

N·E·W·S & E·V·E·N·T·S

John L. Kronenberg to Receive Fourth Annual Byron G. Culver Award

John L. Kronenberg, associate dean in the College of Graphic Arts and Photography at RIT, will receive the fourth annual Byron G. Culver Award from the college for his contributions to printing education.

Kronenberg will be honored May 8 at a dinner meeting of the Industry Advisory

Committee of the College of Graphic Arts and Photography.

RIT's Byron G. Culver Award is presented in memory of Culver, first director of RIT's School of Printing, who served from 1937 to 1965.

A graduate of Carnegie Institute of Technology, Kronenberg joined the S.D. Warren Paper Company in 1933. During the Second World War, he developed Wet Strength Army Map Paper for which he earned the Order of Merit in 1943.

He has served as a member of the executive committee of the Research and Engineering Council since 1948 and as a member of the board of trustees, executive committee and national scholarship trust fund

committee of the Graphic Arts Technical Foundation as well as a director of the National Association of Printers and Lithographers.

In addition, Kronenberg is a member of the Industry Advisory Committee of RIT's College of Graphic Arts and Photography.

He has received the Service Award from Carnegie Mellon University, the Craftsman and Soderstrom Awards from the National Association of Printers and Lithographers, the Harry J. Friedman Memorial Award and, in 1969, the year he retired from S.D. Warren, Graphic Arts Monthly honored him with the A.F. Lewis Memorial Award: Graphic Arts Man of the Year.

Previous recipients of the Byron G. Culver Award are Lester M. Reiss, senior vice president for sales and marketing for Heidelberg Eastern's pre-press, bindery and computer divisions and a director of the company; Dr. Harold Geggemeier, retired chairman of Baldwin Technology Corp.; and William J. Mariner, chief executive officer of Case-Hoyt Rochester.

RIT's College of Graphic Arts and Photography offers 10 undergraduate and three graduate programs to its nearly 2,000 students enrolled in the college's School of Printing and School of Photographic Arts and Science and, through the Technical and Education Center of the Graphic Arts, continuing education in the graphic arts for industry professionals.

Isaiah Thomas Award Honors Times Publisher

Arthur Ochs Sulzberger, chairman and publisher of *The New York Times*, will receive the 1984 Isaiah Thomas Award for outstanding contributions to the newspaper profession from RIT during ceremonies May 9.

Sulzberger will be the sixth recipient of RIT's Isaiah Thomas Award presented annually through the newspaper production management program of the School of Printing.

Sulzberger joined *The New York Times* in 1951 following graduation from Columbia University. He had previously served as a member of the U.S. Marine Corps during World War II and the Korean conflict.

At *The Times*, Sulzberger worked as a reporter on the city staff as well as a correspondent in *The Times'* bureaus in Paris, Rome and London.

He was a general assignment reporter with *The Milwaukee Journal* for a year during 1953-54. The year following his return to *The Times*, he was appointed assistant to the publisher and became increasingly involved in the business and production operations of the company. He was named assistant treasurer in 1957 and two years later elected a director of the company. He became assistant to the general manager in 1960 and in 1963, after the death of Orvil Dryfoos, Sulzberger was elected to succeed Dryfoos as president and publisher. He has served as chairman of *The New York Times* since 1973 and in 1979 gave up the title of president.

The son of the late Arthur Hays Sulzberger, who was chairman of *The New York Times*, and grandson of Adolph S. Ochs, publisher of *The Times* from 1896 to 1935, Sulzberger is a director of many organizations including the Associated Press, the Newspaper Advertising Bureau, the American Press Institute, the American Newspaper Publishers Association and *The International Herald Tribune*, of which *The Times* is a part owner.

Isaiah Thomas, one of America's great patriot printers, established *The Massachusetts Spy* in 1770. After the Revolutionary War, Thomas continued his career as a publisher and was considered the leading publisher of his day employing 150 persons in his main office in Worcester, Mass., and operating eight branch offices. He also owned a paper mill and a bindery and established the American Antiquarian Society in 1812. In 1810 he wrote *The History of Printing in America*, a book which is still in print and is regarded as the basic source in American printing and publishing.

Previous recipients of RIT's Isaiah Thomas Award are Ronald A. White, president of Graphic Systems Division, Rockwell International; Robert G. Marbut, president and chief executive officer, Harte-Hanks Communications, Inc.; Allen H. Neuharth, chairman, Gannett Co. Inc.; Edward W. Estlow, president, E.W. Scripps Company, and Katharine Graham, chairman and chief executive officer, *The Washington Post* Company.

Microelectronic Conference Earns Support

"Definitely exciting!" "An excellent program." "Very enlightening, unique." "We're enthusiastic and support you!" "You've come a long way since the last conference."

These were just a few of the comments made by scientists and engineers attending RIT's second annual Microelectronic Engineering Conference April 19.

Attending were 58 representatives of 26 companies from 12 states. They came from as far away as California and Florida to get a progress report on the two year old microelectronic engineering undergraduate degree program, the first and still the only one of its kind in the country.

The program is offered through the College of Engineering in conjunction with the College of Graphic Arts and Photography and the College of Science.

The latest developments and research at RIT related to the fabrication of integrated circuits was highlighted in a program featuring the presentation of technical papers by students and faculty, tours of the microelectronic engineering and computer science facilities, and a luncheon honoring the two

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Giving his boss a tour during the recent Microelectronic Engineering Conference is Bradley Smith, right. Smith is currently a co-op student with the Semiconductor Digital Products Division of Harris Corporation in Melbourne, Fla., and flew in for the conference. At left is Jeffrey Peters, vice president of Digital Manufacturing Operations at Harris, and one of Smith's bosses.

RIT Snaps City's Sesqui Portraits



A press conference at City Center announced a joint project between RIT and Rochester Sesquicentennial Inc., "Portraits for Posterity," to commemorate Rochester's sesquicentennial. Pictured, from left to right, are Malcolm Spavull, senior video analyst, RIT's American Video Institute Laboratory (AVI Laboratory); Edward P. Curtis Jr., chairman, Rochester Sesquicentennial Inc.; and John Ciampa, director, AVI Laboratory.

RIT is preparing a high-tech time capsule to commemorate Rochester's sesquicentennial.

RIT's American Video Institute Laboratory will compile the largest yearbook in the world as it takes pictures of thousands of Rochesterians who want to be remembered 50,000 years from now.

"'Portraits for Posterity,' a joint project of RIT and Rochester Sesquicentennial Inc., will put up to 100,000 faces on a laser videodisc, together with a message from each individual," says John Ciampa, director of AVI Laboratory.

The first photographs were taken Saturday evening, April 28, at the Sesquicentennial Gala Ball. On Sunday, April 29, "Portraits for Posterity" was at the Sesquicentennial historical exhibits in the War Memorial.

Throughout the Sesquicentennial year, RIT will have a portable portrait system traveling to locations around Rochester, including all major Sesquicentennial events, such as Sister Cities Week, City Jubilee, The Great Canal Caper, the visit of the tall ships and the Chuck Mangione concert. This will give residents and others an

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GETTING TO WORK...RIT's National Alumni Council recently held its first meeting of the year on the RIT campus. It was a busy two and a half days for council members, who had lunch with RIT President M. Richard Rose and heard talks by Frank Cicha, director of Alumni Relations; Jim Miller, associate vice president, Institutional Advancement; Gordon Fuller, director, Center for Cooperative Education and Career Services; and Dr. C.J. Young, vice president for Development, among others. In addition to a reception with student leaders, members also spent time in a workshop "Job Description—What Should a Council Member be Asked to Do?" conducted by Donna Spiotti, marketing and training consultant, RIT's Learning Development Center. Pictured, from left to right, are Frank Cicha, Thomas Dcugherty, president of the National Alumni Council, and President Rose.



Dinner to Precede Faculty Idea Exchange

The Faculty Seminars Committee of the Faculty Council will hold its next Exchange-of-Ideas session Tuesday, May 8, in the Fireside Lounge of the College-Alumni Union. Dr. John Zdanowicz of the College of Business will initiate the topic, "The Libertarian Philosophy: Freedom in the Best Sense."

This fourth and last meeting for the 1983-84 academic year will be preceded by a faculty supper at 6 p.m. to which all interested faculty and staff are invited. Charge for the dinner is \$3 per person. Please send your reservation request and a check payable to Faculty Council, RIT to Gerry Krenzer, Faculty Council Office, 01-2106. The first 50 reservations received will be accepted

Richard McAllen Dies, T&E Center 'Mainstay'

Richard McAllen, an 18-year veteran of RIT's Technical and Education Center of the Graphic Arts, died February 9.

Mr. McAllen served until July 1983 as the T&E Center's director of web offset programs. In that capacity he directed the center's product testing and development services and its technical services operation. He taught seminars in this country and abroad.

"Dick McAllen was a mainstay of this organization and filled an unusual and demanding position with great competence, grace, and humor," said Herbert Phillips, director of the T&E Center. "In professional terms he will be a tough act to follow. In terms of the warmth and spirit he brought to his job he is nearly irreplaceable."

Mr. McAllen attended RIT's School of Printing, and after graduation joined with a classmate to convert Fox Press of Oakland, Calif., from a letterpress to an offset operation. He was then given a similar assignment at William Feather Co. in Cleveland, where he stayed for eight years as superintendent of offset plant activities. He joined the Graphic Arts Research Department, the precursor of the T&E Center, in 1966.

George Alley to Serve on Board Of Army, Air Force Exchange Services

George Alley, director of RIT's School of Food, Hotel and Tourism Management in the School of Applied Science and Technology, has been appointed as one of three civilians to serve on the United States Army and Air Force Exchange Services (AAFES) Board of Directors.

The announcement was made jointly by Air Force Major General Richard D. Murray, commander of AAFES, and Air Force Lieutenant General George M. Browning, Jr., chairman of the AAFES board and comptroller of the Air Force.

The AAFES board meets quarterly in Dallas, Texas, and is the decision making body for the Army and Air Force systems of exchanges and commissaries that encompass food and retail sales and service distribution systems for military personnel and their dependents throughout the world.

In addition the board provides advice on the service, quality and types of world wide food services, training and standardization programs, and other matters related to the needs and well being of service personnel.

AAFES is the fourth largest non-commercial feeder in the United States. Overseas, AAFES operates bakeries, meat and dairy plants, airline catering services, movie theaters and school lunch feeding programs, with worldwide sales exceeding five billion dollars annually.

"This is a unique business organization and I am highly honored by the appointment," said Alley. "It's an interesting assignment and I look forward to providing positive contributions to the board's activities."

"The position provides an opportunity to be a part of the executive decision making team of a multi-billion dollar worldwide operation," said Alley, who recently returned from a two day AAFES board meeting in Dallas.

Design Student Wins Merit Award



Robert LaPointe, a senior in the industrial and interior design program of the College of Fine and Applied Arts, has received the Student Merit Award from the RIT Student Chapter of the Industrial Designers Society of America.

LaPointe was one of five students nominated for the award by student chapter members. Members of the Rochester Professional Chapter IDSA and faculty members in the program selected LaPointe as the award recipient based on his presentation of his work.

He will represent RIT at the IDSA Midwest conference in Columbus, Ohio, where he will compete with award winners from 10 other schools.

Henry D. Paley Dies, Aided Education Efforts

Henry D. Paley, president of the Albany based Commission on Independent Colleges and Universities (cicu), died last week of a heart attack. Paley was well known throughout the state and had worked closely with a number of RIT personnel.

At the conclusion of the recently successful campaign to increase the Tuition Assistance Program, RIT President M. Richard Rose wrote to Paley, "It should be very gratifying to know that through your efforts, students at RIT and dozens of institutions similar to RIT, are able to pursue the educational programs they feel will best fit them for their future."

"On behalf of this entire educational community, I want to thank you and your staff for your unswerving efforts and the leadership you've provided, allowing us to be effective."

Fast Day Observance Assists Two Causes

The Justice and Peace Committee of the RIT Catholic Campus Parish expresses thanks to those who made the April 12 Fast Day successful.

Thomas Rivera, committee member, reports \$1,027.82 was collected from these sources: \$327.45 from the parish; \$514.80 from meal tickets—residents fasted from 572 meals and Food Service donated 90 cents per meal; and \$185.57 was contributed at the information table in the College-Alumni Union.

Rivera said half the total, \$513.91 will be contributed to Oxfam America for a refugee camp in Honduras and the other half to Bethany House, Rochester, home for battered women and children.

Taking 'American Architecture' Lets You See City's Skyline Anew

If you'd like to be able to identify the architectural styles of Rochester buildings, you can benefit from Dr. Houghton Wetherald's summer course, "American Architecture."

Wetherald, professor in RIT's College of Liberal Arts and a specialist in the field of architecture, designed his course "primarily to enable adults in the Rochester community to look at the Rochester skyline anew, with knowledge to identify the various styles of American architecture and with eyes sensitized to appreciate their styles and aesthetic qualities."

The course runs from June 4 to July 27 and can be taken in one or more two-week segments for variable credit or for audit. Classes will meet from 10 to 11 a.m., Monday, Wednesday and Friday. For registra-

tion information, contact Mrs. Ellen Covert, College of Liberal Arts, 2448.

The four two-week blocks include studies of architectural styles from the Colonial to the Victorian periods, works of architects from H. H. Richardson to Frank Lloyd Wright, development of modernism in America, 1940-1965, and the late modern and post-modern periods, 1965 to the present.

Wetherald is the consultant in art and architecture to the Rochester Preservation Board. He lectures and has published articles on architecture. Since joining the College of Liberal Arts faculty in 1969, he has received the Distinguished Young Teacher Award and the Eisenhart Outstanding Teacher Award.



FOR OUTSTANDING RESEARCH—Recipients of the Kearsse Student Honor Awards are shown with Dr. Mary Sullivan, dean, College of Liberal Arts, left, and Dr. Dennis Nystrom, dean, College of Applied Science and Technology, right, who delivered the Kearsse Distinguished Lecture in their honor. Students, from left, are Richard W. Maile, photo marketing management, College of Business, for his short story, "Christopher's Dr. T.V. Jesus"; Lori Ann Vaskalis, medical illustration, College of Fine and Applied Arts, for her paper, "Nature in Art: An Aesthetic Reflection of the Nature of Man"; and Deborah Ann Wilcox, for her paper as a weaving and textile design major, College of Fine and Applied Arts, "Meaning and Significance of the Color Field Painting Movement in Post-World War III America." Wilcox transferred to the College of Science as a biology major. The fourth recipient, Kevin J. Kearney, physics, College of Science, was not present. His paper was "Hume's Doctrine of Causality." In his lecture, "The courage to Succeed," Nystrom told students the "components of career success are courage, commitment and persistence."

Open Letter to the RIT Community

In an open letter to the RIT community, Dr. Thomas Plough, vice president for Academic Affairs, says:

"The institute is involved in a transition that will influence what and how we teach and the way in which we conduct the business of education. RIT, and similar institutions, will shortly arrive in this new position regardless of the level of planning or formulation of methodology. We will be a wired campus with electronic streams carrying information throughout the Institute, and the instructional process will continue to be more and more involved with computing technology. There will be decisions that involve process and hardware and these decisions will involve trade-offs and the pressure of time, but they will, nevertheless, be made.

"The real issue is not whether we want to change, but rather how can we control the process to best serve the mission and goals of the Institute and utilize resources most effectively. And perhaps most important, how can we most effectively marshal the efforts of our most important resource in this process — people. Technology, which is changing almost by the hour, will certainly make this process most challenging and, certainly, some mistakes will be made along the way.

"An important component of this process is the Department of Information Systems and Computing. No support service has had a more difficult task in the past decade than this one. The demands made upon it have been varied and extensive, the resource implications costly and the technology complex. Furthermore, attempting to meet the needs of all users is often a thankless task. Nevertheless, the Institute has excellent computer facilities and systems in place that accomplish administrative and academic goals.

"In order to improve existing services and to move forward in the provision of new computing services, I am making organizational changes to the Department of Information Systems and Computing and

to the larger component of Academic Services. These changes follow upon consultation with a cross-section of RIT administrators, academic leaders and faculty. They are also, in large measure, based on a major consulting report on administrative computing recently conducted by the firm of Deloitte, Haskins and Sells.

"Effective May 1, Information Systems and Computing will become a unit of Academic Services, joining the library, the Office of the Registrar and Instructional Media Services in a combining of critical support services. Academic Services will continue to be under the leadership of Reno Antoniotti. Mr. Antoniotti's title will be associate vice president for Academic Services and Computing and he will report directly to me. A search for a new director of Information Systems and Computing is underway and I am hopeful that a new director will be selected and on board this summer. ISC will also be restructured into three, rather than five components: Academic Computing and User Services, Systems Development, and Data Center Operations and Technical Support. These units will be headed by three associate directors, Ronald Stappenbeck, Robert Miller and George Hopkins. I am confident these changes will provide the Institute with the appropriate structure to most effectively respond to user and institutional needs.

RIT Schedules Economic Conference For Clergy

Clergy of Western New York will forsake the lilies of the field during a two-day conference in which they will confront instead the economic issues faced by business and labor, the dimensions of the world food problem, national economic issues, the economic issues faced by agriculture, and the whys and wherefores of estate planning.

The 20th annual Western New York Clergy Economic Education Conference, sponsored by RIT's College of Continuing Education and the Economic Education Foundation for Clergy, Inc., will bring the experience of educational and business leaders to these concerns May 6 through May 8 at the Genesee Plaza Holiday Inn.

"These conferences have proven helpful to clergy members who have had little or no formal economic training but want to understand more fully the views and concerns expressed by their congregations," says Dr. Frederic P. Gardner, associate dean of the College of Continuing Education. "Participants leave with a better understanding of our economic system; the conference focuses on problems facing all citizens as consumers, investors, workers and employers."

Conference leaders include Mark Grier, senior vice president and treasurer, Lincoln First Bank; Alan Illig, attorney, Harter, Secrest and Emory; Dr. David Martin, head of the John Wiley Jones School of Business, SUNY at Geneseo, and executive director of the Genesee Regional Council on Economic Education; John Perry, New York State Senator; Dr. Juliet Schor, assistant professor of economics at Barnard College, Columbia University; and the Rev. Ronald Willmann, treasurer of the Rochester Area Labor and Religion Conference.

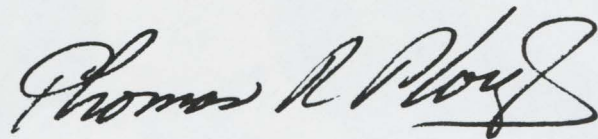
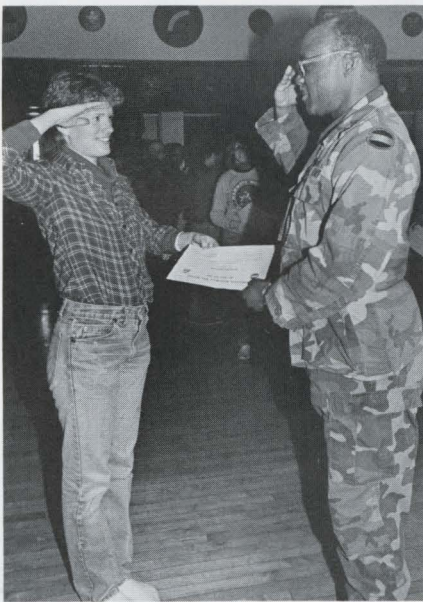
The conference is open to clergy of all faiths in the Rochester, Buffalo and Syracuse area. Each participating clergy pays a \$50 registration fee. Tuition is provided through business, labor and agriculture contributions that cover the remaining conference costs including meals, lodging and conference materials.

"In direct response to the Deloitte, Haskins and Sells study, an advisory group will be formed to assist in determining priorities for administrative computer applications. The priority setting process is critical if we are to make appropriate and effective use of our computing resources.

"In a similar fashion, an advisory group will also be formed to assist in setting and maintaining academic (instructional and research) computing goals and priorities and to assist in coordinating our efforts to best serve the entire institution. This group will carry forward and broaden the efforts so successfully concluded by the Personal Computing Task Force under Dr. Robert Golden's leadership. On occasion, the administrative and the academic advisory

groups will meet together to discuss mutual and/or overlapping concerns and directions.

"Providing the kind of computing support necessary for RIT will require appropriate hardware resources and effective planning. More important, however, it will require a high level of responsiveness to user needs by ISC and effective leadership by senior management. It will, furthermore, be the responsibility of academic and administrative units to take an institutional view in their requests for more computing resources. In the long run, it will be the responsibility of the entire Institute community and our collective efforts that will keep us at an appropriate level of computer technology. I ask that all of you join in such efforts."

IN THE ARMY...for a day. Twenty NTID students learned drill and ceremony marching skills at Camp Drum early this spring during an Educational Travel trip. Above, Ellen Holbert, Hancock, N.Y., crisply salutes Fort Drum's Command Sgt. Maj. Calvin C. Cross Jr. after she received an achievement certificate for the skills she learned during a tour of the post. Mary Ann McCarthy, coordinator of the Student Affairs Division/NTID Educational Travel Department, said the students were interested in what life in the U.S. Army would be like since their hearing impairments bar them from military service. Kip Webster interpreted. CSM Cross was impressed by the students' performance. "They marched better than the troops here will in their first spring drill," he said.



WELCOME...The Metropolitan Museum of Art in New York City was the setting for the NTID Alumni Chapter of Metropolitan New York to become an officially chartered alumni chapter granted by the RIT National Alumni Council. About 40 NTID alumni were in attendance. The chapter joins six other NTID chapters and five other RIT chartered alumni chapters. To be a chartered chapter means formal recognition, operating under a set of bylaws, having certain goals and objectives and having a formal link to the National Alumni Council. Pictured, from left to right, are Mitchell Travis, BA '74, president of the chapter, Frank Cicha, PHS '61, director, Alumni Relations; Cynthia Jeffrey, RE '74, vice president; Bryan Ross, ND '81, treasurer; Andrea Gnesin, BA '81, secretary; and Steve Schultz, BA '72, NTID alumni specialist.



VISITING DOWNTOWN...Members of Rochester's financial and business community were hosted at a reception of the RIT/IMC Sesquicentennial Exhibit at RIT's City Center by RIT's Deferred Giving Advisory Committee. At left is Richard Eisenhart, chairman emeritus of the RIT Board of Trustees, at center, John Tarbox, member of the Deferred Giving Committee, and at right, David Whitaker, guest.

Spring Arts Festival

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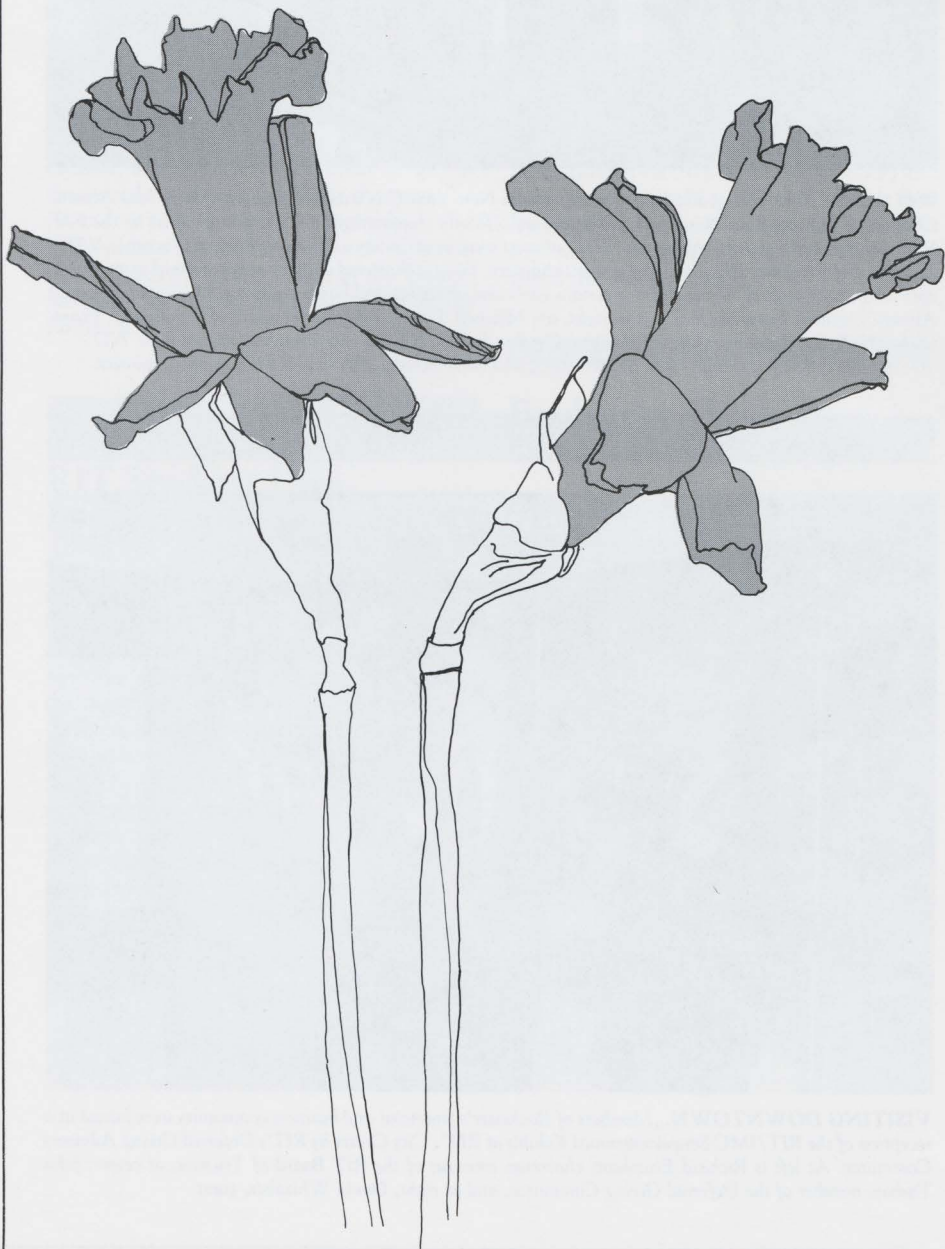
ISN'T IT PRETTY?...Margery Pearl, a 1983 graduate of the College of Fine and Applied Arts, offers her glass art pieces for sale during Spring Arts Festival Friday and Saturday, April 13 and 14. The event was part of the Institute's marking of Rochester's Sesquicentennial year.



CRAFTS EVERYWHERE...Above, crafts were wall to wall as ceramic and glass pieces, jewelry and textiles went on sale in the College-Alumni Union atrium. At left, The Timestoppers, a Dixieland group organized through NTID's music program, descend College-Alumni Union stairs on way to Fireside Lounge where historical speakers held sway. At right, Marcia Slutzky, Personnel, was one of the speakers as Kate Gleason, treasurer of her father's company, the Gleason Works.



HAPPY BIRTHDAY, ROCHESTER!...Frank Gannett, really William Shoemaker, professor in the School of Photographic Arts and Sciences, above, recalls when he decided to move his Empire School of Printing to RIT. At left, Captain Henry Lomb, portrayed by Dr. Richard Rinehart, director of the Center for Community/Junior College Relations, spoke from a red-white-and-blue draped platform in Fireside Lounge. Ed Steffens, right, was parade marshal, barker and master of ceremonies at political rallies featuring early RIT benefactors. Concerts, movies, an international evening, and NTID's *Oklahoma!* rounded out the Institute's celebration of Rochester's 150th birthday.



Kearns Describes Xerox, USA Industry In 1984 Gasser Distinguished Lecture

David T. Kearns, president and CEO of Xerox Corporation, delivered the eighth annual College of Business William D. Gasser Distinguished Lectureship in Business last week. Discussing "Product Quality and Productivity," Kearns explained how his experiences with Xerox exemplify national business trends for the last two decades—and how the country is gearing up for the future.

Kearns said, "Our businesses entered the 1980s bloated with too many workers and wrapped in too many layers of management to supervise those workers. That's hardly the best formula for productivity." Despite this situation, Xerox could still sell machines and didn't worry when competition entered the low end of the copier market. The company's success "bred a kind of benign arrogance," Kearns admitted.

However, when competitive analysis revealed that the Japanese were selling their copiers for what it cost Xerox to make them, changes started. The Monroe county area experienced the immediate effect of lay-offs as Xerox pared down its workforce. Then inventory strategies changed. From a three-month inventory, Xerox is going to a one-month inventory. With lower inventory, it's vital that the inventory be of good quality. So Xerox is cutting down its suppliers base from 5,000 companies four years ago to a goal of only 500. And the company is demanding zero-defects from those 500.

In addition, Xerox is moving away from American industry's quality system based on detecting defects and is concentrating instead on the Japanese approach of preventing defects.

At another level, Xerox is ensuring quality through employee involvement. Most of the company's problem solving teams,



David T. Kearns, center, admires the Gasser Award with Dean Walter McCanna, right, and John Wiley Jones, left. William D. Gasser was a longtime friend and business associate of Jones, honorary RIT trustee and company president of Jones Chemicals, Inc., which established the lecture. The Gasser Award was designed by the late Hans Christensen, the Charlotte Fredericks Mouris Professor in the School of American Craftsmen. This year's award was crafted by silversmith Paul Tarantino.

composed of union and management representatives, look at day-to-day operations, but Xerox also has formed "horizon teams," who are determining what is necessary to make Xerox a successful manufacturing operation in the next decade. Kearns said this employee involvement in strategic business decisions, once the sole province of managers, is unique and that Xerox senior management is committed to the program. "Quality, quite simply, has become part of the way we do business," he said. "It's created a whole new attitude, a whole new culture that says, 'We can do what we have to do to succeed—and we will succeed!'"

Kearns emphasized the importance of high expectations, both of the competition

and of ourselves. He said, "The Japanese expect the same thing. And we have to be determined to be better. Some people will tell you that you can't get anything 100 percent defect-free. We think it's doable."

The battle for product quality and productivity is paying off as Xerox is beginning to regain some of its market share. Kearns said, "I believe we're the first company in an industry targeted by the Japanese to do that."

Kearns also believes concern with product quality and productivity is not limited to Xerox. "I sense a kind of synergy throughout the economy," he said. Companies are improving plants, investing in technology and equipment and national productivity

figures are turning around. American industry can meet and beat the competition, Kearns claimed, "but that means turning out products with the best quality at the best cost."

Pressed with questions by students and faculty following the lecture, Kearns demonstrated candor and directness. When asked how he felt about import restrictions, Kearns replied, "I'm against restrictions on imports because of competition. Competition is the one thing that is driving American corporations to run their businesses better. Without competition we'll relax from taking the actions and making the investments needed to make us the best. Also, we're still the largest exporter in the world, and foreign retaliation caused by our trade restrictions could cause us great difficulty. People who are for restrictions say it will keep jobs, but we will lose them."

Another student asked how Xerox employees are dealing with management's high expectation levels. Kearns explained, "If we just tell them to do better, they won't. But we do competitive benchmarking for every function in the business—distribution, production, marketing, overhead—and we compare our business to all of industry, not just the copier industry. So our employees understand the costs of competitive products, and they understand why our high expectations are required. If they know what has to be done, they will figure out how to do it."

Indicating his optimism about the nation's economic future, Kearns observed, "I used to say this generation would be the first whose children would not be able to live as well as or better than their parents. But now I think our children will be able to live as well as we have, if not better. Xerox is a good example of a company making that happen."



WOMEN'S PEER PROGRAM...Female students from throughout the Institute, who have given time to help the Admissions effort, were honored recently at a reception sponsored by the Women's Peer Program coordinated by Dorothy Lowe, assistant to the director of Admissions. The student volunteers write letters to women who have been accepted at RIT, but have not made a final decision on the college they plan to attend. More than 60 students participated in the program this year with more than 800 letters being sent out.

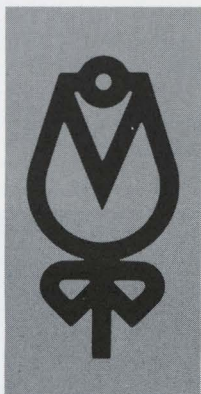
See Wildflowers on Nature Trail Tour

There really are May flowers following the April showers!

Frank Robinson, grounds foreman, Physical Plant, is conducting a tour of the nature trail, concentrating on the wildflower section of the trail, from 11:30 a.m. to 1 p.m. Tuesday, May 8.

Those interested are asked to gather at the west side of the Administration Circle by 11:30. There will be a place suitable for eating lunch along the trail for those packing a bag lunch. Robinson advises "appropriate shoes."

Rain date for the tour of the nature trail is Thursday, May 10.



Glass Arts Society Tour Includes RIT Facilities, Lectures, Workshops

In conjunction with the annual meeting of the Glass Arts Society in Corning, Michael Taylor, faculty member in the School for American Craftsmen at RIT, has arranged a tour of Rochester area glass studios and a series of lectures and workshops.

The Glass Arts Society, a non-profit organization with more than 1,000 members worldwide, has a membership of artists, educators, collectors and gallery and museum personnel.

Taylor explains that the May 16 tour, which is open to students and persons in the community along with Glass Arts Society members, will begin at RIT's glass facility at the Institute's College of Fine and Applied Arts at 9 a.m. Stops will include Valerie O'Hara's studio and the Rochester Folk Art Guild.

Along with the tour, Taylor has arranged a pre-conference series of lectures and workshops at RIT. The series represents a comprehensive group of speakers ranging from the conceptual installation work of Richard Posner to that of Steve Correia of the California-based Art Glass Factory. The theme of the series is the emphasis on the multifaceted opportunities for students working in glass, from the esoteric to the business of glass manufacture.

Posner, a studio artist based in Seattle, will begin the series with a noon lecture May 14. Posner has lectured extensively and has done architectural commissions including the Veterans Administration Hospital in Seattle and the Multnomah County Elections Bureau in Portland. His work is in the collections of the Metropolitan Museum

of Art, the Victoria and Albert Museum and the Corning Museum of Glass.

Paul Marioni will present a slide-illustrated lecture May 14 at 6 p.m., and demonstrations at 9:30 a.m. on May 15 and again at 9 a.m. on May 16. Marioni developed the process of working specific imagery into molten glass for which he has a U.S. Patent. The recipient of several grants from the National Endowment of the Arts, Marioni has been the subject of articles in *Artweek*, *Vogue* and *Time*, and he is listed in *Who's Who in Technology*.

On May 15 at 1:30 p.m. Correia will deliver a slide-illustrated lecture. He is known for his revival nouveau glass and is the founder of Art Glass Factory in Santa Monica. He formerly taught at the University of Hawaii and has work in many national collections.

The head of the glass program at the California College of Arts and Crafts, Marvin Lipofsky, will present a slide-illustrated lecture at 5:30 p.m. May 15. A past president of the Glass Arts Society, he has been a guest artist/designer with the most outstanding glass firms throughout Europe and Japan, including the Royal Leerdam Glass Works in Holland and the Fabricka Zenini in Italy.

Students from RIT's glass program will have an informal exhibit of their work throughout the series in Room 3591 of the James E. Booth Memorial Building at RIT.

In conjunction with the Glass Arts Society lecture series and tour, Richard Marcus, who started the first hand-blown glass marble factory, presented a demonstration and lecture May 1 and 2.

RIT Dedicates Museum

RIT will formally dedicate the Museum of the Printed Word donated to the Institute by *The New York Times* in a ceremony in RIT's Melbert B. Cary, Jr. Library May 9.

The dedication will take place during Isaiah Thomas activities. Arthur Ochs Sulzberger, chairman and publisher of *The New York Times* Company and 1984 Isaiah Thomas Award recipient, will be on hand for the ceremony.

Isaiah Thomas activities honor the memory of one of America's great patriot printers and also the newspaper industry itself through the presentation of the Isaiah Thomas Award to a newspaper industry leader who has made significant contributions to the profession.

"With the addition to *The New York Times* Museum of the Printed Word, RIT's Melbert B. Cary, Jr. Graphic Arts Collection now includes works representing 5,000 years of the history of printing," says David Pankow, Cary librarian.

Among the more than 150 items in the Museum of the Printed Word are a Babylonian clay tablet with an envelope seal dating from 2100 B.C., Chinese paper from 105 A.D. and a twelfth or thirteenth century Hebrew scroll of the book of Esther.

Also in the museum is the first reportage of a contemporary news event, a complete book printed by Ulrich Zell of Germany in 1470. The book relates the progress and outcome of a battle between Christians and Turks at Euboea (the Turks won).

Chinese paper money dating from 1375 is in the collection. On the currency is a statement to the effect that if anyone coun-

terfeits the money, his life is forfeit and all his goods will be given to the person turning him in.

A copy of *The Boston Weekly Newsletter* from June 7, 1744; a copy of *The Connecticut Gazette* from October 6, 1777; and one of *The Massachusetts Spy* published by Isaiah Thomas from June 28, 1775, are also part of the Museum of the Printed Word.

"Although the Museum of the Printed Word will be housed with the Cary Collection at RIT, we still will preserve its integrity as a separate collection, its uniqueness as a digest of printing history," explains Pankow.

Pankow says, "In giving the Museum of the Printed Word to RIT's School of Printing *The New York Times* knew that the collection would continue to be used for its educational value. The collection at RIT will represent a link between students in the School of Printing and the history of printed communications.

"The term museum is somewhat misleading in that it connotes a setting of 'look but don't touch.' In the Cary Collection, these materials will be available for hands-on study," Pankow says.

Following the dedication ceremony May 9, selected materials from the Museum of the Printed Word will be on display at the Melbert B. Cary, Jr. Library daily through the end of June.



Korol, Sternberg Win Sunrise Run Event

Results in the annual three-mile Sunrise Run were announced by Daryl Sullivan, coordinator of Intramurals. Four women and nine men competed in the event held April 19 on the RIT campus. Results include (by age groups): *Women* — under 25: Shari Sternberg (24:13), Patti Cooper (26:36) and Jill Mascowitz (no time); 26-49: Andrea Walter (29:29). *Men* — Under 25: Tom Jackson (17:26), George Lavash (18:15), Peter Louis (18:36) and Lojasia Wocz (21:41); 26-49: Mike Korol (17:05), Peter Bonis (18:06), Tom Izzo (24:13) and Pete Seiler (26:11); 50-and Over: Bob Ewart (24:17). Korol was overall winner in the men's competition and Sternberg captured the women's title.

Bookstore Has Copies of RIT History

Copies of the history of RIT, written by Dane Gordon, associate dean of the College of Liberal Arts, are available at the RIT Bookstore, Scramtom's and through the publisher, the Edwin Mellen Press.

Of the 1,000 copies printed, 150 have been specially bound in blue leather and in cloth as a sesquicentennial edition. These volumes are numbered from 1 to 150 and signed by the author. They sell for \$159.95. Those who wish a numbered volume should call the Mellen Press, (716) 754-8566. Unnumbered copies are still available for \$89.95.

Student Hostel Passes, ID Cards Available

If you're traveling abroad or in the United States, the Office of International Student Affairs can make your traveling less expensive.

The office has available for sale the American Youth Hostel Pass and the International Student ID Card.

The youth hostel pass, allowing travelers inexpensive accommodations in this country and abroad, is \$14 and is good until the end of 1984. Anyone is eligible to buy the pass. There are different categories for age groups, organizations and international students.

The International Student ID Card, \$8 and good until the end of 1984, provides discounts on transportation charges and sometimes free admissions to museums, theater, and galleries. One must be a full-time student to be eligible for the card and provide a passport-size photograph.

To obtain the cards, stop by the International Student Affairs office in the George Eastman Memorial Building or call Kathy Smith, 6943.

RIT Student Dies In Automobile Accident

Michael G. Connors, 21, a third-year RIT student majoring in mechanical engineering technology in the College of Applied Science and Technology, was fatally injured in an automobile accident Sunday, April 29, in the Town of Sweden.

Connors is the son of Mr. and Mrs. John B. Connors of Whippleville Rd., Malone, in Franklin County, N.Y. He was a co-op student at Computer Consoles.

Connors enjoyed working on cars, especially his 1976 Camero and wanted to design racing car engines after he graduated, according to his roommate, Brian Kosinecki.



COMPUTER SCIENCE OPEN HOUSE—Computer Science House on the third floor of Nathaniel Rochester Hall, part of the Special Interest Housing Program, recently held an open house to explain how its numerous programs and projects enlighten its student members as well as the RIT community. Standing from left are Richard (Rit) Fuller and David Finney of Admissions, and Computer Science House students Frank Giuffrida, an electrical engineering major in the College of Engineering, and seated, Eric Masur, a first-year student enrolled in Computer Engineering Technology in the College of Applied Science and Technology

Information Systems Program Doing Well in Fall Acceptances

For a program that's just off the drawing board, information systems in the College of Business is doing well with fall acceptances already numbering more than 50.

Dr. Thomas Williams, one of the program's developers and chairman of the Decision Sciences Department in the College of Business, explains, "The information systems program will be phased in gradually, beginning with freshmen students entering in Fall 1984. Soon we will be taking junior transfer students, so we are marketing the program at junior colleges as well as at the high school level."

The information systems program was developed to prepare students for careers involving the development and management of computerized information systems. They will be trained in business applications programming as well as systems analysis and design. Williams adds, "The College of Business core curriculum will provide students in the program with fundamental business knowledge, analytical and management skills, and an understanding of the legal, social and economic environment in

which they will be working. In addition, they will be learning about the process and problems of management and about organizational communication with emphasis on methods, human relations and analysis. The problem solving aspect of the program involves training in applying statistical procedures and quantitative techniques and will prepare information systems graduates to analyze and solve problem situations on the job. Business is looking for information systems personnel with management and administration skills as well as expertise in business applications programming and systems analysis and design. This program should meet that need."

Dr. Zdanowicz to Chair Department of Finance

Dr. Walter F. McCanna, dean of the College of Business, has announced that the college's Department of Accounting/Finance has been separated into two departments, with Dr. John S. Zdanowicz named chairman of the Department of Finance.

Zdanowicz, currently director of the college's Center for Retail Management and associate professor of finance, will concentrate on program development, faculty recruitment and corporate development in his new position. He will continue to teach and serve as director of the Center for Retail Management, primarily working on external development activities.

Zdanowicz received his BS in retail management from RIT and his MBA and Ph.D. degrees in finance from Michigan State University. He has been with the College of Business since 1974, joining the college as assistant professor of finance. In 1979 Zdanowicz received RIT's Eisenhart Award for Outstanding Teaching. He was named director of the Center for Retail Management in 1980.

CCE Faculty, Students Have Pottery Sale

Some of the best stoneware and porcelain available anywhere, according to Steve Merritt, adjunct faculty in the College of Continuing Education, will be presented by the students and faculty of CCE's clay studios in a two-day sale 10 a.m. until 4 p.m. Thursday, May 10, and Friday, May 11, in the fifth floor gallery of RIT's City Center, 50 W. Main St.

Directory Correction

To reach Marshall Smith (listed on p. 31 of the RIT Telephone Directory), College of Liberal Arts, dial 2018.

NEWSMAKERS

- Three counselors from NTID's School of Visual Communication Careers have been certified by the National Board for Certified Counselors, Inc. **Gregory Connor**, **Sandra Le Boeuf**, and **Gail Rothman** were awarded certification.
- April 13th **Patricia Pitkin**, director of libraries, and **Michael Robertson**, library system analyst, attended a conference on microcomputers and telecommunications. The conference was conducted by specialists in microcomputers and videodiscs and was sponsored by the School of Information Studies, Syracuse University.
- **James C. Bingham**, director of Food Service, announces the appointment of **Lin McQuade-Johnson** as manager of the Cellar/Corner Store/Flamingo's.
- **James C. Bingham**, director of Food Service, presented a program, "Utilization of Audio Visual Aids in Food Service Marketing, Training and Education," at the National Association of College and University Food Services regional conference in Middlebury, Vt.
- **Betty Glasenapp**, College of Continuing Education, recently attended the annual conference of the National University Continuing Education Association in Atlanta, Ga., where she was elected to the board of directors for a second term. She also was elected to chairperson of the Council on Management and Operational Services, which consists of five divisions. The theme of the conference was "Continuing Education Colleges and Universities Respond to National Priorities."
- At the recent National University Continuing Education Association conference in Atlanta, Ga., **Dr. Dorothy K. Paynter** co-chaired with Dr. Frank Funk, dean, University College, Syracuse University, a meeting and workshop for the association's ad hoc committee for private colleges and universities. The committee provides a forum for continuing education deans and directors of private schools to share their concerns and discuss issues of administration and programming.
- **Warren W. Klenk**, development officer for College of Continuing Education and the School of Photography, will address the 1984 annual meeting of the New York State Advertising Managers Bureau at Pine Tree Point, Alexandria Bay, June 7. He will speak on "Marketing Non-Profit

Organizations." Klenk's speech will emphasize the importance of the newspaper as a marketing tool for non-profit organizations.

- **Roger W. Warner**, assistant professor of Clinical Sciences and director of the Ultrasound Technology program, gave a presentation, "Fetal Growth — Are You Up-To-Date," at the New York State Society of Diagnostic Medical Sonographers Masters Symposium in Ultrasound in New York City. He also presented a lecture on "Review of Cross-Sectional Anatomy" at the Interventional Imaging Seminar at RIT sponsored by the College of Continuing Education.
- Four members of the Department of Mathematics, **Professors Frank Bernhart**, **George Georgantas**, **Marvin Gruber** and **Rebecca Hill**, and fourth-year computational mathematics major, **Mark Carraher**, recently attended meetings of the Seaway Section of the Mathematical Association of America held in Binghamton. Carraher participated in the student presentation portion of the meeting and gave a well-received 30-minute talk on "Flow Behavior of Red Blood Cells." The talk was based on the mathematical modelling research he has been participating in at the University of Rochester Radiation Biology and Biophysics Labs where he has been on co-op.
- In collaboration with three scientists from the University of Rochester, **Dr. Patricia Clark**, assistant professor of mathematics, has written on the "Analysis of Cell Egress in Bone Marrow" and had these writings appear as part of a conference proceedings entitled "White Cell Mechanics: Basic Science and Clinical Aspects," published by Alan R. Liss, Inc.
- **Dr. Egon Stark**, professor of biology, College of Science, recently reviewed a book "Introductory Microbiology" in the *ASM (American Society for Microbiology) News*.
- **Dr. V.V. Raman**, professor of physics, College of Science, recently wrote an article for *The Chronicle of Higher Education's* "Point of View" section entitled "Why It's So Important That Our Students Learn More About Science."
- **William A. Nowlin**, lecturer in management, College of Business, conducted a MBO Action Planning Workshop for the Benji Corporation April 8, 1984. Nowlin also has been appointed as the labor mediator and fact finder in the impasse between the County of Genesee and the Ameri-

can Federation of State, County, and Municipal Employees. The appointment was made by the New York State Public Employment Relations Board.

- **Dr. Bruce A. Austin**, associate professor in the College of Liberal Arts, presented a paper at the 14th annual Popular Culture Association conference held in Toronto. Austin's paper, "Loneliness and Movie-Going," is one of a series of reports that investigates the relationship between loneliness and various attributes and functions of the mass media.
- **Beverly Cudney**, assistant director for Student Services, The Center for Cooperative Education and Career Services, has been chosen as the 1985 program chairperson for the Cooperative Education Division of American Society for Engineering Education (ASEE). Cudney will coordinate all program sessions for the Division at the 1985 ASEE Industry/Education Conference in San Diego. She also serves on the CED/ASEE Membership Committee.
- **Donna Spiotti** and **Martha Cummings** of the Learning Development Center presented a series of workshops for the Greece central School District's Professional Development Program. Among topics they addressed were "Personality Type and Work," "How to Deal With Angry People," and "Setting Goals and Objectives in Your Personal and Professional Life."
- **Dr. Francis Domoy** and **Dr. Richard Marecki**, both faculty members in the School of Food, Hotel and Tourism Management in the College of Applied Science and Technology, recently attended the National Conference for Tourism and Travel Educators in Carmel, Calif. Domoy served as president of the national organization this past year.
- "Careers in Architecture", a videotape produced by the Instructional Television Department at NTID, has won honorable mention in the careers and vocational guidance category at the National Educational Film Festival in Oakland, Calif.
- **Sam Abrams**, assistant professor in the College of Liberal Arts, read his poems at the annual meeting of the Northeast Modern Language Association in Philadelphia March 29.
- **Professor V.V. Raman's** essay, "Why it's so important that our Students Learn More about Science," was published in the Point of View

page of the *Chronicle of Higher Education* April 4. Dr. Raman is professor of physics in the College of Science.

- **Venkitaswamy Raju**, assistant professor and program coordinator in the Manufacturing Engineering Technology program, has published an article, "The Role of Robots in Flexible Manufacturing Systems," in the *Robotics Age Journal*. The article is due to appear in the July 1984 issue of the journal.
- **Louis B. Gennaro** and **Venkitaswamy Raju**, faculty members in the Mechanical Engineering Technology Department of the College of Applied Science and Technology, will present a paper on "Manufacturing Engineering Technology Curriculum" at the ASEE Conference to be held at Salt Lake City, Utah, in June 1984.
- **Venkitaswamy Raju**, an assistant professor and program coordinator in the School of Engineering Technology, and **Dr. Dennis Nystrom**, dean of the College of Applied Science and Technology, will present a paper, "A Training Program for Flexible Manufacturing Systems," at the ASEE Conference at Salt Lake City, Utah, June 18.
- **Andrea Walter**, director, humanistic studies, CCE, recently presented a paper at the annual conference of the Council of Programs of Technical and Scientific Communications in Sante Fe, New Mexico. She was elected secretary of the TSC at the conference.
- Taking part in the Adirondack Retreat of Art sponsored by SUNY Potsdam was College of Fine and Applied Arts **Professor Lawrence (Judd) Williams**. Williams was one of six invited artists who lectured, presented slides and participated in panel discussions during the April 10 to 13 examination of 20th century artists' issues and ideas.

PERSONNEL UPDATE

CREF RETIREMENT INCOMES UP 8.5 PERCENT ON MAY 1

Annuity income payments from the College Retirement Equities Fund to some 80,000 retired CREF participants will rise by 8.5 percent May 1, according to James G. MacDonald, chairman and chief executive officer of CREF and its companion organization, Teachers Insurance and Annuity Association (TIAA).

"We are pleased to report this benefit increase for CREF retirees for the coming 12 months, following last year's record increase of 39.1 percent in CREF incomes," MacDonald said. "These yearly changes in CREF income reflect the investment experience of CREF's broadly diversified common stock portfolio for the fiscal year ending March 31," he explained. MacDonald noted that virtually all retired CREF participants also receive income from TIAA fixed-dollar annuities and from dividends added to those annuities, as well as income from social security.

CREF, the nation's first variable annuity, currently has assets of \$14.8 billion invested in stocks of more than 1,900 companies traded on domestic and foreign stock exchanges. Yearly May 1 changes in retired participants' CREF incomes since CREF began in 1952 have ranged from a decrease of 17 percent to last year's increase of 39.1 percent.

TIAA-CREF provides a nationwide pension system covering employees of 3,500 United States colleges, universities, independent schools and related nonprofit educational organizations. Approximately 760,000 participants are now accumulating future annuity benefits through the TIAA-CREF pension system. Another 130,000 persons are receiving annuity income from TIAA and/or CREF, including those receiving the May 1 CREF increase. The combined assets of TIAA-CREF were \$30.9 billion as of year-end 1983.

Sign Communication Summer Courses Set

The Communication Training Department will offer the following courses in Sign/Simultaneous Communication for faculty and staff (and intern) instruction during Summer Quarter. All courses except for Intensive will run from May 29 through July 20. Evaluation week will take place from July 23 through 27. The Intensive course for new faculty will take place from July 2 through August 29.

BASIC SIGN COMMUNICATION - INTENSIVE (JULY 2 - AUGUST 29)

A 140-hours for faculty, professional staff with immediate need of basic signing. Introduces basic vocabulary, linguistic features of sign, background in sign language and deafness: 8:30 to 12, Monday through Friday.

BASIC SIGN COMMUNICATION I

Introductory sign language including background, linguistic features and core vocabulary of 370 signs. No previous skills: 8:30 to 10, Monday through Thursday.

BASIC SIGN COMMUNICATION II

Continuation of basic for core vocabulary, background, and linguistic features. Pre-requisite, Basic I or equivalent: 8:30 to 10, Monday through Thursday.

BASIC SIGN COMMUNICATION III

Continuation of Basic for core vocabulary, background, and linguistic features. Pre-requisite, Basic I and II or equivalent: 9 to 11, Monday, Wednesday and Friday.

BASIC SIMULTANEOUS COMMUNICATION

Refines simultaneous communication in basic. Practice of simultaneous communication, review, more vocabulary. Clarity of sign production, rhythm and flow emphasized: 10:30 to 12, Monday, Wednesday and Friday.

INTERMEDIATE I

Fluency at basic required. Includes additional vocabulary, English synonyms for basic signs mastered, sign principle practice, receptive practice of ASL/PSW, expressive practice simultaneous communication: 8:30 to 10, Tuesday and Thursday.



RESIDENT STUDENTS APPRECIATE SERVICES—Joann Douglass, housekeeper, Residence Life, shows flowers and plate students gave her Friday, April 13, "Building Services Appreciation Day," on the residence side of campus. Students demonstrated their appreciation to services staff with notes as well as flowers and hosted a party for them in The Cellar.

INTERMEDIATE II

Continues sign vocabulary, synonym acquisition, sign principle practice, expressive, receptive practice. Sign selection for English meaning during simultaneous communication drilled. Pre-requisite, Intermediate I or equivalent: 10:30 to 12, Tuesday and Thursday.

INTERMEDIATE III

Broadens intermediate skills. Pre-requisite, Intermediate II or equivalent: 1:30 to 3, Tuesday and Thursday.

AMERICAN SIGN LANGUAGE I

Intermediate Sign Proficiency assumed. Pre-requisite: successful completion of intermediate level or equivalent skill. Expressive, receptive practice with ASL structure emphasized. All staff: 10:30 to 12, Monday and Wednesday.

SELF-INSTRUCTION LAB

Independent practice with videotapes all levels of instruction. Third floor (60/3205). Included are videotapes on signs in technical areas (math, biology, business, engineering, fine and applied arts, secretarial, communication). Contact lab 6336 for hours.

Class registrations and questions regarding classes should be directed to Karin Blood, 6497. Registration ends May 18. You are encouraged to send registration in early. Registrations will be accepted on a first come, first served basis. Registrants will be notified on their acceptance by May 25.

Want to Put RIT In Sesqui Parade?

There will be a Sesquicentennial Parade in downtown Rochester June 9 that will include participation by numerous community, civic and business organizations. Floats will depict historical events and persons in commemoration of the city's 150th anniversary.

Anyone interested in helping to put together an RIT entry for the parade is asked to contact Ann Hayes in the Office of Government & Community Affairs, 262-2644 by May 9.

Microelectronics Conference

Continued from Page 1

newest industrial affiliate companies, Jones Chemicals, Inc. and Texas Instruments.

Delivering the luncheon address, Richard H. Eisenhart, former RIT board chairman, currently a trustee, and chair of R. H. Eisenhart, Inc., told attendees, "Only five percent of the nation's employment is in high technology. However, Rochester, with 42 percent of its employment in high technology, rates in the same league as Silicon Valley and Boston, and it is in this highly charged environment that RIT's microelectronic students can grow."

At the luncheon, RIT President M. Richard Rose presented citation certificates and praise for their continuing support to the two newest industrial affiliate companies, Jones Chemicals, Inc. and Texas Instruments.

RIT students presenting papers at the conference were Jennifer Dean on "Mask-making at RIT," Bradley Smith, "Three-Level Single Diffusion Project Chip," Robert Newcomb, "Process and Parametric Characterization," and Glen Brown, "Capacitance Voltage Measurements."

Faculty presentations were given by Dr. John Ellis of computer engineering, College of Engineering, "VLSI Design at RIT," Rob Pearson, microelectronic engineering, College of Engineering, "Simulation at RIT," and Dr. Ronald Francis, director of the microelectronic engineering program for photoscience in the College of Graphic Arts and Photography, "Photographic Science."

Other presentations were given by Dr. Richard Kenyon, dean of the College of Engineering, Dr. Lynn Fuller, director of Microelectronic Engineering, College of Engineering, and Roger Hewett, senior development officer at RIT.

"It's wonderful to see the progress being made in this program," said John Wiley Jones, chairman of the board and founder of Jones Chemicals, Inc. of Caledonia, N.Y. "I think microelectronic engineering is going to be one of the fastest growing facets of education today. It can't be overlooked. RIT is making wonderful progress in this area," said the long-time supporter of RIT and honorary member of the RIT Board of Trustees.

"This is something that the industry has needed for a long time," said Mary Ann Potter, Customized Components Division front end manager for Texas Instruments in Dallas. "Up until now, for wafer fabrication and front end processing, we've had to take graduates from a number of disciplines and train those people to be microelectronic engineers. We've taken chemical engineers to work in photolithography. We've taken physicists and electrical engineers for diffusion and implant, and it's been a long training process. I would say that most of the engineers are not really contributors for the first six months, and it's probably more like up to a year. We see your students as being contributors within a month."

"I'm amazed at the sophistication of your program," said Joseph Lexa, who is with the integrated circuit product office of IBM in Endicott, N.Y. "A lot of the equipment that I see at RIT is similar to what we have in our labs. I'm impressed with your capabilities and I look forward to additional advances RIT will be making." Lexa is a 1970 alumna of RIT's College of Engineering.

"I think it's an excellent program. I'd like to see more universities with good undergraduate teaching programs like this one," said Dr. Thomas E. Hendrickson, division engineering manager, Digital Products Division for Fairchild Camera and Instruments Corporation, a Schlumberger Company, one of the industrial affiliate companies.

"I think the program in itself is absolutely super. We certainly support it and are looking for ways to do more. The conference has gone well, and I think that it's important to have this kind of public relations vehicle," said Kenneth Harrison, manager, Image Technology Center, Advanced Wafer Fabrication, Engineering group, National Semiconductor in Santa Clara, Calif.

"I've been to other industrial affiliate programs at other universities, and the most we see out there are the senior graduate students," said Dr. Moiz Beguwala, manager of VLSI Device Development,

Semiconductor Products Division, Rockwell International Corporation in Newport Beach, California. "The thing that is so very unique about this program are the undergraduate students. I was very impressed with the work they displayed at the conference this morning. Your program is on very sound footing. It's obvious that your graduates will be able to jump in and pull their

own weight very early, unlike graduates from other universities."

College of Engineering Dean Dr. Richard A. Kenyon told conference guests that RIT plans to hold a third annual conference, which he hopes can be held in a new Center for Microelectronic Engineering building now being considered by RIT administration and trustees.

Rockwell International Corporation Donates Computer Software to RIT



The Romans II software package was presented to RIT at the recent Microelectronic Engineering conference. From left, receiving the award is RIT President M. Richard Rose; presenting the software is Dr. Moiz Beguwala, manager of VLSI Device Development, and Ade DeBlasio, manager of Human Resources, both with the Semiconductor Products Division of Rockwell International Corporation.

Romans II, a unique computer software package that simulates processing steps and is valued by RIT at \$150,000, has been donated to RIT's microelectronic engineering program by Rockwell International Corporation of Newport Beach, Calif.

A magnetic tape of the program was presented to RIT President M. Richard Rose by Ade DeBlasio, manager of Human Resources for Rockwell's Semiconductor Products Division at RIT's recent second annual Microelectronic Engineering Conference.

"This is a very significant contribution to our program," said Dr. Lynn Fuller, head of the Microelectronic Engineering Department in the College of Engineering. "This unique piece of software will expose our students to a state-of-the-art process modeling program."

Given a list of processes required to fabricate an electronic circuit, Romans II will project the final results.

"It is an assimilation program dealing with a small segment of a circuit that accurately models that segment. And with an accurate model, you then can build up a more complicated circuit," said Robert Pearson, RIT microelectronic engineering faculty member.

Campus Safety Names Wilkins 'Outstanding'

Campus Safety officers selected Donald Wilkins Outstanding Officer for the period from January through March 1984.

John B. Yockel, assistant director of administration, said Wilkins was chosen by majority vote in secret balloting by the officer's peer group. Voters reviewed documentation of performance and achievements of the four nominees for the award.

Wilkins was cited for his general thoroughness and attention to detail, his positive, congenial attitude that benefits department morale, his useful ideas and suggestions to help improve department operations and his demonstrated sound judgment in dealing with "people situations."

The officer joined Campus Safety in September 1983 after working as a security officer at Monroe Community College. Wilkins works the third shift, from 11 p.m. to 7 a.m.

Sesqui Portraits

Continued from Page 1

opportunity to participate in the massive collective portrait.

Midtown Plaza is assisting in the project. A permanent booth, in the Main Street arcade area of Midtown Plaza, will be operating by early May.

A minimal charge of \$1.50 for each portrait will defray the cost of materials. The fee amounts to one penny for each of Rochester's 150 years.

For 150 cents, each Rochesterian has the opportunity to have his or her picture on the disc with a short message. Each participant also receives a souvenir ticket that has a computer-generated copy of the portrait printed on it. Finally, each individual is automatically entered in the end-of-the-year free giveaway of the completed disc and a laser disc player.

"This project combines the historical with the high-tech, a combination that is particularly appropriate for Rochester this year," says Edward P. Curtis Jr., chairman of Rochester Sesquicentennial Inc. "We hope that everyone who attends the Sesquicentennial's major events will take this opportunity to have their portrait taken for posterity."

The laser videodisc is uniquely suited to the project because the images, recorded electronically, are not subject to damage or discoloration.

Read by a laser light beam, the images appear as high quality television pictures. The disc also offers the advantage of random access, which enables a viewer to select particular images in any sequence desired through a computer interface. These factors will enable our great-grandchildren to see what we looked like and read our messages to them.

AVI Laboratory, the videodisc and electronic publishing division of RIT, is developing and producing a wide array of interactive videodisc applications. Plans include discs that teach optics, imaging science, deaf communication, computer programming and printing technology. Additionally, the National Association of Realtors has requested a national study of an AVI design for an image delivery system for real estate brokers.

Recently, in a project involving RIT students and faculty, the city of Rochester contracted with AVI Laboratory to produce Landisc II, a videodisc containing photographs of the 60,900 developed parcels in the city.

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