



August 29- September 11, 1977

Students 'inspired him'

Professor William D. Gasser's death represents a tremendous loss to the Institute and to the College of Business — students and faculty/staff alike. Although his passing leaves a void that will be impossible to fill, his influence will continue on through the lives of all his students whom he so dearly loved.

The success Professor Gasser attained in life was due to his faith in God and country, fidelity to principles of honesty and integrity, consideration for others, perseverance in his objectives, love of and loyalty to family and friends—all coupled with a deep sense of humility.

Dr. Edward A. Johnson
Dean, College of Business



WILLIAM D. GASSER

"I feel that a professor is dead as a teacher if he does not participate beyond the textbooks," Professor William D. Gasser wrote last year.

"There is such rapid change—you have to participate in your professional societies and activities to keep current in the trade."

Gasser, who died August 21, was an active member of some 23 civic, religious and professional organizations. But he still made a

point of coming to campus early so he could have coffee and breakfast and informal chats with his students.

Bill Gasser was a unique combination of character: a highly competent and successful businessman with a sincere and deep affection for people. These qualities were especially evident in his work with the local chapter of

the American Cancer Society. He served as general chairman of their fund drive, and honorary chairman twice, but to many fellow cancer patients he was just a friend who came to visit when they needed a boost.

A CPA for 37 years, Professor Gasser retired as partner-in-charge of the Rochester

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To my great Auditing Class Summer Session 1977 July 7, 1977 — my last class

As you all know I have only the highest and greatest respect for all of you and I'd like to give you my philosophy on "SOMETIME" as I leave you:

*Sometime when you're feeling important,
Sometime when your ego's in bloom,
Sometime when you take it for granted
You're the best qualified in the room,
Sometime when you feel that your going
Would leave an unfillable hole,
Just follow this simple instruction
And see how it humbles your soul.
Take a bucket of water,
Put your hand in it, up to the wrist,
Pull it out and the hole that's remaining
Is a measure of how you'll be missed.
You may splash all you please when you enter
You may stir up the water galore,
But stop and you find in a minute
That it looks quite the same as before.
The moral in this quaint example
Is do just the best you can,
Be proud of yourself, but remember,
There is no indispensable man...including
Me.*

Good luck during the remaining session of the auditing course. I know that you all "can do it" and will complete the course successfully. I'll be thinking of you every day and I certainly will miss you...I will be seeing you this coming Fall 1977 quarter in September with great anticipation.

Fondly,

William D. Gasser

William D. Gasser
Professor of Accounting

Printing, photo seminars slated this month

The processes, problems and prospects of "Screen Printing for the Electronics Industry," will be the subject of an RIT seminar set for September 7-9.

The seminar is designed to acquaint electronic components producers with the latest machinery, materials and techniques employed in screen printing for electronics manufacture. Members of the GARC screen printing staff and industry resource people will review screen fabrics and frames, stencil systems, printing on typical press equipment and hand printing procedures, and offer suggestions on coping with the problems frequently encountered in this area of screen printing technology.

Photo preservation

An innovative two-and-a-half-day seminar on "Preservation and Restoration of Photographic Images," will be conducted at RIT in cooperation with the International Museum of Photography at the George Eastman House, September 26-28.

There is a growing public interest in the historical value of photographs in museums and private collections. However, early photographers lacked the techniques or materials necessary for long-term preservation of their images, and improper handling and storage procedures have caused severe deterioration in the quality of old photographs in numerous public and private archives.

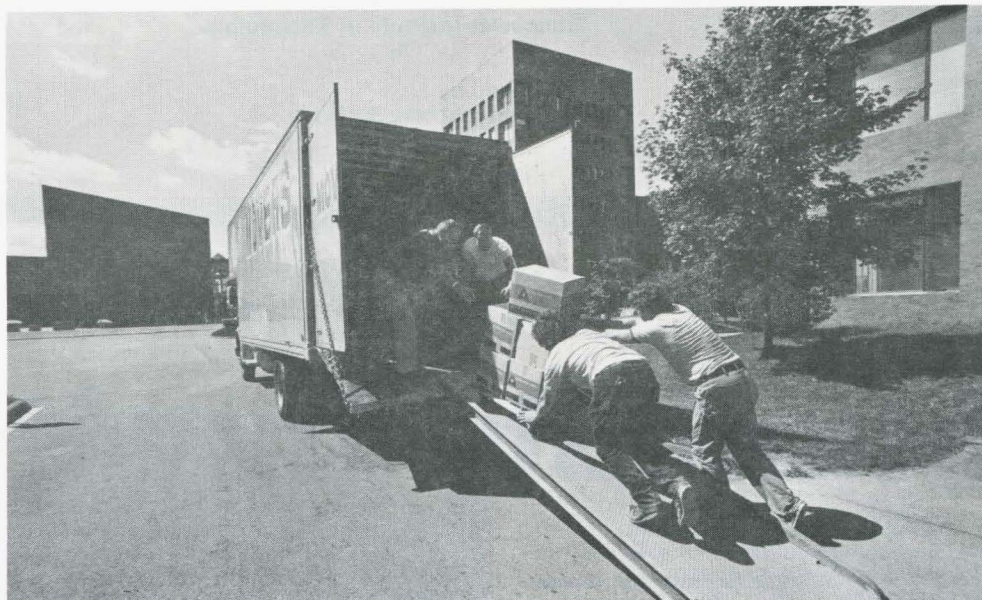
The "Preservation and Restoration of Photographic Images" seminar is being conducted for photographic and museum staff who face the problem of making, preserving, or restoring images for archival uses including industrial, scientific, museum and personal collections.

NOTIFY CENTRAL PLACEMENT OF STUDENT JOBS

All Institute departments which expect to employ students in September should notify Central Placement Services of their needs immediately if they have not already done so.

Central Placement Services is located on the second floor of the administration building. Marva Tyler, who is in charge of student employment, can be reached at 464-2301.

Departments should not hire students directly but should work through Central Placement Services. This is necessary to provide enough positions for financial aid recipients (College Work/Study).



TOTE THAT DESK, LIFT THAT TERMINAL

One of many truckloads of CCE materials that were transported to the new academic building.

CCC to offer part-time programs for Rochester's 'B-shift' workers

The College of Continuing Education (CCE) has made an all-out educational commitment to Rochester-area shift workers—people who work nights on the "B-shift."

Beginning in September CCE will offer three part-time degree programs during the day at the downtown campus.

Specifically designed for people who work on the B-shift, the programs will involve four years of part-time study leading to associate in applied science degrees in business administration and electromechanical technology and an associate of arts degree in general education.

Built into these offerings is a commitment to see all programs through to the completion of a degree. CCE will do this by guaranteeing the availability of courses during the four years needed to earn a degree, and by offering parallel courses in the evening at the Henrietta campus.

This last provision will ensure that workers who change to a day shift after enrolling in a degree program will be able to continue their studies in the evening.

The new programs are the outcome of a survey conducted in late 1975 by CCE Associate Dean Russell Norton and Assistant Dean Harold Kentner.

They talked with the directors of personnel and training of the major employers of shift

workers in Rochester, and also held discussions with the Industrial Management Council in order to gather information on some 30 other companies where shift workers are employed.

"As a result of the survey," said Kentner, "we estimate that there are 17,500 employees on shift work schedules in Rochester—far more than we expected to find."

The survey also yielded another surprise. "We started out," said Kentner, "with the notion that the shift workers were older and preferred to work at night. But we found that many of them were younger in age and seniority, and that they often had a desire to return to school."

"So we actually identified a need among these workers," Kentner continued, "that we could better meet by reexamining our offerings and expanding the opportunities that were available."

"We weren't able to offer everything," Kentner concluded, "but I don't know of any other school in Rochester that is addressing itself to the shift worker."

POLICY COUNCIL September 12

Major agenda items:

- (1) ratification of 1977-78 Standing Committee members;
- (2) plan of work for 1977-78; and
- (3) general discussion of questions raised by Council members.

"News and Events" is published every other Monday by Communications Services at Rochester Institute of Technology and distributed free of charge to the Institute community. For information, call 464-2750.

CONTINUING EVENTS

ORIENTATION SEVENTY-SEVEN

(faculty/staff events)

TUESDAY, September 6,

Reception—Grace Watson Lobby. Cash bar. An informal gathering of faculty, staff, resident advisors and Orientation members to meet with commuting students and their parents. Beer, \$.75, mixed drinks, \$1.25. 4 to 5 p.m.

Dinner—Grace Watson. An informal dinner where faculty and staff can get together with students and parents in a relaxed, friendly atmosphere, compliments of RIT. 5 to 6:30 p.m.

Department Rap Sessions—Main lounge, College-Alumni Union. Faculty and upperclassmen will meet with new commuters to give new students an idea of what to expect. 7 to 8:30 p.m.

Parent-Department Rap Session—Main lounge, College-Alumni Union. This is an opportunity for parents to discuss their sons' or daughters' academic programs with upperclassmen and faculty. 8:30 to 9:30 p.m.

WEDNESDAY, September 7

Parent-Department Meeting—This is an opportunity for parents to discuss their sons' and daughters' academic programs. Faculty, staff and parents will meet in individual departments. 4 to 5 p.m.

President's Buffet Dinner and Dance—Hosted by Married Student Organization. Cocktails 6 to 7 p.m., buffet 7 to 8:30 p.m., dancing 8:30 p.m. to midnight. Admission \$6 per person. Contact Orientation Office for further information.

THURSDAY, September 8

Academic Day—All departments will hold individual orientation sessions. 9 a.m. to 5 p.m.

Old-fashioned Ice Cream Social—Grace Watson. Dairy Queen couldn't do it better! Tubs and tubs of sundae fixin's, a little punch, and a great dancing group! Admission \$.75. All you can eat and all the entertainment you can stand by the "Alligators."

FRIDAY, September 9

Prof Review—Demonstrations in the various college departments to acquaint all students with the uniqueness of RIT. 2 to 3:30 p.m.

SATURDAY, September 10

Picnic—Grace Watson Hall. Barbecued chicken, salads, chips, soft drinks, dessert and entertainment. Compliments of RIT.

Playfair—Behind Grace Watson. Playfair is a giant games event for hundreds of people. There are no spectators—everyone is a participant! Hate to lose? Come to this event: games are set up on a no win/no lose basis.

ROTC Presents—U.S. Army equipment display including a Huey helicopter, field hospital and repelling demonstration by ROTC Ranger Platoon.

RIT SPORTS—

Football—UR, scrimmage, away, Saturday, September 3, 1:30 p.m.

Hamilton, scrimmage, home, Saturday, September 10, 1:30 p.m.

Golf—Elmira Invitational, Friday, September 9, 11 a.m. and Saturday, September 10, 2 p.m.

Cross-Country—St. Bonaventure Relays, Wednesday, September 7, 3 p.m.



PHOTO PRO

Ted Sirlin (right), chairman of the board of the Professional Photographers of America (PP of A), holds certificate proclaiming RIT's Don Bruening (center) a PP of A Photographic Craftsman. With them is Bruening's sponsor, Henry Leichtner of Leichtner Studios, Rochester.

Bruening named 'photo craftsman'

Donald L. Bruening, associate professor of photography recently was awarded the degree of Photographic Craftsman by the Professional Photographers of America, Inc. (PP of A).

The degree, one of the highest honors given to professional photographers, was conferred in a special ceremony at an awards banquet held in conjunction with the 86th International Exposition of Professional Photog-

raphy in the Chicago suburb of Rosemont.

The Photographic Craftsman degree is earned for exceptional service to the profession—for teaching, lecturing and service to photographic associations.

The degree entitles the holder to add the initials "Cr. Photog." after his or her name and to wear the blue ribbon and medallion symbolic of the award.

J. Bills promoted in Student Aid

Jennie T. Bills has been promoted to the position of assistant director of Financial Aid. The promotion became effective July 18.

Ms. Bills had been a scholarship coordinator in the Student Aid Office since September. Her duties involved correspondence with students who had been awarded financial aid, and with donors.

Bills now performs needs analyses to determine who is eligible to receive aid. Nearly 70 per cent of all RIT students currently receive some form of financial assistance, including state loans. RIT awards are based, she said, on financial need and academic achievement.

Much of Bills's time is spent counseling parents and students and preparing compliance reports for the government agencies and independent organizations who may loan or contribute toward a student's education amounts ranging from \$100 to the equivalent of full tuition.

"With the quarter system, we're busy all year long," Bills said.

A native of Richford, Vermont, Bills joined RIT in March 1975 as a receptionist in the Student Aid Office. Her husband Chuck had become director of RIT's Book-

store in September 1974. She is currently completing a BS in English at SUC at Brockport.

The Bills family resides at 37 Rawhide Road, West Henrietta.



JENNIE T. BILLS

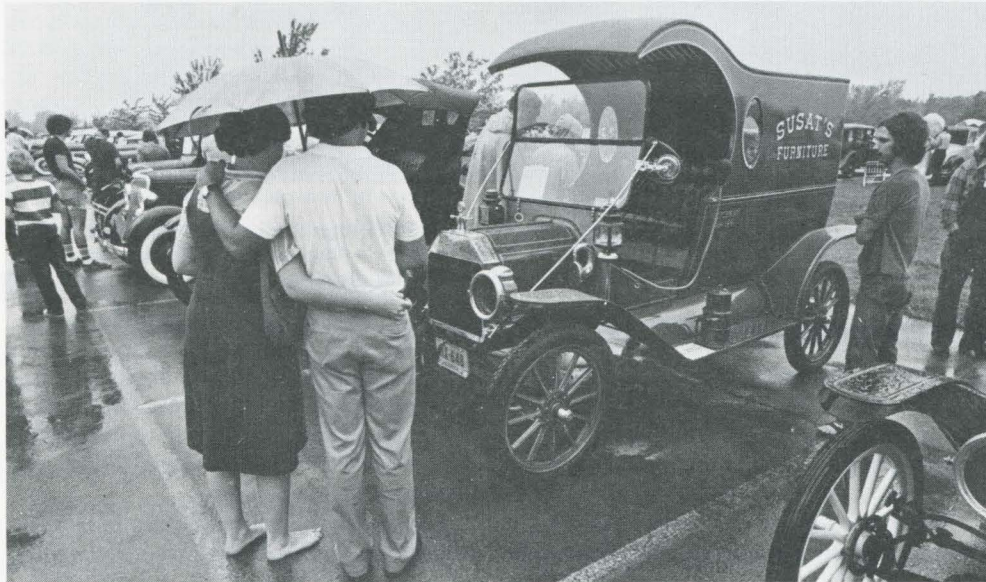


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Institute
Publications

R. I. T.
COLLECTION



GEE, ONLY 780,000 ORIGINAL MILES

Rain did not deter 5,000 from attending the annual Genesee Valley Antique Car Show on campus.

Gasser

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office of Haskins and Sells in 1967 and joined the faculty of Rochester Institute of Technology's College of Business.

He'd achieved national recognition in his profession, including a citation from the editors of *Who's Who in Business and Industry* as one of the country's 12 outstanding business leaders.

His success in business was soon equaled by his achievements in education. By 1971, he was included in *Outstanding Educators of America*.

He cared about his students and his profession and he made it interesting in his classes.

"I like to bring to class practical experience and contact with the outside business world," he wrote. "I prepare cases like the 'Stirling Homex Bizzare,' 'The Four Seasons Nursing Home Fizzle' and 'The Memorex Song.' Textbooks don't cover some of these things—but what would the future young CPA do if faced with such a problem?"

Professor Gasser couldn't do enough for his students. He took them to professional meetings and he found jobs for many. To encourage women to enter accounting, he paid

professional society dues for members of his classes and established an annual scholarship award.

Students responded to the man. By naming him Outstanding Teacher of the Year in 1971. And by organizing highly successful campus blood drives when his illness required massive transfusions.

Gasser received numerous honors and awards during his lifetime. He was especially grateful for the endowment funded by his personal friend, John Wiley Jones of Jones Chemicals. Known as the William D. Gasser Distinguished Lecture in Business, the annual program will bring outstanding business leaders to campus.

"I can never be grateful enough nor thankful enough to John Wiley Jones for what he has done for our college and for me," Gasser wrote. "And I can never fully express my thanks to Dean Johnson and the RIT administration for the wonderful opportunity they give me to teach...and to all our students who inspire me greatly.

"I enjoy my role as a teacher with these students...this is my greatest blessing and rewarding joy...I never tire."

NEWS & NEWSMAKERS

The Criminal Justice Department has received a \$61,500 grant from the Justice Department's Law Enforcement Education Program. The grant will provide tuition assistance for in-service law enforcement personnel as well as for full-time students.

School of Photographic Arts and Sciences faculty members **John Compton**, **Thomas Hill** and **Nile Root** attended the 47th Annual International Meeting of the Biological Photographic Association in Baltimore. Root, coordinator of RIT's biomedical communications program, reports that 40 per cent of the association's awards went to RIT students and alumni. Photographs by four RIT students were selected for publication in *Medical World News*.

David Lynn Passmore, research associate, NTID Division of Management Services, chaired a meeting of a National Advisory Group on Captioned Films at the St. Paul Technical Vocational Institute, St. Paul, Minnesota.

Joyce Herman, a counselor in the Counseling Center, led an assertive training session called "Women in Power" for Pittsford Central School teachers interested in careers in educational administration.

Marlene Ledbetter, communications associate, Communications Services, completed the Council for the Advancement of Secondary Education's advanced course in public relations at Notre Dame University.

David A. Engdahl, professor, SPAS, was appointed acting director; **Richard Floberg**, associate professor, SPAS, was reelected coordinator for the Film Making and TV Department; **David Robertson**, professor, SPAS, was reelected staff chairman for the Photographic Illustration Division; **Richard Zakia**, professor, SPAS, has been appointed coordinator for the MFA program; and **John F. Carson**, associate professor, SPAS, was appointed coordinator for the MS program.