



Rochester Institute of Technology

College of Business
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Share your news with us. Tell your fellow alumni about your recent promotion, new additions to the family, travel, retirement, awards, civic and volunteer activities. Send us your press releases, newspaper and magazine articles, and photographs.

Name _____

Year of Graduation _____ Degree _____

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City, State, Zip _____

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Class Note Information (to be included in an upcoming issue):

Return the form by mail to:

Debbie Kingsbury
RIT College of Business
107 Lomb Memorial Drive
Rochester, NY 14623-5608

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Alumni Profile: Sean Bratches, ESPN

Maybe it's a "guy thing," but what guy wouldn't love working at a place where the primary job focus is sports? Football, baseball, hockey, tennis, golf—you name it. It's all there, 24 hours a day.

While that may be a dream job for some, it's been a 13-year reality for Sean Bratches. You see, this College of Business alumnus works for ESPN. "This is a perfect marriage," he says. "I'm a huge sports fan."

Bratches is senior vice president of affiliate sales and marketing for the all-sports network. His role, among other things, is to establish and maintain relationships with cable and satellite television companies or any operation in a position to distribute ESPN content. Despite the recreational nature of that programming, the activity behind the scenes is hardly just fun and games. ESPN



Sean Bratches

and its companion networks (ESPN2, ESPNNEWS and ESPN Classic) are among hundreds of other programming choices available to customers. With all these networks fighting for their piece of the pie, Bratches says he thrives on the opportunity to stay one step ahead of the competition.

At the 2000 NCTA Convention in New Orleans, NFL Hall of Famers, Joe Namath and Tony Dorsett flank Sean Bratches, ESPN's Senior Vice President, Affiliate Sales and Marketing.



"This business is one that changes almost daily," he explains. "There are changes in technology, regulatory changes, operational and product line changes. The

enjoyment I get from my job is the constant challenge of anticipating those changes and seeking out ways to capitalize on them."

One of the greatest challenges facing any network executive is the increasing cost of programming. Ultimately, some of that cost has to be passed along to customers. While Bratches concedes that ESPN programming is expensive, he argues that the product's price-value relationship is in check.

"I leverage everything we have to support that value equation. For example, our customers have been rolling out digital products. I'll take *ESPN The Magazine* to them and offer viewers a free subscription if they sign up for digital cable. In the end, my objective

is to have our customers look at ESPN as a huge cauldron of products by emphasizing all the value we bring to affiliates through our combination of assets."

Bratches works primarily in New York City, but he occasionally splits time between that office and ESPN's world headquarters in Bristol, Conn. As you might expect, the position does have fringe benefits, whether that involves lunch with popular ESPN sportscaster Chris Berman or hobnobbing with celebrity athletes such as Joe Namath and Ted Williams at promotional events.

"Our product is very conducive to supporting relationships with our customers in a fun and engaging environment," states Bratches.

(Continued on page 2)

Dean's Message

Spring is often referred to as a time of “new beginnings,” a saying that is currently very relevant for the College of Business. Not only have we seen the establishment of several new alumni initiatives but also the addition of a new dean for the U.S. Business School in Prague and a renewed excitement for and affirmation of our EMBA program.



Tom Hopkins

On the alumni front, our new COBRA (College of Business Recent Alumni) initiative has been extremely well received, the first event drawing close to 40 alumni. The College of Business Women's Network, right now in its initial stages, promises to be an important and exciting venue for alumnae to become reconnected and involved. Both programs will officially kick-off next fall. In the meantime, watch your mail for details on upcoming events and activities.

Our MBA program in the Czech Republic welcomed a new leader on February 14th at a reception held in Prague at the residence of the ambassador of the United States. Jana Ryslinkova replaced retiring dean Vaclav Prosser, who has held that position since the U.S. Business School in Prague was established in 1990. Dean Ryslinkova will be an excellent advocate and leader for the school as it continues to strengthen its presence and reputation in Eastern and Central Europe.

The EMBA program recently received a resounding endorsement from its graduates. The results of an AACSB exit survey evaluating student satisfaction indicate that our program outperforms those offered by the nation's other top business schools. Our program was among those from 38 universities nationally to participate in the survey, which rated perceptions regarding curriculum, teaching methods, faculty, and administration. In nearly every category, our program scored well above the overall average and received a perfect score for course interconnection and class size. In judging overall performance, 92 percent of EMBA students rated the program as excellent. This compares to 83 percent of students from the peer programs and 71 percent of students from all participating schools.

RIT's College of Business is charting a new course, a new beginning. I hope that each of you, in your own way, will join us in our efforts in becoming one of the best business programs in the country.

A handwritten signature in cursive that reads "Thomas D. Hopkins".

Thomas D. Hopkins

Alumni Profiles continued . . .

(Continued from page 1)

This may all seem like a long way from his days as a business student in Rochester, but Bratches credits his education for helping to make it all happen. As a high school student, the downstate native was already looking at RIT when the university recruited him to play ice hockey. He graduated with a BS degree in 1984 and says the RIT experience provided him with an outstanding foundation.

“As I progressed through my career, my education became invaluable in terms of everyday business dealings. The degree provided me with the ability to consider things from a business perspective coming right out of school, and I believe that gave me a competitive advantage.”

Bratches and his wife, Patty, were married 10 years ago, and they now live in New Canaan, Conn. He says much of his spare time is spent with their four sons, Reed, Todd, Jack, and Clay. “My wife's convinced the reason we had all boys is because I work at ESPN,” he says.

Even though it's been nearly 17 years since leaving Rochester, Bratches maintains his ties to RIT and the College of Business. Last fall in New York City, he represented ESPN at a career fair held exclusively for a group of MBA students from RIT. He called it a great experience and couldn't help but be impressed with the caliber of students he met.

“I'm committed to hiring the best people possible, and this was an opportunity to put me in front of some smart, qualified individuals. These students are a reflection of the new leadership at the College of Business, and I've been very impressed with that.”

Bratches says his advice for today's business students is to look beyond the horizon and examine where they'd like to be many years down the road. He tells them to identify the premier company in their area of interest and get a job there—at any level. Be passionate, he says, and never lose sight of long-term career objectives. “It's a marathon, not a sprint.”

Spoken like a true sports fan.

40 Under 40 Awards

Two alumni from the College of Business have received special recognition. Stephen LaSalle and Frederick Borrelli are among the most recent recipients of the *Rochester Business Journal's* 40 Under 40 Award, recognizing professionals under 40 years old for service to both their employers and the community at large.

LaSalle, 39, graduated from RIT with an MBA in finance in 1985. He now serves as vice president of planning and finance at Celltech Medeva Pharmaceuticals, where he's been employed for 11 years. As the father of two sons, LaSalle is actively involved with Fairport's youth lacrosse program. He's also a member and past chair of St. Catherine's parish finance committee and next year plans to lead Celltech Medeva's United Way campaign. He feels deeply tied to the community and calls the added responsibilities his way to give something back.

"It's something I enjoy," LaSalle explains. "I like the mix of work and family life, but it can be challenging. Often, there just aren't enough hours in the day."

Borrelli, 39, is vice president of financial accounting services for Visiting Nurse Service of Rochester and Monroe County. His degrees from RIT include an AAS in business and BS in accounting.

Several organizations benefit from Borrelli's civic pride. He's currently

chair of the Health Care Financial Managers Association and serves on two committees for the United Way of Wayne County. He also organizes Mt. Hope Family Center's annual golf tournament and helps to coordinate girls youth basketball in Palmyra. On the job and in the community, Borrelli considers his successes a team effort.

"I like the contact I have with people," he reflects. "They're the ones who deserve the recognition because they're driven by helping others. These are the people who keep me focused."

The 40 Under 40 Awards for 2000 were presented during a luncheon at the Hyatt Regency Rochester. Both alumni members appreciate being grouped among so many worthy recipients.

"I don't necessarily look at myself as being outstanding in terms of leadership, but it's good to have other people recognize that," Borrelli says.

"You don't do these things looking for recognition, but it's still nice to find out that it's appreciated," agrees LaSalle. "It helps to reinforce the efforts you make."



RIT's College of Business alumni Fred Borrelli (left) and Stephen LaSalle (center) are recipients of the 40 Under 40 Award. They were joined by (from left to right) Debbie Kingsbury, COB associate director of development; Kristi Hughes, COB development director; and Ed Lincoln, alumni relations executive director during a luncheon honoring the 40 Under 40 winners.

COB Announces New McGowan Scholarship

Students will soon enjoy full scholarships, thanks to a lucrative award made to the College of Business. The William G. McGowan Charitable Fund recently presented the school with a grant valued at \$39,830.

RIT joins 30 other colleges and universities participating in the McGowan Scholars program, which recognizes academic achievement among business students while

encouraging leadership and community involvement. The program also aims to heighten awareness of the contributions made by William G. McGowan, founder and chairman of MCI Communications Corporation.

This gift creates the largest scholarship offered by the College of Business, and will be awarded annually to two students.

Applications are being accepted from students nominated for the program by a member of the faculty or staff. These students must meet a variety of eligibility factors, including minimum grade point average, and the submission of an essay discussing McGowan's impact on the business world.

Winners will be announced this spring.

Ettlie Named Rosett Chair

John E. Ettlie, research professor and director of RIT's Technology Management Center, has been named the first holder of the newly-endowed Madelon and Richard Rosett Chair. His three-year term began last November.

Ettlie joined RIT in 1999 and is recognized nationally as a prominent scholar in the field of technology management. Dean Thomas Hopkins credits Ettlie's outstanding record of performance.



John Ettlie

"Ettlie's selection as the Rosett Chair is both a reflection of his remarkable contributions to the learning/research environment and RIT's commitment to excellence in the burgeoning area of technology management," states Hopkins.

The chair was established in honor of Richard N. Rosett, College of Business dean between 1990 and 1996 and his wife, Madelon. During Rosett's tenure, the college experienced significant growth and received national recognition. The Rosett Chair faces the challenge of helping to build upon that tradition.

"It's not enough for the chair holder to demonstrate leadership," Ettlie says. "The chair needs to inspire others to leadership as well, at RIT and in the business community."

Among his recent achievements, Ettlie established the RIT New Product Development Forum. This collaboration with local business partners addresses applied research issues related to the strategic management of new product development. As the Rosett Chair, Ettlie gains another platform to highlight the impact of new technology in enhancing competitiveness.

"Ironically, many engineers know little of the solid knowledge base that has been accumulated on R&D management and technology transfer," he explains. "Changing this perception continues to be a formidable task."

Tu Receives Dissertation Award

John Tu, assistant professor of management information systems, won the 2000 Elwood S. Buffa Doctoral Dissertation Competition Award. This national competition identifies and recognizes outstanding doctoral research in the development of theory or applications related to the decision sciences.

"I'm especially proud because this is a prestigious award that reviews Ph.D. dissertations submitted from all business disciplines and from all over the country," says Tu.

Tu joined the College of Business last July after earning his Ph.D. from the University of Toledo. His dissertation explored the potential of producing individually customized

products on a large scale but at a cost comparable to mass-produced products.

"Dr. Tu brings both to his research and to his teaching a discerning sense of rigor and relevance," states Dean Thomas Hopkins. "Students and colleagues are delighted to have him at RIT."

The Decision Sciences Institute presents the award annually. Al Simone, RIT president and one of the organization's charter members, was instrumental in recruiting Elwood Buffa, the award's namesake, to the Institute's Board of Editors.

Tu was recently recognized for his achievement at the Institute's annual meeting in Orlando, Fla.

New Dean in Prague



Dean
Jana
Ryslinkova

RIT's business school in Prague welcomes Jana Ryslinkova as its new dean. She replaces retiring dean Vaclav Prosser, who held that position since the school started in 1990.

To mark the transition, a reception was held February 14 in Prague at the residence of the ambassador of the United States. College of Business dean Tom Hopkins, who is also president and CEO of the U.S. Business School, officially installed Ryslinkova at that event.

Ryslinkova most recently served as executive director of the Euro-Czech Forum. Her career includes other leadership positions at various non-profit organizations in the Czech Republic.

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



John Tu

Kemper Scholars Selected

Chad Tucker and Jeff Burger, both first-year management information systems (MIS) students are the college's newest Kemper Scholars.

"Year 2000 has been a banner year for the College of Business with the selection of two scholars," says Marty Burris, scholarship chair. "It's a prestigious program available to only 17 schools in the country, and we're proud to be among them."

The program, sponsored by the James S. Kemper Foundation, seeks to connect summer business experience

with undergraduate academic learning. In addition to grant money, students receive summer jobs within Kemper Insurance Companies. Scholars compete in a rigorous interview process and are selected based on their commitment to prepare themselves for careers in business and their commitment to the community and desire to help others.

One Kemper Scholar has been chosen from RIT each year since 1997. Current scholars include Vito Telischak, D.J. Vogel, and Jim Miner. Two RIT

students were selected this year, as both Telischak and Vogel will graduate this May.

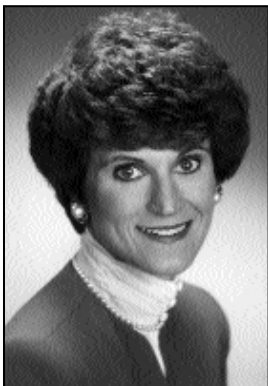
Thomas Hellie, executive director of the Kemper Foundation, stays in close contact with each of the scholars throughout the year. "One thing that's struck me about our RIT scholars is their ability to ask good questions," explains Hellie. "Also, they're unusually imaginative, and they can think outside the box. The people at Kemper really appreciate that."

Distinguished Alumni Award

RIT has once again paid tribute to some well-deserving members of its alumni. Among them is Susan Holliday, who was chosen as the College of Business Distinguished Alumna.

Holliday graduated with her MBA in 1985 and is president and publisher of *Rochester Business Journal*. She also serves as a board director at RGS Energy Group Inc. and the Rochester Regional Advisory Board for Key Bank.

The Distinguished Alumni Awards were presented at the Country Club of Rochester last fall during the annual RIT Alumni Awards banquet. The annual event acknowledges the accomplishments of alumni in their individual career fields.



Susan Holliday



Kemper Foundation executive director Thomas Hellie (second from left) chats with RIT's current Kemper Scholars. They include (from left to right) Vito Telischak, D.J. Vogel, and Jim Miner.



Kemper Scholars: Jeff Burger, Jim Miner, Vito Telischak, Chad Tucker, D. J. Vogel

SAP on Campus

More than 130 management information systems (MIS) executives gathered here for the kickoff to the Western New York chapter of the Americas SAP Users' Group (WNYSUG).

Daniel Joseph, MIS associate professor at the College of Business, and representatives from nine regional companies recently founded the group. Joseph is serving as the organization's co-chair. RIT president Albert Simone welcomed participants and expressed his desire to use RIT resources to support and promote a growing technical business community in Western and Central New York State.

"RIT wants to assist local businesses through the establishment of 'collaboratories'—information technology and other research laboratories where people in the business community can bring their ideas and develop them in collaboration with RIT faculty and students," Simone said. "RIT's contribution to the development of an upstate SAP Users' Group is a step in that direction."

SAP products are very complex computer applications used to support business transactions. They help create an environment where "enterprise systems" support a business. In theory, these systems make it possible for functional areas, such as finance,

accounting, marketing, and production, to be linked together through common access to information and through the development of an automated workflow.

Presenters at the meeting provided brief overviews regarding the state of their SAP operations and projects, followed by discussions centered on these presentations. John Maher, an SAP solutions engineer in the

e-business area, also presented an overview of e-commerce extensions for enterprise systems.

The founders of WNYSUG include representatives of Cliffstar Corp., Eastman Kodak Co., Exxon-Mobil Chemical, The Gleason Works, the Digital Division of Heidelberg Corp., The Hunter Group, Nalge Nunc Corp., Rochester Gas & Electric, and Rich Products.



Dennis Cannioto ('97) with Dr. Vic Perotti, assistant professor of management information systems.

Approximately 50 people attended the first annual "Friends of the COB" recognition reception held in October at the Inn on Broadway. Hosted by Dean Hopkins, the event recognized alumni and corporate executives who have volunteered at the College during the past academic year. Those recognized have dedicated time and energy for classroom and student club presentations, commencement, and other events.

If you are interested in participating on campus for events similar to those recognized, please contact Debbie Kingsbury at 716-475-2354.

Announcing Two New Alumni Networks

COBRA—College of Business Recent Alumni Network focuses on alumni who have graduated within the past 10 years. COBRA will sponsor social events and provide opportunities for recent alumni to remain connected to college friends and make new acquaintances as they network among their peers. This group is being spearheaded by energetic young professionals—Russ and Alexa (Bordynski) Schwartzbeck ('97),

Susan Shanks ('97), Jeff Ross ('95), Jane Gorski ('91), and Karen Woerner ('01).

COB Women's Alumnae Network will concentrate on bringing women alumnae together for educational seminars and social gatherings with an emphasis on "women in the workplace" issues. Leading this initiative are Dawn McWilliams ('00), Ellen Defendis ('91), Sharyn Duffy ('87), Joanne Braeunle ('96) and Laura

Scott ('91). Both groups will officially "kick-off" in September 2001.



Please see the Calendar of Events on page 7 for more details.

VANDENBRUL AWARD

Constellation Brands Inc., based in Canandaigua, has grown into one of the nation's largest producers and marketers of alcoholic beverage products, enjoying gross sales in excess of \$3 billion.

That success has earned Richard Sands, the company's chairman, president, and CEO, the 2001 Herbert W. VandenBrul Entrepreneurial Award, presented annually by the College of Business. Sands was honored on March 28 during a luncheon at the Center for Integrated Studies (CIMS).



Richard Sands

During 22 years with Constellation, Sands has served in various capacities. Since his appointment as CEO in 1993, the company has diversified its interests by making numerous acquisitions. Most recently, Constellation added the flagship spirits brand Black Velvet and entered the fine wine business with the purchase of Franciscan Estates and Simi.

Sands is a member of the Northeast Regional Advisory Board of the Chase Manhattan Corporation and chairman of the Norman Howard School Foundation, an agency that promotes early intervention for children with learning disabilities.

Created in 1984, the Herbert W. VandenBrul Entrepreneurial Award goes annually to an individual who successfully developed a business that improved the Rochester economy or whose

innovative management skills have changed the course of an existing business. Other recent winners include Christine Whitman, CVC Inc.; Norman and Nelson Leenhouts, Home Properties of New York, Inc.; and Dilip Vellodi, The Sutherland Group, Ltd.

CALENDAR OF Events

- 4/10 COBRA—
Coffee Social at
SPOT Coffee
- 4/12 COB Breakfast Briefing
at Oak Hill— James and
Carla Froehler,
People's Pottery
- 5/10 Council on the College
of Business Meeting
- 5/11 RIT/USA TODAY
Quality Cup Awards
Ceremony
- 5/12 COBRA—Darien Lake
Adventure
- 5/15 COB Alumni Advisory
Council Meeting
- 6/7 COB Friends Reception
- 6/9 COBRA—Picnic

EMBA Gets High Marks

The Executive MBA (EMBA) program in the College of Business has received a resounding endorsement from its recent graduates. The results of an exit survey, conducted last May, evaluating student satisfaction indicate that RIT's program outperforms those offered by the nation's other top business schools.

RIT was among 38 universities nationally to participate in the survey, which rated perceptions of executive MBA students regarding curriculum, teaching methods, faculty, and administration. In nearly every category, RIT scored well above the overall average and received a perfect score for course interconnection and class size. Enrollment in RIT's program averages 25 to 30 students annually.

From the list of participating universities, the survey also broke out a composite score for six of the premier executive MBA programs—Case Western, Michigan State, Rensselaer Polytechnic Institute (RPI), University of North Carolina, University of Pennsylvania, and University of

Southern California. The combined average responses of students from these peer programs were also below the RIT scores. In judging overall performance, 92 percent of RIT's EMBA students rated the program as excellent. That compares to 83 percent of students from the peer programs and 71 percent of students from all participating schools.

"To have an across-the-board top rating, on every dimension, is overwhelming," says Tom Hopkins, COB dean. "Coupled with *U.S. News & World Report* naming our undergraduate program among the nation's top 50, the results of the EMBA survey provide more compelling evidence on the excellence of the College of Business."

COB administrators plan to use the results to further enhance recruitment efforts.

The annual survey is conducted by AACSB, an international organization that accredits business schools, and the Executive MBA Council. This is the third year that RIT has participated.

MBA's Take on the Big Apple

A recent trip to the Big Apple could result in a big payoff for a group of graduate students.

In late October, 33 members of the College of Business MBA program journeyed downstate to take part in an RIT career fair. The event provided them a chance to meet with potential employers based in the New York City area. It proved to be a valuable opportunity since many of these companies don't journey to campus to conduct interviews.

"Based on the feedback from both students and recruiters, the trip was an unqualified success," says Don Wilson, MBA director. "Several of these recruiters had never been exposed to our MBA program. I am confident they now realize that RIT students are among the best in the country."

The event was conceived in conjunction with, and sponsored by, finance alumnus Braden Smith of Salomon Smith Barney. Other alumni helped to provide contacts in the firms that recruited at the event.

The college would like to thank alumni Braden Smith (Salomon Smith Barney, WorldCom), Sean Bratches (ESPN), Mark Funderburk (Marketing Drive USA), Jeff Gleichauf (Xerox), Jim Hand (Bloomberg), Richard Venegas (RCN), and Ed Cain (Merrill Lynch) for their dedication and support.

Anyone wishing to be involved in future recruitment events should contact Debbie Kingsbury at 716-475-2354 or by e-mail at dlkbbu@rit.edu.



A group of the MBA applicants between interview sessions

Alumni C.A.N. Help

The Career Advisory Network needs YOU to become an alumni volunteer. This network was developed to put students and alumni in touch with professionals who agree to serve as contacts for career advice. Your participation is needed to make this network a success.

As you know, informational interviewing is a valuable tool in any job search. As a volunteer, you will be registered as an alumni career adviser who is available for any RIT alumnus, alumna, or current student wishing to learn more about your personal career path, educational background, professional associations, and credentials. A brief conversation with a working professional like yourself can help point someone in the right direction.

Becoming a volunteer is easy. Simply contact Michelle Magee in the Cooperative Education and Career Services Office at 716-475-2301 or by e-mail at mamoce@rit.edu.

If you've volunteered in the past, please verify that your contact information is current and accurate by connecting to <http://www.rit.edu/~964www/Student/student1.htm> and clicking on Alumni Only.

Competing in Asia

David Reid, professor of international business, discussed "Roadblocks and Opportunities of Doing Business in China" during a special presentation at the College of Business Alumni Breakfast Briefing in January.

Since the inception of the open door policy in 1978, China has acted as a magnet for firms hoping to gain access to that nation's billion plus customers. Reid discussed the results of research among leading international firms in Shanghai, which have yielded insights on successfully competing in the Asian market. His recent publications and field

experience have focused on Pacific Rim economies.

Reid joined RIT's College of Business last October and accepted appointment as the Benjamin Forman Chair in International Business. He has also been named director of the Center for International Business and Economic Growth. A British citizen, Reid held previous posts at the Curtin University of Technology in Perth, Australia, the University of Hong Kong School of Business, and the University of Edinburgh in Scotland. Prior to his academic career, he held business positions in London for eight years.

FACULTY / STAFF NOTES

STAFF NOTES

Congratulations to **Kathy Ozminkowski**, **Judy Pratt**, and **Debbie Kingsbury** on their nominations for Staff Council awards. Kathy and Judy were nominated as individuals in the “Excellence in Satisfying Customers” category, and Debbie was nominated in the same category as part of the Commencement 2000 planning committee.

Angelo Fuino, has joined the College of Business as a staff assistant, and **Marge McConnell** has been named program coordinator for the Executive MBA Program.

Congratulations to **Judy Pratt** on her retirement, and many thanks for her years of service to RIT and its students.

FACULTY NOTES

Andrew DuBrin, *Professor of Management*
Published *The Complete Idiot’s Guide to Leadership*, 2nd edition; *Leadership: Research Findings, Practice, and Skills*, 3rd edition; *Human Relations: Job-Oriented Interpersonal Skills*, 7th edition

Eugene Fram, *J. Warren McClure Research Professor of Marketing*

Coauthored two articles with Michael McCarthy (BS and MBA, RIT), assistant professor of marketing, Miami University (Ohio):

“An Exploratory Investigation of Customer Penalties: Assessment of Efficacy, Consequences and Fairness Perceptions,” *Journal of Services Marketing*, Vol. 14, No. 6, pp. 479–501.

“For the Sales Function, Is E-commerce Friend or Foe?” *Marketing Management*, Vol. 9, No 3, Fall 2000, pp. 24–31.

During 2000, Fram was quoted over 80 times about business and marketing issues in local and major metropolitan media outlets. This includes 28 radio and TV appearances.

Thomas Hopkins, *Dean of the College of Business*

Spoke at the August 2000 Regulatory Innovation Conference in Washington, D.C., sponsored by the National Institute for Government Innovation.

Daniel A. Joseph, *Associate Professor of Information Systems*

Recently founded the Western New York Chapter of the Americas SAP Users’ Group. The group held its first meeting at RIT on Dec. 12, 2000, and was a great success. More than 100 people attended, and there are plans for holding at least three general meetings per year.

In addition, Dr. Joseph has been involved in negotiations to develop a partnership among the college, the SAP University Alliance, and SAP America. He will present two courses focused on these issues next year.

Bruce Oliver, *Professor of Accounting and Director of the Frank D. Bertch Center for Business Ethics*

Presented a paper, “The Personal Values of CPA’s Corporate Clients: How They Might Influence Audits,” at the annual April meeting of the Northeast Region of the American Accounting Association.

Robert Pearse, *Distinguished Lecturer*

“Understanding organizational power and influence systems,” *Compensation & Benefits Management*, Vol. 16, Issue 4, Autumn 2000, pp. 28–38.

“Developing Your Career Skills,” *Compensation & Benefits Management*, Vol. 16, Issue 2, Winter 2000, pp. 15–25. With Gary Bonvillian, “Applying Change Leadership Course Skills” *Compensation & Benefits Management*, Vol. 16, Issue 2, Spring 2000, pp. 23–36.

Tom Williams, *Professor of Management Science*

Quantitative Methods For Business, Eighth Edition, with David R. Anderson and Dennis J Sweeney; South-Western.

Contemporary Business Statistics with Microsoft Excel, with David R. Anderson and Dennis J Sweeney; South-Western.

ALUMNI NOTES

Congratulations to **Phil Ferranti** (’80), **Lynda (Gorski) Kessler** (’84), and **Christine (Jung) Ponzi** (’92), on being inducted into the RIT Sports Hall of Fame.

Tom DaPolito (’96) has accepted a new position with TMP Worldwide (Nasdaq: TMPW) as manager of financial reporting and SEC compliance in New York City.

Deanna Geisel (’97) has accepted a position in Regulatory Affairs at Nalge Nunc International.

Congratulations to **Beth (Grant) Martin** (’96) and her husband, Brian, on the birth of their son, Grant Alexander, in February 2001.

Blaise MacDonald (’85), head hockey coach, led Niagara University into the NCAA Division I Elite Eight in 2000; was voted CHA Coach of the Year and National Coach of the Year runner-up; and was selected by Buffalo Business First as a 40 Under 40 recipient.

Congratulations to **Ladan Madreseh** (’96) and Badre Bejelloun who were married on May 28, 2000. Ladan is an IT program manager for XO Communications, and the couple resides in Reston, Virginia.

Dawn McWilliams (’00) has been promoted to Director of Marketing for the Simon School at the University of Rochester.

Congratulations to **Andrea Pera** (’97) and Jamie Weissenburg, who were married on Nov. 25, 2000, in Clarence, N.Y. Andrea and Jamie now reside in Buffalo, N.Y.

Congratulations to **Kenneth** (’90) and **Laura Sponaugle** (CAST ’87) on the birth of their daughter, Nicole Lauryn, on Nov. 16, 2000.

Timothy Walker (’86) has started his own business, Collins Quarters, which purchases and leases condominiums in the Danbury, Conn., area



Future Alumni—Connor and Tanner Reese (Randy Reese, ’97)



Your portal to business

www.cob.rit.edu

Yeehaw! Look out, Texas!

Seventeen student leaders met with alumni, spent time on team-building experiences, and represented the College of Business at the RIT School of Photographic Arts and Sciences's Big Shot in San Antonio. Their trip began in Houston with imaging science alumnus Robert Scharf, who works for Lockheed Martin at the Johnson Space Center. Scharf took the students on tours through Kemah Boardwalk, the Neutral Buoyancy Laboratory at NASA, and the launch of shuttle mission STS-102 to the International Space Station, shown on live television in Space Center Houston's IMAX theater.

In San Antonio the students enjoyed lunch and a presentation by COB alumnus David Morgan, who works for Microsoft at Dell Computer Corporation in Round Rock, Texas. Morgan is the on-site Microsoft representative to Dell in Microsoft's new Datacenter product/service program. He discussed his post-graduation experiences and gave a broad overview of how Microsoft is positioning its Datacenter operating system to compete with companies such as Sun Microsystems in the high-end server market commonly known as the "glass house."

Students also enjoyed visits to the Natural Bridge Caverns and a "Texas style" drive-through safari as well as other local tourist attractions, including the Riverwalk and the Alamo.

Members of the Lowenthal Group represent the College of Business as ambassadors at campus events—such as commencement and open houses hosted by the Office of Undergraduate Admissions—and work at COB events, including coffee hours and the annual picnic. They have sent representatives to previous Big Shots—to New York City for the picture of the USS Intrepid and to the Liberty Pole in Rochester.

For more information on the Big Shot, please visit <http://www.rit.edu/~biomed/activities/bigshot.html>.



Students and alumnus Chris Blakeslee (back row, center) with alumnus David Morgan ('97 top row, second from left), in San Antonio

At the Alamo for the Big shot with RIT president, Albert Simone



Students at the Neutral Buoyancy Laboratory in Houston with imaging science alumnus Robert Scharf ('94 back row, far right)



Soon-to-be-alumnus Jason Schwingle teaches engineering freshman Pam Kingsbury how to do the Texas two step.



Mesmerized by the Natural Bridge Caverns



Dinner on Friday at Mi Tiera at Market Square



"Open wide for a Scooby snack!"—Natural Bridge Safari



BUSINESS PERSPECTIVE...

Paul Marx (right), president and COO of Corning Rochester Photonics, shares a laugh with students and faculty from the College of Business, where he recently discussed the future of telecommunications and its impact on Rochester. The luncheon presentation, sponsored by the Graduate Management Association, was made possible by an invitation to Marx from graduate student Maren Nalepa (left).

A HELPING HAND...

Jason Schwingle, a marketing senior, helps youngsters at the Volunteers of America's Children's Center make holiday decorations. Students from the college organized a full day of activities for the kids, including a piñata party and a visit from Santa. It's the second consecutive year that COB students have sponsored and hosted a holiday party at the VOACC.

*Note: Jason has just been elected as the Class of 2001 College of Business Commencement Speaker. Congratulations to Jason and our graduate student speaker, Indrajit Mitra.



A MINI REUNION...

A mini reunion outside of Boston with recent alumni Jenn Lindstrom (CAST '99), Shaun Hunt ('00), Greg Tobolewski ('99), Tom Rossman ('00) and Debbie Kingsbury from the COB Development Team.



VISITING ALUMNI IN CHARLOTTE, N.C....

Gary Lewis ('99); Scott Drazal ('98); Danielle, Bill ('97), and Tina Brantly; Kristi Hughes, COB director of development; and Isabella Brantly

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107 Lomb Memorial Drive, Rochester, NY 14623-5608.

Thank you.