

NEWS & EVENTS

Vol. 19, No. 1

September 11, 1987

At RIT Freshmen Are Special

RIT and other universities have six weeks to convince incoming freshmen to stay in school. Research shows that's how long most new students wait to decide where they'll spend the next four years.

Curiously, no matter how many friends students make, the most important factor seems to be whether they connect with a caring adult during the first six weeks, says Dr. Paul Kazmierski, assistant vice president and director of RIT's Learning Development Center. To help students make the adult connection, the Division of Student Affairs and the Learning Development Center are sponsoring a new program called "For Freshmen Only: The First Six Weeks," Sept. 2 to Oct. 10 at RIT.

The program brings students together with faculty and staff in informal settings from workshops on how to break away from a boyfriend at home to rafting trips in Letchworth Park. Also included are study skills seminars, community service projects and an SOS Resource Center in the College-Alumni Union where students can get help after orientation week.

Nationwide studies show freshmen stay at the college where they can rely on the personal support of experienced faculty and staff members, according to Kazmierski. "Freshmen need to make an almost immediate connection to feel they fit in," Kazmierski explains. "It's not a peer connection but an adult connection...outside the classroom."

Dr. Elaine Spaul, assistant vice president for Student Affairs who worked with Kazmierski to develop the program, says "we're picking up where other orientation programs leave off. The goal is to help students to develop adult relationships and feel a sense of campus support."

Posters publicizing scheduled events have been widely distributed. More information is available through Spaul's office, -2268.



SOS Crew: Masters Of the Smooth Move

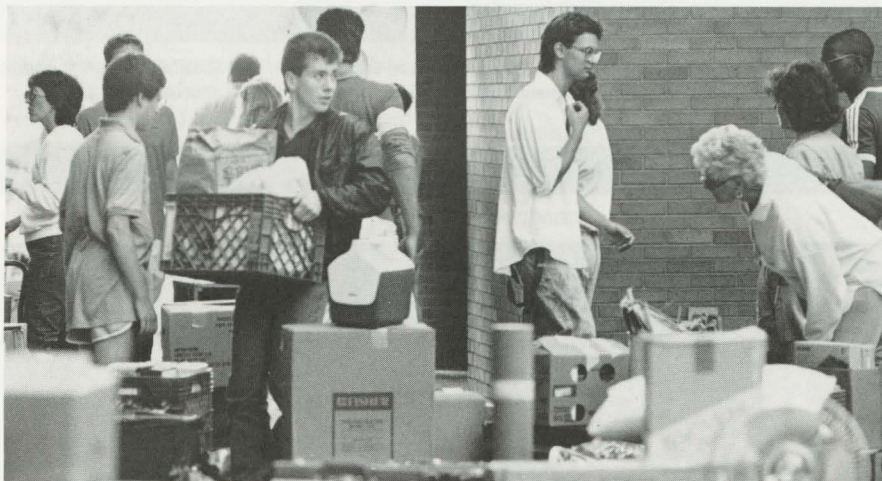
Volunteer move-in crews and special orientation programs greeted an incoming class of about 2,730 freshman and transfer students who arrived at RIT on Sunday, Aug. 30.

A crew of about 90 SOS (Student Orientation Services) volunteers helped students move in and learn their way around campus. SOS students—dressed in turquoise shirts and white painter's caps—were on hand to welcome new students, unload and deliver luggage, and answer questions.

This year's orientation program focuses on the special needs of freshman students. "We try to take a little of the anxiety out and put a little extra assistance into the first few weeks of school," said Dawn Murley, director of Orientation and Special Programs. "When you're 18 and on your own for the very first time, college can seem a little overwhelming."

In addition to registration and academic testing, general orientation featured custom programs for minority, adult, international and transfer students; movies; tours; interfaith services; workshops; parties and picnics. Highlights of the week included an evening with hypnotist Gil Eagles, a midnight jog, comedy night at the union, and Sandblast '87, an outdoor beach party with sand, contests and music by Lady Fire.

The new class includes 1,450 first-time freshmen in the colleges of Applied Science and Technology, Business, Engineering, Fine and Applied Arts, Graphic



Arts and Photography, Liberal Arts, and Science, says Richard Fuller, director of Admissions. About 930 students entered as transfer students from other two- and four-year colleges. In addition, about 400 students began classes at the National Technical Institute for the Deaf.

"We're pleased with the size and especially the quality of the incoming class," explains Fuller. "The quality is probably the best ever and represents students selected from more than 7,000 applications."

"Because of their national reputation, RIT's programs draw students from across the country. The entering class comes from every state in the nation and includes the largest number of international students ever at RIT."

Incoming international students represent more than 45 foreign countries, including Ghana, Israel, Lebanon, Thailand, Mali, Spain, Indonesia, Colombia and Taiwan.

An Up-Beat Start To Academic Year



President M. Richard Rose

RIT is in a position to become the undisputed leader in the emerging technology of imaging science, a field which will influence much of this country's industrial and technological growth in the future, President Rose said Aug. 31 in his State of the Institute address.

To a standing-room-only crowd of faculty and staff in Ingle Auditorium, Rose outlined an optimistic picture of RIT this year, including the university's stable and growing full-time enrollment in the face of a declining college-age population. Although the number of high school graduates in the past six years has dropped 14 percent nationally and 18 percent in the Northeast, RIT's full-time enrollment has increased 3 percent, Rose said.

He also noted increased research and new building plans; financial support for RIT's \$85 million "Access to the Future" capital campaign and future plans in the field of imaging—including the start of construction of the Center for Imaging Science and the proposed doctorate program in imaging science.

"We have a national and international reputation in graphic arts and photography [so] RIT is the logical institution to pursue applications of imaging—applications that have broad industrial significance," Rose said.

He called imaging science, the study of how images are formed, recorded and perceived, "a key piece of our distinctive academic portfolio." A study is under way to consider a new Ph.D. program in imaging science and construction will begin this fall on a new Center for Imaging Science. The groundbreaking ceremony is scheduled for Nov. 4.

While outlining RIT's particular interest in imaging science, Rose reminded members of the Institute community of RIT's primary mission—to provide quality undergraduate education.

"Our commitment is to undergraduate education," he said. "We could achieve great material success, but it wouldn't make any difference if we weren't faithful to that goal."

RIT's long-range vision is that of a "great non-traditional university with contemporary programs that command national respect," he said.

RIT's endowment also has grown to \$134.7 million, an increase of more than 40 percent in the past two years, indicating astute financial management, and the "Access to the Future" capital campaign has raised \$78 million of its \$85 million goal. The graphic arts and community campaigns are yet to take place.

Rose discussed recent additions to the campus, including the new Center for Microelectronic and Computer Engineering, the Kilian J. and Caroline F. Schmitt Interfaith Center, Campus Connections and the link building, which houses the Center for Quality and Applied Statistics and NTID support teams.

In addition to the Center for Imaging Science, the Institute plans to add to the Wallace Memorial Library and the Chester F. Carlson Memorial Building, which houses the College of Science. Also under

Late Labor Day Affects Schools

The combination of a late Labor Day and New York State requirements for minimum school days got the 1987-88 academic year off to an early start at RIT and other colleges and universities. Dr. Thomas R. Plough, provost and vice president of Academic Affairs, says fall quarter classes started Thursday, Sept. 3, and continued on Labor Day, Sept. 7, to meet state regulations, allow for a student Reading Day, provide full vacations and ensure adequate time for grading.

The early start was announced in January after several alternatives were evaluated and reviewed. Winter and spring quarters will not be affected as a result of the fall calendar.

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Five Undergrad Computer Science Faculty Awarded NSF Grant

Five faculty from the Department of Undergraduate Computer Science in the College of Applied Science and Technology have received a \$50,000 National Science Foundation Grant to create a computer graphics work station environment. RIT will match the grant with approximately \$50,000 in funds.

Awarded by the NSF College Science Instrumentation Program, the grant will be used to fund the purchase of a network of powerful, professional color work stations supporting undergraduate computer graphics courses in advanced topics such as 3-D modeling methods, shading, antialiasing, ray tracing, fractals, animation and manipulation of color look-up tables.

Faculty participating in the grant project include Warren Carithers, assistant professor; Kenneth Reek, associate professor; Margaret Reek, assistant professor; Evelyn Rozanski, department chairperson; and Nan Schaller, assistant professor.

"Today's computer science graduate needs exposure to these professional work stations with high-resolution color graph-

ics capabilities," says Evelyn Rozanski, department chairperson and principal investigator of the project. "This grant will allow us to increase the competence of our computer science students in system software support for a state-of-the-art graphics environment."

Equipment purchase is under negotiation and expected to be completed late this year, with start-up in early 1988.



"RIT is not its buildings, its investment portfolio, its latest sophisticated equipment... RIT is the faculty and staff who work here and who daily seek ways to enhance the quality of the educational experience we give students."

*State of the Institute Address
President Rose*

Swiss Artist's Posters, Lecture Open Bevier

An exhibition of posters by noted Swiss graphic design artist Josef Muller-Brockmann opens the 1987-88 Bevier Gallery season on Sept. 19.

The posters will be shown through Oct. 11, and Muller-Brockmann will give a free, public lecture on his work at 1 p.m., Oct. 6, in the Liberal Arts Auditorium, Room A205.

"Muller-Brockmann is one of the world's leading poster designers," says R. Roger Remington, professor of graphic design. "This exhibit offers an outstanding set of posters in the contemporary Swiss tradition, depicting a range of subjects including art and design exhibits, musical performances and films."

Shizuko Yoshikawa, artist/designer and the wife of Muller-Brockmann, also will give a free, public lecture on "Reliefs, Paintings, and Art for Architecture," 7:30 p.m., Oct. 7, in Webb Auditorium.

The Bevier Gallery, part of the College of Fine and Applied Arts located in the James E. Booth Memorial Building, is open weekdays, 9 a.m. to 4:30 p.m.; Monday to Thursday, 7 to 9 p.m.; Saturdays from 1 to 4:30 p.m.; and Sundays from 2 to 4:30 p.m.

Applications Accepted For Vandenbrul Award

The College of Business is accepting applications for the 1987 Herbert W. VandenBrul Student Entrepreneurial Award. The honor, which includes a \$500 award, is given to the student who displays enterprising management ability. Students are required to submit a business plan for a real or fictitious enterprise. Applications and business plan guidelines are available in the dean's office in all nine colleges. The competition is open to all RIT undergraduate and graduate students. Application and deadline is Sept. 23.

The award is made possible through an endowment fund established by Mr. VandenBrul, co-founder of R.F. Communications Inc., which is now a division of Harris Corp.

"The criteria I feel most important in judging programs are the placement rate and the professional growth that follows.... They are the focus of our educational efforts at RIT and the best evidence we have of success."

President Rose

Institute Address...

continued from page 1

way are plans for two new buildings, the Campus Life Center and the Bausch & Lomb Visitors Center. No construction dates have been set for those projects.

Rose said that of the \$8.7 million campaign goal for the library, \$4.3 million has been pledged and \$1 million received. For the \$10 million Campus Life Center, \$2.1 million has been received of the \$5.6 million pledged.

All \$2.5 million for the Bausch & Lomb Visitors Center has been pledged and will be paid over an extended period.

RIT now plans to spend \$5.6 million for the College of Science expansion. Rose said construction on this project could proceed far earlier than originally planned.

"All the literature says these are difficult years—for economic, political and demographic reasons—[but] at RIT, these are building years, these are exciting years," Rose said

Faculty Council Head Welcomes Challenge, Opportunity in '87-'88

Saying there isn't a member of the faculty, staff and administration who isn't essential to RIT, Dr. Fred Wilson, 1987-88 chairperson of Faculty Council, issued closing comments, a welcome back to school, and a challenge to work together to the members of the RIT community. "We all need each other and committed together we can all make something happen," said Wilson.

He also urged everyone to consider his three points: accurate empathy, positive regards and congruence. "Are we understanding the right message, are we expecting the best and are we doing what we say?" he asked.

As chairperson of Faculty Council, Wilson also promised to work for increased faculty participation in compensation, tenure and curriculum decisions.



Faculty Council Officers... With Fred Wilson, chairperson, are (from left) Nan Schaller, treasurer; Andrea Walter, vice chairman; Jim Troisi, communications officer; and Paul Ferber, operations officer.



Liberal Arts Lecture Series Focuses on U.S. Reading Crisis

Reading is facing a crisis in America as the printed word competes with electronic media, from television and movies to pop music and VCRs, says Alan Trachtenberg, the 1987-89 Caroline Werner Gannett Professor in the Humanities in the College of Liberal Arts.

"Two other factors have created this crisis," said Trachtenberg, longtime chairman of the department of American Studies at Yale University. "One is the weakening of literacy itself. The other is an attitude that looks upon books with disdain and contempt."

"The culture now is experiencing a serious decline in the authority of the written word and the seriousness with which it is taken."

Trachtenberg, who teaches 19th and 20th century American literature and culture, will examine the changing role of reading in the U.S. as part of the College of Liberal Arts "America and the Book" lecture series.

Trachtenberg has arranged a series of 12 public lectures during RIT's 1987-88 academic year that will include books such as the Bible, *Huckleberry Finn* and *All the President's Men*. Eight leading scholars and public figures will join him in examining the role of reading in America and will focus on four topics: reading and literacy; the making and impact of books; politics and reading; and the relationship between words and images.

Alvin Kernan, Avalon University Professor of Humanities at Princeton, will deliver the first lecture, "The Literacy Crisis: Then and Now," at 7:30 p.m., Sept. 10., in Webb Auditorium. Kernan is the author of several books, including *Printing Technology, Letters and Samuel Johnson*.

The series complements the college's 1987-89 Senior Seminar, "Books That Have Changed America," chosen to celebrate this national "Year of the Reader." The course, required of all RIT seniors pursuing a baccalaureate degree, will involve students in a study of books that have had an impact on, or reflected changes in, American society, culture and public policies.

How Americans have adapted the Bible to their own experience will be discussed by theologian Martin Marty in his Oct. 8 lecture titled "The Bible in America—Scripting America and Americanizing Scriptures." A distinguished professor of the history of modern Christianity at the University of Chicago, Marty is the author of *Pilgrims in Their Own Land: 500 Years of Religion in America*.

Feminist Annette Kolodny, a literature professor at Rensselaer Polytechnic Institute, will deliver a speech on Oct. 15 entitled "Margaret Atwood and the Politics of Narrative." She will discuss the role women have played in American literature.

Trachtenberg will give a two-part lecture on "The Naked Reader—Reflections on Reading in America" on Dec. 10 and March 17.

Brooklyn district attorney Elizabeth Holtzmann, who was a member of the Watergate Committee, will discuss *All the President's Men*, Jan. 21, as it relates to the Iran-Contra scandal.

Finally, Mortimer Adler, a professor at the University of Chicago, will present "Reading, Great Books, and Civilization" on April 14. Adler is best known for his work in compiling a list of the 30 to 50 greatest books of the Western world.

All events are held at 7:30 p.m. in Webb Auditorium in the James E. Booth Memorial Building.



BALDWIN SCHOLARS... With Jennifer Bull, fourth-year biology major, and Russell Firman (right), 1987 biology graduate, is Dr. Douglas Merrill of the Department of Biology and chairman of the Baldwin Memorial Scholarship Selection Committee. The third Baldwin Scholar, Ann Zavacki, fourth-year biotechnology major, was on co-op.

Some Quit, Some Huff and Puff

Some smokers are using Monroe County's more restrictive policy on smoking as an impetus to quit.

"Some people have said they had planned to quit and the restrictions on smoking will help them," said Kevin Buck, assistant director of the Facilities Office. "Some smokers are all for it. I was surprised at the number."

"Some faculty and staff, however, are concerned that RIT's smoking policy is more restrictive than the county's policy," said Buck, who is chairman of RIT's smoking regulations committee.

A special provision of the county policy makes smoking more restrictive in the buildings of all academic institutions.

The revised RIT policy also affects returning students and incoming freshmen. Smoking or carrying lighted cigars, cigarettes, or any other form of a smoking object is prohibited in indoor areas open to

the public. Smoking is prohibited in all areas of buildings that house classroom facilities.

Smoking is not permitted in the open or study lounges on individual residence hall floors, nor in restrooms or laundry rooms. Smoking is allowed in assigned student rooms in residence halls and apartment units, only when all residents of the unit are smokers.

Smoking is permitted in dining facilities, where designated by signs; however, lunch rooms and vending machine areas are not included. Smoking is prohibited in other indoor areas unless signs are posted that allow smoking.

Perspectives

"Perspectives" is an occasional column presenting the views of RIT's deans and vice presidents. The following was submitted by William Dempsey, vice president, Finance and Administration.



"Stewardship" is how Bill Dempsey, vice president of Finance and Administration, describes RIT's management of resources.

Responding to questions from students who are of the impression that RIT annually profits from the students it serves, Dempsey says, "not true—students pay for only 72 percent of their education. The remainder of the costs to educate students at RIT comes from the gifts of individuals, corporations and foundations."

Dempsey says the financing of a university is complex. "Designated funds are managed in the long-term interests of the Institute. For example, academic institutions typically hold resources that are

diverse in their composition and in their use."

He explained that "current funds" support the academic mission. "Endowment funds," on the other hand, are restricted in use by the donor. "Plant funds" enable RIT to make necessary repairs and modifications such as the recently completed academic quadrangle.

"We manage our endowment fund for the stable growth required to support reinvestment in facilities and increased opportunity for borrowing. Careful management allows the Institute to have funds necessary to implement a variety of academic and facility strategies," he said.

Dempsey adds that the Institute budget is built upon enrollment projections and then modified based on actual enrollment. "Shifts downward in enrollment have a profound effect on the Institute's operating budget."

"The Institute, therefore, includes a contingency budget to insure the purchase of equipment, special academic projects and funds to enhance student aid. The Institute has operated with a balanced budget in each of the last 15 years.

dean, College of Engineering. "We are gratified by this endorsement of our efforts, and are particularly pleased to have received accreditation of the new curriculum in microelectronic engineering since this represents the first such accreditation in the new discipline anywhere in the nation."

The accreditation actions followed a visit to RIT last fall by a six-member ABET team and subsequent review of the programs, faculty, facilities and fiscal management of the college by the Engineering Accreditation Commission at its annual meeting in Kansas City.

Engineering Programs Accredited

All five undergraduate programs in the College of Engineering have been granted accreditation by the Engineering Accreditation Commission of the Accreditation Board for Engineering and Technology Inc.

The undergraduate programs in electrical, mechanical and industrial engineering were re-accredited while the new programs in computer engineering and microelectronic engineering were granted their initial accreditation.

"It has long been the goal of the college to have all of its undergraduate curricula accredited," said Dr. Richard A. Kenyon,

Register Early For Winter Quarter

Students will have various opportunities to register early for Winter Quarter.

Telephone

Sept. 21-Oct. 23	Year 6
Sept. 23-Oct. 23	Year 5, 4
Sept. 29-Oct. 23	Year 3
Oct. 5-Oct. 23	Year 2
Oct. 12-Oct. 23	Year 1

Mail-in*: Sept. 21-Oct. 23

Mail registration form to:

Registrar's Office
One Lomb Memorial Drive
P.O. Box 9887
Rochester, NY 14623-0887

In-Person*: Sept. 21-Oct. 23

Submit registration form to Registrar's Office

*Processed by year level according to schedule above.

Oct. 26: Schedules mailed to students
Week of Nov. 2: Bursar mails billing statements

Nov. 18: Tuition due to Bursar

New Department In Engineering Tech

The School of Engineering Technology will form a separate Manufacturing Engineering Technology Department responsible for the bachelor of technology program in manufacturing engineering technology. This program was previously part of the Mechanical Engineering Technology Department.

"With its major thrust of computer-integrated manufacturing, RIT's manufacturing engineering technology program reflects the industry trend to vigorously pursue factory automation to reduce production costs and improve product quality," says Venkataswamy Raju, newly appointed chairman of the department.

Raju came to RIT in 1982 from Reynolds Aluminum in Messena, N.Y., where he worked as an industrial engineer. He received his Ph.D. from the South Gujarat University in India and has served as an engineering consultant for the Eastman Kodak Company as well as for the RIT Research Corp.

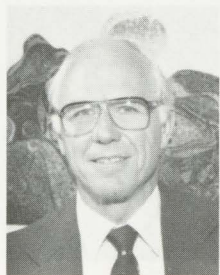
Other faculty members assigned to the new department are associate professors Lou Gennaro and Chuck DeRoller.

The school also has appointed Ron Amberger, professor, chairman of the Mechanical Engineering Technology (MET) Department, effective this fall. Ron replaces Burt Garrell, acting chairman, who has moved into RIT's Retirement Transition Program. The MET Department will continue to be responsible for the mechanical engineering technology and energy engineering technology programs. Bob Merrill, associate professor, will assume many of the chair's responsibilities during the fall quarter while Amberger participates in RIT's faculty exchange program in China.

Wondering What Happened on Campus

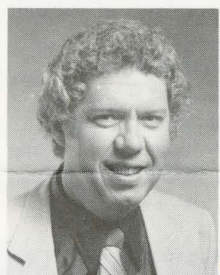
Here's Your Fall Refresher Course on Appointments, Innovations

Summer at RIT is almost as active as the rest of the academic year. The summer of '87 saw the appointment of new deans, endowed professors, new programs and some very interesting cooperative education experiences.



Dean... Dr. Edward C. McIrvine, a former technology planning manager at Xerox Corp., was named dean of the **College of Graphic Arts and Photography**, effective July 15. McIrvine, whose wide-ranging experience results from his progression through three major U.S. corporations, spent most of his 29-year career at Xerox Corp. where he served as manager of Technology Planning for the corporation's Webster Research Center.

After earning his doctorate in theoretical physics from Cornell University in 1959, he conducted technical research at the General Atomic Division of General Dynamics Corp. and Ford Motor Co.

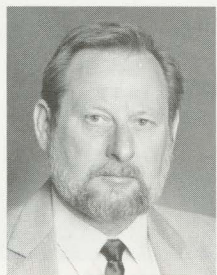


Stanley D. McKenzie, an RIT professor of Language and Literature, has been named acting dean of the **College of Liberal Arts** for the 1987-88 academic year.

"Stan is an established professor at RIT and is well-qualified to serve as acting dean," said Thomas Plough provost and vice president of Academic Affairs. "His knowledge of the College of Liberal Arts and his rapport with the faculty will serve RIT well in the coming year."

McKenzie was named acting dean in July after a Search Advisory Committee could not find a replacement for former Dean Mary Sullivan, who decided to leave the position to assume full-time teaching at RIT. A new search committee will begin a second national search for candidates for the deanship this month.

McKenzie, an English literature professor, specializes in the works of Shakespeare. He joined RIT as an instructor in 1967 and was granted tenure in 1974. McKenzie was awarded the RIT Outstanding Young Teacher Award in 1970, which is now incorporated into the Eisenhart Outstanding Teaching Awards. He also has served as assistant to the vice president for Student Affairs/Judicial Affairs since developing a student judicial process 14 years ago.



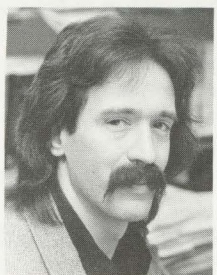
Wiley McKinzie, director of the School of Computer Science and Technology, has been named acting dean of the **College of Applied Science and Technology**.

During his term as director of the school since 1982, three departments were created and extensive computer science facilities were developed in UNIX-based networked laboratories.

McKinzie traveled to China as part of the International Faculty Exchange Program in 1985 where he lectured in several technological universities.

Guy Johnson, chairman of the Department of Applied Computer Studies will serve as acting director of the school during the fall quarter, followed by Evelyn Rozanski (chairwoman, Undergraduate Computer Science Department) in the winter, and Dr. Peter Anderson (chairman, Graduate Computer Science Department) in the spring, 1988.

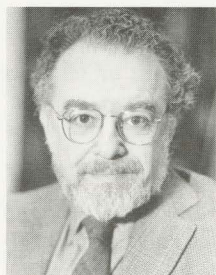
McKinzie notes that he will continue to ride his red mountain bicycle to work.



Professors Named... Bruce Austin, a professor in the Professional and Technical Communication Program in the **College of Liberal Arts**, has been named the William A. Kern Professor in Communications for 1987-90. As Kern professor, he plans to unite business, industry and academia in a series of conferences on communication at RIT as a way of assembling and involving communication students from area colleges and high schools. Austin also will broaden the college's contact with executives in business, industry and not-for-profit organizations and plans to develop scholarly ties with similar degree programs at Canadian universities.

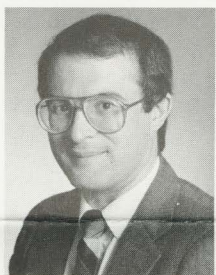
The Kern professorship, established in 1971 by Rochester Telephone, is intended to give the highest possible recognition to the importance of good teaching and scholarship and to provide RIT students with the opportunity of studying with an outstanding teacher.

A scholar of mass media audience research, Austin is the author of more than 50 published papers on motion pictures and television.



Alan Trachtenberg, longtime chairman of the department of American Studies at Yale University, has been named the 1987-89 Caroline Werner Gannett Professor in the Humanities.

Trachtenberg teaches 19th and 20th century American literature and culture. As Gannett professor, he will examine the changing role of reading in the U.S. as part of the college's "America and the Book" lecture series. The series complements the college's 1987-89 Senior Seminar, "Books That Have Changed America," chosen to celebrate this national "Year of the Reader."



David T. Methé of the **College of Business** is the newly named recipient of the J. Warren McClure Research Professorship in Marketing at RIT. Methé, who has worked as a consultant for Japanese research institutes and companies involved in the production of semiconductors, plans to develop strategies for the marketing of new, high-tech products by applying lessons learned in the semiconductor industry to other fields.

"I'll try to make a link between what marketing strategy, as a field, offers and tie that to what we know in the field of innovation strategy," he says. He plans to make recommendations based on experiences in the semiconductor industry that can be applied in coming years in the development and marketing of products in biotechnology, composite materials, opto-electric technology, artificial intelligence and many other industries of the 21st century.



Thomas A. Williams, the newly named recipient of the College of Business Dean's Professorship, is working on a computer-based expert system to help consumers identify the best alternatives when considering purchases.

Williams' work will involve the design, development, and implementation of an expert system that could assist a consumer in purchasing a personal computer.

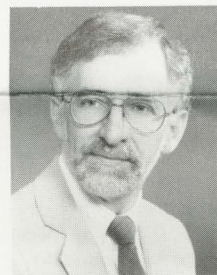
The College of Business Dean's Professorship is awarded every two years to a faculty member whose research has direct application in business or management.



Roy S. Berns, color science professor at RIT since 1984 has been named the Richard S. Hunter Professor of Color Science, Appearance and Technology, **College of Graphic Arts and Photography**.

His responsibilities include serving as chairman of the Department of Color Science and director of the Munsell Color Science Laboratory. Berns was named interim director of the Munsell laboratory and acting department chairman in 1986 following the death of Franc Grum.

A leading researcher in the fields of color standards and testing, Berns is on the editorial board of *Color Research and Application*, the board of the directors of the Inter-Society Color Council and the Council for Optical Radiation Measurements.



Dr. Richard Lane, director of corporate technology for Kayex Corp. in Rochester, has been chosen as the first Analog Devices Inc. Distinguished Professor in Microelectronic Engineering, **College of Engineering**.

An adjunct professor for the past two years, Lane said he feels his background in materials and processes will contribute to RIT's strengths in integrated circuit fabrication.

Analog, a Massachusetts-based manufacturer of real-world signal processing semiconductor products, was one of the initial supporters of the microelectronic engineering program and a founding member of the Industrial Affiliates Program. Analog recently committed \$275,000 to partially support the distinguished professor post for five years.

"The Analog grant will allow RIT to significantly advance its capabilities in research and graduate education in microelectronic engineering," said Dr. Lynn Fuller, head of the microelectronic engineering program.

This Summer?

Printing in Luxury...A crew of four students from RIT's School of Printing Management and Sciences spent the summer running a floating print shop on the ocean liner Queen Elizabeth 2. As part of an ongoing cooperative education program, Nils Morgan, Lorraine Toner, Kerry Kehoe and Kelly Breen traveled to exotic locations around the world, printing a daily newspaper, gourmet menus, programs and party invitations. A new crew takes over each academic quarter. Morgan, Toner and Kehoe left the ship Aug. 28, and Breen stayed on as student-in-charge. In a recent story, *Printing News* called the co-op "the most unique work-study program in the print world."

Printing the Koran...Ten Saudi Arabian printers spent a month at RIT, learning the latest in printing and quality control. The customized training program was the first in a semi-annual series that will bring Saudi Arabian printers to RIT. Offered through the Technical and Education Center of the Graphic Arts and taught by faculty members in the School of Printing Management and Sciences, the program covers all facets of book production.

Seminar coordinator James Lawrence, who recently travelled to Saudi Arabia to arrange the details of the program, says the religious significance of the Koran makes printing quality crucial. "The Islamic life is based on the teachings of the Koran," Lawrence explains. "It is their holy book and their law book, and it must be printed with great care."

The King Fahd Holy Qur'an Printing Complex, named after the ruler of Saudi Arabia, prints more than 10 million books annually and distributes them to Moslems throughout the world.

Four Study Abroad...Four School of Food, Hotel and Tourism Management students spent six weeks in South America this summer as the first RIT students participating in an international student exchange program.

RIT signed an agreement with the External University of Colombia last summer, allowing students from both schools to pursue part of their studies abroad. The agreement is the External University's first and only student exchange program with a university in the United States. Colombian students will take classes at RIT during the 1987-88 academic year.

Fernando Hinestrera, president of External University, met with President Rose in the spring to discuss the details of the exchange program. Officials at both universities hope to expand the exchange to include students in the colleges of Graphic Arts and Photography, Business and Liberal Arts.

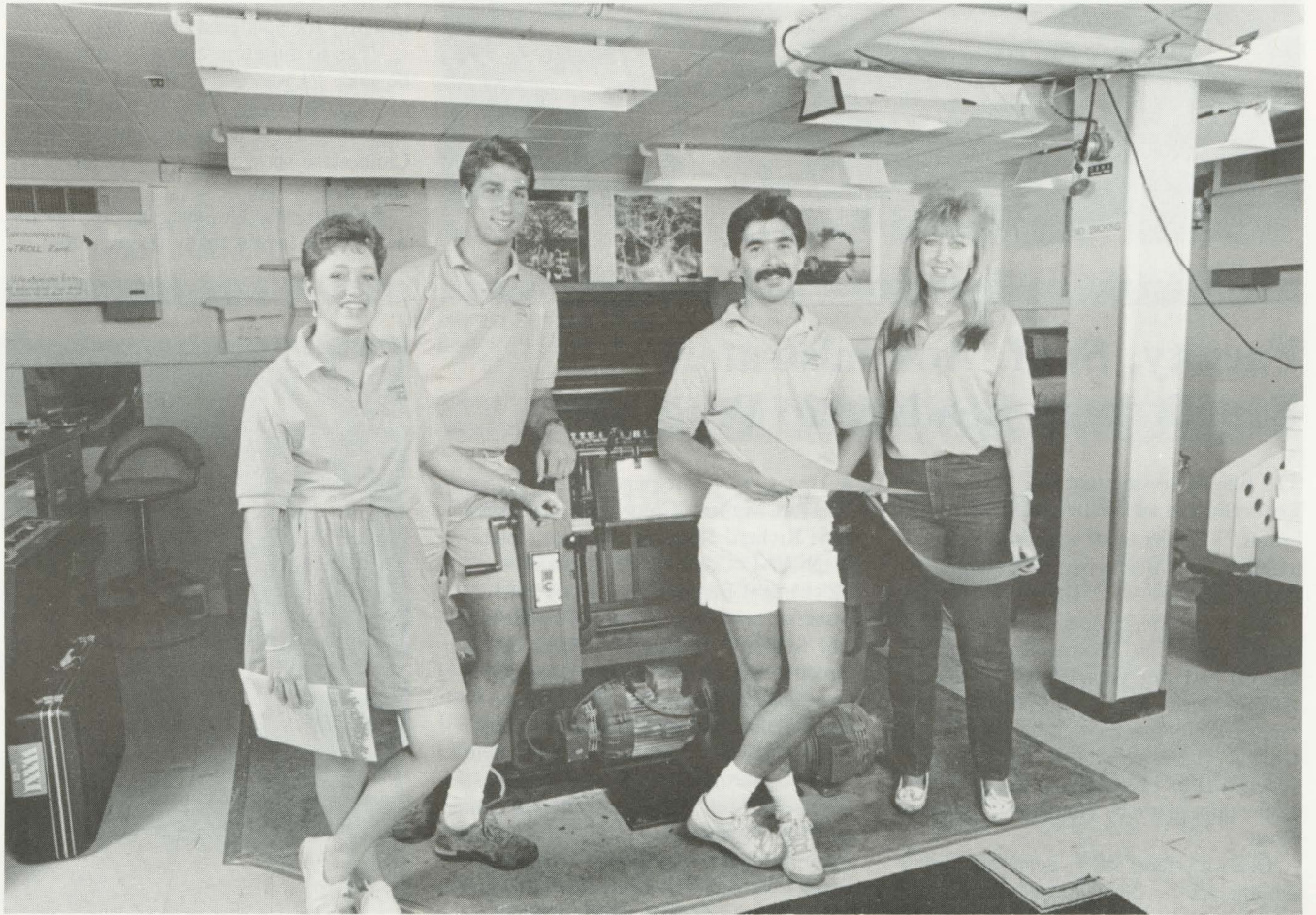


Photo Internships....Two students in the Photographic Processing and Finishing Management Department, Gary Spence and Lianne Lupien, spent the summer working for Kungsfoto AB, a photofinisher in Stockholm, Sweden.

Marta Lavandier, a photojournalism student in the Applied Photography Department, worked as a picture researcher for *Time* magazine in New York and was featured in the message from the publisher in the Aug. 10 issue.

New Graduate Programs....The Department of Applied Computer Studies has initiated a master's degree program in software development and management. Designed for businessmen, engineers, computer scientists, and professionals well-acquainted with computing processes, the program allows graduates to make major career advances in high technology computer systems management.

"Companies from start-ups to those in the Fortune 500 foresee a greatly increasing need for managers skilled in software development," says Guy Johnson, chairman of the department. "Graduates of our new program will be prepared to manage and structure software development efforts in any segment of the software industry, from software development firms to large corporate enterprises."

The School of Food, Hotel and Tourism Management has initiated a one-year master's degree in hospitality-tourism management. The primary mission of the program is to prepare trained professionals to step into numerous mid-level management and training positions in the booming service industry.

The curriculum includes four areas of study: food service/restaurant management, hotel/resort management, travel/tourism management and meeting planning/conference management.

"By including these crucial areas of the industry within one academic unit, graduates will understand the context of service management as well as how to manage and train for its delivery," says Dr. Richard Marecki, associate professor and newly appointed director of the graduate program. "Potential jobs for these graduates are directors of training and development for hotels, airlines or food service firms, directors of visitors' convention bureaus and professors in community colleges."

Courses will be scheduled late in the day as well as during summer months to accommodate part-time students.

Printing students who were employed on co-op aboard the Queen Elizabeth 2 pose in the ship's print shop: (from left) Kelly Breen, Nils Morgan, Kerry Kehoe and Lorraine Toner.



PROFILE

David Perlman: Artistic Engineer

You could call electrical engineering associate professor David Perlman a best-selling artist.

He exhibited his works at the Memorial Art Gallery's Clothesline Art Show for 14 years and sold more than 1,000 pictures. His designs have appeared nationally on everything from placemats to stitchery kits. Strong Memorial Hospital's pediatrics ward is decorated with his three-dimensional children's art.

And all of this results from the fact that he hates a good deal of modern art—particularly the spattered paint variety.

"I go to museums and see scribbling," he said. "I was disgusted and wanted to prove most anyone could do it so I created some whimsical trivia and entered the Clothesline show with my own art—animal drawings."

Perlman, who has never had art training, will readily admit many people could

claim they did similar work in grade school. That is his point: that such scribbles as his don't belong in a museum.

But what started as a joke became a best-seller among children.

"They gathered around to watch me draw and fought over turtles and giraffes," he said.

A national design company was so enchanted it bought several designs and then he was asked to design animal art for Strong Memorial Hospital.

Like more serious artists, he has "matured" and jokes that the "animals are resting." Recently he has turned to other forms of art that use more of his engineering background: computer art, kinetic sculpture and lamps made with unusual gadgets and machinery.

"Some may think it's unusual for an engineer to be an artist, but good engineering is art," he said.

Faculty, Staff, Administrators Benefit from Leadership Program

The first of six sessions on "Executive Leadership in an Academic Setting" brings 23 faculty, staff and administrators together for a discussion of strategic considerations at RIT, Thursday, Sept. 24.

The executive leadership program, developed by Dr. Thomas R. Plough, provost and vice president of Academic Affairs, is offered through the Management Development Programs within the College of Business. The first session features talks on academic and institute leadership, given by Plough and President Rose.

Other sessions, led by deans and senior administrators, include topics such as resource allocation, academic culture and legal issues.

Plough says the objective of the program is to enhance leadership potential through a greater understanding of the Institute. "The program is designed to enable bright and talented people to gain a more complete understanding of how the Institute works," Plough explains. "Participants are encouraged to examine their own responsibilities and discover their full leadership potential."

During the course of the program, participants utilize one of the six sessions to develop recommendations on improving the teaching and working environment at RIT. They also analyze current strategic plans, making specific observations on the Institute's strengths and weaknesses. The final session is an opportunity to share thoughts, ideas and suggestions with the president, provost and chairman of the board of trustees.

This year's participants are: Roy Berns, director, Munsell Color Science Laboratory; Richard Budynas, director, Intergraph CAD Control, Department of Mechanical Engineering; James Burke, associate professor, School of Food, Hotel and Tourism Management; Frank Cicha, director, Alumni Relations; Emanuel Contomanolis, associate director, Cooperative Education and Placement; Joseph Devine, director and department head, Department of Clinical Sciences; Elizabeth Ewell, manager, National Center on Employment of the Deaf, NTID; Janet Farnum, chair, Psychology Committee, Behavioral Science; Katharine Gillies, chair, Interpreting Services, NTID; Christine Hammer, associate director, Administrative and Student Services, CCE; Susan Heard, chair, Learning Assessment Program, LDC; E. Cassandra Jordan, director, Student Health Service; Edward Lincoln, assistant dean, College of Fine and Applied Arts; Joanne Middleton, director of public affairs, College of Business; James Murphy, director, Accounting/Payroll Services; Joseph Nairn, director, Part-Time Enrollment Services; Joseph Nassar, coordinator, Writing Program, Language, Literature and Communication; Patricia Pitkin, director, Wallace Memorial Library; George Ryan, director of operations, College of Graphic Arts and Photography; Pasquale Saeva, associate dean, Math Department; Kathleen Scherek, associate director, Program Development, CCE; Margaret Urckfitz, assistant to the dean, College of Engineering; and John Whitely, director, Institutional Research and Policy Studies.



AVON CALLING... Elizabeth Johns (center, right), a prepress technician at the T & E Center, explains image assembly techniques to Latin American print buyers from Avon Products Inc. The custom program was held last month at RIT to help Avon's foreign representatives learn quality concepts and understand what standards of excellence to insist upon when buying printed materials to promote the worldwide line of cosmetics and personal care products.

\$124M Grant Funds IPI Research In Microfilm Preservation

The Image Permanence Institute is conducting long-term research in preserving microfilm with \$124,000 in grants from the National Endowment for the Humanities and New York state.

The grants, \$98,798 from the NEH and \$25,000 from the New York State Discretionary Grant Program for the Conservation/Preservation of Library Research Materials, will fund an 18-month study. Researchers will study whether microfilm treated with selenium will last longer than untreated microfilm.

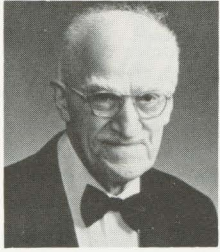
James Reilly, IPI director, said the research is important because microfilm is used extensively today by libraries and archives to create a permanent record of brittle books and important documents—many of which are being lost by the

effects of time or pollution.

"Through microfilm, we are preserving information that might be lost because newspapers and books are falling apart," he said. "If the books are destroyed and the microfilm is not preserved, that information can never be replaced and will be lost to the culture forever."

With the grants, researchers at IPI will establish a reliable accelerated test to simulate exposure to oxidants over time, study the benefits of selenium treatment, and report those findings to the preservation community.

The information will be useful in understanding the deterioration of all types of silver photographic films and not only microfilm, Reilly said.



J.M. Juran

Quality Expert To Deliver Lecture

J.M. Juran, the foremost authority on quality control, has been named the William D. Gasser Distinguished Lecturer by the College of Business and will speak to students here Oct. 1.

Juran is author of the leading international reference literature and training courses in the fields of quality control and management of quality. His *Quality Control Handbook* is the international standard reference work on the subject.

Juran's lecture at 2 p.m. in Webb Auditorium will be: "Quality: An Impacting Meteor."

Juran's honors include the Order of the Sacred Treasure awarded by the Emperor of Japan for "the development of Quality Control in Japan and the facilitation of U.S. and Japanese friendship." It is one of over 30 medals, fellowships and honorary memberships, awarded to Juran by professional and honor societies in 12 countries.

"We are greatly honored to have J.M. Juran, the international leader in quality control, speak at RIT's College of Business," said Walter F. McCanna, dean of the college. "The college has committed many of its resources addressing the educational needs of students who plan to manage manufacturing operations. Just

two years ago, the college initiated a new major in manufacturing and materials management.

The College of Business is also home to the Center for Production and Inventory Management, which includes the National Inquiry Service of the American Production and Inventory Control Society. The service at RIT answers inquiries from manufacturers across the country.

Since 1924 Juran has pursued a varied career in management as engineer, industrial executive, government administrator, university professor, labor arbitrator, corporate director and management consultant. His career has been marked by a search for the underlying principles that are common to all managerial activity.

His recent books include *Upper Management and Quality*, which provides insights into key survival issues faced by upper management in today's quality conscious, globally competitive environment, and *Planning for Quality*, which provides managers with a structured approach to company-wide quality planning.

The Gasser Lecture is sponsored by a gift from the late John Wiley Jones, former honorary member of the RIT Board of Trustees, and Jones Chemicals, Inc., in memory of William D. Gasser. Gasser taught accounting in the College of Business from 1967 until his death in 1977. He had been partner-in-charge of the Rochester office of Haskins & Sells (now Deloitte Haskins & Sells) and had been independent auditor of Jones Chemicals from 1940 to 1967, becoming a member of the company's board and secretary of several affiliated companies. Both Jones and Gasser were enthusiastic supporters of education and civic activities.

West Indies Officials Study Civil Engineering Tech at RIT

Two officials from the Ministry of Health in Antigua and Barbuda, West Indies, recently visited RIT's International Infrastructure Engineering and Training Center.

Lionel Michael, national manager of solid waste, and Hastin Barnes, national vector control officer, participated in an August training program conducted by the center through the facilities in RIT's Department of Civil Engineering Technology.

"There is a great demand for infrastructure management skills in all developing countries, in the areas of solid waste management, clean water, sanitation, and vector control," says William Larsen, associate professor in the department and center program manager.

This program was part of a Project AIM (Antigua/Barbuda Initiative Model) series, intended to develop initiative and skills in infrastructure engineering and management. The visit was funded by the Antiguan and Barbudan governments, Partners of America, and two Benjamin

Linder Memorial Scholarships from the Canio Foundation.

Toastmasters Speak Up, Don't Choke Up

Don't let public speaking choke you up.

Toastmasters International can help you learn to speak confidently and articulately before large and small groups. The Personnel Office will host a demonstration meeting during fall quarter if there is sufficient interest among faculty, staff and students.

Toastmasters clubs are usually comprised of 20 to 30 people who meet once a week. Meetings consist of a short business session, a lesson in parliamentary procedures, and a "table topics" program, during which members can present a prepared or impromptu talk. Speeches are evaluated and critiqued by fellow members.

For more information about organizing a fall meeting, call Julia Wood, -2427.

RIT Women's Network Starts Year With Talk on Resolving Conflict

The RIT Women's Network will conduct its first meeting of the year at noon on Friday, September 18, in the 1829 Room of the College-Alumni Union.

Joyce Herman, program director, Training and Professional Development and coordinator of the Athenaeum, RIT's

newly formed college for people of retirement age, will speak on "Welcoming and Resolving Conflicts: Personal/Professional Applications".

All RIT women are welcome to come to the meeting and are encouraged to join the organization.

Hockey Fans Offered October Alaska Tour

While the 1987-88 men's hockey season is almost two months away, the squad is assured of a venturesome start. Facing a 28-game schedule, the Tigers open with their first trip ever to Alaska. RIT meets the University of Alaska at Anchorage on Friday and Saturday, Oct. 23-24, then takes on Alaska-Fairbanks Monday and Tuesday, Oct. 26-27.

In conjunction with the games, and in cooperation with DiMaria Travel, the Institute is offering an Alaska tour package. A limited number of reservations are available for the week of Oct. 21-28, 1987. The cost is \$1,199, which includes round-trip air, hotel accommodations, several tours, two meals with the team, tickets for the four hockey games, and receptions following the contests.

Deadline for reservations is Sept. 22. For additional details, contact Gary B. Smith in the Department of Intercollegiate Athletics, -6165.



DAVIS SCHOLARS... Recognizing contributions to campus life and leadership in activities, Davis Scholarships have been awarded to 11 RIT student leaders. Established in 1977, the scholarships honor Alfred L. Davis, RIT vice president emeritus, and his first wife, Ruby C. Davis. Shown here with Al Davis (far left) are: (front row, l. to r.) Barbara Fallon, William DiNeno Jr., Kristen Kaiser, Sandra Yorgey, Theresa Standish, (back row l. to r.) Monica McInerney, Mary Kay Hayes, Michael Sciotti, Osbourne McKay and John Fifield. Recipient Larry Masle is not shown.



AWARD WINNER... Dave Edborg, an RIT Campus Safety officer, displays his medal to Leslie Scoville, director of Campus Safety. Edborg, a native of Jamestown, N.Y., recently represented the Institute in the sixth annual Pennsylvania Police Olympics. A power lifter, Edborg placed second in the 165-pound weight class. His combined total (squat, bench press and dead lift) was 1,185 pounds. He also set a new meet record in the dead lift with 500 pounds. That broke the old mark of 485.

NEWSMAKERS

- **Louise Carrese** has been named assistant director of Part-Time Enrollment Services. She previously served as a development officer at RIT, and has held a number of positions within RIT.
- **Donna Dickson**, placement counselor, Office of Cooperative Education and Placement, will join Part-Time Enrollment Services as an assistant director on September 21. Donna coordinated co-op and permanent placement for the College of Science, and also served as assistant director of the RIT Annual Fund.
- **Irene Hawryschuk** will move from the Information Services and Publications area of CCE to become assistant director/coordinator for operations in Part-Time Enrollment Services. Seven years ago, she joined RIT as the CCE evening supervisor and held a number of positions before becoming manager for Information Services and Publications.
- **Mary Cunningham** and **Fran Wolin** have joined the Part-Time Enrollment Services staff and will provide support in the day-to-day operations of the office.
- **Dr. Irene M. Evans**, assistant professor, Department of Biology, recently presented a paper at the Tissue Culture Association meeting in Washington, D.C. The paper was coauthored by **Derek Van Alstyne**, a third-year biotechnology student in the College of Science.

- **Sheila Maas**, office systems specialist, ISC, was elected president of the Association of Information Systems Professionals (AISP). She has been a board member for three years and chaired the 1986 Education Committee. AISP meets monthly to hear speakers and see vendor demonstrations of hardware, software, and new technologies in information systems.
- **David J. Medvedeff**, software specialist, ISC, attended the Second Guelph Symposium on Computer Conferencing at the University of Guelph in Ontario, Canada. Along with Medvedeff, Stanley A. Bissell, College of Continuing Education, Norman R. Coombs, College of Liberal Arts, Susan M. Rogers, Instructional Media Services, presented "Distance Teaching Techniques Using Electronic Conferencing."
- **Debbie Waltzer**, Student Activities/Union Services, has been appointed to the Board of Directors of the Rochester Area Hillel Foundation for a three-year term.
- **Jim Snyder**, director of Development, scored a hole-in-one at Ridgemont Country Club on Friday, Aug. 21. His first ace ever came on the 132-yard, par-three fourth hole. Others in the foursome included **Dr. Fred Smith** (vice president for Student Affairs), **Lou Spiotti** (director of Intercollegiate Athletics) and Mike Hyman. Snyder is a member of Oak Hill Country Club. When he announced his accomplishment to his family, his son asked, "Did you win a car, Dad?"

- **Lois Goodman**, assistant director for Information Services, Wallace Memorial Library, has been elected to the Board of Directors of the Rochester Area Multiple Sclerosis agency of the Al Sigl Center. She also was given the 1987 Special Recognition Award for volunteer services.
- **Robert A. Moore**, associate professor, Department of Electromechanical Technology, NTID, presented a paper entitled "Electromechanical Technology at the National Technical Institute for the Deaf" at the 95th Annual Conference of the American Society for Engineering Education. The conference was hosted by the University of Nevada at Reno.
- **David McCandlish**, ISC Senior Programmer, has self-published a 450-page book entitled *McCandlish Family History*. This involved research going back to the 16th Century. He will donate a copy to the Library of Congress, and one to the Rundell Library. He bound the first three copies in Professor Rabsamen's summer Bookbinding Course.
- **Steve Loar**, assistant professor of foundations, School of Art and Design, had two wood bowls selected for the recent Contemporary Works in Wood exhibition at the Crafts Alliance Gallery in St. Louis, Mo. He also gave a one-day seminar for woodturners on "Design, Creativity and Sketching" at the Brookfield Craft Center in Brookfield, Conn., and will offer a similar program for the Woodwork's Society in October.

- **Edward Stockham**, associate director, School of Food, Hotel and Tourism Management, recently received an award for distinguished service from the Educational Foundation of the National Restaurant Association to "recognize the significant role" he plays in protecting the dining-out public by conducting classes in applied food service sanitation.
- **Clifford Velte**, director, environmental services, was named a winner of the 1987 Expo East award for outstanding achievement as a cleaning manager or director. Velte was honored by *Cleaning Management* magazine, sponsor of the contest, for his achievements in adding computerization, employee training and evaluation programs, and cost-effective equipment and for improving productivity while reducing the workforce by 12 percent.
- **Dr. Richard Hetnarski**, professor, mechanical engineering, was featured in a recent issue of *Heat Transfer Engineering* in the "People and Personalities" section focusing on prominent engineers and educators in the field. Hetnarski also wrote an article on "Transient Thermal Stresses Due to a Local Source of Heat Moving over the Surface of an Infinite Elastic Slab" for the *Journal of Thermal Stresses*. The article was coauthored by Naobumi Sumi, a former visiting professor at RIT, and Naotake Noda, both of Shizuoka University in Japan. Hetnarski presented a paper on the topic at the Canadian Congress of Applied Mechanics in Alberta, Canada.

CALENDAR

Hot Dog! Fast Food Fills Need

Only a few minutes between classes or meetings and no time for lunch?

Last year, that might have meant a rumbling stomach or grabbing a candy bar. Now there is an alternative—buying lunch at the new hot dog cart parked in front of the College-Alumni Union.

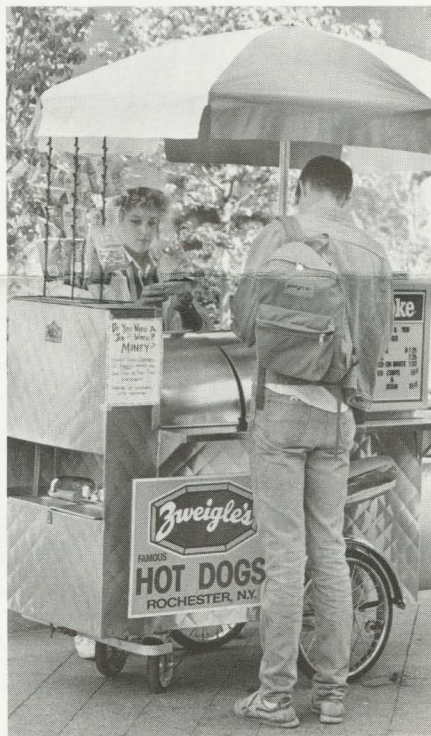
Started in August by Food Service, the distinctive cart with its red-and-white striped umbrella sells hot dogs with such trimmings as chili or sauerkraut, soft drinks and potato chips. A second cart sells ice cream. In the future, other food items may be sold.

The idea originated last year when an outdoor concession stand was set up when the College-Alumni Union was closed temporarily for repairs. The idea proved so popular that this year Food Service decided to set up a cart permanently.

"It brings a festive atmosphere to campus and it's super for people who are on the run," said Brian Burgeson, catering manager. "If we didn't have this cart, they probably wouldn't have a chance to eat lunch at all."

The cart is operational from 11:30 a.m. to 2:30 p.m., Monday through Friday. During bad weather, the cart will be parked inside the College-Alumni Union lobby.

The cart also may be rented for special events, said Burgeson.



Get Your Tickets: 'Saturday Night' Star to Perform

Fall Weekend will feature a slice of "Saturday Night Live" when comedian Dennis Miller, host of the show's popular "Weekend Update" segment comes to RIT, Friday, Sept. 18.

Miller, whose style is both off-the-wall and playfully sarcastic, will perform at 8 p.m. in the George H. Clark Memorial Gymnasium. Tickets, on sale at the candy counter and other campus locations, will be \$2.50 for RIT students, faculty, staff and guests.

In addition to Miller's performance, the first-ever Fall Weekend will include a carnival with rides and food booths in the administration circle, Friday from 11:30 to 3:30, and the traditional Fall-Out, a day-long affair with outdoor music on the residence hall side of campus, Saturday, Sept. 19. For more information on Fall Weekend events, call Student Activities, -2224 or -2336.

Sept. 10-lecture: "The Literacy Crisis: Then and Now," given by Alvin Kernan; first in year-long series, "America and the Book," 7:30 p.m., Webb Auditorium, Gannett Building, sponsored by the College of Liberal Arts

Sept. 11-film: "Radium City," by Carole Langer, a documentary about the women who worked for the Radium Dial Factory and how they later died of cancer; first in the Visiting Filmmakers Series, 7:30 p.m., Webb Auditorium, \$2.

Sept. 12-sports: Men's cross country hosts St. Lawrence and Clarkson, 1 p.m.

Sept. 12-sports: Women's soccer hosts St. John Fisher, 1 p.m.

Sept. 12-demonstration: Army ROTC rappelling exercises, 9 a.m. to 1 p.m., Rochester Fire Academy, 1180 Scottsville Rd.

Sept. 15-sports: Women's soccer hosts Buffalo State, 4 p.m.

Sept. 16-sports: Men's soccer hosts LeMoyne College, 3:30 p.m.

Sept. 18-20-event: Fall Weekend

Oct. 1-lecture: "Strange Journeys and Exotic Travels—The Turn of the Century Experience"; 7:30 p.m., Webb Auditorium, Gannett Building, a year-long series on "America and the Book" sponsored by the College of Liberal Arts

NEWS & EVENTS

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