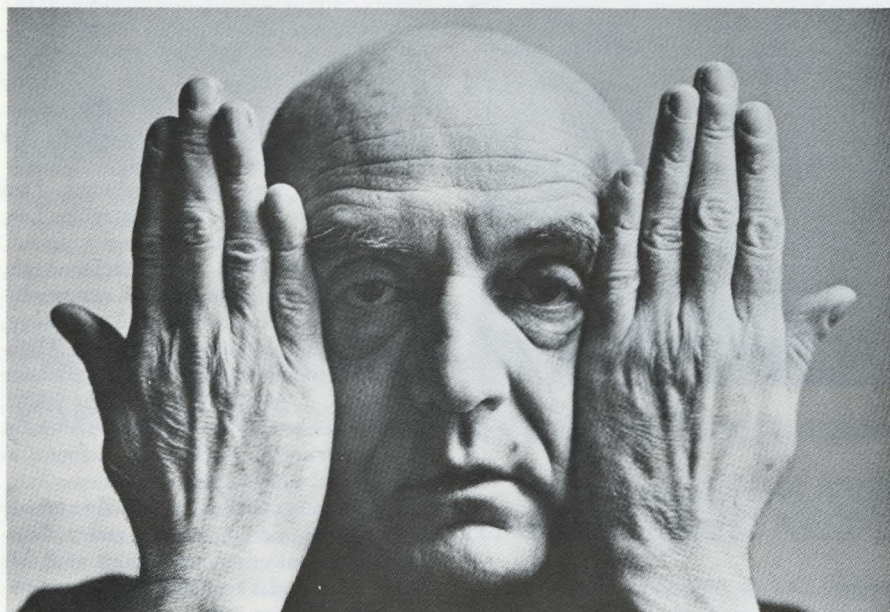


N·E·W·S & E·V·E·N·T·S

Reedy Lecture Focuses on 'Reality' in Photos



Duane Michals will present the William A. Reedy Lecture in Photography at 7:30 p.m. tonight in the NTID Theatre of the Lyndon Baines Johnson Building. The internationally known photographer will discuss "Recognition and Invention in Photography."

According to internationally known photographer, Duane Michals, "Photography deals exquisitely with reality. Unfortunately things are seldom what they appear to be."

Michals will discuss his interpretation of the dichotomy between appearance and reality, a topic he has dealt with for more than 20 years, when he presents the William A. Reedy Lecture in Photography. Titled "Recognition and Invention in Photography," the lecture will be at 7:30 p.m., tonight, in the NTID Theatre of the Lyndon Baines Johnson Building. It is part of the

eight-year-old William A. Reedy Lecture Series in Photography sponsored by Eastman Kodak Company at RIT.

While visiting Russia in 1958 at the age of 26, Michals took his first picture using a borrowed camera. Since that time Michals, who started out as a graphic designer, has become one of the best-known American fine art and commercial photographers.

"I've always made my living commercially and I've always done my own work. The commercial work has paid for the private work," says Michals.

Portraits, fashion, annual reports and reportage are included in his wide-ranging commercial work. During the past year, for example, Michals completed the album cover for Police's Synchronicity album, a catalog for the Yves St. Laurent twenty-fifth anniversary exhibition at the Metropolitan Museum, the *New York Times* annual report, a reportage story on Pittsburgh for *Fortune* magazine and male fashion for *Gentlemen's Quarterly* (GQ).

Beginning with portraiture, at times employing multiple images, Michals' fine art photography evolved to the sequential photographs for which he is famous. Using a series of photographs, Michals tells short picture stories. In "Things Are Queer," Michals photographs a scene from varying distances. The totally different perspectives of the same small space give the viewer the impression of different places.

In 1974 he began including handwritten messages along with his photographs and in 1978 incorporated painting on portions of his photographs. The artist Magritte strongly influenced his work, and in 1981 Michals published "A Visit with Magritte," a pictorial essay of their meeting.

Michals is now writing poetry with photographs for his new book, *Book of Sleep and Dreams*, to be published by Lustrum Press later this year. The book examines the sleep and dream states. *Duane Michals*, part of a series of books put out by the National Center of Photography in Paris, was recently published in France. Some of Michals' other books are *Sequences*, New York and Milan 1970; *The Journey of the Spirit After Death*, New York 1971; *Things Are Queer*, Cologne 1973; *Chance Meeting*, Cologne 1973; *Real Dreams*, Danbury, New Hampshire, and Paris 1977.

His major retrospective was at the Museum of Modern Art in Paris, November 1982

through February 1983. Selected individual exhibitions include: 1970 Museum of Modern Art, New York; 1971 International Museum of Photography, George Eastman House, Rochester, New York; 1976 Sidney Janis Gallery, New York; 1979 La Remise du Parc, Paris; 1981 Philadelphia College of Art, Philadelphia; 1982 University of Rhode Island, Providence; 1982 University of Pittsburgh, Pittsburgh.

Selected group exhibitions: 1967 Photography in the 20th Century, National Gallery of Canada, (toured Canada and the United States, 1967-73); 1968 "The City" Smithsonian Institution, Washington, D.C.; 1970 "Be-ing Without Clothes" Hayden Gallery, Massachusetts Institute of Technology, Cambridge; 1975 "4 Amerikanische Photographes: Friedlander / Gibson / Krims / Michals" Städtisches Museum, Leverkusen, West Germany; 1978 "Mirrors and Windows: American Photography since 1960" Museum of Modern Art, New York (toured the United States, 1978-80); 1979 "American Photography in the 70s" Art Institute of Chicago, Illinois; 1980 "First Person Singular: Recent Self Portraiture" Pratt Institute, New York.

Michals is the latest in a series of prominent photographers, graphic designers and filmmakers to speak at RIT since the lecture program was conceived in 1976 as a memorial to the late William A. Reedy, a senior editor of advertising publications at Eastman Kodak Company and editor of the distinguished Kodak quarterly, *Applied Photography*, until his death in 1975.

An exhibition highlighting Michals' career as a commercial photographer for advertising and editorial assignments, as well as a wide range of his sequential fine arts photographs, will be in the RIT Photo Gallery, Frank E. Gannett Building, through May 11.

RIT, Chamber Seminar Covers U.S.-China Trade Potential

With President Reagan's recent trip to the People's Republic of China (PRC) to negotiate trade agreements and further U.S. relations with that country, RIT's connections with China take on increased significance.

Latest evidence of Institute involvement was the April seminar on "Doing Business in the People's Republic of China," jointly sponsored by RIT's Center for International Education and Services (CIES) and the Rochester Area Chamber of Commerce.

Attracting more than 100 area business people, the seminar covered many aspects of trade with China. RIT President M. Richard Rose and Walter Fallon, retired chairman of the board and former chief executive officer of Eastman Kodak Company, RIT trustee and chairman of the board, Rochester Area of Commerce, commented on their 1983 trip to China at the invitation of Chinese officials to discuss educational exchanges. At that time, the Chinese expressed interest in developing trade relationships as well, and CIES is an outgrowth of that encounter. The center primarily functions as a broker to help New York industries find markets for their goods and services in China, or procure Chinese goods, and to help Chinese trading interests find appropriate New York suppliers for their needs.

Dr. Richard Chu, director of CIES, discussed "Common Perceptions and Misconceptions of Western Businessmen," saying that China has been "a self-contained world for centuries." While China has immense population and natural resources and is beginning to influence world trade, Americans, he said, need to understand and

adapt to the Chinese framework of trade if they are to benefit from the new market. Chu said that since business in the PRC is conducted by the government, American business people are not dealing with companies in the sense they are accustomed. "This is sometimes detrimental since the individuals with whom you are dealing can be somewhat detached because the trade outcome is not their personal concern," Chu said.

Chu also discussed Washington's actions to relax trade restrictions with China and he explained the many steps China has taken to open its markets. The Chinese Joint Venture Law encourages American business to invest in Chinese industries; the country has decentralized its economic zones and opened new ones; and it has passed a tax law waiving import duties on areas of technology and construction. In addition, the Chinese have reduced profit taxes and established a patent law to protect foreign products. Reagan's visit underscores Chinese efforts at a nuclear cooperation agreement and they are hammering out an investment protection agreement so that foreign business will be protected against internal upheavals.

Two especially well-received seminar speakers were Andrew Hammerl, director of exports for Hooker Chemical Corporation in Niagara Falls, N.Y., and Kent Bowman, assistant director, National Council for U.S. China Trade in Washington, D.C. They discussed problems—and bonuses—of trade with China and emphasized the traits peculiar to trade with the country: the need for long-range planning and patience



No delicate trade negotiations were needed to exchange RIT/China remembrances in a reception at the Rochester Chamber of Commerce after the trade seminar. Shown, from left to right, are Walter Fallon, chairman of the board, Rochester Area Chamber of Commerce, and RIT trustee; Cao Guisheng, PRC Consul General; Song Guibao, PRC Consul for Commercial Affairs; and RIT President M. Richard Rose.

on the part of U.S. firms as negotiations with China can be time-consuming; the importance of continuity of personnel since the Chinese place great value on establishing friendships and long-term personal relationships; and the importance of letting the Chinese know your expectations or benchmarks in terms of product quality, payment, and delivery.

Keynote speaker for the conference was Cao Guisheng, PRC consul general from New York City. An Dong, PRC commercial attache from the Chinese embassy in Washington, also spoke. They addressed areas of

Continued on Page 4



Greenhouse Has Surprise... A Banana Tree Grows at RIT

A walk into the College of Science's greenhouse is a walk into a tropical paradise. Your nose immediately picks up the scent of a variety of plants and all of a sudden you realize you are breathing deeper so you can inhale as much of the scent as possible. The greenhouse puts you into another world. It's serene, peaceful, relaxing...a refreshing change from the hectic pace of life.

Located behind the College of Science, the main purpose of the greenhouse is to provide a supply of plant materials for classes in botany, horticulture, general biology and plant physiology.

There are several thousand plants with at least 300 varieties in the greenhouse, everything from orchids to a banana and coffee tree.

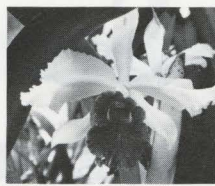
Dr. Joseph Klingensmith, professor of biology, is in charge. He was in charge of the greenhouse when the campus was downtown, but things have changed over the years. "At that time, our greenhouse consisted of only one bank of fluorescent lights!" he says.

Dr. Klingensmith works eight to 10 hours a week in the greenhouse where he is assisted by Philip Elzer, a third-year biology major, who also puts in eight to 10 hours a week of work. The plants are watered automatically, but Dr. Klingensmith and Elzer spend their time fertilizing, pruning, transplanting and spraying for insects.

"I love working in the greenhouse," says Elzer, "It's so relaxing. It's a totally different atmosphere from anywhere on campus."

Why are plants so popular these days? "People have more free time to take care of them and want to beautify their homes and apartments. People also are becoming more interested in nature and enjoy watching living things grow," explains Klingensmith.

When asked the most important plant question, "Does talking to plants help them grow?" Klingensmith replied, "You can talk as much as you want to your plants...but it doesn't do them any good."



Multi-Image Show Highlights Exhibit

You might say it has the precision of clockwork, but that would be oversimplifying the effort that went into producing the multi-image slide show, "Productivity: the Rochester Edge." The 21-projector slide show was produced by students in the audio visual communications sequence of Instructional Technology for the Sesquicentennial RIT-Industrial Management Council exhibit in RIT's City Center.

The show features more than 1,200 images and presents an exciting look at the history of Rochester's industry and its contributions to the area of products and productivity. The script and soundtrack were provided by Eastman Kodak and the show was shot, assembled and programmed by a team of RIT students.

Students participating included: Dan Coco, a senior from Rochester; Ike Lea, junior, Montrose, Mich.; James Lofquist, senior, Detroit, Mich.; James McDonough, senior, Rochester; Virginia McLean, graduate student in Instructional Technology, Rochester; Eduardo Moreno, senior, Caracas, Venezuela; Tom Reischbach, graduate student-IT, Toledo, Ohio; Chris Ruisi, senior, Rochester; Alex Shukoff, senior, Rochester; and Brian Snook, instructor in audio visual communication.

The show has been presented to a number of industrial and community groups visiting the Sesquicentennial exhibit at RIT's City Center and is available for group viewings with advance arrangements. Two-projector and one-projector versions are also available at the exhibit through Aug. 1.

The 21-projector show is currently under consideration for an award in national competition from the Council for the Advancement and Support of Education (CASE).

The audio visual communication program is the undergraduate sequence within the Instructional Technology Department. The department is part of the College of Applied Science and Technology and is under the supervision of Dr. Clinton Wallington, who is widely respected throughout the industry for his personal efforts and research and the successful program he has built at RIT. He was recently appointed to the newly created Development of the Profession committee of the American Society for Training and Development (ASTD).

According to Wallington, the Spring Quarter has been a hectic one for the students, involving a number of multi media events, including a live multi-image presentation at the Eastman Theatre as part of the Prism concert salute to the Sesquicentennial and a four-day multi-image extravaganza that included a multi-image retrospective, a Talisman Multi-Image night and two nights at the Dryden Theatre, a joint project of RIT's AV Communications, Talisman and the George Eastman House.

In addition, ASTD is distributing a major recruiting slide show to its national chapters. The show was also produced by students in the AV communications program.

RIT Hosts Lacrosse NCAA Championship Play

Ranked #4 in the nation, RIT's lacrosse team hosted the first round of the NCAA Division III championship yesterday, taking on St. Lawrence University. The Tigers, coached by Bill Tierney, finished the regular season with a 12-1 record including 11 straight wins.

Winner of the RIT-St. Lawrence game advances to the semi-finals on Sunday, May 13, against winner of the Hobart-Denison contest, also held yesterday. The finals are Saturday, May 19th.

RIT is making its second appearance in the NCAA Lacrosse play-offs. Last year the Tigers lost in the opening round to Ohio Wesleyan, 9-6. This also marks the first time the lacrosse team has hosted an NCAA game.

RIT Tour Schedule Changes for Summer

Summer RIT tour times will go into effect Monday, May 14.

Tours will be given Monday through Friday, 10 a.m. until 12 and Noon until 2 p.m. There will be no weekend tours May 19 through Sept. 9. Regular tours resume Monday, Sept. 17, 9 a.m. through 3 p.m. daily. Weekend tours will resume Saturday, Sept. 15. Tours leave the College-Alumni Union lobby at 11 a.m. and 2 p.m. and 1 p.m. on Sunday.

College of Science Students Present Physics Research Papers

Six representatives from RIT's College of Science attended the fourth annual Rochester Symposium for Physics Students (RSPS) held recently at the University of Rochester.

RIT physics majors Suzanne Kotkiewicz and Jeremy Wyatt gave student papers and Dr. F. Kingsley Elder, professor of physics, chaired one of the sessions.

Twenty-nine undergraduate students from colleges in New York and Pennsylvania presented papers on physics research or investigations they had participated in. Also attending from the College of Science were Dr. Anne Young, assistant professor of physics, and students Douglas LaPlante and Bill Pierce.

Both Kotkiewicz and Wyatt are student officers in the RIT chapter of the Society of Physics Students, a national student organization sponsored by the American Institute of Physics. Dr. Elder serves as chapter advisor.

The annual symposium is valuable experience for students in the preparation and presentation of research papers. In the four years of the RSPS's existence, seven RIT students have presented papers.

NTID Student Honor Show Through Summer

Now appearing in the NTID Art Gallery is the Student Honors show, a juried show reflecting the best work of NTID students enrolled in the School of Visual Communication and cross-registered students in the College of Graphic Arts and Photography and the College of Fine and Applied Arts.

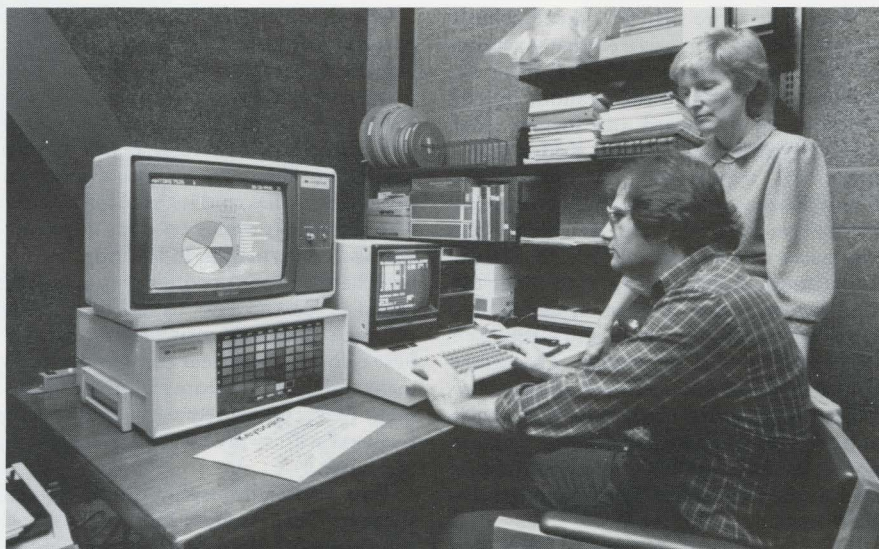
The show opened May 7, with a reception honoring both those students exhibiting in the show and others whose work is currently on display at the offices of the National Association of the Deaf in Washington, D.C.

The show will continue through Friday, August 31. Regular gallery hours are Monday through Friday, 8:30 a.m. to 4:30 p.m.

RIT's Microelectronics Recognized in England

From the viewpoint of magazine readers in the United Kingdom, RIT's microelectronic engineering program is "in an enviable situation whereby American industry is fully behind an educational establishment." The quote is from an editorial in the March 1984 issue of the Journal of Semi-Custom ICs, published in Bath, UK.

Besides the editorial, RIT's College of Engineering and the microelectronic engineering program are featured in a several page story, including a number of photographs and detailed description of the affiliates program. Microelectronic affiliates are corporations providing major support for the program.



GETTING CHECKED OUT... Instructional Media Services (IMS) staff members, Joan Marsh, graphics supervisor, and Harvey Carapella, producer/designer, are training on the Autographix AGX 110 Graphics computer, which IMS recently demonstrated to the RIT community during a one-month trial period. Larry McKnight, assistant director of IMS, explains, "After our testing, IMS decided to keep the computer. The acquisition is an important step in producing slide graphics for RIT faculty and staff." If you would like to see sample slides or the computer, contact McKnight at 2782.



Receiving NCR Corporation Awards of Excellence are, from the left, RIT electrical engineering students Stephen Wyatt and Scott Barvian. Presenting the awards is Michael Ryan, employment manager of NCR in Ithaca, N.Y. Others, from left, are Dr. Richard Kenyon, dean of the College of Engineering; electrical engineering faculty member Raman Unnikrishnan; Ryan; and Dr. Harvey Rhody, head of the Electrical Engineering Department.

Electrical Engineering Students Earn NCR Excellence Awards

RIT electrical engineering students Scott Barvian and Stephen Wyatt have received \$500 Awards of Excellence from the Engineering and Manufacturing Division of National Cash Register Corporation (NCR) in Ithaca, N.Y.

NCR gave an additional \$1000 grant to the Electrical Engineering Department in RIT's College of Engineering.

RIT's Electrical Engineering Department is one of 15 programs throughout the country to be chosen for the awards.

Currently in his fourth year at RIT, Wyatt holds an associate degree in electrical engineering from Thames Valley State Tech-

nical College in Norwich, Conn. He is a member of Tau Beta Pi, the national honor society for engineering students, and is on the RIT dean's list.

Barvian is in his third year at RIT and was the 1982 valedictorian of Attica High School. He is a dean's list student at RIT and is a member of Tau Beta Pi, the Institute of Electrical and Electronic Engineers (IEEE), and RIT's residence halls government.

NCR Corporation manufactures business and personal computers and other electronic products for retail and financial markets. The corporation employs more than 62,000 in the U.S. and overseas.

RIT Dedicates Newly Renovated Newspaper Laboratory

When RIT dedicated its newly renovated newspaper laboratory May 9, it celebrated the opening of a facility that is unequalled anywhere in the world.

Dr. Mark F. Guldin, dean of RIT's College of Graphic Arts and Photography, says, "There is no other facility in the world like this. The equipment in the lab is all state of the art in graphic arts."

Eleven companies have contributed equipment totaling \$1.5 million to the newspaper production laboratory at RIT, according to Guldin.

"Without the support of the companies who have donated equipment to the newspaper lab, this program could not exist," says Guldin. "Their generosity and help in putting this facility together have been outstanding."

"The students in the newspaper production management program are the direct beneficiaries of these contributions. Our students now will work with the latest and most modern equipment. They will have an understanding of the capabilities of technological advances that will help them even after graduation," says Dr. Robert G. Hacker, RIT's Paul and Louise Miller Professor of Newspaper Management.

Companies donating equipment to RIT's Newspaper Production Laboratory and their contributions are as follows:

Graphic Systems Division of Rockwell International, manufacturer of web offset presses, 4-High Community press with an SC folder Community (SSC) press;

Cary Metal Products Inc., Cary flying paster, dryer and chill stand;

F.R. Gross Company, Gross Equatherm rolls for chill stand;

Ebway Industries, pneumatic throw-off, one fan-out control roller and one linear compensator with motor;

Baldwin Technology Corp., water circulating system, web break detectors and web severers;

3M Corporation, upgraded Pyrofax plate-making system.

Chemco, EZ Color System, a computer controlled color separation system;

Atex, wholly owned subsidiary of Eastman Kodak Company, Atex computerized editing system with 16 terminals;

Compugraphics, 8600G phototypesetter; Mohr Enterprises, processor for phototypesetting papers;

CIP and Abitibi Price Canada, newsprint.

Dedication of the newspaper laboratory will take place during Isaiah Thomas activities at RIT's School of Printing. RIT honors the memory of Thomas and the newspaper industry annually with the Isaiah Thomas Award, recognizing a person who has made outstanding contributions to the newspaper industry.



UP IN THE AIR...Theta Xi fraternity member takes his turn during the pole sit marathon for United Cancer Council for the United Way, April 21-28. The perch was equipped with a telephone for call-in contributions. Steve Yelland, pole sit chair, said contributions toward the \$5,000 goal are still being collected from sponsors and individuals and as a result, a final amount is yet to be determined.

Tickets Available

Commencement tickets for RIT faculty and staff are available at the reception desk, first floor of the George Eastman Memorial Building.

Edward Steffens, director of the Office of Special Events, explained that there are only a limited number of tickets "since it is hoped that our faculty and staff will participate in the day's events as hosts and hostesses rather than as guests."

Beginnings

Library Sets Hours For Finals, Summer

Library hours during Spring Quarter finals are: 7:30 a.m. until 11 p.m., Friday, May 11; 9 a.m. until 9 p.m., Saturday, May 12; 9 a.m. until Midnight, Sunday, May 13; 7 a.m. until Midnight, Monday through Thursday, May 14 through May 17; and 7 a.m. until 6 p.m., Friday, May 18.

The library will be open 10 a.m. until 2 p.m. graduation day and closed Sunday, May 20.

The Wallace Memorial Library will close at 9 p.m. (not 11 p.m.) Sundays during the summer. The schedule is 8 a.m. until 11 p.m., Monday through Thursday; 8 a.m. until 6 p.m., Friday; 9 a.m. until 6 p.m., Saturday; and 12 until 9 p.m. Sunday.

Bookstore Schedules Textbook Buyback Times

Buyback hours for textbooks are: 8:30 to 7, Monday, May 14; 8:30 to 7, Tuesday, May 15; 8:30 to 6, Wednesday, May 16; 8:30 to 6, Thursday, May 17; and 8:30 to 4, Friday, May 18.



COMMUNICATION IN THE POST-INDUSTRIAL AGE...Dr. Walpurga von Raffler-Engler, Vanderbilt University linguistics professor, and Dr. Siegfried Maser, Wuppertal University, West Germany, discuss Dr. Maser's presentation, "Aesthetics and Communication," part of the three-day symposium planned by Dr. Mihai Nadin, professor in Communications, College of Liberal Arts. The conference, April 25-27, attracted 130 persons from this country, Canada and Germany.

RIT Student Receives LIFT Grant For History of Ontario Shoreline

Paul Chaplo will combine personal recollections and historical photographs to produce "Old Summertime," a half-hour videotape on the history of Rochester's Lake Ontario shoreline.

To work on his videotape, Chaplo has received a \$1,000 Local Incentive Funding Trust (LIFT) Grant from Arts for Greater Rochester. Arts for Greater Rochester is the clearinghouse for LIFT Grants funded by the state and county as well as local businesses. Chaplo was one of 10 local artists who received grants to work on projects connected with the Rochester Sesqui-centennial.

"The lake has always attracted me," says Chaplo, who is studying film and television at RIT.

He says he hopes to preserve an oral history by recording recollections of longtime residents of the Greece, Charlotte and Webster areas.

Currently Chaplo is doing research for the production. Assisting him are Steve Orr, Democrat & Chronicle reporter, and Patrick Keating, Rundel Public Library. Chaplo expects to do the actual shooting during the summer and to edit the material in the fall.

The tape will be available for schools, community organizations, libraries and historical societies when it is finished.

Chaplo, who has a bachelor's in music and a bachelor's of visual communications, has had work included in the Ithaca Video Festival in spring, 1983. "The Last Hunt" is

Free Lung Volume Tests Given Again

RIT Recreation and Student Health will offer another lung volume measurement test from 11:30 a.m. until 1:30 p.m. Friday, May 11. The testing is free and will take place at the Recreation office on the lower level of the Physical Education complex. The event is one of several wellness and health functions co-sponsored by Recreation and Student Health. An interpreter will be provided.

the title of the work, a videotape of his grandfather's recounting an incident while police chief and sole officer in New York Mills, N.Y. "The Last Hunt" has also been accepted for screening at the Empire State Plaza in Albany by Media Alliance.

"Module One," an experimental videotape by Chaplo, has been accepted by the San Francisco Cinematheque.

"I came to RIT because I knew I needed to learn more about video production. I've learned a lot and have enjoyed working with Malcolm Spaul and Martin Rennalls," Chaplo explains.

Spaul and Rennalls are faculty members in the film and television department.

NEWSMAKERS

● **Michael Soluri**, assistant professor, School of Photographic Arts and Sciences, recently presented a lecture, "A Fashion Photographers Perception of Fashion and Photography," at Stephens College, Columbia, Mo. Soluri was invited to lecture at Stephens by faculty member Yvone Klocek, a 1981 RIT MFA graduate.

● **Art Berman**, director, School of Human Services, College of Liberal Arts, has been reappointed to the Monroe County Community Services Board for a term of four years by Lucien Morin, county executive.

● **Dr. John Hromi**, director of the Center for Quality and Applied Statistics in the College of Continuing Education, recently spoke on "Designed Experiments in Product Engineering" at Staquarel '84 in Prague, Czechoslovakia. The conference on statistics, quality and reliability was sponsored by the Czechoslovak Scientific and Technical Society. From Prague Dr. Hromi went to the University of Bratislava to speak to a faculty seminar on the concepts of RIT's Center for Quality and Applied Statistics and on training people in industry in quality assurance. While in London, Dr. Hromi spoke with officials of the Institute for Quality Assurance about the center and its service to industry.

● **Dr. Harry G. Lang**, NTID, has been appointed by the director of the National Science Foundation (NSF) to serve on the Committee on Equal Opportunity in Science and Technology. This committee is mandated by Congress to advise the director of policies and activities of NSF in order to encourage full participation of women, minorities, and other underrepresented groups in science and engineering.

● **Dr. Russell Kraus** has resigned the directorship of the School of Photographic Arts and Sciences as of June 30. As of Sept. 1, Dr. Kraus will teach in the School of Photographic Arts and Sciences and continue as acting department chairman for the Imaging and Photographic Science Department until a permanent chairman is secured.

● **Charles Crockett** has been appointed director of Audit Services in the Division of Finance and Administration. Crockett comes to RIT from the City of Rochester, where he has been chief internal auditor since 1976. His experience has been in internal auditing, financial management and data processing systems. Crockett is a graduate of Northeastern University with a bachelor's degree in business administration. He is a certified public accountant.

● The 40th annual Quality Control Conference held at the University of Rochester was attended by **Assistant Professor Howard Proskin** of the Mathematics Department. While at the conference, Prof. Proskin served as moderator for one of the sessions.

● **Dr. Douglas Meadows**, assistant professor of mathematics in the College of Science, attended the second annual conference on Ada technology at Hampton Institute in Hampton, Va. The conference was sponsored by the U.S. Army Center for Tactical Computer Systems in Fort Monmouth, N.J.

● **Dr. Leonard A. Gravitz**, social work program, School of Human Services, College of Liberal Arts, has been elected to the board of directors of the Baden Street Settlement.

● **Ruth Lunt**, social sciences librarian at Wallace Memorial Library, gave a presentation April 28 at the Western New York/Ontario Chapter of the Association of College and Research Libraries Spring Conference meeting at RIT. She spoke on "Observations on the Use and Current Status of Videotex and Prestel in England." Lunt spent four months abroad researching this topic from March through June, 1983.

● **Sue Mack** has been made assistant textbook manager for the RIT Bookstore. Mack joined the bookstore as text coordinator in October 1983. She earned her BA in speech communications from Allegheny College.

● **Mark Hillengas** has been named retail supervisor in the Database Department of the RIT Bookstore. Hillengas joined the bookstore in 1977 as assistant to the buyer in the Tradebook Department. He was named assistant textbook manager in 1979. He earned his MLS in 1973 from SUNY at Geneseo. With training in computer sales and customer assistance, he will develop software sales in the Computer Department.

● **Marcia Birkin**, Learning Development Center, gave a presentation on "Teaching Students How to Study Math" at the New York College Learning Skills Association meeting April 1 to April 4 at Grossinger's. The meeting was attended by learning center educators from New York State and from across the country.

● **Louis Andolino**, associate professor of political science, and **Louis Eltscher**, associate professor of history and political science, served as discussants and presented a research paper at an international conference on "NATO, The Warsaw Pact, and The Third World" held at the Lyman L. Lemnitzer Center for NATO Studies at Kent State University in Ohio April 10-12. Their paper, "Soviet Naval, Military and Air Power in the Third World," has been accepted for publication in an anthology based on the theme of the conference by Scholarly Resources, Inc.

● **Robert Brown**, associate professor of history and political science, served as a discussant at this three-day conference that brought together individuals from academia and the diplomatic and military services from several countries.

● **Professor V.V. Raman**, Physics Department, College of Science, gave an invited lecture at the

Physics Department of SUNY at Cortland on the theme, "Bell's Theorem and Non-Traditional Interpretations of Quantum Mechanics" April 12.

● **Dr. Diane Hope**, associate professor in the College of Liberal Arts, gave a presentation, "Racial Minorities and the American Film Industry," as part of a workshop, "Racism in the Media," for a YWCA conference, Dimensions in Racial Justice, today in Buffalo.

● **Dr. Thomas Plough**, RIT vice president for Academic Affairs, made a presentation, "Horse-Sense and Ignorance About High School College Articulation," to Monroe County's chief school officers April 30.

China

Continued from Page 1

trade potential and what China's relaxed trade restrictions mean in encouraging U.S. business.

Dr. John Humphries, CIES administrator, said CIES, in cooperation with the Rochester Area Chamber of Commerce, would offer a personally conducted, 12-day trade mission to China in July 1984. The mission will be limited to the first 12 New York companies to register. CIES will then tailor the trip and Chinese contacts to meet the specific needs of the 12 firms to ensure maximum impact for their trip. Parties will meet with Chinese government and business officials in the Jiangsu Province (Shanghai) area, visit Chinese factories and learn about upcoming Chinese commercial projects and priorities. They also will be able to familiarize Chinese officials with their products and service capabilities and discuss trade possibilities.

CIES will make all arrangements for the trade mission including transportation, accommodations, introductions to Chinese officials, interpretation services, assistance in monitoring negotiations and followup analysis for all participants.

CIES has conducted successful Chinese trade negotiations for Cullen Industries in Buffalo and currently is working with Bausch & Lomb, Schlegel Corporation and Alliance Tool and Die. RIT personnel involved in CIES are Dr. Richard Chu, Dr. John Humphries and Dr. Richard Morales.

PERSONNEL UPDATE

Employees of RIT who enroll in Colonial Williamsburg's growing Continental Flag Club will receive more benefits in 1984.

In addition to reduced rates on general admission tickets to Colonial Williamsburg, voted one of the nation's top 10 vacation areas by a national poll of travel writers, employees and their families this year will be able to receive reduced admission to Busch Gardens. Selected other nearby attractions also participate in the plan.

A pair of dollar-stretching three-day/two-night package plans in Colonial Williamsburg accommodations, a 10 percent discount at participating hotels and motels, shopping and rental car savings are other values for club members.

The 1984 membership cards and booklets are available. RIT employees wishing to receive them should contact Personnel. More than 3,000 corporations maintain chapters in the Continental Flag Club, with a combined total of 3,000,000 members.

Colonial Williamsburg offers three types of admission tickets. Very popular with travelers who plan to spend at least two or more days touring the Historic Area is the Patriot's Pass, which allows unlimited admission to all regularly scheduled exhibition buildings, including repeat visits, for a period of one year. Other tickets provide admission to 10 or 18 exhibitions or

activities and the ticket is used up when all options are taken.

Open every day in the year, Colonial Williamsburg offers more than 40 exhibitions and activities on varying daily and seasonal schedules. In any season, a visit to the Historic Area turns the clock backward to an age when patriots like George Washington, Thomas Jefferson and Patrick Henry were legislative leaders in a young Virginia and principals in the founding of a fledgling nation.

Within the mile-long Historic Area (173 acres) are scores of preserved 18th- and early 19th-century buildings. Several hundred colonial buildings have been reconstructed. Exhibitions include the Capitol, Raleigh and Wetherburn's taverns, Magazine and Guardhouse, the Public Gaol, the homes of several colonial patriots, the Governor's Palace and Bassett Hall, former home of the Rockefeller family. There are also 20 busy craft shops.

In addition, there are three dining taverns, and nine shops featuring merchandise and goods drawn from colonial records.

Approximately 90 acres of gardens and public greens provide an authentic setting for this restored, 18th-century capital city, which is sought out annually as a meaningful travel destination by more than a million visitors from 50 states and every continent.



LIMOUSINE SERVICE AND CHAMPAGNE ON ICE... "That's real appreciation! We must have had the best Secretaries' Day on campus. It was wonderful," says Doris Krenzer, secretary for the College of Business Center for Retail Management. Krenzer, left, and Ruth Smith, secretary for the Department of Marketing, were delighted when marketing and retail management faculty joined forces and treated them to lunch at the Genesee Valley Club, with a ride to lunch in a sleek limousine stocked with a bottle of chilled champagne. "We were having so much fun riding," laughs Krenzer, "we forgot people were staring as we went by. It was great. I could get used to that!" Eugene Fram, chairman of the Department of Marketing, answered phones while Krenzer and Smith dined in elegance with John Zdanowicz, Terry Butwid, Ruth D'Aprix, Dale Gibson, Julian Yudelsohn and Dean Siewers.

N·E·W·S & E·V·E·N·T·S

Non-Profit Org.
U.S. Postage
PAID
Permit 626
Rochester, N.Y.

A GOODMAN

LOIS
LIBRARY

Rochester Institute of Technology

One Lomb Memorial Drive
Post Office Box 9887
Rochester, NY 14623

