

NEWS & EVENTS

Rochester Institute of Technology

Vol. 13, No. 32, October 16, 1981

Photographers to Share Reedy Lecture

Two of this country's best-known black photographers, James Van Der Zee and Gordon Parks, will deliver the fall 1981 William A. Reedy Memorial Lecture in Photography at RIT.

Van Der Zee and Parks will present slide-illustrated talks on Thursday, Oct. 22, at 7:30 p.m. in Ingle Auditorium. The lecture, which is free and open to the public, marks the fifth year of the series. The William A. Reedy lectures are jointly sponsored by RIT and the Eastman Kodak Company.

Van Der Zee first became interested in photography when the field was in its infancy at the turn of the century. For more than 40 years he operated a

photo studio in Harlem doing portraits of families, newly-weds, politicians, entertainers and sports figures. Today, at age 95, he photographs well-known personalities from his studio in New York City.

For nearly a quarter of a century, Gordon Parks traveled the globe for *Life* magazine doing photographic and written essays on such diverse topics as the Black Muslims, Ernest Hemingway's Paris, an underprivileged Brazilian boy and life in black ghettos. Parks has published books of poetry and photography and was the first black to be in charge of a major film production for a major Hollywood studio.

Together 81

WELCOME!

To the members of the Class of '31 and other alumni, parents and friends on this Homecoming weekend, October 16-18.

'Ike Helped America Accommodate New Realities'



Students, alumni, parents and other guests gathered for a reception in Jacob's Lounge last Saturday afternoon during the Eisenhower Remembered festivities. Additional photos are on pages 4 and 5.

"I believe President Reagan made a wise decision not to use the race track system of basing MX missiles. Having made that decision, however, it is incredible that he decided to put them in existing silos, which, instead of closing the so-called window of vulnerability, actually makes the MX more vulnerable," said Dr. Herbert Scoville last weekend at the conference on the Presidency of Dwight D. Eisenhower sponsored by Eisenhower College. Scoville is the author of *MX: Prescription for Disaster*.

Referring to his years as an Eisenhower science advisor, he said, "Ike was good at resisting the military pressure for arms build up. He felt strongly about limiting military spending to limit inflation, and he used his science advisors to keep the situation under control and to exercise reasonable restraint in military technology."

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Cary Exhibits Card Collection

When we think of playing cards today, we think of the neatly packaged, plastic-coated type available at drug and department stores. But playing cards, were in use around the world by countless generations long before the days of mass production.

Currently on display at the Cary Library is an exhibit of playing cards dating from 1650 to the present. According to Herbert H. Johnson, Melbert B. Cary, Jr. Professor of the Graphic Arts, the exhibit shows 330 years in the history and development of playing cards.

The exhibit is a selection from the Cary Collection of Playing Cards at the Yale University Library. The exhibit coincides with the publication by the Yale University Library of a four-volume catalog of the collection.

"We believe the playing cards show another facet of Mr. Cary's collecting personality," explains Johnson. Cary's collection of fine printing and rare books is housed in the Cary Library at RIT.

Along with traditional playing cards, tarot cards and flash cards used for teaching music and French are included in the display. One set of cards dating from 18th century England has individual faces on each card. Each card is divided into thirds so the player can mix and match eyes, noses and mouths.

Although many of the cards are machine produced, others are hand painted or hand drawn. The exhibit contains cards from Japan and China as well as various European countries. It will continue on display through November 4, 9 to 5, Mondays through Fridays. There is no admission fee.

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Published weekly on Thursday during the academic year by the Communications Office at Rochester Institute of Technology and distributed free of charge to the Institute community. For information call 475-2750.



On the RIT campus recently was a visitor from the Caribbean island of Antigua, Gwendolyn Tonge, head of Women in Development for the Ministry of Education in Antigua, toured RIT and met with several RIT officials. Mrs. Tonge has been selected to be executive director for Antigua in a Partners in the Americas project with Rochester. Above: Mrs. Tonge discusses RIT's packaging science program with Dr. Harold Raphael, head of the department.

Conable to Discuss Tax Program

Effects of the 1981 Economic Recovery Act on individuals and corporations will be detailed in the seventh annual financial and tax planning program arranged by the RIT Deferred Giving Advisory Committee, Wednesday, October 28.

A panel discussion involving Rochester estate management experts and an address by Congressman Barber B. Conable Jr., Republican, 35th District, evaluating President Reagan's economic program comprise the late afternoon-evening program.

"Opportunities in the '80s...for You" is the subject of the panel discussion at 4:30 p.m. in Ingle Auditorium. Panelists are Scott E. Alexander, Security Trust Company vice president and trust officer; Bruce B. Bates, vice president, E. F. Hutton & Co., Inc.; Ronald L. Keller, C.L.U., Hart/Keller Associates; Sherman F. Levey, partner in the law firm Harris, Beach, Wilcox, Rubin & Levey; and Harvey A. Limbeck, C.P.A., partner in Ernst & Whinney.

Congressman Conable, who has been guest speaker at the event over the last seven years, is serving his ninth term in Congress and is senior Republican member of the House Ways and Means Committee. He will address the audience of

bank trust officers, certified life underwriters, certified public accountants, trust management attorneys and entrepreneurs on the topic "The Reagan Administration and the Economy—An Assessment of the First Nine Months."

Alan R. Ziegler, C.L.U., Futures Funding Corp., and chairman of RIT's Deferred Giving Advisory Committee, will introduce the evening's program. H. Donald Scott, RIT vice president, finance and administration, will speak before Conable's address at 7:30 p.m. A cocktail hour and dinner in the College-Alumni Union will precede the talks.

OMISSION

In the last issue, R. Roger Remington, AD '58, was omitted from the list of those to receive Distinguished Alumni Awards. He will receive the award from the College of Fine & Applied Arts.

FROM THE PERSONNEL OFFICE:

RIT recognizes the importance of financial planning as one prepares to retire. To help all employees achieve a financially secure retirement future, the Institute provides the opportunity to participate in a retirement plan. This article will be the first of several to address the retirement program available here.

RIT has selected the Teachers Insurance & Annuities Association (TIAA) and the College Retirement Equities Fund (CREF) to be the carriers of our pension program. TIAA and CREF offer a program that caters to employees within the higher education system, and it is the most widely used program among colleges and universities in the United States. As faculty and staff move among colleges within the country their TIAA/CREF program moves with them. It is because of this latitude and the reputation

of TIAA/CREF that RIT has secured these services.

TIAA and CREF are under one administration. But there are some fundamental differences between the two plans. TIAA invests retirement funds in bonds, mortgages and long-term corporate and governmental notes. The rate of interest returned to investors is announced and guaranteed annually. During the 1981 calendar year TIAA has yielded a 12 percent rate of return.

CREF invests its funds in the stock market. It is a stock mutual corporation. When money is placed with CREF, it is used to purchase "CREF units" that represent a proportion of every stock that CREF owns. CREF units reflect the financial trends of the stock market; because of the investment diversification in the CREF investment portfolio, CREF

unit values fluctuate with the open market value of its stocks. During the past 10 years, CREF unit values have been as high as \$53.25/unit and as low as \$28.35/unit.

CREF also yields interest to investors in the form of dividends that are reinvested into CREF units. Yield is announced annually for the preceding year. During the last 10 years CREF has yielded a high of 32.6 percent and a low of 3.2 percent.

The TIAA/CREF retirement program offers two options, the regular retirement annuities and the supplemental retirement annuities (SRAs). Both options offer TIAA and CREF investment. The major differences between the programs are the ways money is put into and withdrawn from each program. These differences will be discussed in the next article.

POLICY & INFORMATION

The Controller's Office has released the following statement of revenues and expenditures for the year ending June 30, 1981, with comparable figures at June 30, 1980. The 1980-81 year marks the 10th consecutive year that the Institute has operated in the black.

	1979-80		1980-81	
	Amount In Thousands	Percent	Amount In Thousands	Percent
Revenues				
Educational and General				
Tuition and Fees	\$32,633	35.27	\$38,256	37.34
Government Appropriations	1,627	1.76	2,423	2.36
Endowment Earnings	3,311	3.58	3,130	3.06
Unrestricted Gifts	1,318	1.42	1,420	1.39
Research and Other Sponsored Projects	5,659	6.12	2,896	2.83
Campaign Gifts for Endowments	597	.65	382	.37
Other Sponsored Programs	20,107	21.73	21,833	21.31
Other Sources	5,734	6.20	7,008	6.84
Total Educational and General	\$70,986	76.73	\$77,348	75.50
Student Aid	4,985	5.39	5,764	5.63
Student Government	636	.69	678	.66
Auxiliary Enterprises	15,907	17.19	18,654	18.21
Total Revenues	\$92,514	100.00	\$102,444	100.00
Expenditures				
Educational and General				
Instruction & Department Research	\$21,085	23.39	\$24,562	24.48
Research and Other Sponsored Projects	5,945	6.60	3,243	3.23
Other Sponsored Programs	20,107	22.31	21,833	21.76
Library and Instructional Resources	2,104	2.33	2,662	2.65
Career Education	639	.71	673	.67
Student Services	2,632	2.92	3,130	3.12
Operations and Maintenance of Physical Plant	4,515	5.01	4,927	4.91
General Administration	403	.45	501	.50
General Institute Expenses	8,450	9.37	10,307	10.27
Debt Service—Educational Plant	2,056	2.28	2,265	2.26
Total Educational and General	\$67,936	75.37	\$74,103	73.85
Student Aid	6,212	6.89	7,408	7.38
Student Government	636	.71	678	.68
Auxiliary Enterprises	15,347	17.03	18,151	18.09
Total Expenditures	\$90,131	100.00	\$100,340	100.00
Campaign Related & Other Transfers to Quasi Endowment	1,050		382	
Transfer to Plant Fund	1,304		1,700	
Total Expenditures and Transfers	\$92,485		\$102,422	
Excess of Revenues over Expenditures and Transfers	29		22	

Anyone wishing the source or additional information on any of the above, call 2527.

Rusher Evaluates Reagan's First Year

One of America's finest public speakers and deadliest debaters, William Rusher has been a principal spokesman for the conservative viewpoint for 25 years. This week he addressed the Annual Management Seminar, sponsored by the College of Continuing Education, during a breakfast meeting, Tuesday, October 13, at the Top of the Plaza Restaurant and spoke at a dinner meeting of the Nathaniel Rochester Society that evening. He had lectured at Eisenhower College on Monday night. The title of his discussion was "The Reagan Administration: One Year Later."

Rusher is widely known for his appearances on the PBS television program, *Advocate*, and on *Good Morning America's* "Face Off," those mini-debates on ABC-TV. He is the author of a thrice-weekly syndicated newspaper column and three books on conservative social and political issues of the day. Prior to joining *The National Review* in 1957, Rusher served on the Internal Security Subcommittee of the U.S. Senate, which investigated domestic Communism. He was one of a handful of GOP pros who launched the draft for Barry Goldwater for President in 1961.

A Remembrance of Times Past and C



(Clockwise from left) Susan Eisenhower Mahon cut the ribbon and opened the exhibit of memorabilia from Eisenhower's Presidential years. Also participating in the ceremony were Dennis Medina (left), curator of the Eisenhower Museum in Abilene; President Rose; and Thomas Plough, executive dean of Eisenhower College, 2) Fred I. Greenstein, Henry Luce Professor at Princeton University, conversed with Eisenhower sociology professor Murli Sinha while amusing a younger listener. 3) From left, Chancellor W. Allen Wallis, University of Rochester; Mrs. Edward P. Curtis; O. Cedric Rowntree, retired chief and board chairman and now executive officer, R.T. French Co.; and Gen. Edward P. Curtis, Eisenhower College Board of Overseers and former special assistant to President Eisenhower for Aviation Facilities Planning, were among the audience on Sunday.

One Man's Contributions to History



(Clockwise from left) Hans Christensen, Charlotte Fredericks Mowris Professor of Contemporary Crafts, discusses one of the pieces in the exhibit of his work with an interested Eisenhower student. 2) The panel discussion held in Delavan Theater 3) Eileen Ng, a student, models one of Mamie Eisenhower's gowns. This gown and others of the era were worn to a formal dance on Saturday evening.



RIT/Xerox Exhibit Big Draw to City Center



Dr. Robert G. Quinn (left) explains the process to County Manager Lucien A. Morin.



Mrs. Joseph C. Wilson (left) and Mrs. Chester F. Carlson toured the exhibit with RIT MFA student Ron Talbot.

Friends, family, faculty and executives of Xerox Corp. and RIT enjoyed the gala opening of "Firsts in Xerography: Technology, Archeology and Art" at City Center.

Guests heard Dr. Robert Quinn, vice president for academic affairs, pay tribute to the leaders of Xerox who developed and marketed the pioneer technology, and to RIT's Dean Robert Johnston and Professor Charles Arnold, who have developed innovative applications of the xerographic process.

Dr. Robert Gundlach, senior research fellow, Xerox Corp., described the early efforts of the late Chester F. Carlson and Joseph C. Wilson to perfect the technology 30 years ago and the contribution of Dr. John H. Dessauer to the success of their efforts.

The striking exhibit, the first mounted at City Center, was designed with the assistance of Ron Talbot and Richard Grey, graduate students in the RIT master of fine arts in photography program, and David Abbot, Instructional Media Services. The show will continue through November and is open to the public on weekdays from 10 to 4.

Kepes to Lecture, Talk With Students

Gyorgy Kepes, RIT Kern Institute Professor in Communications and founder and former director of the Center for Advanced Visual Studies at Massachusetts Institute of Technology, has arrived on campus for his first month of RIT activities.

He has met with faculty groups from the colleges of General Studies and Fine and Applied Arts and the School of Photographic Arts and Sciences to plan class visitations and other meetings with faculty and students in those areas.

On October 20, the entire RIT community will have an opportunity to hear Kepes speak in Ingle Auditorium at 8 p.m. on "Autobiography of a Conviction: From Image to Environment." There will be no admission charge.

Other activities planned for Kepes's time at RIT include an exhibit of his art in Bevier Gallery during February and two additional public lectures.

PROFILE

Mary Lou Basile: Educating New Faculty And Dispelling Myths About Deafness

Mary Lou Basile has an infectious zeal about her life's work. Not only does she coordinate communication training during the day, but she also provides sign language instruction in evening classes. Her enthusiasm stems from her conviction that interrelationships among people are greatly improved as obstacles to understanding are removed.

Basile's goal is to lower the frustration level in faculty communication by making the exchange of thoughts and feelings easier. As coordinator of Faculty Communication Training at NTID, she tries to provide a comprehensive program for new staff.

She dispels myths about deafness—among them, the notion that deafness is solely the absence of hearing. Basile emphasizes, "Deaf people are like any others who have differing experiences; they are individuals."

The sign language program for faculty therefore includes insights into deaf culture that new instructors will find useful. The need for an intensive communication program arises from the fact that about 75 percent of the faculty and staff are drawn from the business world. These are people who are current in their industrial fields but often have little or no experience in dealing with deaf-hearing communication.

These instructors sometimes don't realize that their students have problems communicating among themselves. Approximately one third of NTID students, however, come from oral backgrounds where they have learned to cope in a hearing world through speech and speech-reading. Signing is new to them, too, at NTID, and they sometimes confront negative peer and parental pressure with regard to learning sign language. Additionally, they feel the same uncertainties and insecurities that other college students experience when away from home for the first time, and they often experience the cultural changes more intensely.



Basile is highly proficient in manual/simultaneous communication. She trained as an interpreter at NTID in 1972 and began as an instructor with NTID on July 1, 1975, continually sharpening her skills in communicating with deaf colleagues and students. She's an instructor in evening classes at Monroe Community College and acquired added sensitivity in previous work as a teacher of children with learning disabilities. Basile received a BA in history from LeMoyne College, Syracuse, and an MA in education from the State University of New York in Albany.

"Learning sign language is a lifelong process," she says. "I'm learning something new every day." She adds with a smile, "And the payoff is when the students come back to visit."

VOLUNTEERS SOUGHT

Compeer, a program of the Rochester-Monroe County Health Association, seeks volunteers who would like to spend some time with and extend their friendship to people of all ages with mental health problems. Volunteers choose from Compeer's waiting list of children and adults who have been referred by therapists or mental health agencies. You don't need any special training, just the willingness to listen and be a friend for a couple of hours a week. Call the Health Association (271-3540) and ask for Compeer if you'd like to learn more.

Parks, Van Der Zee Books Available

You'll hear the lecture, now read the books—books by and about this fall's William A. Reedy lecturers.

The RIT Bookstore will offer books by James Van Der Zee and Gordon Parks for sale beginning Monday, October 19. In stock are *James Van Der Zee, The Picture Taking Man* and *The Harlem Book of the Dead* by Van Der Zee. Both are available in hard cover, and the latter is available in soft cover as well.

Soft cover editions of Gordon Parks's *Choice of Weapons* and *The Learning Tree* and hard cover editions of *Shannon* and *Born Black* also will be on sale.

Both Van Der Zee and Parks will be in the RIT Bookstore on Thursday, October 22, to autograph books. Parks will be there from 2 to 3 p.m., Van Der Zee from 3 to 4 p.m. They will also autograph posters announcing their lectures that evening. The posters are \$10 each.



Rochester Institute of Technology

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Ike

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Scoville recommends that President Reagan establish a board of science advisors similar to that in the Eisenhower administration to plan the country's response to the build-up in the arms race.

His recommendation was echoed by another speaker at the Eisenhower Remembered Conference, Dr. James Killian, who was the head of Ike's science advisors and is president emeritus of MIT. "If Ike were faced with today's problems, such as development of the MX missile and B-1 bomber, he would seek the objective advice of scientific experts. President Reagan needs a hard-nosed unbiased group of experts," Killian went on, "to look at these complicated problems of military technology and give advice."

The arms race then and now was a recurring theme of the conference, which was designed to bring together experts who have uncovered new insights about the Eisenhower administration.

Another prevailing theme was Ike's style of leadership. One of the country's leading scholars on the American Presidency, Fred Greenstein of Princeton University, has researched the daily journal kept throughout the Eisenhower administration. Greenstein, who admitted to being a Stevenson advocate throughout the '50s, said that he has lately come to realize that Ike's public demeanor as a beaming, golf-playing, regular guy was very carefully designed as a conscious effort to exude optimism.

"Ike was a public monarch and a closet prime minister. He didn't think it seemly for the public to know about his political manipulation, so he exercised a hidden-hand leadership. As evidenced by the fact that he has been the last president elected to two terms since FDR, he was a master at combining the roles," said Greenstein.

Another speaker during the weekend who referred to Eisenhower as the developer of the "imperial Presidency" was Cornell Professor Walter LaFeber. He referred to Ike as the link between the Republican conservatism of the '40s, as represented by Senator Robert Taft, and the current conservatism of Ronald Reagan and Barry Goldwater.

LaFeber said that Eisenhower's development of a strong imperial Presidency was a contradiction of the Old Right. "Ike established historic precedents for the power of the Presidency, especially in the area of executive power to make foreign policy, that prepared the way for the kind of Presidency we have today. His Eisenhower Doctrine is the foundation for the Carter Doctrine and the Reagan Doctrine, which allows the President to singlehandedly commit the nation to defend various foreign regimes, such as the current regime in Saudi Arabia."

Other speakers during the weekend included Dennis Medina, curator of the Eisenhower Library in Abilene, who helped prepare a special exhibit marking the Eisenhower presidential years. Dr. Robert Divine, author of the recent book *Eisenhower and the Cold War*, discussed his findings refuting the idea that Dulles conducted Ike's foreign policy.

Dr. Louis Galambos, editor of the Eisenhower papers at Johns Hopkins University, outlined the two principal new situations that Presidents have had to deal with since World War II and commented on Eisenhower's handling of the two issues. Since the war, "Presidents have had to deal with a new responsibility for the level of economic activity in the nation and the new realities of maintaining national security in an age when we are no longer geographically isolated," Galambos said.

"Ike helped America make accommodation to these new realities by striking a prudent balance between resources and

goals in both domestic and foreign policy," Galambos noted. "He was willing to accept compromise and stalemates on both the domestic and foreign fronts."

Drew Middleton, senior military affairs editor of the *New York Times*, concluded the conference with his first-hand observations of Eisenhower as a general, gained while Middleton was one of the country's chief wartime correspondents during the campaign in Europe.

The three-day birthday party for Ike also included the passing out of "I Like Ike" campaign buttons, the cutting of a birthday cake for the President, the viewing of old television shows from the '50s, and the issuance of a special commemorative edition of the RIT *Journalist* featuring front pages of newspapers during Ike's administration from the collection of W. Frederick Craig, associate professor, School of Printing.

LEARN TO WRITE A GRANT

Debbie Stendardi, director of the Government and Community Affairs Office, and Jim Papero, director of Human Resources, Personnel will lead a skills building workshop on the principles of grantsmanship. The work shop will include: major components of a proposal; actual proposal writing; budget; evaluation; and review of a proposal for funding. In addition various fund raising sources will be discussed.

The workshop will be held on October 29 from 9 a.m.-noon in the College Alumni Union, room 1829. To register, call Leslie Berkowitz, Staff Training and Development Office, 6124.