Louise Cadwalader can walk through the Trek, Inc. manufacturing plant in Medina, N.Y., and understand exactly what’s going on in the company’s high-tech products and services line, from electrostatic voltmeters, high voltage amplifiers, generators and power supplies, to charged plate monitors and surface resistant meters.

It’s a far cry from her career path when she graduated with a business administration degree in 1975 from Rochester Institute of Technology. “I never envisioned becoming president of a company like Trek,” says Cadwalader, who was elected to the position in 2000. “At RIT I was interested in retail, even did my co-op at a department store in Philadelphia called John Wanamaker. They hired me after graduation and I worked there for two years as an assistant buyer in bedspreads and draperies.”

Although Trek’s ‘merchandise’ is polar opposite, Cadwalader continues to apply her strong business sense to the 40-year-old company and its sister company located in Japan.

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Although Trek’s ‘merchandise’ is polar opposite, Cadwalader continues to apply her strong business sense to the 40-year-old company and its sister company located in Japan.

“We have 130 employees in Western New York and about 16 in Japan, where they are primarily responsible for sales and distribution,” says Cadwalader, who has visited Trek Japan three times. “The most challenging aspects of working with Trek Japan include the time difference which is 13-14 hours, and the language and cultural differences you have to work through. Trek is very fortunate because its owner and CEO, Toshiba Urbana, a Japanese native, has been associated with Trek and coming to the United States for more than 25 years, visiting on average about six times a year.”

Cadwalader has maintained her family roots and lives in Lewiston, NC where she grew up and attended Lewiston Porter High School. After RIT and her first job stint in Philadelphia, she went back to school for accounting classes to earn her CPA, joined the accounting firm of Lumsden and McCormack headquartered in Buffalo, N.Y., and eventually earned her MBA from the State University at Buffalo.

“I was an auditor and tax preparer for Lumsden and McCormack for 15 years until 1992, when working as Trek’s auditor, I heard the comptroller was leaving. I called the president and applied for the job. I became CFO in 1995, and president five years later.” “As president, the biggest acclimation was not to look at the company from strictly an analytical/financial point of view, but to look at the big picture and learn to make business decisions strategically. Sometimes when you have only 80 percent of the information, you have to go with your gut when making a decision.

Cadwalader stays healthy and relieves stress by running and has participated in several 5K races to “keep the juices flowing.” She’ll be celebrating her 28th wedding anniversary in June to her husband, Gouverneur (whom she calls ‘Gov’ for short), and together they have two sons, Schuyler, 26, and John, 21.

“The best part of my RIT experience was the co-ops, and I’m proud to say that Trek has an ongoing revolving co-op with RIT where we have a student here every semester,” Cadwalader notes. “Recruiting good talent is very helpful to employers, and as for students, it’s a much easier way to get in the door and be employed after graduation. In fact in today’s world, it’s really critical.”
Imagine RIT
An imagination can create anything, and take you anywhere. RIT is happy to announce that imaginations and talents of students, faculty and staff will still combine at RIT on May 3, 2008, and what they will create will be beyond your wildest dreams.

Imagine RIT is a festival that will define the term innovation. It will showcase the best that RIT has to offer in every field of study and be RIT’s first and most prominent step forward in becoming the nation’s first innovation university.

The focus of the festival, as President Bill Destler states, is “the merging of the right and left brain.” With such diverse colleges on this campus, the mixing of all eight can be a truly powerful thing. “The focus of the festival, as President Bill Destler states, is “the merging of the right and left brain,” with such diverse colleges on this campus, the mixing of all eight can be a truly powerful thing. “The focus of the festival,” he said, “is the merging of the right and left brain.”

The festival will be held on the RIT campus from 10 a.m. to 4 p.m. The festivities will include exhibits on the creative arts, robotics, space exploration, businesses out of our high tech incubator, a film and animation festival and many more interactive and memorable experiences.

Thousands will be on campus May 3, 2008 to see hundreds of exhibits on the creative arts, robotics, space exploration, businesses out of our high tech incubator, a film and animation festival and many more interactive and memorable experiences.

Innovation is the word of the day, not word of the future for RIT. There will be a WOW center in the Gordon Field House showcasing highlights from each academic area, exhibits at every college as well as a carnival for children and families.

This event is free and open to the public. The festival kicks off at 10 a.m. and the festivities will continue until 4 p.m. Mark your calendars now for this inaugural one-of-a-kind festival.

If you can imagine the future being green, imagine a communication revolution, or imagine the newest innovations in science and technology you can imagine yourself at RIT on May 3, 2008.

CLASS NOTES

Have you contacted your Class Agent? If you would like to stay in touch, please contact your Class Agent soon. Class Agents are there to help you stay in touch with your alma mater. Please contact them soon.
Alumni Helping Alumni

Jose Padin, Federal Sales Engineer, Citrix Systems Inc., is a '03 Saunders graduate and avid investor of RIT.

There was drive in Jose’s voice as we spoke about his time at RIT. A drive he certainly honed while studying MIS at Saunders. He fondly recalls being pushed to the limits within group projects in a course with former Professor Grant that provided him the necessary skills to become a leader. These experiences combined with strong academics gave him the confidence to push through challenges on deadline and experience the success of collaboration.

Another learning undergraduate experience was a “very fortunate” opportunity to co-op with an RIT Saunders alum during his senior year. In fact, Jose refers to this as “the co-op that never ended.”

Jose had accepted a co-op with a company in North Carolina when it unfortunately collapsed. Leaving Jose with very few options. Jose turned to Debbie Kingbury, former Alumni Relations officer at Saunders, and asked her for help. Luckily she knew that Dennis Stengos’ 01, was looking to hire a co-op at CVU/CMGI in Washington, D.C. Jose called Dennis for an informational interview, which turned into a three hour conversation! During this session Jose spoke not only with Dennis, but with the HR manager, and to his surprise the CEO. One week later Jose was offered the co-op, and one month into the co-op, Jose was offered a full-time job.

The offer was fantastic, but Jose had to take many other things into consideration. At the time, Jose still had one quarter left at RIT, and finishing his degree meant a lot to him. Jose would be the first person in his father’s family and the second in his mother’s to receive a college degree. So, Jose found the perfect solution; he accepted the job and finished his degree through distance learning.

Jose eventually took a position at Oceana, where he was able to utilize his RIT degree and connections to the fullest. “I would not have been able to be successful in my last role at Enterprise IT manager at Oceana without the RIT co-op program. I was able to supplement part of our IT staff by hiring a Help Desk specialist through RIT. This allowed the student to gain invaluable experience at a major company and it allowed the company to save money and gain well-trained employees after their co-ops were completed.” At Oceana Jose hired an RIT student, Beth White 04. Beth “did a great job” at Oceana and was not only able to excel in her work, but helped the company to excel. Eventually, Beth was hired into a full-time position.

In his current position as Federal Sales Engineer at Citrix, Jose still hires RIT students as coops and co-workers. Presently there are three other RIT grad working on his team, and Jose even serves as a professional mentor to one of them. “RIT has a growing reputation at Citrix, when you see RIT on a resume, you KNOW they are qualified.”

Success has reached Jose at many levels, recently he was even recognized as being “Above and Beyond for 2007” at Citrix, which he is very proud of. And, the fact that he continues to share his success by hiring RIT coops, who benefit from his expertise and experience is something that we are proud of.

It is evident that Jose truly understands what it means to support and invest in the future of RIT.

Dean’s Message

The Saunders College of Business is changing dramatically in response to changes in students’ needs and aspirations as well as the changes in the global business environment. Our goal: to deliver the best educational programs for developing business innovators.

Some of the changes here are readily apparent. Just take a look at our physical facilities: the Lorenzetti building has had a facelift. Outside, a new patio welcomes students and visitors. Inside, concrete walls have taken on a warmer feel, with new oak panels and railings. Students and faculty now interact in glass-walled areas that bring the outside in—minus the wind chill! The new atmosphere helps to convey the attitude of the Saunders College of Business faculty and staff—accessible, warm, and inviting.

This year our freshman attrition rate dropped 50%!! Perhaps our accessible, warm and inviting staff and facilities helped.

Technology has driven change in every business function, with dramatic results in many industries. Changes such as the global distribution of work and the advent of social networking environments like Facebook and collaboration tools like wikis and blogs bring new and unusual situations that give rise to unpredictable ethical dilemmas that need to be resolved. To keep up with these and other developments in the world of business, our undergraduate and graduate programs are changing dramatically, too. This year we introduced several significant changes to our core curricula.

The undergraduate core will introduce students to a hands-on innovation experience. By the end of their freshman year they will have taken a sequence of three courses in which they take an idea from concept to business plan. In their junior year they take a course that examines ethics in a business context, and they will also have the opportunity to take courses dealing with entrepreneurship and creativity and different modes of thinking—such as engineering and design thinking.

The graduate core curriculum has also changed. A new signature course has been designed to expose each student to key issues and tools in the management of innovation, ethics and globalization. Students can now also take a two-quarter elective working on a project that is directly relevant to a real-world business.

Our students are changing too. In their junior year, they become more committed to planning their careers, and are inclined to seek current, useful information about companies and business trends. To help meet this need, the Saunders College initiated a new program—a free one-year subscription to a popular business periodical, BusinessWeek. Here are comments from some of the students:

- “I read the articles to help keep up on current business events.”
- “Having a free BusinessWeek show up at my door every week is phenomenal”
- “It is providing a real world supplement to my course work and I greatly appreciate it.”
- “It has helped me tremendously when I speak about global issues or international affairs.”

Our alumni are stepping up to the plate. One example is a generous gift from a distinguished alumnus, Charlie Brown ’79, who donated $50,000 to support our honors program. Among other things this gift helped fund the travel expenditures for a group of honors students who traveled to Los Angeles this winter. They met an alumnus, Harold Gutierrez ’99, at Red Bull (yes he did keep them awake), and an alumnus from Echo Lake Productions Annotz Zaka ’00.

Already, we are beginning to see the impact of some of these changes. I am happy to report that the E. Philip Saunders Graduate Business Case competition was included in the Princeton Review of Best Business Colleges. In another development, BusinessWeek has ranked the Saunders College program 58th in the country; our first time on this prestigious list. So change is happening at a rapid clip around here. To get a feel for the excitement bring your family along to Imagine RIT Day on May 5, 2008. Every college in the Institute will showcase RIT-related creativity. You will feel the excitement at RIT and see evidence of the changes that are at the Saunders College.

Dr. Ashok Rao

Dean of the College

Website

www.saunders.rit.edu
DEAN’S FEATURES

John Simmons ’91

John Simmons ’91 is the Model for the American Public Servant.

Ask five different people to define government, and it is likely that you will get five different, and possibly ambiguous, answers. For John Simmons ’91, government unequivocally means public service, and he has been a leader in this area since before entering RIT as a freshman.

A Buffalo native, Simmons developed an interest in helping others early on, sharing the duties of caring for two younger sisters with his father, a city firefighter. Initially a biotechnology major at RIT, Simmons says he tired of the “long hours in a quiet laboratory” and transferred to the E. Philip Saunders College of Business to major in finance.

His legacies at RIT are many and varied, including helping establish the Horton Distinguished Speakers Series, which featured former President Jimmy Carter in 1991, commissioning the tiger statue, and building sandlot volleyball courts. “Those positive experiences and interactions with (former RIT President) Dr. Richard Rose and the entire seventh floor, and with Dr. Fred Smith and all of Student Affairs, had a significant impact on me,” Simmons says.

For about 10 years after graduating from RIT, Simmons worked as appropriations associate and military legislative assistant to Simmons clearly relishes his government and related work and views it as an opportunity not only to serve the public good today, but also to influence the future of America. He does not rule out a possible career some day as an elected official. “I would like to (continue to) play a role in shaping our nation’s future,” he says. “When we look back at this time in our history, there is no question this period will be viewed as a crossroads. What will America’s place be on the world stage 100 years from now? Today’s leaders will shape tomorrow’s history, and I want to be a part of that.”

Simmons’ wife, Kristine ’90 (professional and technical communication), is also no stranger to government service. Currently vice president of government affairs for the non-profit Partnership for Public Service, she at one time worked as a special assistant to President George W. Bush for domestic policy.

As parents of two, the Simmonses convey obligations to both their children and their country. “If we do a good job raising our kids,” John Simmons says, “then society won’t have to worry about taking care of them, and maybe they can find a way to contribute.”

One certainly gets the impression that the Simmons family’s service to our country may have only just begun.

Kevin Sheldon ’02

Throughout his time from student to alumnus Kevin Sheldon ’02 was and continues to be the definition of involved.

At RIT Kevin majored in MIS and minored in economics, beginning his interest in both business and technology. He chose RIT because “I had a lot of friends in high school I considered very intelligent and ambitious that decided to go to RIT, and that inspired me to look at the school myself.” Also, he was “drawn to the reputation of the Co-Op program along with the personal touch that the school provided.”

He certainly made the most of his four years in both academics and extracurriculars, “RIT had plenty of clubs and organizations that I could take part in.” Many of those provided lifelong friendships and rewards such as MSNST (MS Student Team), R.Beat Measure (an a capella singing group) and serving as the college Senator for Saunders.

Silver experience also stood out as “immovable.” The co-op program allowed Kevin to “take away a lot of practical skills that I was able to apply to my career and that prepared me for professional life.” It was all of those preparations that led him to his RIT degree in May of 2002. Afterwards he thought about his future and decided graduate school would be the perfect next step. Knowing that he wanted to “work for a technology company, but on the business side.” Kevin knew an MBA would be the way to do this. So, he took a trip down the road and completed his MBA at the Simon School of Business at University of Rochester in 2004.

Kevin accepted a position at AOL immediately after graduate school and has been working there since. His tenure and experience at AOL is already expansive, he is currently a Principle Manager where he works as a strategic and financial analyst, helping executives to make decisions about investments in products, business partnerships to pursue, and how best to invest their marketing dollars. A favorite experience for him so far has been “analyzing a major strategy change for AOL—the impact of diversifying resources and investments from its dial-up cash cow to its burgeoning online advertising business.”

Looking forward to the opportunities that AOL has to offer, Kevin hopes to parlay his understanding of how to measure business and metrics to make sound decisions and move into product managerial role in the future at this company.

Kevin is the leader of the RIT Alumni chapter in D.C. and hosts three to four alumni events per year with RIT. He remains connected in this way because he genuinely likes to “socialize and network with fellow Tigers.” Also Kevin is very appreciative of how much and how well the RIT experience has supported the University. Kevin also makes the trip back to our Henrietta campus often for Reunions, speaking to classes and student groups about the student to alumni experience, and being a career mentor. “I feel much of the confidence I carry with me today as a result of being able to explore my interest at RIT. I’m definitely proud to call my alma mater.”

An avid supporter in so many ways, it is a true pleasure to share in Kevin’s story. RIT gains so much from his passion for the University and we are looking forward to a long and successful future for Kevin Sheldon.