

N·E·W·S & E·V·E·N·T·S

Tigers Advance to Third-Round Soccer Playoffs

Fresh from victory in the NCAA Division III New York State Regional playoffs, the RIT men's soccer team heads south this weekend to take on the University of North Carolina (UNC) at Greensboro in third-round action. The contest takes place at Greensboro Saturday at 1 p.m.

RIT, coached by Doug May, advanced to the third round by defeating Buffalo State (3-1) and Fredonia (3-0) in the state regional. The Tigers boast an 18-0-1 record entering Saturday's competition and are the only undefeated team remaining in the playoffs. Last year RIT qualified for the NCAAs and lost in the second round to Union (1-0) after defeating Cortland (2-1) in first-round play.

Greensboro, under first-year coach Michael Parker, enters the quarterfinals with a 17-2-2 overall record. The Spartans have won the last two NCAA Division III championships, both coming on home ground.

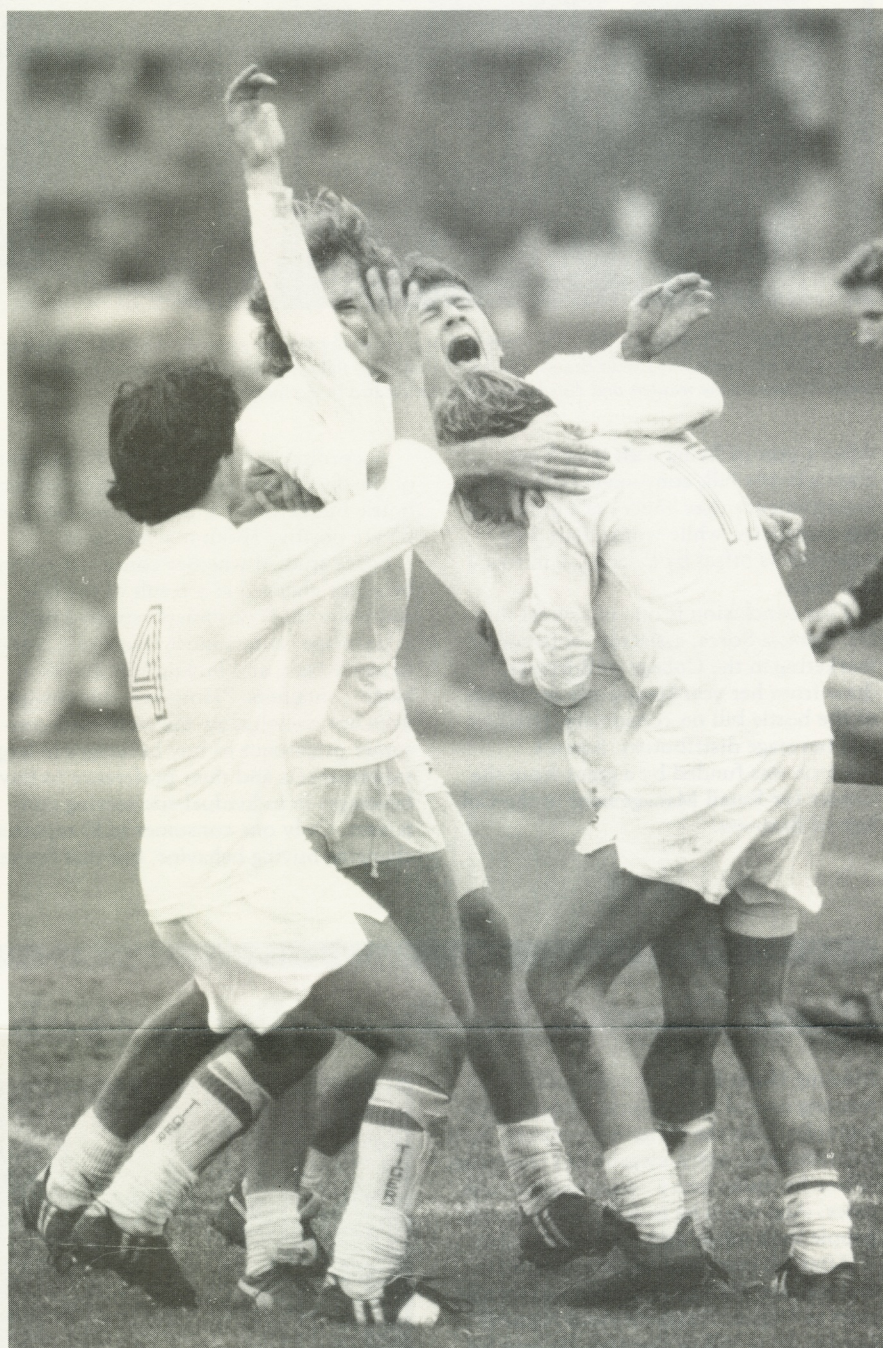
"I'm very pleased with the way we played in the New York Region," says May. "We were able to score six goals against two very good opponents. We

came away a little banged up, but it's nothing that time can't heal. We're playing on a pretty good level right now and even though it's at Greensboro, I'm confident we can represent the New York Region in good fashion."

In last Saturday's match against Fredonia, Kevin McCarthy, Bernie Student and Ken Serwan tallied for the Tigers. Rick Botnick was in net and recorded his sixth shutout of the year. RIT has outscored its opposition by a 64-12 margin. Paul Schojan leads the team in scoring with 48 points, followed by McCarthy (39), Frank Hinchey (18) and Donovan Nelson (18).

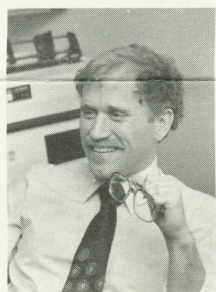
Greensboro advanced to the third round by defeating Bethany College of West Virginia, 2-0. In their first-round game, the Spartans defeated UNC Wesleyan, 2-1 in overtime on penalty kicks.

Winner of the RIT-Greensboro contest played the winner of the Westfield State vs. Brandeis game also slated Saturday at another site.



VICTORY AT HAND....Members of the RIT men's soccer team celebrate their third goal in the RIT victory over Fredonia last Saturday. RIT players congratulating each other are (from left) Frank Hinchey, V. J. Penisse, Keith White, Ken Serwan and Kevin McCarthy. Serwan scored the goal. The Tigers advanced to third-round action and play at the the University of North Carolina at Greensboro on Saturday at 1 p.m.—Photo by Steve Hockstein

Plough, Castle Announce DeCaro as NTID Dean



Dr. James DeCaro

Dr. James J. DeCaro, director of the NTID Division of Career Opportunities, has been named dean of the National Technical Institute for the Deaf at RIT, announced Dr. Thomas Plough, provost and vice president for Academic Affairs, and Dr. William E. Castle, RIT vice president and NTID director.

As dean, DeCaro will oversee academic curricula offered at NTID and will assist Castle in establishing and evaluating directions and policies for NTID. In addition, as one of RIT's nine academic deans. He will report to Plough. DeCaro's appointment is effective Jan. 1, 1985.

DeCaro earned his bachelor's and master's degrees in civil engineering from SUNY Buffalo in 1969 and 1970 respectively, and his doctoral degree in instructional technology from Syracuse University in 1977. He has been associated with RIT since 1971 when he took a position at NTID as an instructor in the civil technology program.

Since then, he has served as an instructional development specialist, chairperson of the Construction Technologies Department, acting director of the Division of Business Careers, curriculum development specialist and most recently as director of the Division of Career Opportunities. Additionally, he has been a visiting member of the staff of the School of Education at the University of Newcastle-upon-Tyne, England, and is the author of numerous papers and speeches.

Seventeen RIT faculty members conducted a seven-month national search for a new dean before recommending DeCaro.

Cafeteria Staff Serves Pre-Thanksgiving Buffet

College-Alumni Union Cafeteria will serve its seventh annual Thanksgiving Buffet from 11 a.m. to 1:30 p.m., Wednesday, Nov. 21.

Rick Swartz, cafeteria manager, said a traditional menu will be offered including assorted entrees, salads, desserts and beverages.



TECHNOLOGICAL COOPERATION....Gathered at a design station during a reception to announce cooperative efforts between SAIS and Scientific Calculations are (from left) James Forman, director, Division of Science and Technology, College of Continuing Education; Dr. Donald R. Baker, dean, College of Continuing Education; J. Monteith Estes, III, executive vice president, Scientific Calculations, Inc.; and Monte Brooks, personnel support manager, Scientific Calculations.

Scientific Calculations Donates Equipment to SAIS Program

In a major collaboration between education and industry, Scientific Calculations, Inc., developer of software-based design systems for the electronics industry, and RIT's School of Applied Industrial Studies in the College of Continuing Education have developed three major educational opportunities for teaching the SCICARDS® program for printed circuit board layout and design.

The SCICARDS® System, Scientific Calculations' principal product, is a computer-aided system for the design of printed circuit boards with output that is directly usable by automated manufacturing equipment. Because Scientific Calculations' installation of the product has increased 800 percent the past five years, there has been a corresponding increase in the need for skilled printed circuit board designers, especially designers skilled in using the SCICARDS® system.

SAIS will provide this training with the cooperation of Scientific Calculations.

Two programs will be offered to individuals who have at least one year of printed circuit board experience; the third program is the integration of the SCICARDS® curriculum into the SAIS computer-aided-design drafting technology curriculum, a full-time, 12-month diploma course. THE SCICARDS® program will be the sole printed circuit board design system used at SAIS, and the curriculum for each of the three courses has been developed in conjunction with Scientific Calculations instructional staff.

Announcement of the cooperative effort and a demonstration of the state-of-the-art equipment took place at a reception at RIT's City Center Thursday.

Elizabeth Paciorek, SAIS, is in charge of developing the curriculum and William Stanton, senior technical lecturer, will be primary instructor in the full-time program.

Sorce: Bottle Bill Means Less Litter, More Work



CHECKING THE RESULTS....Dr. Patricia Sorce, assistant professor of marketing in the College of Business, is interviewed by Lynda Roedts, Channel 13 reporter, following Sorce's presentation of her research results to the retailers and distributors who participated in the study.

After a year of living with New York State's bottle bill, consumers believe the inconvenience they experience in returning containers, while worse than they expected, is offset by a decrease in roadside litter.

That conclusion is one of several that Dr. Patricia Sorce, assistant professor of marketing in the College of Business, drew from her year-long study on effects of the bottle bill on consumers, retailers and beverage distributors. Sorce's research was funded by a grant from the Center for Retail Management in the College of Business.

According to Sorce's study, 66 percent of the consumers surveyed supported the bottle bill before it was implemented, and 65 are positive about it a year later.

Sorce studied whether consumer buying behavior changed as a result of the law and notes that consumers reported buying at beverage centers more frequently, particularly beer, and buying soft drinks in larger containers. "However, this change does not overshadow the continued consumer preference to buy beverages in large supermarkets and their preference to buy beverages in individual-size serving containers. Only one consumer in 10 reported changing buying behavior, but that figure

does translate into a large sales volume decrease for grocers and distributors. Beer distributors, for example, have estimated that beer sales are down 3 to 5 percent since implementation of the bill," Sorce says.

Sorce also studied retailers of varying sizes to determine the costs of implementing the bill as well as price changes and the beverage brands and sizes available both before and after the law went into effect in September 1983. Forty Monroe County retailers cooperated in providing information.

She reports, "The study revealed a slight decrease in the number of brands stores carried, but only 10 percent of the consumers surveyed indicated that they perceived a reduction in brand availability. We found that prices increased approximately 19 cents for a six-pack of 12-ounce glass bottles of beer and 28 cents for a six-pack of 16-ounce glass bottles of soft drink. This does not include the deposit price. These increases are similar to those observed in Michigan after that state's bottle bill went into effect in the late 1970s."

The price increases, Sorce notes, reflect the higher costs retailers have incurred because of the legislation. She says, "About half of the larger stores surveyed invested \$25,000 upfront in capital costs to handle the new return system. Most stores also had to hire more personnel. With higher costs come higher prices."

Another reason for the price increases, Sorce explains, is the reverse distribution system set up in New York State. With New York's third party system, stores do not sort containers by brand for return to the distributor, but by container type such as clear glass, colored glass, plastic or aluminum. The third party sorts and counts the containers by brand.

"Sorting bottles for return to distributors is a monumental task for retailers," Sorce explains. "With New York's third party recycling system, there is much less impact on the retail sector even though retailers still have to cope with returns and storage."

Sorce notes that other states that have legislated returnable bottle laws and use refillable bottles demonstrate reduced brand and container mix. She comments that because of New York's third party reverse distribution system, consumers have a choice of brands and container sizes that is nearly equal to that before implementation of the bottle bill.

"The bottle bill has come, and the marketing system and consumers have adapted," Sorce concludes. "There have been some changes in consumer buying habits, possibly because prices have increased. This is clearly a setback to the beverage industry, but it is not one that threatens its very existence. In fact, a totally new industry has been created as a result of the legislation. I think the New York experience with the bottle bill will demonstrate that container laws are successful ways to deal with society's problems of roadside litter and waste disposal without threatening some of our major industries."

Fraternity Gathers Food for Cupboard

Triangle fraternity members at RIT will start stocking the cupboard today as part of a drive to collect contributions for the Henrietta Food Cupboard. Triangle fraternity is working on the project in cooperation with the Henrietta Area Council and the Town of Henrietta.

The Henrietta Food Cupboard is a non-profit organization established to insure that needy families throughout the Henrietta area receive canned and non-perishable foodstuffs during the Thanksgiving and Christmas holiday seasons.

Donations can be dropped off in marked containers on the campus, at the Henrietta Town Hall and at Budget Business Machines on East Henrietta Rd.

Photo Processing Receives Donation

Hamlin Inc. has donated a 5S Combination Punch Unit to the Photo Processing and Finishing Management program in the School of Photographic Arts and Sciences. The unit will be used in conjunction with the disc film printer recently donated by Eastman Kodak Company.

"This unit will make it possible to print disc film on our new printer in a manner that is typical of that found in industry," said Ellsworth McCune, the James E. McGhee Professor of Photographic Management.

In noting the importance of such donations to the program, which prepares students for careers managing photographic processing laboratories, McCune said, "We strive to provide our students the opportunity to use a broad range of equipment used in the industry they will soon be entering. Through donations such as this, we can attain that goal."

Horst Charms Reedy Audience With Celebrity Stories

Meeting Horst P. Horst is not unlike meeting one of the subjects from his photographs. Like the pictures he makes, he is sophisticated, witty, elegant and charming. When he walks into a room, people look twice. And when he makes a photograph, people look twice, and then a third time.

After 50 years as a fashion, celebrity and interior photographer for such magazines as *Vogue*, *Vanity Fair* and *House & Garden*, he is still in demand. He says his work has come full circle. "Not that I've changed, mind you," he says. "But fashion has to change, and you go with it, but at the same time you hold your own."

Horst came to RIT last week to give the William A. Reedy Memorial Lecture in Photography, and to meet with faculty and students in the School of Photographic Arts and Sciences. The Reedy lecture series is sponsored at RIT by Eastman Kodak Company.

Horst regaled the audience with stories about celebrities he has photographed, and what it has been like to weather the changes that 50 years have wrought in his field. "In the olden days, the models made themselves up. Today there's the makeup people, the hairdresser, all these people — it takes hours."

He talked about Brooke Shields, who he photographed for a recent edition of *French Vogue*. Horst said of Shields, "She has wonderful manners. It was a pleasure to work with her."

Ask him about any of his subjects, and he'll give you an equally glowing review. When one student asked him how he handled difficult models and celebrities, Horst replied that he hadn't worked with anyone who wasn't "very nice."

"It's the personality of whomever you photograph that's important. I ask them questions, how they'd like the photograph done. Then they're more comfortable," he says.

Horst has photographed Coco Chanel, Noel Coward, Gertrude Stein, Louise Brooks, Greta Garbo — the list seems endless. His first commissioned portrait was of Gary Cooper. "I didn't cash the check for years, because it was written by Gary Cooper," he says with a laugh.



SIGNATURE OF SUCCESS....Horst P. Horst, who delivered last week's William A. Reedy Memorial Lecture in Photography, autographs posters announcing his lecture for students before he talked informally with them in the College of Graphic Arts and Photography.

Horst says that he doesn't start a photo session with preconceived ideas. "You have to feel your way. Just keep your eyes and ears open. It just sort of works itself out. I'll get an idea, and fiddle around with things until it works," he says.

When asked to give advice to young photographers, Horst demurs. "You have to do it yourself. You go after something that means something to you — not try to copy other people's work. How can I give advice? It's such a personal thing."

Perhaps, but it's clear that Horst's vision and style deeply affected those who came to hear him speak. "I'd give anything to make pictures like that," said one student as he filed out of the auditorium.

Quarter Break Means Revised Tour Schedule

Campus tour schedules for the fall/winter quarter break have been announced by Brenda Mossburg, assistant director of admissions. Tours will be offered at 10 a.m., noon and 2 p.m., Nov. 19 to 21 and Nov. 26 to 30. There will be no weekend tours Nov. 17 to 18 or Nov. 24 to 25. Weekend tours will resume Dec. 1. Weekend tours leave from the College-Alumni Union lobby, Saturday at 11 a.m. and 2 p.m. and Sunday at 1 p.m.

The regular weekday tour schedule will resume Monday, Dec. 3, with tours scheduled every hour from 9 a.m. to 3 p.m. Those tours begin in the lobby of the George Eastman Memorial Building.



COMPARING NOTES....Dr. Stanley Widrick (right), RIT's J. Warren McClure Professor of Marketing in the College of Business, discusses the Institute's marketing curriculum with Louis Canale, professor of retail management/marketing at Genesee Community College, Batavia.

Business Hosts Community College Representatives at Workshop

The College of Business hosted 55 representatives from 17 community colleges at a professional development workshop on "Current Developments in Business Curricula" in October. Gary Bonvillian, assistant dean of operations for the college, coordinated the event and notes that participants' enthusiastic response guarantees the college will sponsor another workshop next year.

Bonvillian explains, "The community college representatives had the option of attending two of five sessions on curriculum developments in accounting, marketing, management, retail management and information systems as well as a general session on the role of the personal computer in management education. They particularly enjoyed Dr. Andrew DuBrin's presentation, 'Coping with Job Burnout,' and many participants commented that the presentation by Dr. Thomas Comte, associate dean, on 'AACSB—The Facts' was very helpful. The American

Association of Collegiate Schools of Business (AACSB) and its accreditation process create some problems with transfer of credits from community colleges to institutions such as RIT."

Bonvillian notes that while the event was designed for professional development, it did much to cement relationships with the community colleges who participated. "This is important since RIT recruits many students from community colleges," he observes. "The College of Business is currently writing articulation agreements with at least 10 of the colleges who participated in the program. The workshop also gave participants the opportunity to meet the dean, see RIT's College of Business and learn about our programs first-hand. That may be just as effective, or more so, than our practice of sending out recruiters to work with community colleges. At any rate, we will continue the workshops with a different thrust next year."

Students Sell Compeer Program

It's finals week for students in I.C. Shah's "Effective Selling" class, but the students have already scored high in the eyes of Compeer, the program that provides volunteers to children and adults recovering from emotional illness. The course is offered through RIT's College of Continuing Education.

Shah's students will be graded on their ability to educate the Rochester community about Compeer and on their success in soliciting donations to benefit Compeer.

According to Bernice Skirboll, executive director of Compeer, the students should all earn As. "They've not only earned more than \$3,000 for Compeer, but they've impressed everyone they've talked to with their knowledge of our service to the community, and many of those people have become Compeer volunteers."

Shah's students requested donations of cash and merchandise from businesses in shopping centers and malls. The donated merchandise will be auctioned with the proceeds added to the other contributions. Each contributor received a copy of *Rochestrvia* by Peter Dovrovitz along with a Compeer bookmark.

Shah, an adjunct faculty member at RIT and president of Executone Telecom, Inc., says, "The class project is an alternative to traditional classroom teaching that benefits the community while students learn to operate in a business situation. They learned about Compeer through an audio-visual presentation and from materials supplied by the Compeer staff. That time and the project mean a lot of effort for the students since many of them are working full time during the day and going to school in the evening. But they don't give up."

Evidence of Shah's classes' determination is in the \$100,000 they have earned for the community in the last six years.



AWARDING SCHOLARSHIPS....Rochester's Benevolent Protective Order of Elks, Lodge 24, awarded scholarships to an NTID professional staff member and a graduate of the UR/RIT Joint Educational Specialist Program recently. Accepting the award on behalf of NTID Captioning Specialist Ruth Verlinde and 1983 Joint Educational Specialist Program graduate Todd Roenbeck was Dr. Donald Johnson (second from right), professor and senior research associate in the Communication Research Department of NTID's Division of Communication Programs. Presenting the scholarship awards are (from left) William Goddard, exalted ruler; John Tracy, leading knight; and Edward Doran, chairman, Charity Fund Raising. The scholarships enabled Verlinde and Roenbeck to take a program course taught by Dr. Johnson titled, "Assessment of Visual Needs of the Deaf."—Photo by Dr. Frank Caccamise

Admissions Sets High School Career Day for December

More than 1,500 high school students are expected on campus, Saturday Dec. 8, for RIT's second annual Career Information Day. According to David Finney, director of Admissions, 30,000 invitations were mailed to prospective students to attend the career explorations sessions. "We have found through our experience with

Upcoming RIT Workshop Explores Health and Safety in the Arts

Working in the arts can be dangerous to your health?

"Definitely," declares Dr. Martin Zinaman, Student Health Service staff physician and an organizer of a workshop, "Health Hazards and Safety in the Arts," planned for Saturday, Dec. 1, from 9 a.m. to 5 p.m. in Ingle Auditorium.

"Potters are subject to potter's lung, a form of silicosis, and some silical clays contain asbestos so that asbestosis is a danger. Lead poisoning can result from solvents containing lead that printers use and from lead in some pigments in paints that artists use. Photographers face hazards from chemicals used in processing film," Zinaman explained.

The day-long workshop is designed for artists, craftspeople, health professionals, educators and anyone involved in the fine, applied and graphic arts.

Two nationally known authorities on the health hazards of art and craft materials will conduct the day's activities.

They are Dr. Michael McCann, president and executive director of the Center for Occupational Hazards, and Monona Rossol, potter and founder and director of the center's Art Hazards Information Center.

During the morning session, McCann and Rossol will present information on who is at risk, effects of various materials on the body and how to work safely. Afternoon workshops will deal with hazards in ceramics, painting, sculpture, welding, printing, photography, wood-working and glassblowing.

Advance registration is required. The \$20 registration fee is waived for RIT students, faculty and staff. For more information, call Julie Leonardo, 6619.

McCann, a certified industrial hygienist, has a doctoral degree in chemistry from Columbia University. He is the author of *Artist Beware: Hazards and Precautions in Working with Art and Craft Materials* and of the pamphlet, "Health Hazards Manual for Artists." Since its founding in 1977, he has been executive director of the Center for Occupational Hazards, a clearing

house for research and education on hazards in the arts, and serves as editor of its "Art Hazards Newsletter." He lectures and consults on health hazards in the arts.

Rossol helped found the center. She holds three degrees from the University of Wisconsin, a BS in chemistry, a master's and a master of fine arts in ceramics/ - sculpture and glassblowing. Besides directing the information center, she writes a monthly column on art hazards for children, and she lectures and consults on health hazards in the arts. Rossol has also worked as a research chemist and an art teacher.

Institute faculty and staff members who organized the conference include Zinaman, Dr. Joseph Kutchukian and Kelli McMahon, all of Student Health Service; David Engdahl, College of Graphic Arts and Photography; John Cox, NTID Applied Arts; David Dickinson, College of Fine and Applied Arts; and Charles Weigand, School of Printing.

Sinha Heads State Sociological Group

Dr. Murli Sinha, chairman of the College of Liberal Arts sociology/anthropology committee, was elected president of the New York State Sociological Association at the group's recent meeting in New York City.

Associate Professor Joanne M. Jacobs, also of the college's social science faculty, was chosen secretary and Richard Lewis, associate professor, criminal justice program, treasurer.

Sinha was on the faculty of Eisenhower College and joined the College of Liberal Arts in 1982.

RIT Women's Club Hosts Noon Meeting

"Women as Health Consumers" will be the topic of a presentation by Julie Shattuck, nurse practitioner in RIT's Student Health Center at the next meeting of the RIT Women's Club. The brown-bag lunch event is scheduled for today at noon in the 1829 Room in the College Alumni Union.

The RIT Women's Club is made up of women from throughout the campus dedicated to meeting and supporting other RIT women and serving the Institute.

Library Announces Finals, Break Hours

Wallace Memorial Library will be open for extended hours during exams and will close during the Thanksgiving holiday. The following are library hours for the rest of the month:

FINALS	16 Friday	7:00 a.m.-Midnight
	17 Saturday	8:00 a.m.-8:00 p.m.
	18 Sunday	9:00 a.m.-Midnight
	19 Monday	7:00 a.m.-Midnight
	20 Tuesday	7:00 a.m.-11:00 p.m.
	21 Wednesday	8:30 a.m.-4:30 p.m.
	22 Thursday	INSTITUTE CLOSED, Thanksgiving Weekend
	23 Friday	INSTITUTE CLOSED, Thanksgiving Weekend

Filmmakers Series Hosts D'Antonio

Independent filmmaker Emile D'Antonio will present his film "In the King of Prussia" in Webb Auditorium tomorrow, Nov. 16, at 8 p.m.

This docu-drama recreates the crime and trial of the radical Christian activist group, the Plowshares 8. On trial for damaging missile nose cones, the Berrigan brothers, played by themselves, make an eloquent case for disarmament. The film also features Martin Sheen as the judge.

D'Antonio originally shot the movie on video tape and then transferred it to film by using an image transform process. The film is one of the first examples of this new process.

On Nov. 17 D'Antonio will present "Millhouse, A White Comedy" at the Dryden Theater. The film traces the career of Richard M. Nixon from 1947 to the days of Kent State. Completed before the Watergate scandal, it was later learned that because of this film, D'Antonio was the only independent filmmaker on Nixon's "enemies list."

The independent filmmakers' series is presented at RIT in cooperation with the George Eastman House. Admission for the RIT showing is \$2, or \$1.25 with an RIT ID. For more information, call Erik Timmerman, series coordinator, 2754. For information on films shown at the Dryden Theater, call 271-4090.

NEWSMAKERS

● **Dr. V.V. Raman**, professor of physics in the College of Science, was part of a feature story in the October *Parents* magazine on "The Lively Art of Science." In the article, Raman says "Schools must convey to students the thrill and excitement associated with new discoveries, the beauty and harmony of physical laws, the mind-boggling vastness and also the minuteness that constitutes the universe, the ultimate simplicity and order of scientific processes, and the frustration and triumphs of individual scientists in their struggle to unravel a secret of nature."

● **Graham Marks**, assistant professor of ceramics in the College of Fine and Applied Arts' School for American Craftsmen, has an exhibit of six of his recently completed large scale ceramic sculptures in the Nina Freudenheim Gallery, 560 Franklin St., Buffalo. A Nov. 2 reception for Marks at the gallery opened the show, "Graham Marks: New Work," which features the artist's handbuilt earthenware coils that sometimes weigh up to 300 pounds after firing and take from six months to a year to complete. The exhibit will be up through Nov. 28 and is free and open to the public.

● The College of Science sponsored its first Registry Review Seminar for Diagnostic Ultrasound for graduates of the college's ultrasound technology program as well as other interested individuals. Coordinated by **Kathleen Ritch**, clinical coordinator of RIT's ultrasound program, the review session attracted 11 registrants from Rochester, Buffalo and Geneva. The instructors, Ritch, **Roger Warner**, director of the program, and **Dr. David Graham**, medical director, reviewed pertinent subject matter on the national registry examination.

● **Margaret Reek**, assistant professor in the School of Computer Science, served as a panelist for a recent Rochester Women's Network program, "Technology, the Leading Edge Factor."

● **Dr. Stanley R. Widrick**, J. Warren McClure Professor of Marketing, College of Business, recently addressed the Rochester chapter of the American Marketing Association on "Marketing Advice for Mondale and Reagan."

● **Dr. Jerry M. Adduci**, professor of chemistry in the College of Science, has written a chapter, "Polyimide Blends," in *Polyimides, Volume 2*, part of a series published by Plenum Publishing Corporation. Adduci's chapter includes descriptions of his research on heterocyclic copolyimides, co-poly(amide-imides) and blends containing resole prepolymer. This work has been done both at RIT and in Denmark.

● **Nancy Neville**, Career Research, has been elected as the 1984-85 President of the North East Association for Institutional Research. During the past five years, she has served as a Steering Committee member, and as chairperson of the Workshops and Program Committees.

● **Dr. Eugene Fram**, chairman, Department of Marketing, College of Business, made two presentations at the Biennial Conference for Board Leaders and Executives of the Child Welfare League of America, in Minneapolis. Fram spoke on "The Corporate Model of Administration," an area he has pioneered, and on "Marketing Human Services."

● Directing workshops at the American Society for Training and Development Genesee Valley chapter's fall conference Nov. 8 were **Dr. Charles Plummer**, Faculty and Program Development; **Dr. Paul Kazmierski**, assistant vice president, student academic development; **Andrew Dougherty**, executive assistant to RIT President M. Richard Rose, **Dr. Peter Anderson**, chairman of graduate studies in the School of Computer Science and Technology; **Jeanne Leonardi**, RIT Research Corp.; **Dr. Lee Sengbusch**, College of Continuing Education; **Thomas Castle**, NTID; **Morton Nace Jr.**, Training and Media Service; and **Thomas Zigon** and **Sandy Modlin**, Instructional Technology. The conference focused on building the future with computers, media, presentation and assessment skills.

Anderson also recently spoke on "Introduction to Ada" at the New Jersey Institute of Technology in Newark. Ada is a programming language developed by the U.S. Department of Defense.

● **Dr. Dorothy K. Paynter**, director, Human Resource Development Contract Services Division, College of Continuing Education, presented a paper, "Whose Vote Counts Twice? Participant Perceptions of Academic Quality and Accreditation," at the recent NUCEA Region VI conference in Scottsdale, Arizona.

● **Dr. Yusuf Choudhry**, assistant professor of marketing and international business, College of Business, presented "Innovative Marketing Strategies in Banking: Determinants of Success of U.S. and Foreign Banks in the United States" at the Academy of International Business Conference in Cleveland.

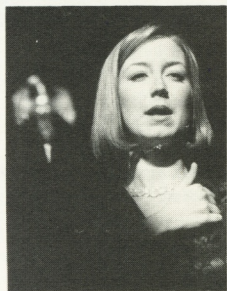
● **Dr. Ronald E. Padgham**, College of Fine and Applied Arts, Foundation Department, recently gave a paper, "Curriculum and the Development of Human Capacities," at the Bergamo Curriculum Conference. Padgham serves on the board of editors of *The Journal of Curriculum Theorizing*, which sponsored the conference. He attended the Edward DeBono Creativity Seminar prior to the conference.

● Attending the joint conference of the College Stores Association of New York and the College Stores of New England recently were **Joe Pickard**, director of Business Services; **John Roman**, director of RIT Bookstores, and **Marlene Polson-Lorzak**, manager of RIT branch stores. Both Roman and Pickard were program participants; Roman presented "Merchandise Planning and Inventory Management" and Pickard conducted the session, "Impact of Cash Flow on Store Profits."

Polson-Lorzak's article, "Computer Basics Are for Everyone," appeared in the October/November issue of *College Store Journal*, national publication for stores in colleges and universities in the United States.

● **John Simon**, manager of the Frank Ritter Memorial Ice Arena and head professional of the Genesee Figure Skating Club, has been appointed national chairperson of the Basic Tests Program Committee of the U. S. Figure Skating Association. Simon taught ice skating in England and Canada for more than 25 years before coming to this country two years ago. He also is choreographer for several production numbers in the upcoming "Holidaze on Ice."

Warren Interprets Presidential Remarks

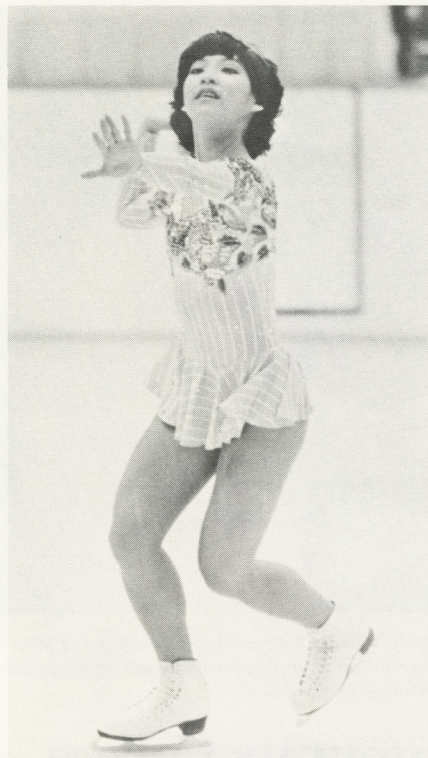


Rachel Warren

Rachel R. Warren, interpreter for the deaf and laboratory technician for Rochester Institute of Technology's (RIT's) Student Health Service, interpreted President Ronald Reagan's speech for the hearing-impaired during the Rochester pre-election rally Nov. 1.

Warren was chosen to interpret for then-President Gerald Ford during his airport appearance in Rochester Oct. 31, 1976.

The certified interpreter jokes about interpreting the comments of the world-famous after serving for a time in 1977 as interpreter of WROC-TV's noon news, "noonlighting" from her RIT job.



HOLIDAZE ON ICE AT RIT....Tiffany Chin, Olympic and world figure skater, will head the list of international skating stars to perform in "Holidaze on Ice," the Genesee Figure Skating Club production to start tomorrow in the Frank Ritter Memorial Ice Arena. Chin will skate with her partner, Brian Boitano, in the ice show that continues Saturday and Sunday. Both won Skate America Titles here in October 1983 and went on for recognition in the 1984 Olympics.

RIT Fellow Miller Exhibits Work at NTID

The RIT Institute of Fellows recognizes both the extraordinary expertise of business and professional leadership in the greater Rochester community and the changing circumstances of retirement with its leisure and opportunities to pursue new or postponed interests.

A culmination of these factors is the exhibition and sale of watercolor paintings by RIT fellow, Thomas H. Miller, in the NTID Switzer Gallery, Dec. 2 through Dec. 21. The exhibition opening and reception is 7 to 9 p.m. Friday, Nov. 30. Gallery hours are 8:30 a.m. to 4:30 p.m., Monday through Friday.

Next Thursday, of course, is Thanksgiving, and the Institute will be closed. Because the *News & Events* staff will be at home enjoying turkey, there will be no *News & Events* on Nov. 22. Publication will resume on Nov. 29.

RIT Faculty, Staff Invited To Share Homes

Off-Campus and Apartment Life staff members invite RIT faculty and staff to share their homes with students for a short time at the beginning of Winter Quarter.

For a brief period at the start of an academic quarter, students need housing for a few days up to two weeks, said Kathy Allen, assistant director, Off-Campus and Apartment Life.

"Because rental periods for both on- and off-campus apartments run through the end of the month, students need a place to stay until vacancies can be determined. Co-op students in Institute-operated apartment complexes often forget to give Residence Life more than a week or two notice of the availability of their apartments," Allen explained.

Fourteen faculty/staff members hosted students at the beginning of fall quarter and students and hosts found the experience a positive one, reported Allen.

Besides giving Institute staff an opportunity to get to know students apart from academic and official settings, sharing homes adds "a personal note of caring within a large educational institution and gives students time to shop for housing while not burdened with the extra cost of living in a hotel while making their decisions about where to live," explained Allen.

If you're willing to have a student live in your home for a short time, call the Off-Campus Center, 475-2575. Winter quarter classes begin Nov. 27.

NTID Offers Winter Quarter Sign Courses

Faculty/staff sign language courses will be offered again during winter quarter.

According to Karin Blood of NTID's Communication Training Department, there will be 11 courses ranging from Basic Sign Communication I to Self-Instruction Lab offered during the period from Dec. 3 to Feb. 8.

Also offered will be two-week workshops in Effective Fingerspelling, Practicing Appropriate Sign Choice and Simultaneous Communication for Public Speaking.

Registration for the courses is open through Nov. 26. For more information or to register, contact Blood, 6497.

N·E·W·S & E·V·E·N·T·S

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