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COB Alumna Protecting Property Rights Through Legal Channels

It's often said that the world is full of great ideas. That's probably true, but laying claim to a great idea can be tricky business.

Joyce Bozarth Klemmer knows all about protecting ideas. The College of Business alumna has made a career out of representing corporate clients involved in cases of potential infringement of intellectual property rights.

"Every year, for the last 12, I have played a lead role in notable patent litigation cases," Klemmer explains. "In today's competitive business world, protecting your company's crucial intellectual property can mean the difference between success and failure. And it's not just technology companies that need protection. In a regulatory environment where patents are being granted ranging from parts of the human genome to the way books are sold online, every business needs top legal guidance to protect its intellectual property."

Klemmer is an intellectual property attorney at the law firm of Smith, Gambrell & Russell, LLP. For more than 100 years, SGR has been one of the Southeast's most respected law firms. As a partner in the firm's IP section, she has prosecuted and defended corporations and individuals in cases pertaining to patent, trademark, service mark, trade dress and copyright infringements. She has also handled claims of misappropriation by former employees involving trade secrets and confidential

commercial information and related claims of unfair competition. Despite the legalities involved, most of her time is spent outside of court.

"I enjoy courtroom appearances and trials," says Klemmer. "However, most cases filed in the United States are settled before trial, and that's true with patent and other infringement lawsuits. Since these cases are often large and publicly noteworthy, both sides are inclined to seek an expedited resolution."

Although Klemmer works from her firm's headquarters office in Atlanta, her distinguished career has provided both national and international opportunities. She has represented many European clients and has traveled to countries throughout Europe preparing for litigation. "I've logged about a half million miles in the air," she recalls.

Klemmer's journey through life started as an upstate New York native. She moved with her family to Rochester at the age of seven and later graduated from East High School. An interest in business brought her to RIT.

"I originally leaned toward marketing. As part of the curriculum, I took courses in legal environment and business law, and I found that I particularly enjoyed those classes. It led to my eventual decision to apply to law school."



Joyce Klemmer

After graduating from RIT with a bachelor's degree in business administration, Klemmer went to Georgia and attended Emory University School of Law. Upon graduating from Emory in 1981, she took a month off to tour Europe before starting her career at SGR.

Since joining the firm, she has enjoyed success while representing clients in a variety of intriguing cases. Just last year, a court in Wisconsin ruled in favor of her client regarding allegations the company had infringed upon two patents related

(Continued on page 2)

Dean's Message

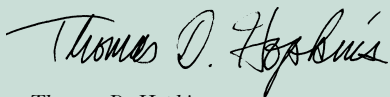
Each new academic year brings a sense of renewal, excitement, and anticipation to the college, and this year we will reach new horizons on many fronts.

Once again, we are expecting large enrollment for the fall. With more than 200 new undergraduate and 70 master's students, the Lowenthal Building will be humming with activity. We are working on renovations to add office and classroom space, bringing on more faculty, and looking forward to what promises to be a very busy year.

We are pleased to welcome Wayne Morse to the College of Business as associate dean and Ann G.T. Young as director of the Executive MBA program. Wayne and Ann are already on board and are valuable members of our administrative circle. We also welcome six new, top-notch faculty to the college. David, Deborah, Jack, Wen, Karim, and Zhaohui bring a wealth of knowledge, diversity, and international flair to the COB, and we look forward to their teaching and interaction with students and alumni.

And speaking of students, we are proud to recognize our first McGowan Scholars and our newest M&T Urban Scholar in this issue of *Dividends*. Congratulations to Victor, Renaé, and Berta on their successes. I'd also like to recognize our 2001-02 merit award winners for their excellence in academics and leadership and thank our donors for their generosity in support of our students. We are truly privileged to have so many wonderful friends among our alumni and community leaders who believe in an RIT education and the value of scholarship. A hearty congratulations and best wishes to all our scholars and donors.

With so many new ventures and happenings before us, it's sometimes hard to remember all of the successes, events, and happenings of the year we've just completed. I hope you enjoy the stories and pictures on the following pages as much as we enjoyed being a part of these ventures and reliving these moments through *Dividends*.



Thomas D. Hopkins

New EMBA Director

The College of Business welcomes a new director to the Executive MBA program. Ann G.T. Young has assumed the post, succeeding Tom Pray, who has been awarded a professional development leave for the upcoming academic year.

Young was executive director of Rochester Resource Alliance. She has also held senior positions at Eastman Kodak Co., including director of staffing, diversity and work/life, director of executive staffing, and director of business research technology.



Ann G.T. Young

Prior to joining Kodak, Young was an assistant professor at the State University of New York at Geneseo, where she taught quantitative sociology courses. She holds a Ph.D. in sociology from Harvard University.

Young, a native of New York City, lives in Rochester.

Alumni Profile continued . . .

(Continued from page 1)

to infant monitoring systems. She says that being confronted by a variety of issues is one reason her job is so rewarding.

"In the intellectual property line of work, you get to learn a lot about a small area of an industry. For example, in one of the cases I handled, the issue was chicken vaccines and the methods used to manufacture the vaccines. I've also represented the American Society of Composers, Authors and Publishers in more than 100 suits related to copyrighted music infringements."

Klemmer frequently lectures on topics related to intellectual property litigation and is the author of numerous articles. She also takes on her share of pro bono work as a member of the Atlanta Volunteer Lawyers Foundation, an organization with which she's been affiliated for 20 years.

Outside the legal world, Klemmer enjoys leisure travel with her husband, Richard. She says Paris, Belgium, and the Caribbean are among their favorite destinations. And in recent years, she has taken up playing the piano. "Of course, I should practice more," she laments.

Klemmer believes her education at RIT provided a solid foundation for the success she is enjoying today. As she reflects on her experience, she offers the following advice for future graduates.

"I think it's extremely important that students learn as much as they possibly can about a profession before committing to it. As a lawyer, you put in long hours, and it can be miserable if you don't like what you are doing. Take co-ops to get a day-to-day feeling for what the work is like and find out whether it's challenging and interesting. The most successful people in their respective fields love what they do. It is the number one criterion for success."

Young Alum—Rising Star: Russ Schwartzbeck

So you're 26 years old, and it is 6 a.m. on a Saturday. Where are you? Well, if it's the day of the American Heart Association's Heartwalk in Rochester, and you're Russ Schwartzbeck, you've already been up two hours marking the walk

Alumnus Elected to RIT Board

RIT's Board of Trustees elected three new members at their April session, and alumnus Sudhakar (Bal) Dixit is one of them. Dixit, president



Bal Dixit

and CEO of Newtex Industries Inc., founded the company in 1978. It is an integrated manufacturer of high-tech, heat-resistant products

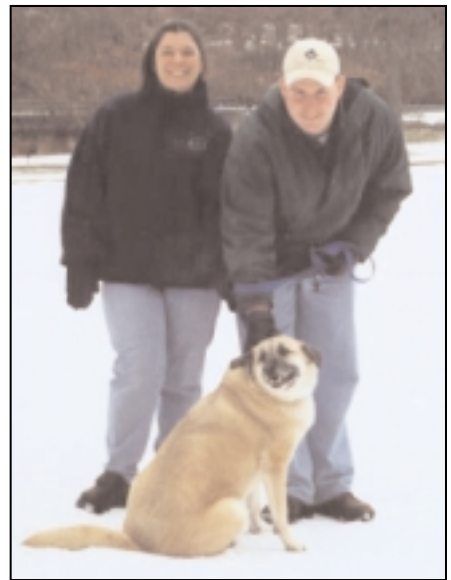
for the industrial and safety market as well as wallcovering and hearth products for consumers. Among his entrepreneurial successes, Dixit invented a fabric that protects against temperatures as high as 2000 degrees.

Appointed to the Federal Reserve Board as a director of the Buffalo branch, he has been chairman of that board since 1997. He was also appointed to and is vice chairman of the U.S. Department of Commerce Upstate New York District Export Council. Dixit has received the President's E-Award for Excellence in Exporting and the college's Herbert W. VandenBrul Entrepreneurial Award. Locally, he has served on the boards for Compeer and Rochester General/Genesee Hospital and the Greater Rochester Metro Chamber of Commerce.

route through downtown Rochester. Even if it's not the day of the Heartwalk, you're probably still up and at work. Unless, of course, your wife Alexa and your faithful pup Gilmour insist that you slow down for the day.

So who is this "no sleep" individual? Russ Schwartzbeck is a 1997 finance alumnus (married to COB alumna, Alexandria Bordynski Schwartzbeck). He works as a financial representative for Northwestern Mutual Financial Network—where he's been named the outstanding college agent, College Unit Director, and received a variety of other awards.

In Russ's spare time, he has helped develop the COBRA (COB Recent Alumni) Network, is an active member of the COB's Alumni Advisory Council, volunteers for the Nathaniel Rochester Society, and devotes many hours to the American Heart Association. (This year he is co-chairing the Heartwalk in Rochester.) And those are just the high points.



Alexa, Russ and Gilmour Schwartzbeck

The college thanks Russ for his support and dedication and congratulates him on being named our first "Young Alum—Rising Star."

If you know other recent alumni who are "rising stars," please give Deb Kingsbury a call at 716-475-2354.

Morse Named New Associate Dean

With the new academic year comes a new associate dean for the College of Business—Wayne J. Morse, former chair of accounting and information services at the University of Alabama in Huntsville (UAH).

Morse has been instrumental in initiating graduate programs at UAH in accounting, information services and information security. At the undergraduate level, he helped establish an interdisciplinary program in computer mediated communication, involving coursework in communications arts, graphic arts and information systems.

An author or co-author of more than 50 published works, Morse considers his most significant writings to be in the areas of learning curves, human resource accounting, and quality costs. He is also a founding



Wayne Morse

member of the management accounting section of the American Accounting Association. "Wayne Morse brings to RIT an exceptional record of

academic leadership," states Dean Hopkins. "He has won numerous teaching awards and has been published extensively. We are fortunate indeed to gain his strengths."

Prior to joining UAH, Morse served on the faculties of the University of Illinois, Duke University, the University of Tennessee, and Clarkson University. He received his MBA from Cornell University and a Ph.D. from Michigan State University.

First RIT McGowan Scholars Selected

RIT students Victor Silva and Renaé Powell, undergraduates in the College of Business, have been named as the William G. McGowan Scholars for the 2001-2002 academic year.

Victor Silva is a 3rd-year student from North Chili majoring in management information systems. He is vice president of MISST (Management Information Systems Student Team) and a member of the college's Lowenthal Group—a service organization whose students act as ambassadors for the college.

Renaé Powell, a marketing major from Brooklyn, is also in her 3rd year of study. She serves on the Dean's Student Advisory Council and is president of the Society of African American Business Students and a co-leader of the Lowenthal Group.

Both students will receive full scholarships made possible by a \$40,000 grant from the William G.

McGowan Charitable Fund. The program recognizes academic achievement among business students while encouraging leadership and community involvement. RIT is among 31 colleges and universities around the country that participate in the William G. McGowan Scholars Program, named in honor of the founder and chairman of MCI Communications Corp.



Victor Silva and Renaé Powell receive full scholarships as part of the new William G. McGowan Scholars Program.

Prague Graduation

RIT's business school in Prague has honored 17 new graduates from its MBA program. The U.S. Business School held its annual commencement ceremony last month. Dean Thomas Hopkins, who is president and CEO of the U.S. Business School, was in Prague to distribute diplomas during the ceremony.

This year's graduating class was

the most diverse in the school's 10-year history with students representing countries from around the globe—Bulgaria, Canada, the Czech Republic, Hungary, the Netherlands, Russia, Slovakia, Vietnam, and the United States.

RIT has granted MBA degrees to more than 300 graduates of the U.S. Business School. Many of the school's alumni now hold senior management positions in the Czech Republic.



Prague graduates

COB Leads Statewide Research Network

The hardest part of any research project is simply getting started. Now, a statewide initiative, spearheaded by the College of Business, is helping researchers take that all-important first step.

The newly formed New York Innovation Research Network will focus on the development of quality work related to innovations in the field of technology management. John Ettlíe, director of RIT's Technology Management Center, came up with the idea. He says there are few forums that acknowledge developing research and offer an opportunity for feedback.

"To get on the program, you usually need to have a piece ready for publication," Ettlíe explains.

"What sets the New York Innovation Research Network apart is our focus on promoting the evolution of high caliber research in its early stages."

Ettlíe has gained the support of colleagues at other academic institutions across New York, including SUNY Buffalo, Syracuse University, RPI, and New York University. Members of industry have also offered to participate in the effort, which is funded entirely by RIT.

During the group's first annual conference in May, several Ph.D. candidates presented elements from their dissertations for analysis, followed by junior and senior faculty presentations. Ettlíe says the impact from developing these projects extends well beyond the academic world.

"We're interested in managing broad technological issues, and a better understanding of the problems that exist will lead us to the right questions," he states. "The long-term implications of that for the community at large are highly important."

Rochester Teen Named M&T Scholar

Imagine holding down a job at Xerox, attending an overseas trade show, and participating in a panel discussion with the First Lady of the United States. Now imagine doing all of that while still in high school.

These are the remarkable accomplishments of Berta Rivera, this year's honoree of the M&T Urban Scholars Program. She entered the College of Business this fall as a first-year management major and became the program's second recipient.

A Rochester resident, Rivera graduated from Benjamin Franklin High School in the top 10 percent of her class. For several years, she participated in the Xerox School-to-Work Partnership Program. Due to her excellent performance, she was chosen to discuss her work experience with

Hillary Clinton. The conversation was part of the former First Lady's listening tour before her official run for U.S. Senate.

"I was the only student on the panel," recalls Rivera. "She asked me a lot of questions about what it's like working in a real workplace and how it benefited me personally. It was quite an experience."

Rivera also took part in Virtual Enterprise, a program that teaches students how to run a business, and was elected to represent Rochester at an international trade show in Salzburg, Austria.

As the M&T Scholar, Rivera will receive a partial scholarship and is assured summer employment and co-op opportunities at M&T Bank throughout her four years at RIT—



Berta Rivera

all made possible by a \$50,000 gift from M&T.

Rivera is already looking forward to the day she can serve as an example to other urban scholars. "I would like to go back to my old school and give talks. I want to show the kids there that they can also have a bright future."

Capstone Project Provides Results for Students and Businesses

The intelligence and hard work of students from a pair of RIT master's programs is providing a boost to the Rochester area business community. Coordinators from the Executive MBA (EMBA) and Manufacturing, Management and Leadership (MM&L) programs report another successful year for RIT's Capstone Project.

As the climax of two years of intense study, the Capstone Project provides students from both programs a chance to put their training into action, assisting local companies with critical business issues.

Packaging Services couldn't pass up the opportunity to take part. A division of Diamond Packaging, the company designs packaging for photographic and pharmaceutical customers and was anxious to develop a sales and marketing plan. Kirsten Voss, executive vice president for Packaging Services, invited a team from the College of Business to evaluate the situation.

"We gave them an overview of the company and discussed with them what we hoped to accomplish," she



Kirsten Voss, executive vice president for Packaging Services, listens as members of RIT's Executive MBA program discuss details of their Capstone Project. The student team included (clockwise from bottom left) Francis McMahon, William Nelson, David Greenfield and Marty Lawler.

says. "They met with employees, suppliers, and customers to get a perspective from several different angles. They also turned to the Internet to research what kind of opportunities are out there."

Francis McMahon, a marketing manager for Nexpress, was among the EMBA students who participated in

Packaging Services' Capstone Project. He quickly realized the benefits of working as part of a team.

"Among us, there was a mix of backgrounds that brought very different but applicable expertise to the program," explains McMahon. "The biggest challenge was providing a service similar to that of a management consultant company but on a part-time basis."

Members of the team proved up to the challenge. The students recently gave their final presentation to Voss and her colleagues and received rave reviews. "It's very exciting, and we're anxious to implement their recommendations," she states.

Packaging Services was among a half dozen local companies to take

(Continued on page 6)

Capstone Projects continued . . .

(Continued from page 5)

part in this year's EMBA Capstone Project. Other sponsors were Goulds Pumps, IEC Electric, Lightning, CJ Winter, and Montego. Each project was designed to meet that company's particular needs.

Five teams from the MM&L program, which integrates business with engineering disciplines, added their brand of success to the Capstone Project. Bausch & Lomb, Heidelberg Digital, Commodore Machine Co. and Alliance Plastic invited student teams to examine and diagnose problems related to product flow and manufacturing processes. In the end, program organizers calculated more than \$4.6 million in combined savings to these companies generated by their participation in Capstone.

Directors from both the EMBA and MM&L programs are now busy seeking new business partners to participate in the Capstone Project for the upcoming school year. If your company is interested in being involved in this project, please contact Ann Young, EMBA program coordinator, at 716-475-2344.

In Business...

This is the first in a series of articles highlighting COB alumni entrepreneurs. It is based on feedback from our readers.

PEGGY FELT OF DESIGN ESSENCE

"You know how in this age of information overload, every business is struggling to get noticed and be remembered? Every company, from the largest international corporations to the folks just starting up in their



Peggy Felt

in-home offices? Well, it's all about image!" Started in 1998 by College of Business retail management alumna Peggy Felt '71, Design Essence cre-

ates, defines, and refines the public image of companies, both large and small. Design Essence is a full service graphic design studio located in Pittsford, New York, that specializes in creating strong, elegant corporate identity materials for all visual communications.

Peggy puts her RIT knowledge to work every day by stressing the importance of personal service. "When working with Design Essence, the client can count on open, direct communication with the person actually doing the job. I strive to maintain a close relationship with each of my clients, which enables me to anticipate my clients' needs and exceed their expectations. By making every effort to understand and respect their message, Design Essence can accurately project each client's true vision and message."

As everyone knows, there's never a second chance to make a first impression. Design Essence makes sure that every element of a company's business communication, whether it be cards, stationery,

New Faculty

David Baldrige joined the COB management faculty in September after completing his Ph.D. from the University of Connecticut. His dissertation is titled "A study of factors that influence individuals' decisions to request workplace accommodation." Dr. Baldrige has an MBA and BGS from the University of Michigan, where he majored in finance, economics, and philosophy. He has taught at the University of Connecticut and at Worcester Polytechnic Institute. In addition, he has more than 10 years of business experience at Project Adventure in Boston, Hewlett Packard in San Diego, and IBM in Detroit. He has published in the Academy of Management Review as well as other outlets. He is the winner of the Academy of Management Career Division Applied Paper 2000

Award and the University of Connecticut's 1999-2000 Outstanding Doctoral Student Teaching Award. Dr. Baldrige will be the first deaf faculty member at RIT whose primary responsibility will be to teach hearing students.

Deborah Colton joined the COB marketing and international business faculty this fall after completing her Ph.D. with a specialization in marketing at the University of South Carolina. Her dissertation is titled "The effects of marketing and firm resources on electronic retailer performance in international markets." Deborah completed her MBA from RIT in February 1997 in international business, and she holds a BA in international studies from the State University of New York at Buffalo. Dr. Colton has taught at the University of South Carolina and at RIT and has almost a decade of

business experience at Troyer, Inc., in Rochester and Spaulding International in Tonawanda, New York. She has published in the Journal of World Business.

The management information systems faculty was joined in September by **Jack Cook**, who holds a Ph.D. in business administration from Washington State University. Dr. Cook's dissertation was entitled "Optimal design and management of automated manufacturing systems." His MS in computer science is also from Washington State, and he holds an MA in mathematics, an MBA, and a BS in computer science, all from the University of South Dakota. He is a certified fellow in production and inventory management and an APICS certification instructor. He comes to RIT from his current position as associate professor at the Jones School of Business, State

brochures, advertising or marketing, all work together to create a positive first impression.

As Peggy is fond of saying, "Remember, just as time is of the essence, Design is of the Essence."

You can contact Peggy at 716-264-0705 or PeggyF@rochester.rr.com.

GLENDA BARCKLOW OF THE GENESEE COUNTRY INN

"Like cats, innkeepers seem to have many lives. They are always interesting, dedicated, workaholic people with lots of stories, patience, a love of people, and nearly always a good sense of humor. My innkeeping life began with a dream that started after my first visit to a wonderful old inn in Connecticut."

Glenda Barcklow, a 1973 accounting alumna, worked at Eastman Kodak for nearly 20 years. Her background in business served her well as she ventured into the life of an entrepreneur in 1981.

"While reading the local paper one morning in 1982, I found a historic old mill for sale. It was surrounded by many serene acres of ponds, waterfalls, and gardens.

University of New York at Geneseo, where he has taught for the past seven years. Dr. Cook is the winner of the 2000 Excellence in Innovative/Creative Teaching Award at SUNY Geneseo, and he has an extensive publishing and consulting record.

Joining the marketing faculty this fall is **Wen Gong**, who recently completed her Ph.D. in marketing at George Washington University (GWU) in Washington, D.C. Her dissertation was titled "Measuring web advertising effectiveness in China: an empirical investigation." Her MBA in international business management is from the University of International Business and Economics in Beijing, China, and her bachelor of engineering in telecommunication engineering is from the Beijing University of Posts and Telecommunications. Dr. Gong has taught at American University, at GWU, and at the School of



Glenda Barcklow and Kim Rasmussen at the Inn

Of course, 'love at first sight' happened, and this was to become the perfect spot for the inn."

In her spare time, Glenda is also an avid chef. "My favorite pastime is cooking. My recipes, I am proud to say, are now published in more than six major cookbooks, and now I am writing my own cookbook. Please feel free to send me your favorite recipes, or come visit us at the inn!"

Glenda has served for more than 10 years on the board of directors for the Western New York State Bed

and The Mid-Atlantic Journal of Business. He is also the recipient of a 1999 ANBAR Citation of Excellence for his AOS manuscript. He is co-editing a monograph on environmental accounting.

A two-year appointment as a visiting assistant professor of finance has been awarded to **Zhaohui Zhang**. Dr. Zhang received his Ph.D. in finance at Texas Tech University in 2000, where he also earned his MS in finance. His BS was from Shannxi Institute of Finance and Economics. He has spent the past year working in San Francisco as an analyst in the portfolio management team at Allianz Dresdner Asset Management. During his years at Texas Tech, he taught courses in corporate finance and presented some lectures for courses in international finance, money and capital markets, and money, banking, and credit.

Khondkar E. Karim joined the COB accounting faculty this September. He taught most recently at Long Island University C. W. Post. He is a CPA and a former bank executive and holds a DBA from Mississippi State University. He has published more than 25 articles in various refereed journals, including Accounting Organizations and Society (AOS), Behavioral Research in Accounting (BRIA), International Journal of Finance, Advances in Accounting, Advances in International Accounting, Research in Finance, International Journal of Auditing,

and Breakfast Association. Kim Rasmussen, who works as an innkeeper with Glenda, graduated from RIT in 1986 with a BS in hotel science. While at RIT, she worked as a co-op at the Genesee Country Inn and joined the inn full time in 1990. The inn

itself has been a member of the prestigious "Select Registry," a group of 330 inns and B&B inns all over North America, since 1989, and was chosen as one of the 10 Top Inns of the Year in the United States in 1992 by *Country Inns Magazine*. Glenda and Kim can be reached at 1-800-NYSTAYS or you may visit the inn at www.geneseecountryinn.com.

If you'd like to be included in "In Business..." please contact Debbie Kingsbury at dlkbbu@rit.edu.

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FACULTY / STAFF NOTES

STAFF NOTES

Kristi Hughes, COB director of development, has accepted a new position at PILOR (Public Interest Law Office of Rochester). Best wishes to Kristi in her new job.

Mary Ann Pearl, senior staff assistant in Student Service, has retired after 15 years at RIT. She and her husband, Frank, plan to travel, pursue hobbies, and spend time with their grandchildren.

Peggy Tirrell, associate director for graduate business programs, was appointed to a one-year term on the Northeast Regional Committee for the American Red Cross. Peggy will be chairing the "Best Practices" Committee.

The Dean's Office welcomes **Shirley Wright** as a staff assistant. Shirley and her husband, a novelist, reside in Henrietta.

FACULTY NOTES

The following professors have accepted extended teaching assignments with the college: **Jerry Curnutt**, visiting assistant professor in international business; **Paul Jacques**, lecturer in management and decision sciences; **Roberta Klein**, lecturer in accounting; **Kevin Scully**, visiting assistant

professor in marketing and management

Andrew DuBryn, professor of management, reports that his book, *The Complete Idiot's Guide to Leadership*, has now been printed in Polish.

Eugene Fram, J. Warren McClure Research Professor of Marketing, had an article published in the May-June issue of *Nonprofit World*. Entitled "Expectations for Nonprofit Boards Are Changing," the article focuses on changing legal standards for nonprofit directors and on the director impact of the Intermediate Sanctions Act. Co-author of the article is Elaine Spaul, J.D. and Ph.D., executive director of the Center for Youth.

Special Note: Dr. Fram also reached a publication milestone by having his 100th article accepted for publication.

Richard DeMartino, assistant professor of management and international business, recently completed a number of case studies soon to be published by Ivey Publishing. These cases, part of the college's Executive Case Studies Series, team Rochester-based senior business executive with College of Business faculty to develop graduate-level teaching materials. The first two cases, entitled "Managing in Crisis:

Kodak HI's Efforts During the East Asian Crisis" and "Managing the Thai Crisis," were developed in partnership between Nancy Sousa of the Eastman Kodak Company and Dr. DeMartino and **Dr. Stanley Widrick**, chairperson of the marketing management and international business department in the college.

Richard DeMartino and **Robert Barbato**, associate professor of management, were included in the proceeding of the 2001 SBIDA National Conference in Orlando. The paper was entitled "The Changing Face of the Entrepreneur: Diversity and the Role of Women Entrepreneurs."

Carlos Ferran-Urdaneta, assistant professor of management information systems, was invited to teach several MBA and EMBA courses at IESA (Instituto de Estudios Superiores en Administracion/Institute of Graduate Studies in Administration) in Caracas, Venezuela, during February/March 2001.

Dr. Ferran-Urdaneta and R. Salim-Kousa from Cautus Corporation presented "Neither a perpetuum mobile nor a perfect software: Sincerity in the relationship between the manufacturer and the client with respect to software defects" at the Fifth World Multi-Conference on Systemics, Cybernetics and Informatics (SCI'01/ISAS'01), Orlando, Fla., in July.

RIT Salutes Quality Cup Winners

RIT and USA TODAY announced the winners of the 2001 RIT/USA TODAY Quality Cup competition. The award recognizes winners for their outstanding contributions to improving the quality of their products and services.

Cups were awarded in five categories.

Government—Tennessee Valley Authority, Chattanooga, Tenn., for redesigning the integration of operational processes

Health Care—Wilkes-Barre General Hospital, Wilkes-Barre, Pa., for reducing the incidence of infections in post-operative heart surgery patients

Manufacturing—Iomega Corp., Roy, Utah, for developing a more efficient product development cycle; and Longaberger Co., Frazeeburg, Ohio, for implementing a new method of material delivery into the manufacturing process

Service—Providian Financial Corp., San Francisco, Ca., for

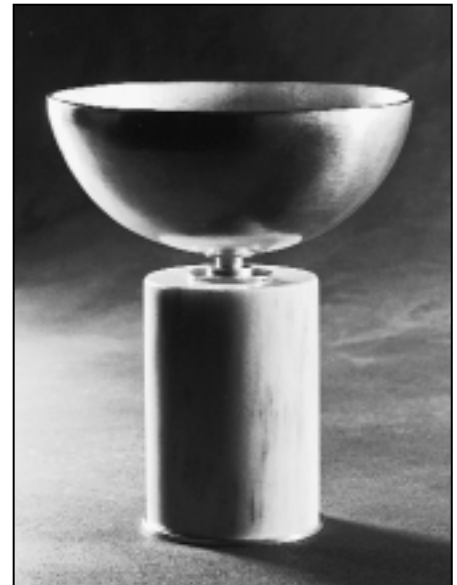
designing initiatives that reduced complaints and improved customer retention

Small Business—Wes-Tex Printing, Brownwood, Texas, for expediting production while maintaining product quality

Unlike other national awards, the Quality Cup honors small teams of employees, not whole companies or divisions. Through teamwork and total quality management principles, the winners cut costs, solve problems, and increase efficiency.

RIT and USA TODAY received 146 nominations from Fortune 500 companies, government agencies, educational institutions, health care organizations and small businesses nationwide. All entries were reviewed by officials at the College of Business, USA TODAY and a panel of independent experts from around the nation.

The competition, in its 10th and final year, was developed by Richard Rosett, former College of Business



RIT/USA TODAY Quality Cup

dean. The Quality Cup itself—a solid silver goblet suspended atop a marble column—was designed and crafted by Leonard Urso, a sculptor, silversmith and professor in the School of American Craft.

For more information, log onto www.qualitycup.org.

Dr. Ferran-Urdaneta also presented “Endnote: Keeping Track of References” at the Americas Conference on Information Systems (AMCIS 2001) in Boston in August.

Paul Jacques, *lecturer in management and decision sciences*, presented his paper, “The Development of Leaders: Preliminary Finds from a West Point Cohort” at the Bass Festschrift Leadership Conference in Binghamton, N.Y., in June.

Jacques also co-authored “Supervisory support, social exchange relationships, and sexual harassment consequences: A test of competing models in leadership” with William D. Murry and Nagaraj Sivasubramanam (from Duquesne University), published in *Leadership Quarterly* (2001), vol. 12, issue #1, pp. 1-29.

Bruce Oliver, *director of the Center for Business Ethics and professor of accounting*, has developed a new graduate course, *Ethical Issues in a Technology Environment*. The fall quarter course focuses on dilemmas relating to technology that alumni will likely encounter both on the job and in their personal lives. This course is intended to provide insights into how to deal with a variety of technology related issues, such as protection of intellectual property; workplace and personal surveillance; and ethical implications in data collection, storage, distribution, and retrieval.

Sandra Rothenberg, *assistant professor of management*, was awarded the MCB University Press Award for Excellence, “Outstanding Paper,” in the 2000 volume, *Sustainable Development Across Firm Boundaries: The Critical Role of Suppliers in Environmental Innovations* (with Charlette Geffen), *International Journal of Operations and Production Management*, February 2000.

Sandra Rothenberg and Stelios Zyglidopoulos, *assistant professors of management*, presented *The Move to Environmental Services: Understanding Environmental Strategy Through the Lens of Cognitive Dissonance* at the International Association for Business and Society Conference. **Dr. Rothenberg** also presented *Corporate Responses to Climate Change: The Role of Internal Scientists as Institutional Entrepreneurs* with David Levy, professor of management at the University of Massachusetts, Boston, at the conference. Both presentations will be published in the proceedings for the IABS Conference, 2001: Sustainable Scholarship, Sedona, Ariz., March 17, 2001.

John Tu, *assistant professor of management information systems*, presented a paper, “Information Technology Enabled Global Manufacturing Strategy: Objectives, Considerations, and Implementation Issues,” at the second annual Global Information Technology Management World Conference in June in Dallas.

Calendar of EVENTS

9/7	COBRA Kickoff
9/12	Women's Network Kickoff
9/20	Alumni Breakfast Briefing
9/28	Amazing Maize Maze
10/7	COBRA—Buffalo Bills vs. Jets Game
10/11	Alumni Reception in NYC
10/13	Reception w/the Dean— Reunion Weekend
10/16	McClure Lecture
10/27	COBRA—Seneca Lake Wine Tour
11/7	COBRA Coffee Social
Nov TBA	Alumni Breakfast Briefing
Jan TBA	Women's Network—Wine Education
1/20	COBRA -Sledding Party
1/26	COB Winter Gala
Mar TBA	Women's Network Panel Discussion
Mar TBA	Alumni Breakfast Briefing
3/27	Herbert W. VandenBrul Entrepreneurial Award
Apr TBA	William D. Gasser Lectureship in Business
5/4	COBRA—Darien Lake Trip
May TBA	Women's Network—Interactive session
5/24-25	Convocation/Commencement

For more information on these events, please visit our website at:
www.cob.rit.edu/alumni/index.html

2001-2002 MERIT AWARD WINNERS

Each spring, the College of Business honors upperclass students who have excelled in leadership and academics through scholarship awards. Congratulations to our scholarship winners, and many thanks to all our alumni and corporate donors for their generous contributions and belief in the College of Business and its students.

2001 UNDERGRADUATE MERIT AWARDS

Theodore J. and Betty Jane Altier Endowed Scholarship
Karoline Altman, Denise Robinson

Ames Amzalak Endowed Scholarship
Michael Yaravitz

A. John & Mary Bartholomew Annual Scholarship
Eric Barner, Cory Davis, Vera Galskoy, Eric Hauser, Ashima Malik, Brian Mills, Ashwin Narasimhan, Robert VanDelinder, Thuy Vu

Ruth Levi Bernhardt Memorial Scholarship
Christine Vukman

Joseph A. & Helen A. Blatecky Memorial Endowed Scholarship
William Love, Kristin Metz, Kevin Sheldon, Jason Zawodzinski

Peter C. Browne College of Business Endowed Scholarship
Jennifer Reginelli

College of Business Alumni Association Endowed Scholarship
Andrea Tufano

Raymond J. Englert Memorial Scholarship
Sally Baumann, Herman Lee, Marie Alexa Louis, Victoria Semouchchak, Shabad Sood

Harry C. Eyer Memorial Endowed Fund
Ebenezer Ogoke, Gael Orr

Isaac Gordon Memorial Scholarship
Christopher Hunt, David Messina

Edwina B. Hogadone and Gertrude J. Larwood Memorial Scholarship
Karan Sawhney

Sharon and Steven Janis Scholarship
Vaibhav Gulechha

Manufacturers Hanover Endowed Scholarship
Denishea Flanigan

Donald Margolis CPA Endowed Scholarship
Leah Rounds

Naylor College of Business Endowed Scholarship
Michael Pedaci

Gerald and Pamela Pelano College of Business Scholarship
Karoline Altman

QCI Asset Management Endowed Scholarship
Rachit Gulati

Turri and Browne Endowed Scholarship
Jennifer Reginelli

Louis A. Wehle Memorial Endowed Scholarship
Kanae Swanson

John J. Wittman II Memorial Fund
Kristin Albright, Kristen Catera, Vaibhav Gulechha, Christine Vukman

Donald Zrebiec Scholarship
Kevin Sheldon

2001 GRADUATE MERIT AWARDS

Joseph A. & Helen A. Blatecky Endowed Scholarship
Melinda Guereschi, John Howe, Ben Jamesson, Laura Loomis, Stephen Murawski

Louis A. Wehle Memorial Endowed Scholarship
Narayan Shroff

ALUMNI NOTES

Jessica Andresen-Pahl ('98) has been promoted to the position of customer support coordinator at Saint-Gobain Performance Plastics in Hoosick Falls, NY. Jessica and her husband live in Bennington, VT.

Pamela Jean (Venable) Balinski ('95) has accepted a new position as director of marketing for AuntMinnie.com—an internet company for radiologists and medical imaging professionals and a division of the Eastman Kodak Company. Pamela and her husband, Steven, reside in Tucson, AZ, where Pamela also performs as a professional comedian.

James Beebe ('76) took an early retirement from Kodak in February of '98 and moved to Florida in '99, where he accepted a new position at Expanets. James is enjoying the sunshine and his new job in Valrico, FL.

Dennis Cannioto ('97) has been promoted to delivery project executive at IBM. Dennis has been with IBM since 1997. He lives in Fairport, NY, with his wife, Jeanette, and their daughter, Sydney.

Robert Cole ('51) is selling his company, Cole Art Center, in Utica, NY, and retiring after 50 years in business.

Daniel Dalin ('98) and Karen Cieslinski will be married this November in Walt Disney World, FL. Dan is a sales engineer with GE Industrial Systems, and Karen works as an in-home nanny. They live in Albany with their puppy, Duke.

Kathryn Falcone ('00) and Jerry Cross were wed in Chautauqua, NY on September 1. Katie works for McNeil Consumer Healthcare, and the couple resides in North Wales, PA.

New alumnus **Mike FitzGerald** ('01) has opened his own business and is conducting tours of the Finger Lakes wineries. You can contact Mike at his Web site, www.fingerlakeswinerytours.com.

Nancy Fodor ('99) has just purchased her first house. She works for Xerox Corporation in Rochester.

Mark Funderburk ('98) and Leigh Foos of Rochester have announced their engagement and will wed in June 2003. Mark lives in Fairfield, CT, and is working for Marketing Drive USA in Wilton as a client manager for M&M/Mars.

Nancy Hook ('86) has been appointed to the board of directors of the Children's Memorial Scholarship Fund for the Girl Scouts of Genesee Valley. She works for Eastman Kodak and resides in Rochester.

Shaun Hunt ('00) has been promoted to consultant at Accenture in Boston. Among his new management responsibilities will be the mentoring of new employees.

Nilesh Jariwala ('99) is working for ComputerAid, Inc. of Wilmington, DE, delivering technical presentations to Hewlett Packard customers. Nilesh and his wife, Manisha, reside in Philadelphia.

John Kropf ('97) has accepted a position at Sherwin Williams in Newton, MA, as the wholesale sales coordinator.

Chad Long ('97) has been promoted to senior programmer analyst at Parker Hannafin and has relocated to the Cleveland, Ohio area.

Suzanne Mayer ('84) is senior vice president of training and education at M2Methods, Net in Tobey Village Office Park.

Reena Nepal ('99) graduated in August from the Information Management Leadership Program (IMLP) at General Electric. She will be a black belt (six sigma quality designation) at GE corporate offices in Schenectady for the Employee Service Systems group (ESS).

Oscar H. Peña ('00) accepted an analyst position on the strategic sourcing team at Chevron-Texaco Merger in Houston, TX.

Todd Reed ('82) has been promoted to vice president of business development at First American Credco. Todd and his wife, Kimberly, live in San Diego with their four children.

Bette Rolley ('99) would like to announce the birth of her granddaughter, Juliette. Bette became a grandma on June 11, 2001.

Cathleen Schneider ('01) accepted a new position as an intranet applications systems coordinator in WorldWide Info Systems (WWIS) at Eastman Kodak in Rochester.

Jason Siwik ('00) has been promoted to sales manager at Muehlstein and will be moving from Connecticut to Atlanta, GA.

Mei (Gau) Swank ('98) has been promoted to principal technical support engineer at Progress Support in New Hampshire.

Diane (Johnson) Tusch ('82) is a licensed minister and manages personnel for the Livonia Central School District. She and her husband have 3 teenage children and reside in Livonia, N.Y.

Melissa Vasilev ('01) has accepted a position with J. Brown/LMC Group in Stamford, Ct., as an account coordinator on their Kraft Team and will be overseeing promotions and programs for Starbuck's coffee and Polly-O string cheese.

Mandy Wojdan ('97) transferred to Ortho Clinical Diagnostics, a Johnson and Johnson company in Rochester, as a senior buyer.

Fund Raiser— “A Blooming Success”

The College of Business Class of 2001 voted to raise funds for a living legacy “to remain as a constant reminder of the memories and good times that were shared by the graduating class of 2001”—a perennial garden in front of the Max Lowenthal Building. With slogans and signs encouraging their classmates and faculty to “Help Make Our



Class of 2001 Gift Committee members enjoy the Class Toast at High Falls (back row: Cathy Schneider, Suzanne Sollecito, Andrew Wood, Melissa Vasilev, Nik Lall; front row: Jennifer Reginelli, Alia Brown)

Garden Grow,” the class gift committee began their quest to raise \$2,500.

With challenge programs, fund raisers, and direct appeals, committee members exceeded their goal by raising \$2,655—and had a lot of fun. The year kicked off with a tug-o-war against President Simone and friends, and peaked with the winter gala and a “cream the faculty” event during January. Spring donations from parents and graduating students brought the campaign to an all-time high, raising more than any previous class. For the first time in the five-year history of the program, the largest percentage of donations came directly from the graduating students.

“We’re very proud of the work we’ve done, and especially of our class. It just goes to show that if you put your mind to it, and work together, you can reach your goals. We’d like to thank the faculty, staff, students, parents, and friends of the COB for their generous support and for making our campaign a ‘Blooming Success.’”

—The Class of 2001 Gift Committee

GRADUATION 2001

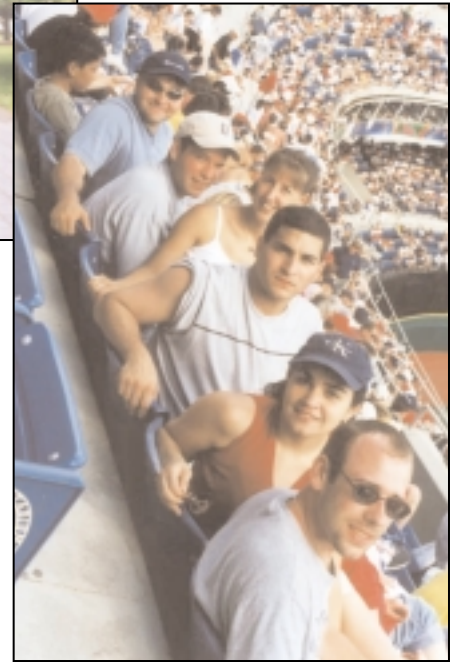
Annush Ramasamy '98 with brother Ashyanth '01



Dr. Bruce Oliver makes a run for it at the Utica Boilermaker 15k/5k (9.3 miles) on 7/8/01. Dr. Oliver placed 40 out of 99 in the male, 60-64 age group, with a time of 1:25:59. Way to go, Dr. Oliver!



GRADUATION 2001 Alumni Volunteers Josh Creager, Michael Collins '96, Greg Tobolewski '99, Cathy Slocum '00, Chris Blakeslee '00, Jay Jackson '00, Jen Hessley '97, Melissa Answeeney '98



RIT PHILADELPHIA EVENT

From top: Ricardo Venegas '92, Nick Leonard '00, Kirsten Knorr '99, Ray DeJohn '00, Katie (Falcone) Cross '00 and her husband, Jerry

RIT COLLEGE OF BUSINESS ANNUAL FUND

Yes, you can count on me to support my college.

Enclosed is my gift of:

\$1,000 \$500 \$250 \$100 \$50 Other \$_____

My check, made payable to RIT, is enclosed

Please charge my gift to my credit card: Visa Mastercard

Card # _____ Expiration date: _____

Signature (required) _____

Yes, I am eligible for a matching gift. My matching gift form is enclosed will follow

Please complete name and address information on the reverse side of this form

and mail completed form to: Debbie Kingsbury, RIT College of Business,
107 Lomb Memorial Drive, Rochester, NY 14623-5608.

Thank you.