selling or the car of the truck. I treat the emotion, the stress, the worry of buying the car at a price, fair price, having it serviced and maintained, getting a loan if you need it. Van Bortel is the driving force behind two highly successful dealerships in the Rochester area with 150 employees and revenue of $123 million. In 1991, she was awarded the franchise for Van Bortel Subaru—now the nation’s top retailer for the nation—and in 2001, she partnered with her brother, Howard, to purchase Van Bortel Ford. For her successful business efforts, Van Bortel was named to the 2009 Herbert W. Vanden Brul Entrepreneurial Award by RIT’s E. Philip Saunders College of Business and will be honored at a luncheon on April 22 at the Genesee Valley Club. Previous winners were James Hammer, president of Hammer Packaging Corp., and Richard Kaplan, president and CEO of Pictometry International Corp. As Saunders College Dean Lesho says, “To succeed in business today, American businesses have to return to providing the kind of superior customer service for which they are known around the world.”

Robert Van Bortel, a 1976 graduate of the University of Rochester, was the driving force behind two highly successful businesses—Van Bortel Subaru and Van Bortel Ford. For her successful business efforts, Van Bortel was named to the 2009 Herbert W. Vanden Brul Entrepreneurial Award by RIT’s E. Philip Saunders College of Business and will be honored at a luncheon on April 22 at the Genesee Valley Club. Previous winners were James Hammer, president of Hammer Packaging Corp., and Richard Kaplan, president and CEO of Pictometry International Corp. As Saunders College Dean Lesho says, “To succeed in business today, American businesses have to return to providing the kind of superior customer service for which they are known around the world.”

Kitty Van Bortel was an exemplary entrepreneur who “gets it.” Married to Roger Garrett with a 10-year-old daughter, Patricia, Van Bortel says, “I am shocked and honored to be considered a significant Brul recipient.” But Gary Austin ’92 ’95 (health systems administration, telecommunication) does. As a dedicated entrepreneur who bought four Outbacks from Van Bortel’s, the Brul alumna says the best evidence is when he purchased a Subaru last May, then discovered his vehicle had only 10,000 miles on it needed the catalytic converter replaced. “The Subaru is a workhorse and it’s inconceivable that a major non-moving part would wear out that early even though it was covered under warranty,” says Austin. “So I sent Kitty a quick note on a Sunday afternoon to their customer comments e-mail address. ‘On Monday morning Kitty shocked me by saying ’I’m just going to Vanden Brul!’. page 4

Provost’s office appoints University Studies director

Marty Burris has been named director of University Studies. A veteran member of the RIT community, Burris will provide overall leadership for University Studies, formerly known as the RIT Education Program, and will work closely with faculty, staff and professional advisors to provide a comprehensive environment for both undeclared students and internal transfers. The program provides students with the option to explore multiple majors at RIT and to identify a program that matches individual interest, preparation and career goals.

“Students will have an opportunity to explore these various personal and academic interests and goals, to later make the best choice about their education and, ultimately, their careers,” states Burris. “This will be accomplished through the help of the talented professional academic and career advisors, and a well-structured career assessment process.”

Most recently, Burris worked in the Development and Alumni Relations division as a spouse gift officer while also overseeing parents’ and family giving. Previously she worked in the E. Philip Saunders College of Business as assistant dean of student services and director of marketing.

Van Bortel receives Vanden Brul award

RIT’s Middleton Collection available to the world

Partnership with Kirtas Technologies makes rare books more accessible

Housed within RIT’s Cary Graphic Arts Collection is the Bernard C. Middleton Collection, one of the finest resources in the world for the study of bookbinding history and practice.

And as ironic as it may seem, even a collection of books about bookbinding can find a place to call home in the online world. RIT has partnered with Kirtas Technologies, headquartered in Victor, to make RIT’s famed Middleton Collection available on Kirtasbooks.com, joining the growing number of content partners providing collections and titles to the site.

Using existing information from the Middleton Collection’s catalog records, Kirtas is able to offer access to the collection through its own retail site, www.kirtasbooks.com, and will soon be available through the RIT Cary Graphic Arts Press Web site, www.carypress.rutgers.edu.

What makes this initiative unique is that the books can be offered for sale at cost-conscious prices before they are ever digitized so there is no up-front printing, production or storage cost.

“We are delighted to participate in this groundbreaking venture with Kirtas,” says David Pankow, Cary Collection curator. “Imaging and innovation are the hallmarks of RIT and the Rochester community and our partnership with Kirtas is another example of that spirit.”

Kirtas currently has 12 partnerships with universities and public libraries to make special collections available for sale online. Virtually any library with a modern records database can participate in the Digi- tize on Demand program. Distribution rights are non-exclusive so that books can also be made available through other distribution channels at a library’s request.

“We’re thrilled to have RIT on board as a partner in this initiative,” says Kirtas founder and CEO Lotfi Kirtas. “Our business is built around providing high-quality images, and the historic role RIT has played in imaging technology is clearly significant to us. We’ve had a collaborative relationship with RIT on various projects in the past, and I’m glad we’ve been able to build upon it.”

This book, from the 1800s, The New Bibliophile’s Armorial. Amateur’s Guide to Heraldic Derive Books, by Josertz-Goegard, is one of several hundred rare titles from the RIT Middleton Collection of Books on Bookbinding now available for online viewing and as printed facsimile editions.

The Middleton Collection, one of the finest resources in the world for the study of bookbinding history and practice, is available online through a partnership with Kirtas Technologies.

Health-care challenges topic of April 14 seminar

RIT and Rochester General Health System are launching a joint health-care seminar series as part of the new strategic alliance between the university and health-care provider.

The first event in the series, “Innovations in Health Care Delivery and Design,” is April 14, featuring keynote speaker Stuart Altman, one of the nation’s leading experts in health-care industry reform and economics.

The breakfast presentation is at the Dyer Arts Center, Lyndien Raines Johnson Building, National Techni- cal Institute for the Deaf. Altman will address the topic “Health Care Challenges for the Future” before top health and business leaders from the Rochester community.

Altman is the National Commission for Health Professional Education Key Leader and is a member of the president’s advisory committees. He is currently serving as the president-elect. In 1997, President Clinton appointed Altman to the National Bipartisan Commission on the Future of Medicare. From 1984 to 1996, Altman served as the chair- man of the congressionally legislated Prospective Payment Assessment Commission responsible for advis- ing Congress and the administration on the Medicare DRG Hospital Payment System and other system reforms.

“As RIT and BGHS join to shape our new strategic alliance, the series is a great conversation starter to en- gage key leaders and stakeholders in the community,” says RIT President Bill Destler. “We want to stimulate innovative and creative ways to address health-care delivery and the array of challenges in the future.”

Noomas, president and CEO of Rochester General Health System, “This forum will lead to thoughtful discussions about the management of the growing and diverse health-care needs of the Rochester area community through RIT and the Rochester General Health System.”

Stuart Altman

RIT Baja car—unveiled

The RIT Baja SAE team placed 21st overall among more than 70 teams at its first international competition last month in Brazil. Coming off this season opener, the team officially unveiled the Baja car April 4 among friends and family at the Slaughter Building.

In individual events, RIT Baja placed second in the suspension and traction competition, third in the bug pull and 15th in the design category. The team will compete in Wisconsin later this month.

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For these stories and more, visit www.kirtasbooks.com, and will soon be available through the RIT Cary Graphic Arts Press Web site, www.carypress.rutgers.edu.
A p r i l  9 ,  2 0 0 9  |  2  |  w w w . r i t . e d u / n e w s e v e n t s

**RIT, Singapore reach agreement on research and education collaboration**

RIT recently announced a new partnership with the University of Singapore, which will serve as interim dean of the College of Science, effective May 1. Maggelakis joined the Department of Mathematics and Statistics in 1990 and became chair in 2000. In 2006, she was instrumental in forming the School of Mathematical Sciences, which houses undergraduate and graduate programs in applied mathematics, computational mathematics, and applied statistics; a graduate program in applied and computational mathematics; and three key research centers—the Center for Applied and Computational Mathematics and the Computational Mathematics Group of Rochester. She has given talks about her research and mathematical modeling of biological processes such as tumor growth, capillary growth, wound healing and regrowth. Maggelakis named College of Science interim dean

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**Sophia Maggelakis**

Maggelakis has published numerous articles in the area of mathematical biology. She has focused her research on the applications to various groups of high school students, such as The Center for Talent Development, the Academic Conference and the Senior High School Science Exploration Day.

RIT, Singapore reach agreement on academic and research collaboration

RIT recently announced a new partnership with the Singapore Institute of Manufacturing Technology, Singapore. The agreement between RIT’s Golisano Institute for Sustainability and the Singapore Institute of Manufacturing Technology will include student exchanges, joint research projects and information sharing to advance curriculum development in RIT’s doctoral program in sustainability.

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