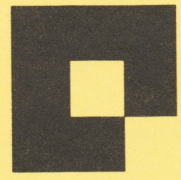


NEWS & EVENTS



Nov. 17--30

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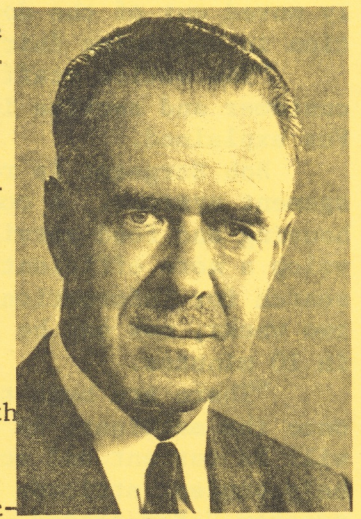


Eileen Golden is Doris, the would-be actress, and Glenn Sullivan is Felix, the would-be writer, in Brick City Players' production of "The Owl and the Pussycat," which plays November 17, 18 and 19 in Ingle Aud. Ticket information available at College Union information desk.

Ellingson To Get Founders Award

Dr. Mark Ellingson, who served as president of Rochester Institute of Technology from 1936 to 1969, will receive the coveted RIT Founders Award on Monday, Nov. 20.

Following a unique meeting of the Board of Trustees beginning at 5:30 p.m. in RIT's Ingle Auditorium, trustees, their wives, and special guests will pay tribute at a dinner-reception to the man who has served the Institute and helped guide its constant and spectacular growth since 1926 when he was appointed to the faculty as an instructor in economics. As



Ellingson

President Emeritus, Dr. Ellingson continues to serve the Institute in an advisory capacity from his office in the Metropolitan Center at 50 West Main St.

The dinner will be held in the large dining hall of the College-Alumni Union.

The Founders Award, to be presented for only the sixth time since its origin in 1934, will honor Dr. Ellingson for more than three decades of "directing the Institute through tremendous changes, challenges, growth and advancement in curriculum, financial viability and expanded enrollment...for a lifetime of achievement and service which demonstrates and vitalizes the ideals of the founders of the Institution."

Design Work Chosen For Museum

Toby Thompson, assistant professor in the College of Fine and Applied Arts, has been asked to submit samples of his best design work from the past five years for inclusion in the permanent collection of the department of architecture and design of the New York Museum of Modern Art.

Thompson, who will submit Industrial Design work for the collection, has been at RIT since 1968.

Fox: The Student Is 'Consumer'

Jim Fox, director of Residence Halls and Food Service, says he insists the RIT student be treated as a "consumer." It may be that attitude by management that has helped to make living on campus more palatable for students.

Fox joined RIT last January as director of Food Service. He took the position that to improve the attitude of students to food service, you have to offer a quality meal at a reasonable price. Unlimited seconds also were offered and students loved it. He's now working to improve the speed of food service.

Last August Fox also was named to head the student housing program. Although he doesn't want to accept the credit, he can point to full dormitories for the first time since RIT moved to the Henrietta campus.

Unlike other years when students quickly moved out of the dorms, the 2600 population is remaining fairly stable.

"The entire staff is oriented to the customer and service is the key word," Fox explained.

Bob Sargeant is responsible for management systems. A computer terminal for housing and food service is helping develop a more efficient operation. A file search for information that used to take two weeks, now can be done by the computer in 10 minutes.

"There are bugs to be worked out, but once the machinery is functional, our data will be current and accurate--this will help student attitude toward the overall program," Fox stated.

Rich Lawton is responsible for programming and staff training and development. Lawton said the entire staff is responding more to getting the job done.

Sandy Miller handles telephone, light, heat and maintenance problems. His job is to act quickly to solve problems and spot many before they are ever reported.

In food service, Jim Bingham directs all operations on the academic side, while Jerry Shreve is operations manager in housing.

Sue Cavaleri is administrative assistant to Fox and is responsible for the financial aspects of the program.

Head residents are now known as staff



Fox

assistants and they too are customer oriented.

"The change is overall staff attitude is partly responsible for the improved student satisfaction," Fox said. "But painting in the dorm has helped and so has landscaping. The trees help offset the brick and provide greater warmth. Some of the dorms will have new carpeting and furniture this year."

Parking continues to be a problem. Students are concerned about both cars and bikes being stolen. Improving security is an immediate concern. New bike racks have

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Photo Seminar Set In March

The Photographic Process as a Scientific Instrument, an intensive five-day program designed to assist engineers, scientists, and technicians in applying photographic technology to the acquisition of data, will be held at RIT from March 19 to 23, 1973.

Sponsored by RIT's College of Graphic Arts and Photography, the program is for those with a B.S. degree or equivalent experience in physics, chemistry, or engineering. Class sessions will be held from 8:30 a.m. to 4:30 p.m., with two evening seminar sessions as an additional option.



Cartoon characters in Alumni fund drive mailer are (1 to r) Milton Moneymouth, Alice Alumni, Ferris Reel and Tallulah Tingle.

Cartoon Characters On Alumni Assignment

Will Ferris marry Alice? Will RIT alumni raise the money to produce a film about their alma mater?

Those questions are on the lips of the more than 20,000 Institute alumni as a result of a mailing informing them of the alumni film project, and asking their contributions to it.

Designed as a cartoon strip, the mailer stars Ferris Reel, Tallulah Tingle (who later reveals herself to be Alice Alumni), and Milton Moneymouth.

Ferris and Milton, rival film producers are competing to win Alice and to produce a film about RIT.

Setting her two suitors against each other, Alice, a secret agent of the RIT Alumni Association, tells them she'll marry the first one to produce a film about RIT. Deep in her heart, Alice hopes Ferris, a good guy, will win.

The above may be fantasy, but the alumni film project is very real.

Conceived in a goals and objectives task force of the Alumni Association, the film is an alumni project from start to finish.

It will be a series of 16 millimeter film modules. One basic module will tell the general story of RIT. The others will spotlight the individual colleges, departments and activities.

It is believed that the project will

serve the vital need of the Institute for a visual presentation for a variety of audiences. In combination or in total, the film format could play a major role in the Institute's drive to increase admissions. High school, two-year college, alumni, civic and professional groups and professional conventions are among the projected audiences.

Later, the film can be updated easily, one or two modules at a time, as changing conditions make it necessary.

The Executive Council of the Alumni Association accepted the film as a worthwhile alumni project.

Gerald J. Antos, photography '59, is the project director. Fred R. Guevara, photography '60, is chairman of the film task force. A. John Bartholomew, business administration '60 is fund-raising chairman, and Harris H. Rusitzky, food administration '56, is heading the special gifts section. Thomas G. Raco, art and design '63, educational specialist at NTID, is serving as faculty liaison.

Guevara's task force is maintaining close contact with Antos in determining the content of the film.

A number of other alumni are involved, and alumni are encouraged to volunteer their professional talents.

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Fox, cont'd....

been installed as a student service.

Long range, Fox would like to see the dorms become more like apartment complexes. He admits it would take structural changes.

"With the greater number of transfer students coming to RIT, I'd like to see the requirement of living on campus loosened," Fox remarked. "If we offer quality housing and good food, we won't have to worry about getting students to live on campus. Giving the student the best product for the best price is attainable."

By Jack Smith

Founders Award cont'd....

Capping Dr. Ellingson's remarkable career of guiding RIT through more than three decades of growth was the construction of the new \$65 million campus in Henrietta, completed in the fall of 1968, a year prior to his retirement as president.

During his tenure in office, the College's full-time enrollment rose from 550 students to nearly 5,000 and its evening college enrollment from 1,700 to more than 11,000. Endowment increased from \$1,500,000 to over \$220 million (book value), and total assets from \$2,400,000 in 1936 to over \$111 million as of June 30, 1968. Since 1936 the Institute's annual operating budget grew from \$258,000 to a budget in excess of \$20,000,000 in 1968-69.

Under his guidance, academic programs in science, engineering, printing, photography, fine arts, and business administration

increased in both size and scope. In 1966 Rochester Institute of Technology was selected by the U.S. Department of Health, Education, and Welfare as the site for the National Technical Institute for the Deaf.

Completing the list of invited guests will be presidents of the day and evening college Student Associations, the Alumni Association, Faculty Council, Women's Club, Women's Council, and the College Union Board.



~~Rich Lawton~~
Jim Bingham



~~Bob Sargeant~~
Gerald Shreve

Fund Drive cont'd....

The project is planned as a kick-off for a continuing alumni annual giving program.

The Alumni Office and Communications Services are assisting throughout the project.

Powell Named Program Manager

Ronnie L. Powell has been named Manager of Program Services at Rochester Institute of Technology. He was previously employed as a staff assistant for the National Technical Institute for the Deaf.

As Manager of Program Services, Powell will be responsible for providing general administrative and other support services to RIT's Public Affairs Division and its constituent groups. He will assist in various communications, community relations and development projects and will supervise the division's records and data systems and coordinate budget and personnel planning, as well as act as manager of the RIT Annual Giving program.

Powell has attended St. John Fisher College and Rochester Institute of Technology.

A native of Star City, Ark., Powell and his wife and eight children live at 169 Sherwood Ave., Rochester.

Control Seminar Set At GARC

A three-day seminar on Quality Control Applications in the Graphic Arts, concerned with the basic needs, the language, and the application of quality control methods, will be held at RIT on Jan. 24, 25, and 26, 1973.

Sponsored by the Graphic Arts Research Center, the seminar will emphasize the workable terms and principles by which quality control methods can be applied to the participant's individual plant situations.

The seminar-workshop is designed for middle and upper management personnel, including the administrative manager, the quality control manager, sales and marketing personnel, and others involved in company-level training programs.



1972 Winter Olympics skater Gordon McKellen, Jr., will join other Olympic champions at the Benefit Ice Show Saturday, Nov. 18 at 8 p.m. and Sunday, Nov. 19 at 2:15 p.m. in Ritter Arena.

More Telephone Changes

Please make the following changes and additions to your faculty/staff telephone directory. To have phone numbers listed in this column, call Communications Services, 2337.

<u>Phone No.</u>	<u>Name</u>	<u>Department</u>	<u>Office</u>
464-2337	Bruening, Nicole	Communications Services	01A-4000
464-2337	Gardner, Ruth	Communications Services	01A-4000
262-2720	Hickman, Kenneth	Distillation Lab	Metro C.
262-2720	Kayser, William	Distillation Lab	Metro C.
262-2720	Mosholder, Geraldine	Distillation Lab	Metro C.
464-2604	Powell, Ron	Program Services	01A-4000
262-2720	Roggen, Allen	Distillation Lab	Metro C.
262-2720	Thakur, Dileep	Distillation Lab	Metro C.

News and Newsmakers

"The Dangers of Social Responsibility--Another Perspective," an article by Dr. Hollister Spencer of the College of Business, was published in the November "Record" of the National Industrial Conference Board....Dr. Francena L. Miller of the College of General Studies has been elected a trustee of Rochester Savings Bank....Professor Reid Ray of the film making/television department recently attended the 15th annual Council on International Non-theatrical Events Golden Eagle Award Film Awards in Washington, D.C....Ronald Hilton, academic administrator of the Metropolitan Center, is assuming additional duties as Associate of the Extended Services Division to work on special program development....Alpha Chi Sigma professional chemistry fraternity recently hosted 60 high school students on tours of the Science building....A Newspaper Color Seminar to provide management, supervisory and sales personnel with an understanding of newspaper color reproduction methods, equipment for letterpress and offset newspapers will be held at the Graphic Arts Research Center Dec. 4, 5, and 6....

EVENTS

FRIDAY, NOVEMBER 17

TALISMAN FILM FESTIVAL: "Becket," 7:30 and 9 p.m., Booth Aud.

NEW YORK STATE CPA's: meeting, 9 a.m. to 5 p.m., Multi-Purpose Room, College-Alumni Union

BRICK CITY PLAYERS: "The Owl and the Pussycat," 8:15, Ingle Aud.

SATURDAY, NOVEMBER 18

BENEFIT ICE SHOW: Genesee Figure Skating Association, 8 p.m., Ritter Ice Arena

FOOTBALL: Pace at RIT, 1:30 p.m.

TALISMAN FILM FESTIVAL: "The Ballad of Cable Hogue," 7:30 and 9 p.m., Booth Aud.

BRICK CITY PLAYERS: "The Owl and the Pussycat," 8:15 p.m., Ingle Aud.

SUNDAY, NOVEMBER 19

TALISMAN FILM FESTIVAL: "Kanchenjunga," 7:30 and 9 p.m., Booth Aud.

BRICK CITY PLAYERS: "The Owl and the Pussycat," 7:30 p.m., Ingle Aud.

BENEFIT ICE SHOW: Genesee Figure Skating Association, 2:15 p.m. Ritter Ice Arena

MONDAY, NOVEMBER 20

BOARD OF TRUSTEES: Regular meeting, 5:30 p.m., Ingle Aud.; 6:30 p.m., main dining room, College-Alumni Union

FREE UNIVERSITY FILMS: "Hemingway," and "Silence, Exile, and Cunning," 7:30 p.m., General Studies Aud.

TUESDAY, NOVEMBER 21

GENERAL AUTO MECHANICS CERTIFICATION TESTS: 6:40--10 p.m., General Studies Aud.

GENESEE VALLEY KENNEL CLUB MONTHLY MEETING: 8:30--11 p.m., Conference Room B, College-Alumni Union

NOVEMBER 22-26: THANKSGIVING VACATION

MONDAY, NOVEMBER 27

FREE UNIVERSITY FILM SERIES: "The Murder of Fred Hampton," 7:30 p.m., General Studies Aud.

TUESDAY, NOVEMBER 28

GENERAL AUTO MECHANICS CERTIFICATION TESTS: 6:45--10 p.m., General Studies Aud.

THURSDAY, NOVEMBER 30

CHEMISTRY SEMINAR: "The Synthesis of Sulfate Ester by a Carbodiimide Mediated Reaction," with Mr. Wayne Weber, RIT graduate student, 4 p.m., Room 2178, College of Science

EXHIBITS

BEVIER GALLERY: '72 Faculty Show, through Nov. 17, 8:30 a.m. to 4:30 p.m., Monday through Friday.

MARINE MIDLAND BANK DOWNTOWN: School for American Craftsmen show, 9:30 a.m. to 3 p.m. Monday through Thursday, 9:30 a.m. to 6 p.m. Friday.

WALLACE MEMORIAL LIBRARY GALLERY: GRADUATE PAINTERS I, daily.

The next edition of News and Events will cover the period of Dec. 1 through Dec. 14. Deadline for material for that issue is Monday, Nov. 27. Send material to News and Events, c/o Communications Services, or call 2330.