

NEWS & EVENTS

Rochester Institute of Technology

Vol. 14, No. 27, September 23, 1982

Kenyon Named Institute Dean

Dr. Richard A. Kenyon, dean of the College of Engineering, has been named Institute Dean for 1982-83.

Announcing the appointment, Dr. Robert G. Quinn, vice president, Academic Affairs, stated that Kenyon will be responsible for fundraising in connection with the new microelectronic engineering program and other development needs of the College of Engineering and will have opportunities to pursue further personal and professional development.

"The position of Institute Dean has been established to recognize significant achievement and substantial service to the Institute; provide an opportunity for a period of professional growth and development; and an opportunity to make significant contributions to the Institute," Quinn said. The position,

created last year, was first held by Dr. Robert H. Johnston, dean of the College of Fine and Applied Arts.

As Institute Dean, Kenyon said his primary goal will be the further development of the microelectronic engineering program. "I also look forward to working with Drs. Quinn and Frisina on elements of the Institute's computer campaign and on a selection of institutional tasks for Dr. Rose," Kenyon explained.

"It will permit me, in addition, to devote some time to long-neglected research and writing and to attend a number of national and international meetings for the presentation of papers and lectures.

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RICHARD A. KENYON



Vice President William E. Castle, director of NTID (left). and President M. Richard Rose

Castle Appointed VP, Gov't. Affairs

Dr. William E. Castle has been appointed vice president for Government Affairs at RIT effective Oct. 1; he retains the title of director of the National Technical Institute for the Deaf (NTID) at RIT.

Castle has been a vice president at RIT since 1979, with primary responsibility for NTID. He will continue responsibility for creative arts planning for the Institute's complementary learning efforts.

"Dr. Castle's extensive knowledge of Washington and governmental relationships will be an essential part of the Institute's future viability," said President M. Richard Rose. "His thoroughness with NTID in Washington is a major reason why that program continues to be so highly regarded nationally. Dr. Castle

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STAFF TRAINING & DEVELOPMENT

Cardiopulmonary Resuscitation (CPR)

Due to the enthusiastic turnout last spring for CPR training, Staff Training and Development is again coordinating a certification program with the Red Cross. This program is designed to instruct the participants in the techniques necessary to revive or sustain someone whose heart has stopped or who has stopped breathing. The participants must attend both workshops in the session of their choice in order to receive their certification. Presented by the American Red Cross.

FEE: \$6 per person (includes the cost of a CPR manual)

Session I

9/29 12:30-4:30

10/06 12:30-4:30

Upper lobby of the ice arena

Coping: For Single Parents

This workshop is designed to address the special problems faced by the single parent. Valuable coping mechanisms will be presented, and there will be discussion of the participants' personal concerns.

Presented by Helen Irving, assistant professor, School of Human Services, College of General Studies; Sept. 30, Thursday, 1-4 p.m.; College-Alumni Union, 1829 Room

Call Staff Training & Development, 6956 or 6124, for further information or to preregister.



RESTORATION DAY

On Saturday, Oct. 2, Community Services and Outdoor Education will hold Red Barn Restoration Day.

They need energetic students, faculty and staff members to volunteer as carpenters, painters and grounds workers. It's a good chance to make new friends and help your RIT community!

Contact Joann Humbert, Community Services, College-Alumni Union, mezzanine, room 2278, or phone 6936.

British Book and Type Designer To Receive Goudy Award

Noted British book and type designer Dr. Berthold Wolpe will receive this year's Frederic W. Goudy Award from RIT.

Presentation of the award will follow Wolpe's delivery of the 14th annual Frederic W. Goudy Distinguished Lecture in Typography on Friday, Oct. 1, in Webb Auditorium.

Wolpe's work is well known in England and Europe, where he represents a tradition of classical typography and historical knowledge. He designed more than 1,500 book jackets and scores of books for the British publishing firm of Faber & Faber from 1939 until his retirement in 1975.

Following his immigration to England from Germany in 1935, Wolpe was affiliated with the Fanfare Press for four years and at that time created Tempest Titling typeface. During that period he also created Albertus, Sachsenwald-Gotish and Pegasus, which were issued by the Monotype Corporation.

A native of Offenbach, Germany, Wolpe was apprenticed to a firm of metal workers where he learned gold, silver and copper smithing and engraving. Because of his interest in calligraphy and inscriptional lettering, he became first a pupil of and then principal assistant to Rudolf Koch at the Offenbacher Werkstatt. In 1932 Wolpe's first typeface, Hyperion, was issued commercially by the Bauer Type Foundry.

In addition to his work for British publishers, Wolpe has taught at the Camberwell School of Art and the School of Graphic Design in the Royal College of Art. He currently teaches lettering at the City & Guilds of the London School of Art.

Wolpe also has done extensive research and writing on typography. He is co-author with Rudolf Koch of *Das ABC-Buchlein* and with Albert Fairbank of *Renaissance Handwriting*. He has edited an Elizabethan handwriting manual and written articles and papers on alphabets in medieval manuscripts and on typefounders William Caslon and Vincent Figgins.

His work was the subject of a retrospective exhibit at London's Victoria and Albert Museum in 1980-81 and in 1981-82 he was elected to the James P. R. Lyell Readership in Bibliography at Oxford University. In 1959 he was appointed a Royal Designer for Industry.

Wolpe will be the honored guest at a reception following the lecture and award presentation. The Cary Library housing the Melbert B. Cary Jr. Collec-

tion of the Graphic Arts will be open at that time as well.

RIT annually presents the Goudy Award to a person who has made an outstanding contribution to fine printing. Goudy designed more than 100 typefaces before his death in 1947. Previous Goudy recipients include Freeman Crow, Hermann Zapf, Warren Chappell, Dr. Giovannina Mardersteig, Will Carter, Prof. Alexander S. Lawson and the late Edna Beilenson.

Realtor Selected To Handle Sale Of Eisenhower

RIT has selected Binswanger Company of Philadelphia to act as its agent in the sale of RIT's Eisenhower College campus in Seneca Falls.

Binswanger, which transacts one of the nation's largest volumes of industrial and commercial sales, includes among its clients Burlington Industries, Inc.; Ethan Allen, Inc.; International Paper Company; Rockwell International Corporation; and TRW, Inc.

"We believe the expertise and reputation of Binswanger in industrial and corporate real estate will complement and augment the efforts underway by the Eisenhower Facilities Search Committee," explained Dr. M. Richard Rose, president of RIT. "We welcome Binswanger's professional counsel."

Both the committee and Binswanger are looking for financially stable buyers who would bring economic and cultural benefits to Seneca Falls, a town of 8,000.

The Eisenhower College campus, a 286-acre property located on the shores of Cayuga Lake, contains 15 buildings, which were constructed between 1968 and 1976 and offer more than 250,000 square feet of space. Paved walkways connect all buildings, with tunnels joining the facility's three main buildings. Included in the facilities are a 370-seat auditorium, a commercial kitchen, and residence facilities.

The complex also features a nine-hole golf course, indoor pool, a fieldhouse and lakeside marina. In addition, the complex is served by municipal water,

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UPDATE FROM THE PERSONNEL OFFICE

There have been several questions recently about TIAA's investment philosophy. While TIAA has tended to utilize long-term investment vehicles, short term investments have provided higher returns in the last few years. Given this economic reality, TIAA has made some modifications in its investment strategy. Since 1979, TIAA has been building an investment portfolio that captures not only the high, long-term, fixed interest rates, but also some of the responsiveness to inflation normally associated with short-term investing. This has been achieved by incorporating into long-term loans various features that may provide extra returns if higher than expected inflation occurs while these investments are outstanding.

Short-term and long-term rates are compared on the chart below. This article is one of a bi-weekly series provided by the Personnel Office. Should you have any questions regarding this or other Personnel related matters, please call the Personnel Office at 2424.

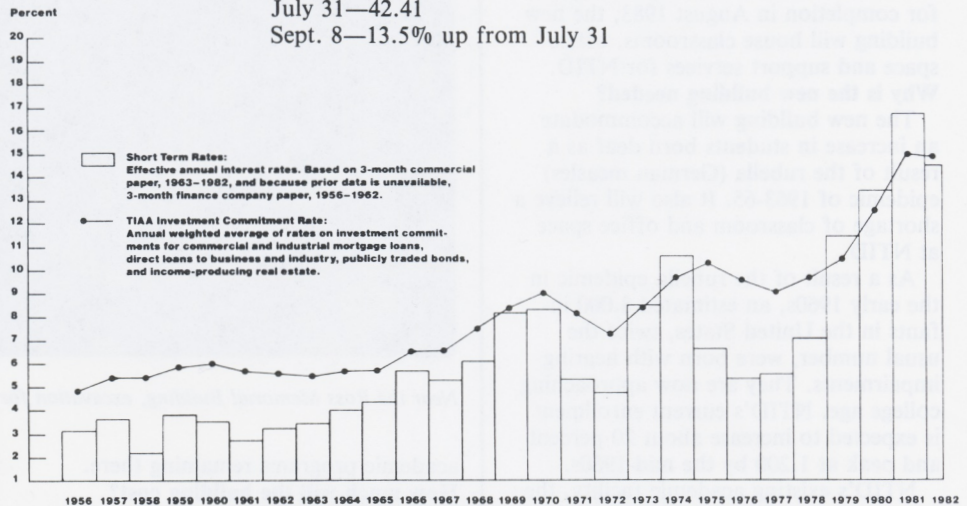
SHORT-TERM INTEREST RATES AND TIAA'S INVESTMENT RATES

January 1, 1956-June 30, 1982

CREF Unit Value:

July 31—42.41

Sept. 8—13.5% up from July 31



POLICY & INFORMATION

Policy Council, September 15

1. President Rose gave a status report on Eisenhower College. Students: 246 transferred to other colleges, 179 here in Eisenhower programs, and 137 transferred to other RIT programs. Faculty: 33 of 35 are on RIT campus; professional staff, 27 of 33, and hourly staff, 34 of 64. Library reserve and audio visual materials have been transferred to this campus. Other library materials on 24-hour call. Language laboratory has been established here, and student and alumni records also have been transferred. Eisenhower program headquarters are in the George Eastman Memorial Building, room 3185.
2. Items on the approved Plan of Work include reports on utilization of summer quarter, Student Directorate, Eisenhower College, and Physical Plant plans. Dr. Quinn gave a brief review of the coming work on the registration/scheduling process, revision of tenure policy and governance. The recommended committee structure and membership to work on educational goals, student

retention, and financial exigency will be presented at the October meeting.

3. Reports were received on the 1982 Faculty Computer Workshops and the installation of the new computer system.
4. Approved new charge to the Institute Committee on Effective Teaching. Major changes were the addition of another faculty member to the committee and deletion of the charge re faculty development. It was recommended that the latter be assigned to the Faculty Career Resource Group.

Faculty Council, September 16

1. Approved the 1982-83 Faculty Council Plan of Work
2. Approved faculty appointments
3. Requested nominations for committees of the Policy Council to work on the educational goals, student retention, and the policy on financial exigency
4. Approved new meeting time of 12:15 p.m. for future meetings

Anyone wishing source or additional information, please call 2527.

To the RIT Community:

It has been said that the performance of organizations and individuals often rises to the level of expectation.

Our expectations were high that the Eisenhower community could be assimilated into the Institute family. I am pleased to say that the results have been excellent.

Our primary concern was for the well-being of students, faculty and staff. It was an inspiration to see so many people work so closely together to secure an excellent transition. The minor problems of housing and academic planning will be overcome. We are off to a very good academic year.

The success of the transition is the result of cooperation and hard work by many individuals on this campus, and I want you to know that your efforts and attitudes are deeply appreciated.

Thank you.

*M. Richard Rose
President*

What's New At NTID

Construction of a new academic building for the National Technical Institute for the Deaf (NTID) is under way on the west side of the RIT campus near the Ross Memorial Building. Scheduled for completion in August 1983, the new building will house classrooms, office space and support services for NTID.

Why is the new building needed?

The new building will accommodate an increase in students born deaf as a result of the rubella (German measles) epidemic of 1963-65. It also will relieve a shortage of classroom and office space at NTID.

As a result of the rubella epidemic in the early 1960s, an estimated 8,000 infants in the United States, twice the usual number, were born with hearing impairments. They are now approaching college age. NTID's current enrollment is expected to increase about 20 percent and peak at 1,200 by the mid-1980s.

NTID's existing academic facility, the Lyndon Baines Johnson Building, was completed in 1968. Designed to support 750 students, it now accommodates close to 1,000.

The new building will contain 11 classrooms and seven laboratories. It will be about one-eighth the size of the Lyndon Baines Johnson building, and will house approximately 12 percent of NTID's total staff.

Why was the west side of the campus chosen for the building site?

The further assimilation of NTID students and staff into the mainstream of RIT campus life is one of the Institute's goals. The new NTID building will be located close to the academic facilities serving the hearing population at RIT for this purpose.

Who will use the building?

The new building will house both academic and support programs for NTID. The business career programs, including general business and office practices, and data processing will be moved to the new building, as will the Division of Management Services, including facilities management, word processing and duplication, and systems and programming. NTID's Division of Planning and Evaluation Systems, encompassing long-range planning, institutional research, and program evaluation, also will be moved.

In addition, the new building will include the academic program with the largest enrollment (about 30 percent) of NTID students and will free substantial space in the Lyndon Baines Johnson Building, permitting expansion of the



Near the Ross Memorial Building, excavation for NTID's new academic building proceeds.

academic programs remaining there.

How much will the building cost?

A total of \$2.7 million of federal money has been budgeted for the building. This will be used for architectural fees, site preparation and construction. Furnishings and equipment will come from operational funds.

The cost of laboratory replication will be kept to a minimum by relocating only those programs that can be moved at a minimum cost.

Why construct a new building now?

Four years ago, NTID began planning for an increase in enrollment of students born deaf as a result of the rubella epidemic of 1963-65. Plans for construction of a new building were started two years ago.

NTID was created by an act of Congress and receives the bulk of its financial support from the federal government. Construction of the new academic building is being paid for entirely by the government. The money designated for the building cannot be used for any other purpose.

How will the building be used after 1986, when the rubella "bulge" has passed?

Enrollment of deaf students at NTID is expected to level off at about 1,200 in the second half of the decade. Even after the rubella bulge passes, the need for facilities to educate deaf students will exceed NTID's current physical capacity.

Construction of the new building is consistent with RIT's goal of computer literacy for all students and staff. The building will also be used for computer

operations and instruction and is designed to allow for growth in computer and communications use.

How does the rubella epidemic of 1963-65 affect NTID?

A study by Gerard Walter and Ross Stuckless of NTID shows that of the 2,000 deaf students entering NTID in the last seven years, less than 9 percent were deaf due to rubella. Those students were born between 1954 and 1963.

Among 71 NTID students born in 1964 who enrolled at NTID this year, 32 (45 percent) are deaf due to rubella, and this influx is expected to continue over the next three years.

In addition, NTID anticipates an increase in applications for admission during those years, due to the large increase in the number of infants born deaf between 1963-65.

Will NTID have to change its educational program to accommodate these students?

Aptitude tests show little difference in academic ability and communication skills between rubella and non-rubella students enrolled at NTID. Thirty rubella students born in 1964 and entering NTID in 1982 were compared with students born before 1963 and with non-rubella students born in 1964. The study shows no significant difference between the rubella and non-rubella students born in 1964, although both groups show a superiority to previous students in some categories, such as auditory discrimination.

Holly Near Here Soon

Holly Near, contemporary balladeer and song writer, will appear at RIT at 7:30 p.m., Tuesday, Oct. 5, in Ingle Auditorium.

The California singer, on the recording scene since 1973, has been described as having a versatile soprano voice and as a performer who mixes politics and music with an easy stage manner and emotional dexterity. Her song "Fight Back" urges action against violence toward women and inspired the slogan "Take Back the Night."

A performer since she was seven years old, Near's songs deal with women's issues, war, tyranny, nuclear power, and "responsible" love. She believes that "it's going to be important that people's lives be documented by the troubadours, the kinds of lives that are not going to make the Top 40."

Near also has appeared in films and on television and has performed with Pete Seeger, Bonnie Raitt, Jane Fonda and Donald Sutherland.

Child care will be available for the concert, sponsored by the Institute Creative Arts Committee and Student Affairs Division's Complementary Education Department and the College Activities Board. Susan Freundlich, a member of Near's group, will interpret the concert for the hearing impaired. Tickets are \$5.50; \$2.50 for RIT students. They are available at the RIT Candy Counter in the College-Alumni Union and at Paul's Grocery, 644 Monroe Ave and the Village Green.

OPEN LETTER TO RIT FACULTY & STAFF

Once again, I want to thank all of you who gave your time, energy and support to the Orientation Office this past summer and beginning week of Fall Quarter.

Many of you worked unselfishly every Sunday during July and gave up your Labor Day weekend to provide our new students with the foundation they will need to make their educational experience a positive one. We know that through your efforts our students will feel that RIT is a special place to be and that they will receive the best education possible.

Your dedication on the students' behalf is greatly appreciated.

Ann M. Hayes

EISENHOWER FACULTY DIRECTORY

NAME	PHONE	BLDG-ROOM
Agonito, Rosemary	2453	06-A116
Annunziata, Frank	2804	06-3112
Barnett, Robert	2410	06-2112
Blackstone, Warren	2430	06-2311
Bleiler, Frederick		03-Lower Level
Brown, Richard	6578	08-A325
Campbell, James	2465	06-3305
Carbin, James		10-1174
Chu, Richard	2462	06-3315
Comeaux, Jacques	2903	06-A301
Curtis, Paul		08-1265
Dougan-Widmer, Dixie		03-Lower Level
Eilenstine, Donald	2455	06-A110
Farnsworth, David		08-2266
Fleming, James	6972	06-A102
Gordon, Dane	2446	06-2217
Grebinger, Paul		12
Green, Mark		01-3191
Kromer, Neil		03-A048
McDonald, Dennis		08-1265
Miller, Gary		08-1265
Moen, John	2402	06-1315
Murdoch, David	6070	01-3189
Nelson, Kenneth	6845	06-A317
Paradowski, Robert	6665	06-A104
Plough, Thomas	6069	01-3185
Pullem, Michael	6972	06-A102
Riley, Steven	2927	06-A114
Rosamond, Frances		08-2274
Saari, Sandra	2438	06-2315
Schoen-Rene, Renee	2407	06-A118
Sinha, Murli	6686	12-2214
Thiesmeyer, Elaine	6071	01-3193
Troisi, James	2656	06-3120
Velez, Hector	6686	12-2214
Warren, Charles	2456	06-2309
Weiner, Michael	6847	06-A290
Wolf, Walter		08-A209

RIT Soccer Ranked Nationally

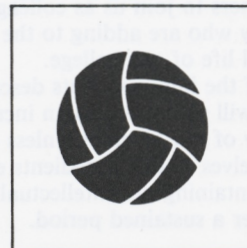
Boasting a 3-0-1 record, the men's soccer team moved into the national rankings in Division III last week. Coach Doug May's squad was ranked 13th in the nation and third in New York State. It marks the first national ranking, and is the first state ranking in more than a decade.

RIT owns victories over Stony Brook, Cortland and Hamilton and a tie with Alfred University. Next home contest is Saturday, Sept. 25, when the Tigers host Geneseo at 1:30 p.m.

The win over Cortland, which gave the Tigers the RIT Tournament title, was particularly rewarding. Cortland entered the competition with a pre-season ranking of fourth in the nation.

"This was our biggest win in three years," May said.

Paul Schojan led the Tigers after four games with one goal and three assists. Goaltender Tom Daley had allowed only one goal in four contests.



The Applied Dimension

DR. WALTER F. McCANNA

The following is the text of a presentation made by Dean McCanna to the faculty of the College of Business.

In recent years, we have made what I believe to be significant strides in the development of the quality of (College of Business) programs.

We have developed a broader, more rigorous undergraduate core curriculum which will permit our students to face a wider variety of circumstances with more knowledge and competence. We have developed new majors which will help our students to grasp one area of organizational life with sufficient depth to understand what mastery demands and to assist them in securing better placement and early success in their careers. We have increased our undergraduate and graduate admission standards to a level where we can assure entering students that they can succeed here if they are sufficiently motivated to engage in concentrated, long hours of study. Many of us are applying more rigorous grading standards in the classroom, thus setting and expecting a higher standard of performance of our students.

We have acquired and enjoy the benefits of an increase in the quantity and quality of the space we and our students inhabit. Additionally, we have acquired and we will soon enjoy the benefits of radically improved computer facilities. We have resurrected our co-op program and given it new vitality and are designing a new honors co-op program to motivate and reward our best students. We have reshaped the college organizationally to cope with its growth, and we have trimmed it to remove conflicts and inconsistencies which impeded our overall progress. We have expanded the offerings of the Center for Management Development. Especially noteworthy is the new, major, year-long management development program for division level managers called RIT/EX.

Of course, I can go on with the list of our accomplishments. More important than any of them is that we have persuaded others to join us as colleagues on our faculty who are adding to the active intellectual life of our college.

None of the improvements described, however, will secure for us an increase in the quality of our teaching unless we address ourselves to the ingredients essential to maintaining our intellectual vitality over a sustained period.

I believe it is now time to direct our attention to the essence of lasting excellence in teaching and to the satisfaction of our intellectual curiosity by continually confronting the problems of modern organizations and continually seeking solutions to those problems.

Every College of Business carries two basic responsibilities. One, to prepare educated people who can achieve both personal satisfaction and high levels of productivity in organizational careers. Two, to serve as the place where the freedom, focus and reflective atmosphere of academic life is utilized to devise better solutions to today's and tomorrow's problems of organizational life.

'I believe it is now time to direct our attention to . . . excellence in teaching . . .'

We cannot educate others to perform well unless we are continually engaged in solving the problems of modern organizations. How else can we stay current enough to assist our students to grow in their ability to provide today's and tomorrow's solutions to the problems of modern organizations? How else are we to retain our enthusiasm for our life's work, unless we are continually confronting the interesting problems our disciplines can solve? How can we present ourselves to our students as experts worth the time and expense of our classes, unless we are leaders who are truly experts in our fields, people respected for our commitment and our capability?

We have a golden opportunity here at RIT. The traditions of a technological Institute enshrine the development and transmission of knowledge which is truly useful. Academic efforts of quality and relevance are valued and supported by the Institution.

How should we approach the goal of meeting our responsibility as professionals to develop better solutions to the problems of modern organizations?

I would urge the following. **Each and every one** of us should pinpoint a problem of modern organizations which we intend to contribute to solving. This may be a large, complex problem of which

our contribution may be a small component. The design of a process for the introduction of Theory Z management into large retailing operations will not solve the total situational problem of management philosophy and style in today's organizations, but it will make a contribution which will be applicable to a number of organizations.

I would urge that we approach developing solutions to our chosen problem in two ways—by carrying on applied research with publication and by consulting.

Applied research is that investigative effort which attempts to find a solution to a problem of modern organizations, developed in such a way that active and future practitioners can utilize the approach in a **variety of circumstances.**

Consulting, on the other hand, is the development of a solution to a problem uniquely adapted and finely tuned to **one specific situation.** Applied research will develop a new approach to inventory control. Consulting will set up an inventory control system for a specific firm. Applied research will design a new closing statement which, through changed categorizations, better represents the conditions of corporation. Consulting will involve the actual preparation of the closing statement for a specific firm.

Both activities are useful in assisting organizations in solving their problems. Both activities assist us in keeping current in our fields so that our teaching incorporates the most recently developed applied knowledge. Both activities are properly faculty activities.

'Our work will be exciting . . . and our students will be infused with . . . enthusiasm . . .'

However, one of the two activities—applied research—is especially, indeed almost uniquely, the role of college faculties. The academic preparation, the research tools, the speculative environment are all essential and conducive to the development of new solutions to problems which can be used in a variety of situations. In addition, for these solutions to be known, they need to be communicated in writing to permit a broad

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Applied Dimension

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audience to test, to refine, to understand and to put into practice.

Our responsibility to provide others with new solutions requires that we communicate this new knowledge clearly and in a fashion so that others may readily use it. This requires the hard and miserable effort which we all tend to avoid—**writing**. Each of us should produce at least one article each year which transmits to others the new knowledge we have developed about solving a problem of organizations. Some articles will be directed to an academic audience, and these should be submitted to traditional refereed academic journals. Other articles will be aimed specifically at practitioners, and these should be submitted to trade and other journals directed to this audience. The principle for submission should be: which audience can best test the validity of and utilize the knowledge created?

Our research and writing will also give us additional knowledge which will enhance our effectiveness as problem solving consultants. The demands of consulting, in turn, will trigger new and higher quality applied research and writing. Each will feed back upon and reinforce the other. Each will inform and inspire our teaching.

I think I can say with some assurance that if each of us is working hard enough to develop a generalizable piece of knowledge each year which can be utilized to solve the problems of modern organizations, it's going to be a lot more fun working around here. Our work will be exciting, our reputation in the community and nation as professional faculty of a special applied capability will be enhanced, and our classes will be infused with the knowledge we gain in our investigations and the enthusiasm it will engender for our work.

What can we do as a group to help each other achieve this annual contribution? First of all, let's start talking to each other about the knowledge we wish to discover or develop; let's help each other with design criteria or research tools; let's organize our class schedules to accommodate the longer, focused time one needs for this kind of activity.

This year, beginning in the Spring Quarter, I have asked our scheduling officers to convert as many classes as possible to two two-hour sessions, rather than the current four one-hour sessions. This will give us longer blocks of time for creative work. It will also, I am convinced, be better for students who can use larger blocks of free time more productively in studying the content of courses.

Additionally, we will formalize the "brown bag luncheons" to a once-a-month affair . . . We are also budgeting departments to assure that money for support of materials, postage, etc. needed to conduct this form of activity in each department is available.

Finally, I am asking the Faculty Development Committee to prepare recommendations for us on what we can do to help ourselves to make these contributions and to prepare an annual report to us on our achievements. These achievements will be reported annually in the new College of Business Report which I will circulate among business leaders and other colleges of business throughout the nation.

We have the talent here to become an outstanding center for applications-oriented knowledge if only we accept the responsibility to focus our efforts to produce that knowledge and to communicate it effectively to our immediate student body and to the general organizational community. It is time to fulfill that promise.

Is E the Lot For You?

Parking spaces in E Lot, immediately to the south of the Frank E. Gannett Memorial Building, have been restriped to measure 7'6" x 14'7". Cars that fit into that size space can be parked in E Lot; all other vehicles may be parked in other lots according to sticker designation.

According to Leslie Scoville, director of Campus Safety, cars illegally parked in E Lot will be ticketed. Cars with repeated tickets are subject to booting or towing.

As in other parking lots, cars taking up more than one space will be ticketed as well.



NEWS & NEWSMAKERS

Hans Zandvoort, professor of fine arts, Department of Science and Humanities, College of General Studies, is showing an 18 ft.-wide painting, as well as the preliminary studies for the painting, in the Pittsford Community Library. The work is based on the principle of anamorphosis. Looked at from the front, the image appears abstract, but from a side angle it is recognizable.

Zandvoort will present a color slide program entitled "Autonomy of Anatomy: The Magic of Anamorphic Art" at the Pittsford Library on Wednesday, Sept. 29, at 8 p.m.; free admission.

The work of a member of the fine arts faculty of the College of Fine and Applied Arts, **Suzanne Roth**, was included in a group show this past summer at Gallery Yves Arman on Madison Avenue in New York City.

Bruce A. Austin, assistant professor in the College of General Studies, has had an article included in a book of original essays on film. *Film/Culture: Explorations of Cinema in its Social Context* (Scarecrow Press, 1982), edited by Sari Thomas, contains 17 articles including Austin's, which is entitled "People's Attitudes Toward Motion Pictures." Austin's chapter provides a review of the literature as well as discussion of methodological and future research concerns. *Film/Culture* is designed as a text

for advanced undergraduate and graduate film students.

Dr. Lawrence Belle, assistant vice president for Faculty and Program Development, was recently a program guest speaker for faculty development and computer literacy sessions at Lorain Community College, Elyria, Ohio.

Dr. Alan Nye, professor of mechanical engineering, was co-author of a research article in the June 10 issue of *Nature*, a scientific journal published in England. The article, entitled "Five-Minute Oscillations as a Subsurface Probe of Sunspot Structure," describes a new technique of probing below the visible layers of the surface of the sun.

Lou Spiotti, director of Intercollegiate Athletics, has recently been named to four organizations. Spiotti is serving as an advisor for the Lincoln First Basketball Tournament, is chairman of the Rochester Area Colleges (RAC) Athletic Directors, is co-chairman of the RIT's Recreation Center fund drive and is newly-elected president of the New York College Hockey Association.

Invited by the International Society for Engineering Education, **Drs. R.A. Clark, B.H. Mikolji, and F.P. Gardner** will present the case for integration of social sciences into higher technical training at the conference on advanced preparation on engineering manpower in Ulm, Germany, Sept. 27-30.

Quinn to Lead Off Management Seminar Series

Improving skills and increasing knowledge of area managers is the goal of the Annual Management Seminar Series sponsored throughout 1982-83 by the College of Continuing Education.

This year's series, held the second Tuesday of six consecutive months, includes seminars led by businessmen, educators, or government officials. Leading off the speakers, on Oct. 12, is Dr. Robert G. Quinn, vice president for Academic Affairs. The title of his discussion is "The Past, Present, and Future Role of the Computer in Our Society."

To take more of the mystery out of computers, businessman Eugene C. Jackson will speak Nov. 9 about "How to Get What You Want from Your Computer." Jackson is president of

Business Systems Group, Inc., a data processing consulting firm in Rochester.

Subsequent topics will be "Effective Communications Skills: Easy Access—Easy Assets," the Dec. 14 presentation of Dr. H. Jayne Vogan, associate professor in the Department of Counselor Education at the State University College at Brockport; and "American Business in the Third World," as discussed Jan. 11, 1983, by Ambassador Goodwin Cooke, a career foreign service officer who now serves as vice president for International Affairs at Syracuse University. Cooke's diplomatic assignments have included posts in Pakistan, Yugoslavia, the Ivory Coast, and the Central African Republic.

"Why Economists Disagree on Cur-

rent Economic Policy" is the title of the Feb. 8, 1983, address by Dr. David A. Martin, professor of economics at the State University of New York, College at Geneseo. "Motivation—the Carrot or the Stick: The Case of Too Many Carrots" is the final presentation. Dr. Lawrence K. Williams, professor of organizational behavior at the New York State School of Industrial and Labor Relations at Cornell University, will talk about office automation at this March 8 seminar.

Held in the State Room of the First Federal Plaza, each of the six seminars begins at 7:45 a.m. and adjourns at 10 a.m.

The management series, open to area business people, is in its 24th year at RIT.

Master Drawings Open Bevier Gallery Season

A collection of rarely exhibited master drawings from the Memorial Art Gallery will open the 1982-83 season of RIT's Bevier Gallery on October 9. One hundred and twenty drawings spanning six centuries have been selected from the

gallery's best European and American drawings. Works by renowned masters such as Rembrandt, Ruskin, Turner, Goya and Picasso will be seen side by side with many fine drawings from lesser known artists of the past and present.

"Design Upstate," an exhibition of contemporary industrial design co-sponsored by the Industrial Design Society of America, Central New York Chapter, and the College of Fine and

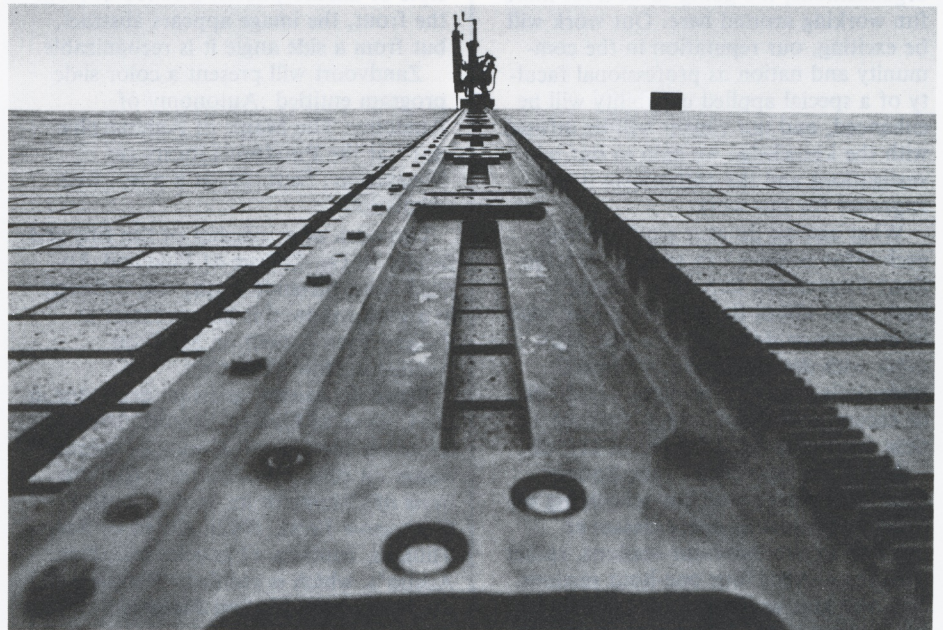
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Belle Named RIT/EX Fellow

The College of Business has announced the selection of Dr. Lawrence Belle, associate vice president for faculty and program development in the Academic Affairs Division, as the RIT/EX Fellow for the 1982-83 year.

Now in its second year, RIT/EX is an executive management program developed and coordinated by the Center for Management Development (formerly the Center for Management Study) in the College of Business. RIT/EX is a limited enrollment program aimed at middle- and upper-level managers and business executives. It was developed in response to the needs articulated by area business executives, whose response to the program has been highly encouraging. Participants last year, including several company vice presidents, had 10 to 30 years of management experience.

The 1982-83 RIT/EX session begins Oct. 4.



Familiar campus sight? This was spotted and photographed a few weeks ago. News & Events will publish the names of the first person to correctly identify what's going on here and of the person who comes up with the most original alternative (respond via inter-campus mail, please, to News & Events, Communications, Bldg. 1).

New and Renewed SAISD Funding Announced

Arnold Berman, director of the School of Human Services, College of General Studies, has announced that the school's Substance and Alcohol Intervention Services for the Deaf (SAISD) is being jointly funded for the first time by both the New York State Division of Substance Abuse Services and the New York State Division of Alcoholism and Alcohol Abuse.

In addition, RIT's program for deaf persons with alcohol and drug abuse problems will receive funding from the Daisy Marquis Jones Foundation.

The substance abuse division has previously supported the three-year-old program. Berman adds that because of the accomplishments of the program in addressing the needs of deaf people with alcohol problems, the state alcoholism division decided to grant additional support.

The Daisy Marquis Jones Foundation awarded SAISD a grant of \$10,000 to finance the cost of an interpreter to make treatment services more accessible to the deaf.

Berman said that SAISD is one of only four such programs in the United States that deals with alcohol and substance abuse problems among the hearing impaired.

Karen Steitler, SAISD director, wrote the grant proposals. Available in nine counties, the program works in two ways, Steitler explained. SAISD works directly with deaf or hearing impaired individuals and, in addition, provides training to agency professionals on how to work with deaf clients. Services are free and confidential.

A nine-week training program for agency professionals began Sept. 18 at Monroe Community Hospital. The weekly afternoon sessions in the alcoholism treatment facility of the Health Association of Rochester and Monroe County will focus on working with deaf clients in an integrated setting. Besides Monroe County, SAISD serves Chemung, Livingston, Ontario, Schuyler, Seneca, Wayne, Wyoming and Yates counties.

Steitler, who came to RIT three years ago, began her career as a special education teacher and counselor for the disabled and then became an administrator of programs for the disabled because, she said, "I got tired of being told something was impossible." She frequently has been a keynote speaker at conferences on services for the deaf.

For 12 years she was director of the Roosevelt Center for Educational Activities at the Wayne County Association for Retarded Citizens in Newark, N.Y., and is the parent of a disabled child.

SAISD counselors are Kip Webster and Jack Cassell.

Besides RIT's SAISD, the other three intervention programs for the deaf in the nation include: New York City, Substance Abuse Services for the Deaf, sponsored by the Society for the Deaf; Pocasset, Mass., Cape Cod Alcoholism Intervention and Rehabilitation Unit; and Akron, Ohio, at Kent State University, Project Addiction Intervention for the Disabled.

Campus Safety Advises Caution: False Burglar Alarms May Cost

Since Campus Safety first began monitoring and responding to campus burglar alarms, it has been routine procedure for the Monroe County Sheriff's Office to dispatch deputies for assistance during night-time hours.

Effective September 1, as a result of legislation passed by the Monroe County Legislature, any campus area with an alarm system that requires the response of the County Sheriff's Office will be allowed only two false alarms without penalty of fine. A third and any subsequent alarms will result in a \$25 fine for each response to an alarm that ultimately proves to be false. These fines will be issued by the county and directed to and collected from the individual owner who maintains the system in a given area.

According to John Yockel, Campus Safety, RIT has had a very low incidence of false alarms. This change in the law, however, means that all offices with alarm systems will want to insure that all staff are thoroughly trained in the proper activation/deactivation procedures for their systems and advise them of the ramifications of the new legislation.

Yockel points out that it is also beneficial to place alarm systems on a regular maintenance contract to guarantee that they are in good working order.

Any questions about the new legislation and alarm systems should be directed to John Yockel, Campus Safety, 2057

Pole Sit: A Hit for MS

Theta Xi fraternity collected its goal, \$5,000, as a result of its marathon pole sit and accompanying fund-raising activities on behalf of the Rochester Area Multiple Sclerosis Society, Sept. 5-12. David Wolf, project chair, said Theta Xi will deduct its expenses in organizing the campaign and turn over the net proceeds to MS.

TOEFL PREPARATION

The Learning Development Center is offering a preparation course for the Test of English as a Foreign Language (TOEFL) to be administered at the University of Rochester, Nov. 20.

Rhona Genzel, supervisor of English for Speakers of Other Languages (ESOL), said the preparation course will be given from 9 a.m. to noon each Saturday from Oct. 16-Nov. 13 at RIT. Cost of the course is \$135. To register, call Genzel at 6939.

FAREWELL RECEPTION

The Institute will hold a reception for Louise Hugh, manager of RIT Security Trust branch, who will become manager of the Empire Office of Security Trust Company. The reception will be held in the 1829 Room on Wednesday, Sept. 29, between 3-5 p.m. All are welcome to join this farewell honoring Mrs. Hugh.

Wellness: Campus Program Encourages

A year-long program for RIT students based on the concept of keeping well—wellness—has been developed by the cooperative efforts of several RIT departments whose representatives organized as the Education Program Committee.

Wellness, defined as choosing a life style that enhances an individual's best potential for well-being, will be the goal of seven monthly programs, each designed to focus on an area important to good health.

Charlyn Feeney, RN, health education coordinator for Student Health Services, and an originator of the plan with Barbara Chandler, NTID Department of Student Life, said the aims of the campus-wide wellness program are:

1. To encourage the individual to assume more responsibility for his/her own health
2. To view health as more than non-illness
3. To bring about positive changes in students' behavior and attitudes by em-

phasizing development of the whole person

4. To emphasize individual uniqueness in planning for personal well-being.

Subcommittees, comprised of not only Education Program Committee members but also of staff from appropriate RIT resource departments, are responsible for planning and sponsoring each month's events.

Physical fitness is the subject of this month's program. A three-session aerobics demonstration by Pat Drum will point out the importance of physical fitness and will show how aerobics can be one means of becoming fit.

The November program topic will be nutrition, and in January, human sexuality. February, March and April presentations will deal with the environment as a supportive factor in wellness and with helping others as another means to personal wellness.

The idea for the wellness-oriented programs—aimed at 15,000 students, 1,000 of whom are deaf—began with Feeney

and Chandler. They believed they could implement a comprehensive plan for individual optimum well-being on the RIT campus by seeking interdepartmental cooperation through sharing efforts and budgets.

After preliminary meetings, the Education Program Committee was organized to present a positive approach to good health to students who are now in the process of making life-style choices.

"The wellness program can be the basis for informed and independent decision-making by students, and it can have a significant effect on the formation of positive life styles, habits and attitudes beyond college," Feeney stated.

The committee represents Student Health Services, NTID Department of Student Life, NTID Psychological Services, and several Student Affairs Division departments—Complementary Education, Counseling Center, Student Activities Office, Residence Life, and the College Activities Board.



Wellness is a positive attitude that is reflected in all aspects of an individual's life. Full attentiveness to the job at hand is one example, and the ability to take advantage of and enjoy one's surroundings is another.

Individual Responsibility, Positive Choices



Relaxation is essential to wellness. Chess isn't everyone's idea of relaxation, but wellness involves choosing activities that suit the individual.

Wellness Program To Feature Aerobics

Physical fitness through aerobics, first in a series of campus-wide programs on wellness arranged by the Education Program Committee, will take place Wednesday, Sept. 29.

Pat Drum, whose Pat Drum Aerobics, Inc., sponsors exercise classes throughout Monroe County, will conduct three sessions that day on how aerobics can be a means to achieving good health through physical fitness. All sessions, scheduled for afternoon and evening in different locations, will be free and interpreted for the hearing-impaired. Drum will answer questions from the audience at each session.

A former high school physical education and health teacher who now is also involved in industrial fitness programs, Drum will give her principal presenta-

tion, "Getting off on Fitness," at 8 a.m. in the main gym. Since the audience will be asked to participate in the aerobics demonstration that is part of her program, those attending should wear clothing suitable for exercising.

From noon to 1 p.m. in the auxiliary gym, Drum will speak on "Getting to the Heart of the Matter—Aerobics"; again the audience will be expected to participate.

"Can You Afford Not to Exercise?" is the title of her 3:30 to 4:30 p.m. program in the North Lounge of Sol Heumann.

Drum's appearance is sponsored by the Off Campus Student Association, College Activities Board, Residence Hall Association and the Department of Residence Life.



And then there's physical activity: physical fitness is one new "fad" that can be enjoyed by and be of benefit to nearly everyone.



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

Kenyon

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"During this academic year, Dr. Madhu, associate dean for graduate studies, will handle the administrative and academic programs for the college. He will act in my stead."

After joining the RIT faculty in 1970 as head of the Department of Mechanical Engineering, Kenyon was named dean in 1971. He came to the Institute after 14 years at Clarkson College as chairman of mechanical engineering, associate dean of the graduate school and associate director of the Division of Research. He received an MBE from Clarkson, MS from Cornell University and his Ph.D. from Syracuse University.

Under his direction the College of Engineering has grown substantially. This fall the first students entered the college's program in microelectronic engineering, the first such undergraduate degree program in the nation.

Kenyon is president of the Association of Engineering Colleges of New York State and regional vice president of the American Society of Mechanical Engineering and chairman of its Council of Member Affairs. In addition, among numerous other professional and community activities, he is a member of the Pittsford Planning and Zoning Board and past chairman of the Monroe County Resource Recovery Advisory Committee.

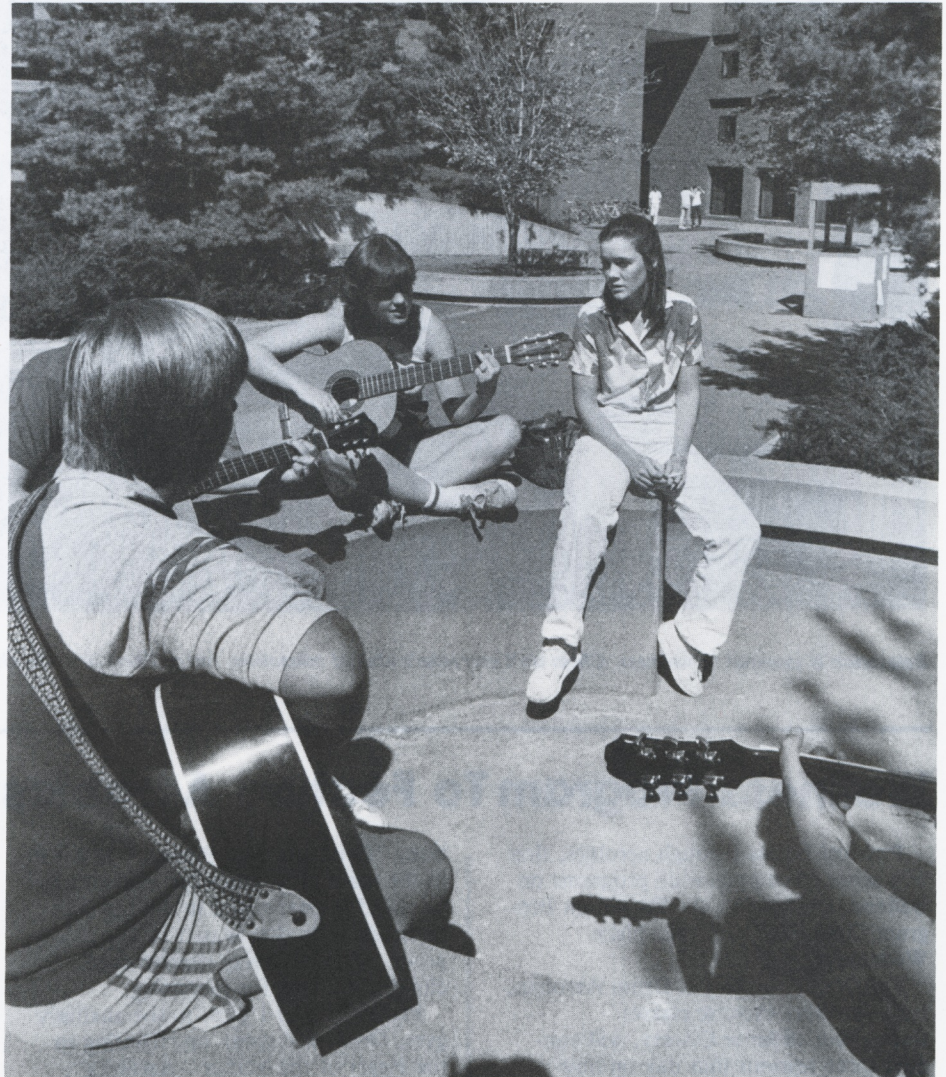
Castle

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will bring the same expertise to bear on all RIT governmental matters at the federal, state and local levels."

Castle joined RIT in 1968 and was dean of NTID prior to being named director.

Among his national and international organizational affiliations is the presidency of the Alexander Graham Bell Association for the Deaf. In addition, he is an internationally known lecturer and author on all areas of deafness.



Realtor

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new municipal sewers, natural gas lines and primary electric connections.

To date, several proposals for use of the property have been sent to the Eisenhower Facilities Search Committee, headed by Robert L. Tarnow, chairman and chief executive officer of Goulds Pumps, Inc., and a member of RIT's Board of Trustees. Tarnow will continue to receive proposals, which will be discussed with members of the committee and Binswanger.

Bevier

Continued from page 8

Applied Arts, will open at Bevier Gallery on Nov. 19.

Bevier Gallery, located in the College of Fine and Applied Arts, is open Monday through Friday from 9 a.m.-5 p.m.; on Saturdays from 1-5 p.m.; Sundays 2-5 p.m.; and on Monday through Thursday evenings from 7-9 p.m. There is no admission charge.