THE STORY MASTER
## FEATURES

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ON THE COVER:
A detail of panel 1 of the triptych Division Street (1984-85) by SU art professor Jerome Witkin, whose works will be showcased in a campus exhibition this fall. Division Street is from the collection of the Munson-Williams-Proctor Arts Institute in Utica, New York.
A FEW WEEKS AGO, PRESIDENT OBAMA CALLED ATTENTION TO MODEL initiatives that reacclimate and create opportunity for America’s returning servicemen and -women to civilian life, and a familiar national spotlight fell on Syracuse University. Reminiscent of President Truman’s praise for SU’s exemplary embrace of the original GI Bill after World War II, the president highlighted SU’s widely acclaimed Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), Women Veterans Igniting the Spirit of Entrepreneurship (V-WISE), and our newly created Institute for Veterans and Military Families (IVMF). These, and other homegrown groundbreaking efforts, including the new Veterans Technology Program, help today’s veterans and their families jumpstart careers and become successful entrepreneurs. Each initiative epitomizes the intrepid SU spirit of taking on the great challenges of the day by leveraging our strengths in collaboration with others—for example, our ongoing partner JPMorgan Chase, whose $7.5 million gift enabled us to create the IVMF in June.

This national recognition underlines the potential to scale up local solutions to national challenges, such as creating jobs in a volatile economy while making the most of our deep, increasingly diverse talent pool. If we “act locally,” we give ourselves a chance at tackling what otherwise might be overwhelming. Indeed, many SU students and faculty are doing just that with cross-sector partners in a burgeoning array of entrepreneurial initiatives that spans the disciplines. For instance:

» Through the Near West Side Initiative (see page 34), faculty and students from the arts and humanities to technology and management are working with aspiring small-business owners to help them realize their dreams and bring renewed vibrancy to a long-neglected neighborhood.

» SU’s Burton Blatt Institute is leading Start-Up NY, which strives to assure equal access to business opportunity by providing critical training and business development resources to aspiring entrepreneurs who have disabilities or face economic hardship.

» Student entrepreneurs from our Student Sandbox initiative are seeing stunning success in winning business plan competitions and attracting venture capital for their ingenious ideas—from online video games featuring user-generated characters, to more efficient means for doctors to sterilize medical implements.

» Global medical technology leader Welch Allyn recently transferred to SU the operations and resources of Blue Highway, its subsidiary innovation incubator located on our campus, providing us with a whole new avenue—as it were—for accelerating faculty innovation and entrepreneurship across the sciences, engineering, technology, and beyond.

As we face the great economic challenges of our day, we can find inspiration in the hundreds of veterans and their families who are leveraging SU’s innovative programs to redefine their lives with an eye toward remaking America. Just as the “Greatest Generation” embodied the promise and transformative power of an SU education in its time, today’s diverse generation of veterans is at the vanguard of Scholarship in Action—education that not only changes lives, but changes the world.

Cordially,

Nancy Cantor
Chancellor and President
WHEN MY 7-YEAR-OLD DAUGHTER BEGAN HER SUMMER SWIMMING LESSONS several weeks ago, I flashed back to my not-so-fond recollections of learning to swim. While my daughter takes to water like a bird dog, I trembled at the thought of plunging into the chilly early morning waters of Cayuga Lake. Standing there on the village dock, I was often adamant to the swimming instructor about not entering the water, but soon enough in I’d go, either coaxed or coerced. With a handful of other kids, I’d cling to the dock, shivering, and splash away, working on keeping my head above water.

These days I’m glad to say I have a vastly improved relationship with water. I enjoy swimming—at least in hospitable temperatures—and I spend a great deal of time fishing, which includes standing in 33-degree river water in the middle of winter to catch steelhead trout. No matter the season, I am especially attracted to trout waters, with their meandering paths, ever-changing conditions, and ever-present sounds of movement—water gliding through pools, chugging through riffles, rumbling around boulders.

While all of us are bound to water to varying extents, in this issue you’ll find a couple folks whose professional lives are intimately tied to water. Maxwell geography professor Farhana Sultana is deeply committed to ensuring the universal right to water, knowing the devastating impact that contaminated water or a lack of potable water has on the world’s poor. For Brigadier General John R. McMahon ’77 of the U.S. Army Corps of Engineers, dealing with the flow of water is the chief challenge as he oversees operations to control unprecedented river levels in the Northwest.

Like any force of Mother Nature, water is capable of both nurturing life and destroying it and must be treated with the utmost respect. How water moves about our world, where it ends up, and how it gets used is inextricably a part of all our lives. We know the importance of conserving and protecting this most precious of our natural resources. And, time and time again, we learn that as much as we try to control water and use it to our advantage, we remain at its mercy.
With January temperatures above 80 degrees, Ghana might qualify as an attractive winter-break destination for many Syracuse students. But Francesca Coppola '11 and Razan Fashho '11 traveled to West Africa carrying more than a desire for a tropical getaway. They had just completed Professor Andrew Darling’s fall semester bioengineering capstone design course. Working as members of student teams, they had come up with solutions to a pair of long-standing problems hindering quality health care in rural Ghana, where electric power, potable water, and passable roads are all in short supply. One group took on the challenge of sterilizing cloth bandages without electricity; the other team designed a method for on-site production of sterile saline solution, needed to treat dehydration from diarrhea, often fatal to children in the region. After four months in the lab, Coppola and Fashho had come to Ghana to test their solutions and present them to officials. “Engineers, by nature, are problem solvers,” says Darling, who accompanied them. “But for capstone projects to be meaningful, it’s essential for students to address real problems faced by people who feel the consequences. Creating a successful engineering solution begins with an understanding of how to identify that kind of problem.”

Darling had this in mind the previous summer when he arranged a crash course in problem identification for two of his students. Using his 2010 Faculty Excellence Award, Darling provided funding for Coppola and Thomas Law ‘11 to pursue an independent study with him in rural Ghana while they took Sustainable Design for Health Delivery in Ghana, a School of Architecture course. “I assigned them to identify a problem in need of a technical solution,” Darling says. “I encouraged them to ask questions, brainstorm with each other, and continually ask people what they thought ought to be improved.”

Fresh from that five-week immersion experience, Coppola and Law helped the capstone students hit the ground running. “The hands-on experience abroad pushed us to go above and beyond,” Law says. “It woke us up to a world full of problems that we, as engineers, have a calling to solve with the tools at our disposal.” In designing a bandage sterilization technique, students modified a stove-top autoclave (steaming device) already used in rural Ghana to sterilize metal implements. “We added an air rifle vacuum pump and installed a flow gauge,” Fashho says. “This allows us to suck all the moisture out of sterile gauze after steaming.” The saline solution team used a multi-step solar purification process that reduces the microbial populations to levels found in commercially distilled water.

After conducting on-site tests in Ghana, Coppola and Fashho made presentations to Vestergaard Frandsen, a manufacturer of handheld water purifiers, and the Water Resources Commission of Ghana. “The assessments on both projects were generally ‘thumbs up,’ a nice conclusion for the capstone projects,” Darling says. Students then presented the prototypes at several conferences and each team placed well at the National Global Health Technologies Design Competition at Rice University in Houston.

Some kinks remain in both devices; working them out will be left to future capstone students. Law recommends a trip to Ghana as worthwhile preparation. “This endeavor taught me more about the world, engineering, and my long-term personal and professional goals than any amount of coursework I could have done,” he says.

—David Marc

As part of the independent study course Sustainable Design for Health Delivery in Ghana, students visited a health clinic in Tamale, Ghana, last summer.

THE FACULTY EXCELLENCE AWARD at the L.C. Smith College of Engineering and Computer Science is made possible by a gift from Brian ’64 and Emily Beals of Jasper, Georgia.
What did Dylan teach the Beatles about songwriting?

DY: In 1963, Freewheelin’ Bob Dylan came out with all these substantial songs and “Blowin’ in the Wind” became an enormous sensation. The Beatles were singing love songs and variations of love songs, which is marvelous, but if you look at the lyrics they were writing in 1963 and compare them to Dylan’s, it’s another world. So Dylan represented a kind of education for them. Later, there were a lot of songs where Lennon would say, “That’s me trying to be Dylan.”

How much bluesman does Dylan have in him?

DY: There’s something chameleon-like about him. In his memoir, he talks about how he had a mystical experience over seeing an old black jazz singer, and he had this epiphany like, “Oh, I can do this.” He developed the confidence to actually use the lower part of his range, which he had not been using, and what came out sounded like an old bluesman, like Howlin’ Wolf.

What was your impression of Dylan the first time you saw him in concert?

DY: It was in 1988, when I was 15. I thought the concert was terrible and thought he was mangling his material, just deliberately singing badly. Later, I thought, “OK, so there’s a good Bob Dylan and a bad Bob Dylan,” so I kept my Dylan collection limited because I didn’t want it infected with the bad Dylan albums.

Does Dylan ever play a song the same way twice?

DY: Dylan is constantly evolving his music—changing keys, changing arrangements—sometimes for the better, sometimes for the worse. Usually, it’s not an improvement over a great album version, but then you don’t want him to be a human jukebox. A lot of pop musicians, even the best ones, are human jukeboxes.

How does he explain his controversial songwriting habit, which has led to plagiarism charges?

DY: He has said, “I didn’t write the song, the box is writing the song.” This means that sometimes an idea would occur to him or a line in a movie or novel would interest him, and he’d just put it in a box and then he’d use it somehow. It’s almost like found-object art: You take some things completely out of context and then you use them as place holders in a line or something.

What is Dylan’s most significant contribution?

DY: In the ’50s, rock ‘n’ roll music was deliberately marketed to teenagers. Young intellectuals listened to jazz or blues or folk, so you had this hierarchical divide and Dylan shook it up in the ’60s. People were thinking this guy is doing things that have connections to poetry, and that was considered unthinkable for pop music. I think he was the first person to set that standard. The whole idea of being a poet and a rock god would not have existed without the Dylan example. For as long as people care about music, his greatest songs will outlive him and they will outlive us.
WITH A SEEMINGLY ENDLESS SPIRAL OF SECTARIAN insurgencies, revolutions, wars, and other armed conflicts filling the 24-hour news cycle, the search for peace may be withering into little more than an exasperated yearning for the absence of war. But the ideal of universal peace should not be allowed to become a casualty of the violence, according to Gregg Lambert, Dean’s Professor of Humanities. “Peace is a positive human construction, not the absence of something else,” says Lambert, founding director of the SU Humanities Center. In 2008, working with Slought Foundation director Aaron Levy and Austrian cultural attaché Martin Rauchbauer, Lambert initiated the Perpetual Peace Project, an effort to rescue one of humanity’s distinguishing visions from losing its mojo. They named the project in pointed reference to Immanuel Kant’s 1795 essay, “Toward Perpetual Peace: A Philosophical Sketch,” which is offered as a focal point for an ongoing international conversation aimed at reinvigorating the concept of universal peace and adapting it to current circumstances. “We are attempting to attract the energies of thinkers and practitioners—diplomats, attorneys, academics, artists, and others—to the task of reasserting peace as a dynamic force in contemporary public discourse,” Lambert says.

To prevent the discussion from becoming a scholarly war of words or the property of a particular institution, the project has taken peace public in a variety of “curatorial settings”: a three-month exhibition in the art world at the New Museum of Contemporary Art in Lower Manhattan; a symposium at the United Nations that drew the participation of working diplomats; and forums and workshops around the world, linked by available technologies. The web site, perpetual-peaceproject.org, offers a documentary video featuring more than a dozen participating speakers. “Kant’s notion of Öffentlichkeit—publicness, public space, publicity—is essential to our goal of widening the space where peace is discussed and multiplying the number and types of people confronting the issue,” Lambert says. “We staged workshops with students in Pakistan, China, and Korea, applying the question in terms of immediate local circumstances.”

A new edition of Kant’s “Perpetual Peace” was published last year by the Slought Foundation and the SU Humanities Center, with an introductory essay by Lambert, Levy, and Rauchbauer. Although Kant wrote it more than two centuries ago, the essay is proving to be a remarkably useful sounding board for ideas. For example, Kant’s admonition that hospitality and other basic demonstrations of human decency are preconditions to a state of peace prompted Rosi Braidotti, an Italian-born philosopher teaching at the University of Utrecht in the Netherlands, to reconsider the political value of cosmopolitanism (“belonging to the world rather than to a part of it”). Originally associated with the bohemian left and pacifism, cosmopolitanism suffered during the 20th century as progressive constituencies shifted support to anti-colonial national liberation and cultural separatist movements. Braidotti recovers it as a political position applicable to such current realities as global citizenship, diversity, and transnational identity. “The spirit of cosmopolitanism lends itself to the idea that you can be both Moroccan and Dutch, both Muslim and European,” she says on camera. By contrast, commitments to cultural separatism can underlie violent confrontation by isolating immigrant populations and fostering support for populist parties advocating retaliation.

Lambert believes an increasing number of thinkers and practitioners are finding Kant a prescient and potent source of ideas for creating a peace to pursue. “I think the brilliance of the Kantian understanding is that the decimation of humanity is supra-natural and therefore we will have to formulate certain ideas that are not in our experience in order to avoid it,” Lambert says. “An increasing sense of self-interest may provide an incentive for humanity to move to a state of peace.”

—David Marc

With Wall Street and the New York Stock Exchange building as a backdrop, Gregg Lambert, Dean’s Professor of Humanities, discusses the practice of peace in a documentary video for the Perpetual Peace Project.
PROJECT: Too Big to Fail? An Analysis of Government Bailout Policies  

INVESTIGATOR: A. Joseph Warburton  

COLLEGES: College of Law and Whitman School of Management  

SPONSOR: John Templeton Foundation  

AMOUNT AWARDED: $105,194 (2011-12)  

BACKGROUND:
The public assistance provided to banks and automakers during the recent financial crisis raises important questions about the effects of government bailouts on financial markets. Professor A. Joseph Warburton is trying to answer those questions. Warburton and economist Deniz Anginer of the World Bank are measuring how the government bailouts of Chrysler, General Motors, and financial institutions ranging from Citigroup to Comerica have impacted the financial markets.  

If large industrial and financial firms are deemed too big to fail, they become more attractive to debt investors, enabling the institutions to borrow more cheaply and take on greater risk, known as “moral hazard.” Their project attempts to quantify this moral hazard, a concept that is intuitive yet hard to measure. By doing so, they will contribute hard evidence that is missing in the current academic and policy debates.  

IMPACT:
The project has the potential to influence the implementation of the Dodd-Frank financial reform legislation that was adopted by Congress last year. Many details of that legislation were delegated to regulators, who will need to look for guidance. In addition, the legislation itself calls for a host of new studies and analyses to be conducted. Hence, the project has a ready audience.  

The project can have even wider impact. The issues they explore are fundamental ones, concerning the role of government in economic life. Preliminary results have been presented at the Federal Reserve, Yale, Columbia, and Stanford.
Belfer Audio Archive ➤

A Solid Gold Radio Show Hits the Air


Sound Beat hit the air on March 1, offering listeners a taste of Paganini, a violinist so dexterous that some fans thought he made a pact with the devil while forensic historians believe he suffered from a connective tissue disorder that elongated his fingers. “Paganini could play three octaves across four strings,” Barry tells listeners. “Ask your local fiddler; that’s all but impossible.” In other early episodes, poet Carl Sandburg sings while accompanying himself on guitar; Cousin Emmy, “the first hillbilly to own a Cadillac,” plays clawhammer banjo; and the comedy team of George Burns and Gracie Allen performs a vaudeville routine. Ella Fitzgerald, Phil Rizzuto, Igor Stravinsky, and Woody Guthrie joined them in the unlikely parade of talent heard on the first dozen episodes. Some three months after Sound Beat’s premiere, distribution had grown from 41 to 63 outlets, with more carriers set to join the network.

OFFERED FREE TO PUBLIC BROADCASTING STATIONS AND INTERNET AUDIO OUTLETS, Sound Beat got off the ground with a gift from George W. Hamilton ’53, G’54, an international broadcaster who began in radio as a WAER disc jockey. Once airborne, Sound Beat quickly gained formal recognition from the National Endowment for the Arts, which awarded the series a $15,000 “Arts on Radio and Television” grant in May, citing it for educating listeners about “the role of arts and history in the American cultural experience.” Barry, who has worked on other short-form radio programs, including the long-running Pulse of the Planet series, is impressed by what Sound Beat has accomplished in a brief period. “This is engaging radio,” he says. “Jim O’Connor, who writes most of the episodes, is doing a great job. There’s absolutely no fluff and the show is funny without being corny. It’s not easy to deliver a satisfying slice of history in a 90-second capsule, but this show does it on a daily basis.”


—David Marc

Listen to Sound Beat anywhere on the planet. Options include participating local public radio stations; WAER-FM (M-F, 3:30 p.m. Eastern), streaming live on the web at www.publicbroadcasting.net/waer/ppr/index.shtml; and SoundBeat.org, which contains a complete archive of episodes.

A sampling of performers (left to right):

“Body and Soul”
Vocalist: Coleman Hawkins

“Something”
Vocalist: Josephine Baker

“As Time Goes By”
Vocalist: Dooley Wilson

“Gone Fishin’”
Vocalists: Louis Armstrong and Bing Crosby
PULP CULTURE

ORANGE PULP, A RECENT EXHIBITION AT BIRD Library and SUArt Galleries, showed off the University’s extraordinary collections of paintings and magazine covers that are central artifacts of a uniquely American literary and visual aesthetic that flourished during the first half of the 20th century. Gaining its name from the confluence of meanings of “the soft, exposed fleshy part of a fruit” and “the cheap paper used to print mass-produced literature,” pulp was criticized by highbrows for its depictions of gratuitous violence, which were often set in racist and/or misogynistic contexts. But it was appreciated by others as a freewheeling exposé of all of the above at work in American culture. Whatever one’s take on the politics of content, it is more difficult than ever to look away from pulp art, which reached its apogee in the form of the magazine cover.

Syracuse University Library began building a world-class collection in 1967 when it acquired the archive of Street & Smith, a downstate publisher of dime novels and pulp periodicals, including Astounding Stories (sci-fi), Tip Top Weekly (adventure), The Shadow (hero), and Detective Story Magazine (crime mystery). The collection was recently augmented with a gift from Gary Shaheen G’86, who is better known on campus for his work on behalf of community inclusion for people with disabilities. “By day a senior vice president at the Burton Blatt Institute, Gary is, by night, a passionate collector who shares with me a particular affinity for Weird Tales,” says Sean Quimby, director of the library’s Special Collections Research Center. “He agreed to transfer his nearly complete run of that title to the library.” Shaheen, who enhanced the Orange Pulp exhibition by lending it issues of All Story Cavalier Weekly, Black Mask, and other titles, is glad to have found a good home for his prized collection. “Weird Tales is the first pulp magazine I collected, back in high school,” Shaheen says. “I was particularly attracted by its ‘sword and sorcery’ stories, but also enjoyed the fiction of H.P. Lovecraft, Ray Bradbury, and others. I’m very pleased that SU special collections will preserve the magazines so they can remain a source for study and reading enjoyment for generations to come.”

—David Marc

Photos courtesy of SU Special Collections Research Center
SCHOOL OF ARCHITECTURE PROFESSOR YUTAKA SHO was walking her dog in March when a neighbor told her to call her mother in Japan. Sho, a native of Tokyo, had been busy and was unaware that Japan had been struck by a devastating earthquake and tsunami and one of its nuclear power plants was on the brink of disaster. “I was kind of numb when I finally heard about it,” she says. Sho attempted to contact her loved ones back home that day, but couldn’t reach them as phone lines and the Internet were clogged. Eventually, she got through to her family and learned they were safe. She then reached out to campus and community leaders through local media outlets to raise awareness about the disaster and support relief efforts. “I don’t even consider myself a media person,” she says with a smile.

Across campus, Sho and several campus groups mounted fund-raising efforts, ranging from constructing paper cranes and hosting an art auction to collecting donations. By Commencement, the groups had raised more than $14,000 for Japanese relief. One of the groups—Project Paper Crane—was created by School of Architecture students. With help from such organizations as Asian Students in America, the Society of Multicultural Architects and Designers, and Sigma Chi, Project Paper Crane organized fund-raising events throughout the spring semester, including an art auction at Studio X in New York City. “It was a way to take what’s happening here at Syracuse to New York,” says architecture graduate student David Schragger, a Project Paper Crane leader. “We brought in more support through more avenues.”

The project’s most visible initiative was a display of orange origami cranes on the lawn between the Schine Student Center and the Newhouse School complex. According to Japanese legend, if a person folds 1,000 paper cranes, then he or she is granted a wish. Project Paper Crane’s wish was to enlist students to fold cranes and raise funds. The result: Students created 3,000 orange paper cranes and collected $6,000 for the Japanese Society Earthquake Relief Fund. For each crane folded, students donated $2 either on the organization’s web site or at a display table in Schine. Alumni were also asked to donate $2 online, matching the students’ donation.

With University approval, the Japanese Student Association (JSA) placed donation collection boxes near such high-traffic areas as Bird Library, the Slutzker Center for International Services, and Sims Hall. JSA members also talked to the SU Bookstore about letting customers make donations at the register. “I saw so many people on television who were affected by the disaster,” says JSA vice president Midori Shiroyama, a College of Visual and Performing Arts graduate student. “When you see all those images, you want to do something about it.” By Commencement, JSA had raised more than $8,000 for the Consulate General of Japan in New York. As a group of 50, JSA didn’t have the resources to mount a large effort, but members still wanted to contribute to aid relief. “Eventually, it will all go to Japan,” Shiroyama says.

While Sho worried the rolling blackouts in Japan would affect her mother’s three-times-a-week kidney dialysis treatments, she took solace in the work SU students did to help Japan. “It’s going to take forever for Japan to recover,” she says. “But this shows Scholarship in Action, and Syracuse is practicing what it preaches.”

—Charnice Milton
SyraCUSe U NiverSity a LUMNi FroM LoS Angeles and washington, d.C., had a unique opportunity to play detective at a pair of events showcasing the many ways the College of Arts and Sciences new master’s degree program in forensic science is using education and research to combat crime and terrorism. The presentations—From Sherlock Holmes to C.S.I.: Forensic and National Security Sciences Institute—were part of the University’s regional fund-raising initiative to support the Campaign for Syracuse University, which has raised more than $876 million toward its $1 billion goal. “With a little more than a year left to reach our goal, the primary purpose of the four- to six-month regional campaigns is to encourage alumni to become more actively involved with their alma mater,” says Karen Spear, executive director of regional advancement. “Our aim is to elevate the University’s presence in several key cities, including Boston, Los Angeles, and Washington, d.C.”

Boston area alumni kicked off the regional campaigns last fall, raising slightly more than $1 million in gifts and pledges during a four-month period. In December, the campaign moved on to Los Angeles, a city with a growing Orange presence. Some 7,663 alumni call L.A. home, and SU students will soon attend classes at a new campus site in Sherman Oaks for the expanding L.A. Semester and immersion programs. The L.A. Regional Council hosted a variety of activities designed to connect West Coast alumni to the Hill, including a reception at Walt Disney Studios for alumni, parents, and friends employed by Disney ABC, and a networking get-together for members of Generation Orange, a community of alumni who graduated during the past 10 years. As of June 30, L.A. donors had pledged $1.7 million during the 7-month campaign.

One Generation Orange alumna who is taking advantage of the L.A. Orange network is Erin Westerman ’04, director of development at Walt Disney Studios Motion Picture Production. “SU has a pride and camaraderie you don’t always see at other schools, and I’m so grateful to be a part of it,” says Westerman, who is working on a movie starring Jennifer Garner. “My SU experience showed me the importance of teamwork and that a career in Hollywood was within my reach. Now it’s my responsibility to offer new grads support and advice.”

Washington, D.C.—with nearly 14,000 alumni living in the area and more than 500 undergraduates attending SU—has especially close ties with Syracuse University. An active group of alumni, parents, and business leaders makes up the D.C. Regional Council, whose members volunteer their time and talent to strengthen the University’s presence in this vital region and expand its base of philanthropic support. As of June 30, the D.C.-area community had pledged a total of $18 million since the start of the regional campaign there in February. Included in that total is a $15 million commitment from David B. Falk ’72 and Rhonda S. Falk ’74—one of the largest-ever single gifts to the University (see page 40).

Beginning in October, SU will launch regional campaigns in New York City, Chicago, and San Francisco, respectively, to reconnect with alumni and motivate them to help move the University forward. “We want to ensure that everyone is invited to be part of The Campaign for Syracuse University,” Spear says. “When we reach our $1 billion goal at the conclusion of the campaign in 2012, I know alumni from these six regions will be a big part of our success.”

—Christine Yackel
Chancellor Nancy Cantor was appointed co-chair of the Central New York Regional Economic Development Council by New York Governor Andrew M. Cuomo.

Newhouse journalism professor Joel Kaplan was named ombudsman of the Corporation for Public Broadcasting in June. Kaplan, associate dean of professional graduate studies, will consider issues of objectivity, balance, fairness, and transparency within public media.

A discovery about the visual process by a research team led by physics professor Kenneth Foster was the subject of a June 24 cover story in Chemistry and Biology. Foster’s team, which includes physics research professor Juree Saranak, demonstrated that an electronic coupling in chromophores (light-absorbing substances in retinal photoreceptor molecules) triggers the visual signal, upending a long-held scientific belief that a geometric change in the chromophores’ structure initiated the process.

SU and JPMorgan Chase & Co. have established the Institute for Veterans and Military Families. The first of its kind, the institute will serve as a national center in higher education focused on the social, economic, education, and policy issues impacting veterans and their families post-service.

College of Law graduate Jessica Caterina L’11 was honored with a 2011 Burton Award for Distinguished Legal Writing, which recognizes practitioners and law school students nationwide for using clear, concise language in their work. She was cited for “Glorious Bastards: The Legal and Civil Birthright of Adoptees to Access Their Medical Records in Search of Genetic Identity,” published in Syracuse Law Review.

Newhouse magazine journalism graduate Caitlin Dewey ’11 won The New York Times’ Modern Love College Essay Contest. Her essay, “Even in Real Life, There Were Screens Between Us,” chronicles a relationship she developed via the Internet. It was selected from among 1,400 entries representing 370 colleges and was published online in the Times.

Four members of the SU men’s and women’s track and field teams were recognized as All-Americans by the U.S. Track & Field and Cross Country Coaches Association following their performances at the 2011 NCAA Outdoor Track and Field Championships in Des Moines, Iowa, in June. Tito Medrano ’12, the two-time Big East champion in the 10,000-meter run, placed 12th in the 10,000 final to earn second-team All-America honors. Katie Hursey ’11 also received second-team All-America recognition, finishing 14th overall in the 3,000-meter steeplechase. Kelsey Rubeor ’11, the Big East heptathlon champion, finished 19th overall in the seven-event national competition, earning honorable mention All-America status. Sprinter Flings Owusu-Agyapong ’11 also collected honorable mention accolades, placing 20th overall in the 100-meter dash.

Pro Football Hall of Famer Floyd Little ’67 has returned to the University, serving as special assistant to athletic director Daryl Gross.

Orange sports legend Jim Brown ’57 received the first Tewaaraton Legends Award, recognizing him for his achievements in college lacrosse. A two-time All-America midfielder, Brown was introduced at the ceremony in Washington, D.C., in June by his former teammate and longtime SU men’s lacrosse coach Roy Simmons Jr. ’59. Also honored at the event were 2011 Tewaaraton finalists midfielder Joel White ’11 and goalie John Galloway ’11.
The University celebrated its 157th Commencement on May 15 in the Carrier Dome. Here’s a look at some of the highlights:

DEGREES AWARDED:
SU, 5,459; SU College of Law, 194; SUNY ESF, 582.

CLASS MARSHALS:
Justin Michael Cole, the College of Arts and Sciences; Katherine L. Lewinski, the College of Arts and Sciences.

STUDENT SPEAKER:
University Scholar Teresa M. Soldner, the College of Arts and Sciences.

HONORARY DOCTORAL DEGREE RECIPIENTS:
John H. Chapple ’75, chairman emeritus, SU Board of Trustees, business executive, and philanthropist; Nicholas Donofrio G’71, retired IBM innovation and technology executive and SU trustee; Jessie C. Gruman, president, Center for Advancing Health; Ei-ichi Negishi, 2010 Nobel Prize recipient, H.C. Brown Distinguished Professor of Chemistry at Purdue, and former SU faculty member; J. Craig Venter, genomic research pioneer; Gerardine Wurzburg, Academy Award-winning documentary film producer.

COMMENCEMENT SPEAKER:
J. Craig Venter

Quoting Venter: “Most of you have no clue as to what unique challenges and highly motivating, life-altering experiences and events lay in your path. I can only ask and hope that some of you will not get swallowed up into your everyday existence, but rather these incredible challenges for our future will incite you to want to change that future. Change is 100 percent dependent on motivated individuals.”

For more photos and information on Commencement, visit commencement.syr.edu/category/updates/ and photo.syr.edu.
U.S. ARMY CAPTAIN MICHAEL STEPHENS G’12 HAS never been to Syracuse, nor has he set foot on the SU campus. He hopes to do so someday, perhaps when he receives a master’s degree in information management from the School of Information Studies (iSchool) in 2012. A graduate of the U.S. Military Academy at West Point with a bachelor’s degree in computer science, Stephens is a paratrooper and automations officer for the 1st Brigade 82nd Airborne Division, stationed at Ft. Bragg, North Carolina. “I had hoped to take a course on campus this summer, but with the training my unit has coming up, it just couldn’t happen,” he says. “I like technology and information management, and the iSchool [online] program fits what I do in the military. I’m already using what I’ve learned in the courses.”

As automations officer, Stephens oversees a wide range of technologies that serve the brigade’s 4,000 paratroopers, including running the main control server, providing e-mail services, ensuring firewall protection for the servers, and operating Army battle command systems. When Stephens started the master’s program in fall 2009, he was deployed in Ramadi, Iraq. “I couldn’t keep going in the second and third semesters because of mission concerns and because I had to take on additional duty,” says Stephens, the first recipient of the SU/Army Scholarship awarded by the iSchool.

Stephens enrolled in the iSchool program through the University’s partnership with the U.S. Army Signal Center of Information Technology at Ft. Gordon (SIGCEN) in Augusta, Georgia. In 2009, SU and SIGCEN established a formal agreement that enables soldiers who have completed information systems management and/or telecommunication engineering courses at SIGCEN to transfer up to 15 credits toward a master’s degree in information management (ischool/syr.edu/signalcenter). Stationed all over the world, they take classes exclusively online and are not required to attend on-campus residency courses. Stephens notes the online classes are especially useful for someone in the service. “I was one of the first people to have this master’s program as an option and was pretty excited about it,” he says. “I’ve enjoyed all my courses and the instructors have been very helpful. I like the environment of online classes. That I could take a class while deployed was awesome—I was in a completely different time zone from most of the other students and had to get up in the middle of the night to do group projects. I was working 18-hour days while I was in Iraq.”

When Stephens’s obligation to the military ends in June 2012, he’ll have a big decision to make—whether to stay in the service for the full 20 years, or to look for a job in the civilian sector. “Either way, the iSchool degree is going to help me,” he says. “If I go civilian, I can get a good job in IT; if I stay in, a master’s degree will make me eligible for jobs with more responsibility. It’s a win-win situation.”

—Paula Meseroll
When it comes to comestibles on the Syracuse University campus, registered dietitian and nutrition educator Ruth Sullivan ’98 of SU Food Services has the answer to the universal question: “What is there to eat?” She is responsible for making sure that no matter the food preference—vegan, vegetarian, or can’t pass up a cheeseburger—nutritionally balanced meals are available at SU dining halls.

Sullivan works closely with students who have food allergies, intolerances, or diet-related medical conditions. When necessary, she arranges to have food prepared for students with special needs. “We do our best to respond to requests from students for certain foods,” she says. “For example, we had a huge request for almond milk, but that’s a problem for people with nut allergies.” The solution was to put almond milk in a specific location in dining halls, so people could have it without affecting anyone with an allergy to the product.

Sullivan strives to be as approachable as possible to students seeking advice on dietary dilemmas—in dining halls and by text and e-mail. New vegans and vegetarians come to her with questions about how to eat a healthy diet without animal products. Those with such eating disorders as bulimia or anorexia reach out to Sullivan for help as well. After an initial meeting, she refers them to a registered dietitian at Health Services for counseling. Students struggling with weight gain—victims of the infamous “Freshman 15”—find her a friendly and knowledgeable resource. “I sometimes get questions from students at 2 a.m.,” she says.

Educating people on what constitutes a healthy diet is an integral part of Sullivan’s job. “There is so much information out there on the web—not all of it accurate,” she says. “It’s hard for people to know what to believe.” For reliable dietary information, Sullivan recommends the sites of the American Medical Association, the American Dietetic Association, the Mayo Clinic, and choosemyplate.gov.

When it comes to weight loss, people look for a magic bullet, according to Sullivan, whose lifelong interest in health care led her to first consider a nursing career. Instead, she enrolled at SU and majored in nutrition. Five years ago, she returned to campus, joining the Food Services staff. “People don’t realize that a restrictive diet will not work overnight,” she says. “Everyone thinks they should look like Jennifer Aniston, but be able to eat every day at Taco Bell. It just doesn’t work that way.” For the most healthful eating, she suggests watching portion sizes, buying locally produced food, thoroughly washing fruits and vegetables, cooking items carefully, and taking the time to sit down to eat a proper meal. But most of all, she emphasizes enjoying what you eat. “The best thing about my job is that we have fun,” says Sullivan, a vegetarian since age 16 who admits to a fondness for potato chips. “Two years ago, we started ‘Meatless Mondays,’ and they have been a success. Once a month, we have ‘Try Me’ events, featuring a fruit, vegetable, or grain that many people don’t know about, like parsnips or polenta. We made black bean brownies and they were delicious.”

Nine times a year, Sullivan and her staff try new recipes and half of them are so popular they become part of the regular dining hall menu. “We also have special dinners, such as ‘Recipes from Home,’ where we cook a menu made up of students’ favorite foods,” she says. “It’s always a good time.”

—Paula Meseroll
During her distinguished career as a high school guidance counselor, Sara Jane Caum ’50 dedicated her life to helping countless students reach their educational goals. As an active member of the Syracuse University Alumni Association—serving as president and secretary—she gave time and energy to her beloved alma mater. And today, her legacy of caring lives on through a bequest to Syracuse University to support SU students—now and in the future.

You can make a difference, too. Bequests don’t have to be big to have an impact. In fact, SU’s continued success is the direct result of thousands of bequests—large and small—made by alumni and friends. To learn how you can do the same, call 888.352.9535, or e-mail giftplan@syr.edu. For help on writing a bequest, visit giving.syr.edu/samplebequest.

Be a leader.
When you make a bequest, you’ll be recognized as a Syracuse University Pathfinder—joining a group of insightful leaders who have included SU in their long-term financial plans and are leading the way for SU students of today and tomorrow.
Farhana Sultana

WORLD OF WATER

FOR FARHANA SULTANA, THE POWER OF WATER IS undeniable. It is a precious resource with the capability of both sustaining and destroying life. From her childhood days in Bangladesh to her work today as a geography professor at the Maxwell School, Sultana has immersed herself in the multitude of issues that flow from water. “I find water really fascinating,” she says. “Water is a lens through which I try to understand and explain what’s going on in the world. Water seeps across ecological, social, political, and economic issues. It binds us as a human society, but it can also splinter us.”

Foremost among Sultana’s concerns is the inequitable access to safe drinking water, an issue that puts the lives of nearly 1 billion people at risk, either from contamination or a lack of reliable sources. In her native Bangladesh, where monsoonal rains, floods, and cyclones are a familiar part of life, she is currently researching urban water governance in Dhaka’s informal settlements, or slums, exploring how the capital city’s poor cope with the daily challenges of acquiring water “off the grid”—and how the government and elite respond. “This forms a part of a wider project I’m working on to understand how to materialize more equitable water for the world’s poor,” she says. “I also have a deep-seated concern about ecological and environmental issues and have always been interested in how the natural world affects who we are as a people and how our actions affect what happens in the natural world. That nature-society connection is central to my research.”

Sultana began exploring the relationship between nature and society as a Princeton undergraduate, majoring in geology and environmental studies. She widened her exploration as a MacArthur Scholar at the University of Minnesota, where she earned graduate degrees in geography, combining her knowledge of natural sciences with social sciences and gender studies. In her research, she primarily focused on the issue of drinking water contaminated by naturally occurring arsenic in rural areas of Bangladesh, examining its impact on gender and class issues as well as water management policies. Before completing her doctorate, she managed a $26 million environmental program for the United Nations Development Programme for three years. In 2008, she joined the Maxwell School faculty after holding a fellowship at the University of Manchester and teaching at King’s College London. Last year, she organized The Right to Water, an international conference that brought leading thinkers to campus to examine water governance and how to ensure the universal right to water. As a follow-up, Sultana produced The Right to Water: Governance, Politics, and Social Struggles, to be published this year by Earthscan. “This book will be one of the first of its kind to look at the conjunctural nature of the struggles over water and how it can lead to broader transformative politics, linking up with issues of democracy, citizenship, and social justice,” she says. “It’s about so much more than just water. There’s a significant link between water and other social issues, and, as a geographer, I am interested in these connections.”

Her interdisciplinary perspective and passion for water drive much of her research and teaching. In the classroom and the field, she seeks to instill rigorous and transformative knowledge in her students and inspire them to engage with the world. Last summer, for instance, she took a group of international relations graduate students to Dhaka for a capstone project on development. Sultana is also interested in climate change and how people are adapting to its consequences in the developing world. “We’re all very much embedded in nature,” she says. “If we continue to have this hubris of trying to tame nature without paying attention to the ways that nature and society interact, we’re likely to have greater problems than the ones we’re seeing now.”

—Jay Cox
Jessica Santana | A DRIVING FORCE

JESSICA SANTANA ’11 GAINED A BROAD WORLDVIEW DURING her four years at SU. She met people from a variety of cultural, geographic, and socioeconomic backgrounds, traveled throughout Europe as part of a globalization study program, and spent a semester in Hong Kong. She realizes none of this would have been possible if she’d stayed in Brooklyn, where many of her friends live their lives by default—not decision. “Growing up in the projects, I was very narrow minded,” says Santana, who was valedictorian of her high school class and is the first in her family to attend college. “But at SU, I’ve met so many great people who have expanded my understanding of the world.”

Santana nearly took a different path when she learned in high school that she was adopted. Raised a Latina in a Puerto Rican household, she was astonished to discover her biological mother is Puerto Rican, but her biological father is Pakistani/Egyptian. “I went through an identity crisis and started running with a gang,” Santana says. “We weren’t violent—just obnoxious. I came to realize that kind of behavior was senseless and I had to make better choices.”

Santana decided Syracuse University was the place for her when she learned about the multitude of study abroad and leadership options available. Once on campus, she grabbed hold of opportunities to participate in student activities. She joined Los Colores, a student organization that provides interpreters for Spanish-speaking families during Orientation Week. And when she discovered the Spanish-speaking immigrant community on the West Side of Syracuse, she helped transform Los Colores into an organization that encourages Latino students to come down off the Hill and get involved there. She established a partnership with MANOS to provide tutoring and mentoring programs for non-English speaking preschool children, and Nuestro Futuro, a program that provides after-school tutoring for students, ages 5-12. Los Colores members also hosted workshops on the state of Latino education and mentored teens at Fowler High School, where only a small percentage of Latino students graduate. “I thought we should reach out to the Latino community and let them know we’re here, we’re making it, and we want them to succeed as well,” says Santana, a Remembrance Scholar and Honors student.

Santana also worked as a leadership intern at the Mary Ann Shaw Center for Public and Community Service and as a Literacy Corps tutor at a local elementary school. And during her study abroad experience in Hong Kong, she tutored and mentored low-income Chinese students. “Jessica wanted to experience everything she possibly could during her time at SU,” says Pam Heintz ’91, director of the center. “She has tremendous energy and a deep, sincere commitment to being an active citizen wherever she resides.”

The Office of Student Activities recognized Santana’s contributions with two honors: the Lillian and Emanuel Slutzker Center for International Services award for Cultural diversity for serving as a mentor to women of color on campus, volunteering to help Chinese students abroad, and implementing such initiatives as the Diversity Ball; and the Senior vice President award for Outstanding Senior Leadership for serving on the executive boards of a number of student organizations.

With an accounting degree in hand, Santana is interning this summer at Deloitte & Touche in New York City and Sao Paulo, Brazil, as part of the company’s global internship program. This fall, she will return to SU to pursue a master’s degree in information management. “I’ve become passionate about technology,” she says. “When I see the impact technology is having in the Middle East, it makes me aware that it has the power to break down barriers. I want to be part of the movement that keeps the wave going.”

—Christine Yackel
people who worry that the declining reach of daily newspapers signals an end to the art of effective journalism ought to talk to Tom Kennedy, the Alexia Tsairis Chair for Documentary Photography at the Newhouse School.

Kennedy, who began his career as a staff photographer for the Orlando Sentinel Star during the 1970s, has managed to survive the techno-tsunamis of the digital era with a pair of Pulitzer prizes sharing space on his mantel with an Emmy, a Peabody, and an Edward R. Murrow award. He arrived on campus last fall, after more than a decade as chief architect and managing editor of the multimedia section of washingtonpost.com, a website that attracts some 16 million news junkies each month.

Kennedy does not count himself among those who believe the fate of journalism is bound up with yesterday’s papers. “I’m more concerned about preserving and building upon the basic core principles of journalism than about the platforms on which stories are delivered,” he says. “In the past we had print and photography to work with. Now we are enlarging the storytelling canvas with video, audio, and other digital techniques.”

Kennedy is teaching a new generation of journalists to collaborate as multimedia storytellers, creating text, informational graphics, still photographs, sound, and moving images that become resources for an editor, whose job is to synthesize them into cogent stories that capture and keep audience attention. “I think ‘film director’ is a good analogy to the job of a multimedia editor,” Kennedy says. “My job at the Post was to figure out what a story demanded and what kind of assets needed to be deployed to make a really effective package for the audience.” In some cases, lone reporters go out in the field, set up cameras tethered to their laptops, and report from a scene via wireless Internet connection. But Kennedy is not sold on what he calls the “one-person band” concept of multimedia reporting. “That’s not a realistic recipe for the best kind of storytelling,” he says. “It’s the rare person who can master the various skills at that level, and an even rarer person who can do them equally well. I feel the more practical approach is to continue to have people develop skills in a particular area and to try to foster a highly developed organizational dynamic so they can operate as a team.”

Since beginning his career back in the day when images emerged from chemical soup in a darkroom, Kennedy has continually expanded his horizons. As director of photography for the National Geographic Society, he won nine Picture of the Year International awards for his work in National Geographic magazine during a 12-year period. No newcomer to the classroom, he began teaching on an adjunct basis at his alma mater, the University of Florida, in 1979, and he has traveled the world on the lecture circuit, from Moscow to Berkeley. “We’ve experienced an extraordinary period of technical disruption—or destruction—of existing business models,” he says. “I think you have to assume that this will continue at the same pace—that is, if it doesn’t accelerate. So it does make sense to be cognizant of what every tool can do, and to try to utilize those tools in public service journalism, however one wants to define that. That’s what I’m hoping to help my students come to grips with.” —David Marc
In the High Atlas Mountains of southern Morocco, girls who once spent their days out in the bush gathering firewood now regularly attend school, thanks to new cook stoves that reduce the amount of fuel needed each day. In the shantytowns of Casablanca, young men now face a brighter future because they are learning how to effectively communicate their needs to local officials. And in the West Bank, where conflict has dominated daily life for decades, Palestinian olive growers and Israeli olive oil producers may soon have an opportunity to build peace through cooperation by creating innovative collective businesses. None of these advances would be possible without the work of the Near East Foundation (NEF), an international aid organization that conducts a variety of economic and social development projects in Africa and the Middle East. “As peace talks are falling apart—stagnating at best—we have Palestinian and Israeli communities ready to strengthen their economic activities and build relationships of trust and mutual interdependence,” says Charles Benjamin, president of the Near East Foundation. “By maintaining intimate relationships with communities over time, we’re able to do a kind of work not many organizations can do.”

For nearly a century, the Near East Foundation has transcended national and religious barriers to help some of the most vulnerable populations of the region achieve more productive lives. Now based at Syracuse University, NEF often succeeds where others fail because it is a non-governmental organization (NGO) with a local face. In a part of the world where so many people are reluctant to work with outsiders—particularly Americans—100 percent of NEF’s development professionals are from the region. “In the international development field, we know of so many instances when NGOs from the West go into these countries with good intentions and really screw things up because they don’t have the cultural sensitivities needed,” says Professor Mehrzad Boroujerdi, director of Syracuse University’s Middle Eastern Studies Program and an NEF board member. “Development work needs context and networking, and NEF has earned the trust and respect of the local communities because they know it doesn’t have a political or religious agenda.”

Mission of Mercy
Near East Relief, as NEF was known originally, was created in 1915 to help rescue an estimated 1.5 million Armenian refugees after the collapse of the Ottoman Empire.
By maintaining intimate relationships with communities over time, we're able to do a kind of work not many organizations can do.”

CHARLES BENJAMIN
President of the Near East Foundation
at the outbreak of World War I. Henry Morgenthau, American ambassador to the Ottoman Empire, sent an urgent telegram asking the U.S. government to provide humanitarian assistance for Armenians and other minorities displaced by the upheaval. Upon learning of the refugees’ plight, President Woodrow Wilson asked his best friend and college roommate, Cleveland Dodge, to help raise money for a rescue mission. Dodge pulled together a group of prominent businessmen and politicians to form the American Committee for Armenian and Syrian Relief, which officially became the American Committee for Relief in the Near East (Near East Relief) after an act of Congress in 1919.

The relief committee’s mandate was to raise $100,000, but it wound up raising $117 million over 15 years, providing care for Armenian, Greek, Syrian, and Persian refugees, including 132,000 orphaned children. Trustee Emeritus Sam Goekjian ’52, who is Armenian, was born on the Greek island of Syros at a Near East Relief-sponsored orphanage, where his father was director of the boys’ school and his mother taught the girls. “The orphanage was financed completely by Near East Relief, and they also set up food distribution centers, schools, hospitals, and vocational training centers to help people transition to a new life,” says Goekjian, whose twin brother, Gregory, graduated from Syracuse University in 1953. “Near East Relief was a household name at the beginning of the 20th century, but now it’s the oldest and most important international aid organization almost no one has heard of.”

CITIZEN PHILANTHROPY

Americans have always been willing to lend a helping hand, but the massive outpouring of concern for Armenian refugees was the first time the general public became involved in humanitarian relief abroad, giving birth to the movement known as “citizen philanthropy.” There were Near East Relief committees in all 48 states and the territories of Alaska and Hawaii, as well as Australia, Japan, England, Cuba, and some European countries. More than 1,400 volunteers went to the region. Posters depicting Lady Liberty and Uncle Sam rescuing Armenian orphans rallied patriotic Americans to take up the cause. Churches organized food and clothing drives, communities held fund-raising events, and children who refused to clean their plates were admonished to “Remember the starving Armenians.”

“ It’s about the generations that come after and the opportunities they will have going forward.”

SHANT MARDIROSSIAN
Board chair of NEF
Shant Mardirossian, board chair of NEF, says the most recent example of citizen philanthropy is the grassroots response to the 2010 earthquake in Haiti. “Our work is not just about the individuals we help directly,” Mardirossian says. “It’s about the generations that come after and the opportunities they will have going forward. It’s amazing to me that this philanthropic enterprise—which was the blueprint for President Truman’s Point-4 Program, the Marshall Plan, the U.S. Agency for International Development (USAID), the United Nations Development Program, and the Peace Corps—is not in the history books to the extent it should be. So we’re now in the process of cataloging and digitizing our extensive archives, and we hope to have a documentary film and virtual museum about NEF’s remarkable history completed in time for our centennial celebration in 2015.”

A NEW CHAPTER
When the Armenian relief effort came to a successful conclusion in 1930, Near East Relief changed its name to the Near East Foundation and shifted its focus from humanitarian relief to social and economic development—an innovative approach that inspired a way of engaging the world that was unprecedented at the time. “You hear about so many bad things going on in the Middle East, but there’s so much good going on there, too,” Benjamin says. “In the areas where we work, NEF is partially responsible for the positive things that are happening. Stability and prosperity in this part of the world are important for humanitarian and geopolitical reasons.”

NEF’s ability to survive—and thrive—in this volatile part of the world is a testament to the dedication and resourcefulness of its founders, board members, and staff. The organization relies on financial support from individuals, foundations, corporations, and such government entities as USAID to fund three full-time administrative staff at home and 70 field agents abroad who are currently conducting projects in Egypt, Armenia, Jordan, Morocco, Mali, Sudan, and the Palestinian Territories in four key areas: building peace through economic cooperation; natural resource management and climate change; civic engagement; and women’s education and business development. “As a result of our girls’ primary education project in remote mountain villages of Morocco, attendance jumped from 0 to 98 percent with a 95 percent retention rate,” Benjamin says. “This is transformative, not only for the girls, but also for their communities and families.”

In 2009, NEF’s board started exploring new ways of doing business that would reduce administrative costs at home and strengthen its fieldwork abroad. One option was for the foundation to affiliate with a university. Benjamin got in touch with his former doctoral advisor and mentor at the University of Michigan, Steven Brechin, now a sociology professor at Maxwell, to discuss the possibility of partnering with Syracuse University. “Charlie and the NEF board were interested in the Maxwell School and a connection with our master of public administration (M.P.A.) program,” Brechin says. “I told him the graduate students coming out of our program are first rate, and he was excited by the prospect of engaging with students and tapping into the University’s intellectual resources. Being separate but physically connected to a university was a brilliant idea.”

A NEW HOME
The Near East Foundation relocated from New York City—its home for 95 years—to an office in Crouse-Hinds Hall a year ago. “After considering a number of universities as potential partners, the NEF board decided Syracuse University was the best fit for our organization,” Benjamin says. “The whole idea of Scholarship in Action just resonates with what we’re trying to do.” Boroujerdi thinks the alliance with SU will allow NEF to continue to grow and improve as an organization while enriching the educational experience of students. “We can help move NEF into the 21st century,” he says. “We have these technologically savvy kids who can clean up NEF’s database and create vision plans. And our students are full of energy and eager to put classroom learning into practice.”

In the past year, Benjamin worked with 11 student interns from Maxwell on a variety of projects, including program-
MODELED, IN PART, ON THE NEAR East Foundation, the Peace Corps has been promoting peace and friendship for 50 years. Syracuse University’s close relationship with the Peace Corps began in the early ‘60s when the University was selected as a volunteer training center, particularly because the Maxwell School of Citizenship and Public Affairs was developing a program of study and research known as the East Africa Regional Program.

From 1962 to 1966, 450 young men and women came to campus to prepare for assignments in Liberia, Malawi, and Tanzania. Volunteers spent 10 hours a day, six days a week in language training, cultural and political orientation, instruction in basic nursing techniques, and learning to drive a Jeep.

Today, Syracuse University is one of the top Peace Corps volunteer-producing schools in the nation, with 36 undergraduate alumni currently serving abroad. The Peace Corps ranks volunteer-producing schools according to the size of the student body, placing SU 11th among medium-sized colleges and universities in 2011. To date, 760 SU alumni have served as Peace Corps volunteers.

Rachael Saler ’06 (pictured at left) of Norwich, Vermont, is serving in the Philippines, where she is developing small businesses with women who crochet purses out of recycled plastic bags. Since launching the “Bag-O-Plastic” project in August 2010, more than 100 women have generated income by selling their colorful beach bags and purses to tourists. “As a social work major, I received a well-rounded education and gained both theoretical and practical skills that have helped me in my community development work,” Saler says. “Serving as a Peace Corps volunteer has been a life-changing experience—so much so that I have extended my 27-month commitment an extra year.”

“

I’m not familiar with any other university that has this kind of a connection to an NGO.”

WILLIAM SULLIVAN
Assistant dean for external relations, Maxwell School

THE CORPS CONNECTION

Palestinian Territories

For a complete listing of current NEF projects, go to sumagazine.syr.edu.
matic and analytical work, project management, fund-raising strategies, and project development. Sarah Peterson G’10, who was involved with strategic planning for NEF through her public administration and international relations master’s degree capstone project, is now the foundation’s program officer responsible for providing technical support to staff in the field. “There’s a lot of back and forth with the staff, so I spend most of my day on Skype,” says Peterson, who thought she would have to leave Syracuse to find a job with an NGO. “I don’t know how all of this work was done before the Internet existed.”

Toma Grigoryan ’09, who was 4 years old when she and her family arrived in Syracuse as refugees from Azerbaijan, interned with NEF working on issues relating to her family’s Armenian roots. “I did a double take when I saw the word ‘Armenian’ on SU’s internship web site,” says Grigoryan, who entered the M.P.A. program this summer. “Improving the lives of Armenians is my passion, so I was thrilled to have an opportunity to help Armenian entrepreneurs start micro-franchises in information technology and the fruit-drying business. None of this would have been possible without the NEF internship—it fit me perfectly.”

NEF has its deepest ties with the Maxwell School, but plans to expand collaborations university-wide are already under way. In the past year, NEF and SU submitted joint grant proposals that neither would be able to secure on its own. “Our first joint proposal was the cross-border Palestinian/Israeli olive oil project, which will make it possible for Maxwell faculty to go to the region on a yearly basis to participate in the reconciliation advisory group,” Benjamin says. NEF also is teaming up with the Whitman School to develop an entrepreneurship training module, and partnering with Maxwell’s Program for the Advancement of Research on Conflict and Collaboration to design a conflict management curriculum, to help Sudanese ex-combatants reintegrate into civil society and set up small businesses as an alternative to warfare.

Syracuse University and the Near East Foundation are just beginning to see the impact of their visionary joint venture. “Although NEF will remain independent from SU, I would like it to become so interconnected with the University academically and programatically that it comes to be viewed as Syracuse University’s very own NGO,” Benjamin says. “The experience of moving to Syracuse, working with student interns, developing proposals with faculty and staff, and designing tools to do our work more efficiently has been really intense. What an amazing first year!”

MOVING FORWARD

William Sullivan, Maxwell’s assistant dean for external relations, says this strategic alliance affords NEF all the benefits a vibrant university setting has to offer, while providing SU students with a learning laboratory that makes their educational experience truly unique. A newly created fellowship program will enable recent graduates to assess the effectiveness of programs in the field, and faculty have ready-made research sites in Africa and the Middle East. “I’m not familiar with any other university that has this kind of a connection to an NGO,” says Sullivan, who sits on the NEF board. “With all of the changes sweeping the Middle East, there are populations faced with building whole new societies and this is all about what we teach in our professional programs and undergraduate social science courses. It’s an exciting time for us to have an NGO right here on campus that works in such a critical part of the world. It gives us an opportunity to educate more people, conduct in-depth research, and run more training programs. It’s going to get really interesting.”
Painting, above:  
*Division Street*, 1984-85  
oil on canvas; triptych  
63 x 75 / 63 x 81 / 63 x 87 inches  
Munson-Williams-Proctor Arts Institute, Museum of Art, Utica, N.Y.  

Images courtesy of SUArt Galleries
THE STORY MASTER

The University celebrates the art of Professor Jerome Witkin with a 40-year retrospective this fall

BY NANCY KEEFE RHODES
Courtney Rile ’04, a young Syracuse videographer, vividly recalls the first time she met renowned artist and longtime Syracuse University professor Jerome Witkin. She was at a gallery opening in the Delavan Center, on Syracuse’s Near West Side, where Witkin had a studio for 16 years until the infamous Labor Day storm blew off the roof in 1998. “He came up to me and said, ‘I must paint you!’” says Rile, who later modeled for Witkin’s portrait of activist Catholic Worker founder Dorothy Day. “I loved his stories! He told me about watching how roughly some young people were taken off a train in East Germany. I think he is very affected by what happens to other people.”

At the time, Witkin was 21 years old and visiting Berlin on a Pulitzer Traveling Fellowship during the tense run-up to the Berlin Wall. For Witkin, the trip was part of “an artistic pilgrimage” that took him to Florence, Rome, and Venice, painting, studying, and meeting other artists. But it also politicized him deeply. Since then, Witkin, who turns 72 this September, has been influenced by the course of history and its unforgiving toll on others to a degree nearly unmatched by other artists of our time. Seeking out subjects that handle both artist and viewer roughly, Witkin has addressed human anguish, large scale and small: the Holocaust, Vietnam, Jesus in modern life, the Nuclear Age, political torture, and 9/11, as well as family crises, sexual intimacy, the costs of apathy, madness, and poverty. Witkin sees the artist’s search as akin to that of the religious seeker. “Art and the holy are twins,” he has said, and he wishes to be remembered as a “religious painter.” His technical mastery as a realist is supercharged by echoes of his youthful skirmish with abstract expressionism—he knew a number of that movement’s major figures growing up in New York City—before casting his lot with the human figure. “My basic theme is our vulnerability, our most precious footing in a dangerous world,” he told Sherry Chayat, author of Life Lessons: The Art of Jerome Witkin (Syracuse University Press, 1994; 2006).

This year, Witkin marks 40 years of teaching painting at the College of Visual and Performing Arts (VPA). In celebration, the University is hosting Drawn to Paint: The Art of Jerome Witkin, a retrospective of those years comprising 70 works. The exhibition opens on September 8 in a dual showing at SUArt Galleries and VPA’s XL Projects storefront gallery downtown (see page 30).

Reflections on Humanity in Our Time

In his foreword to Chayat’s book, San Francisco Chronicle critic Kenneth Baker declares Witkin’s “only peer” is the British figurative painter Lucian Freud, also known for discomfitting psychological depictions. “There is little optimism in Witkin’s painting,” Baker writes.

But in May, Witkin seemed to counter such an observation. Sitting in his backyard studio, still unable to move large canvases after recent shoulder surgery, Witkin was nearing the first an-
niversary of his son Andrew’s death at age 16 from complications of a bone marrow transplant. He recalled his own fraught relationship with his father, who had once attempted suicide. “Later, I thought, I’m not going to be someone who tries to kill themselves,” he says. “I’m not going to be a self-destructive person. I’ll make good—I’ll make optimism work for me.”

Raised in Brooklyn and Queens by his Italian Catholic mother, Witkin later found a way into his Jewish father’s heritage through a series of paintings related to the Holocaust. He began the series in 1978 and pronounced it done with the six-part Entering Darkness in 2002. Still, The Two of Us followed; now, he says, he’ll do one this summer about Anne Frank. “She loved movies,” says Witkin, whose work is often called cinematic. He will reference Edward Hopper’s painting, New York Movie (1939), with a diptych in which Hopper’s usherette and Frank would trade places. “I’ll paint it differently than Hopper because I’ll use the Landmark Theatre,” he says. “That I think is my last one.”

“I’ve heard that before,” Chayat says. “He can’t seem to be through with it. He feels it’s the narrative that can’t be told enough.” About the difficulty of his son Andrew’s long illness and death, she says, “His art always pulls him out.” If anyone knows Witkin and his work, it’s Chayat, who has covered the local arts scene for years and written for such publications as Art in America and ARTNews. She traces their relationship back to 1976, when she had just moved to Syracuse during a difficult time in her own life. Her brother had just been killed and she found solace auditing Witkin’s painting course. “In that miasma of pain, grief, confusion, desolation, knowing nobody...he was just so kind,” says Chayat, now abbot of the Syracuse Zen Center. “He said, ‘Just come and paint.’”
WHEN SYRACUSE UNIVERSITY premieres *Drawn to Paint: The Art of Jerome Witkin*, it will be on view at two venues from September 8 through October 23: the SUArt Galleries in the Shaffer Art Building on campus, and XL Projects, the College of Visual and Performing Arts storefront gallery downtown. Beginning in 2012, the exhibition will be available for loan. “*Drawn to Paint* will be traveling to other museums around the country during a two-year tour that will conclude at the Palmer Museum of Art at Penn State in University Park, Pennsylvania,” says SUArt Galleries assistant director Andrew Saluti ’99, G’09.

*Drawn to Paint* ranges from a 1959 crayon drawing to work literally still wet during conversations for this article. It includes oils, studies for paintings, self and other portraits, and drawings. Most timely and notable may be Witkin’s massive, four-panel work on 9/11, *Taken*, which opened at the Everson Museum of Art on the 2003 anniversary of the attacks. There are also a number of portraits with local connections and some dozen pieces from Witkin’s Holocaust series, including the diptych *The Two of Us, Bergen-Belson, 1945 and Israel, 1951* (2009). “We’re trying to create an exhibition design that really gives the same feel for both spaces,” Saluti says. “Someone seeing the show downtown wouldn’t necessarily miss any of the conceptual points—narrative, academic drawing, and the artist’s process—by not seeing what’s in Shaffer. Obviously we’ll have larger pieces that you couldn’t show well in that space.”

The core of the material comes from Witkin’s personal collection and from his Los Angeles dealer, Jack Rutberg, but the exhibition will change as it travels. This fluid approach makes participation easier for collaborating institutions and private collectors, which number close to a dozen. “It will be dynamic,” says exhibition curator Edward Aiken. “We expect there will be substitutions in and out,” he says. “Some work that won’t be shown here may be folded in on the West Coast. And the Penn State community and collectors in that area have been particularly supportive of Jerome’s work, so the Palmer may show other locally held work there, too.”

According to SUArt Galleries director Domenic Iacono, there’s a fervent interest in this exhibition to illuminate the relationship between Witkin’s drawing and painting more so than there has been previously. “Our specialty is really works on paper,” he says, “so this focus also plays to the strength of the SU collection.”

In addition to an extensive catalog, the exhibition will offer educational material, and a web site ([suart.syr.edu/witkin](http://suart.syr.edu/witkin)) featuring images, interviews, podcasts, and a digital sketchbook that visitors can download to personal devices. “You’ll be able to look through his sketchbook as you look at the painting in the gallery,” Saluti says. “The unique element about this exhibition is this sense of the artist’s process.”
Opposite page (left to right):
First Study for Jeff Davies, 1979
pencil on paper
17 x 14 inches

Jeff Davies, Large than Life (Study), 1979
pencil on paper
17 x 14 inches

Jeff Davies, 1980
oil on canvas
72 x 48 inches
Palmer Museum of Art,
The Pennsylvania State University
When Witkin arrived in Syracuse in 1971, he thought he'd only stay several years. Already he'd moved around: summer art scholarships to Skowhegan School in Maine during high school; the Pulitzer fellowship to Europe after graduating from Cooper Union in 1960, which led to a Guggenheim and a first show on return; teaching positions at Maryland Institute College of Art in Baltimore, Manchester College of Art in England, and American College of Switzerland. Then, in Philadelphia, he taught at Moore College of Art while earning an M.F.A. degree at the University of Pennsylvania. Yet, Witkin says of Syracuse, “the place looked good to me.” It was a large university with so many options for him. “And the thing which is good is you become Hamlet, you become isolated by the cold weather, you do your work,” he says. “I can get to the city [New York] fast, and I’m represented on the West Coast by the Jack Rutberg Gallery in Los Angeles, but I think the place I really love is where I work. And this is where I did my work.”

Like Chayat, SU professor Alejandro Garcia met Witkin in a painting class and friendship ensued. Garcia, who just finished his 33rd year teaching in the School of Social Work, collects Mexican masks that he’s traded with Witkin for drawings. He also posed as the Latino torturer in the graphic, deeply unsettling *Unseen and Unheard* (1986), and last winter photographed much of the work in Witkin’s studio. “I admire his capacity to create great work,” Garcia says, “his technical virtuosity, his themes.” As an example, Garcia cites *The Screams of Kitty Genovese* (1978), which alludes indirectly to a notorious 1964 rape and fatal stabbing in a Queens alley while dozens in neighboring apartments listened and did nothing. But the painting depicts a nude woman languidly smoking in bed next to an open window. “The punch line is not obvious, and it’s a beautiful painting with lace curtains blowing in a gentle breeze,” Garcia says. “You ask, ‘What is that about?’ There’s no one screaming in this painting. You have to think about it.”

VPA professor Edward Aiken, head of the Graduate Program in Museum Studies and SUArt Galleries senior curator, attributes Witkin’s success and longevity to his work ethic. “Jerome is always working, looking very hard at things,” says Aiken, who curated the Witkin retrospective. “He’s self-critical. There are flashes out there, but those who are able to sustain a career over
such a considerable time—they will flourish wherever they are.”

Aiken considers Witkin’s decision to become a figurative painter “a gutsy thing to do at that time,” he says, in light of the emphasis on abstraction and even detachment during much of the past half century among many artists and critics. “The emphasis on formalism, the anti-storytelling, the anti-narrative thrust—it was almost a tyranny. Jerome had a much larger reading of what modernism was and in retrospect their view was impoverished.”

Making Art that Matters

For his part, Witkin believes people will one day look at his work to try to understand our time. Personally, he continues to look ahead, too. Besides working this summer on his Anne Frank painting, Witkin is planning a rare joint show with his identical twin brother, the noted photographer Joel-Peter Witkin. He says he will teach here a few more years and then his wife, Lisa, and he will see what the future holds for them.

“So many of the artist-painters have been acolytes or altar boys for what is hip or edgy and maybe looks good in art schools, but that doesn’t add up to much because they weren’t making the art, they were following the art,” Witkin says. “I like the Native American comment about dying with clean hands. In a world of compromise, I think this retrospective represents pretty clean hands. I’ve done what I wanted to do.”

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Through the collaborative work of the Near West Side Initiative, a once-neglected Syracuse neighborhood is being revitalized to fulfill the vision of residents.

BY DAVID MARC
Urban-dwellers and those who want to join them have wondered for decades if an American city can rise outside the all-too-familiar boundaries of unsustainable sprawl and my-way-or-the-highway urban planning. While a decisive answer remains elusive, the people who live and work on Syracuse’s Near West Side are making remarkable progress in shaping a sustainable human-scale metropolis in a neighborhood that not very long ago appeared to be a victim of terminal lack of imagination. Residents, entrepreneurs, artists, and builders, mobilized by a University-led partnership of public- and private-sector stakeholders, are renewing the viability and vitality of one of the city’s oldest neighborhoods. Access to innovation—microloans for start-up businesses, mortgages appropriate for property and buyer, the latest in green technology for home renovation—is attracting artists, musicians, and craftspeople who are turning empty warehouses into living and work space and infusing new character into the area. The Near West Side, or SALT District (Syracuse Arts, Literacy, and Technology) as it is also known, is taking on buzz.

The three winning designs in the “From the Ground Up: Innovative Green Homes” competition represent advanced thinking about design, sustainability, and cost-effective building practices. Two of the single-family homes, known as R-House and TED (below left and center), neighbor each other on Otisco Street. The third, Live Work Home (below right), is several blocks away on Marcellus Street. It was designed by a team led by School of Architecture alum Rick Cook ’83.
Since the launch of the Near West Side Initiative Inc. (NWSI) less than five years ago, more than 30 new or rehabilitated residences have drawn buyers ranging from lifelong apartment-renters to suburban empty-nesters. Factory buildings that haven’t been on the tax rolls since the Orange played football under the open sky at Archbold Stadium have been transformed into mixed-use developments, featuring offices, shops, and loft apartments. Skiddy Park is sporting new basketball courts and local artists have spruced up the fences surrounding the baseball diamond with colorful designs. A second city park, Lipe Art Park, is taking shape on a reclaimed brown field. Long-standing businesses, such as Nojaim Brothers Supermarket and the Welcome Inn (a Ukrainian restaurant and charcuterie), have been joined by new shops, many of them run by resident artisans. Companies and organizations have moved into spacious affordable offices, with several big ribbon-cuttings in the offing.

“Since we started in 2007, close to $70 million worth of public and private development has been generated in the Near West Side,” says Marilyn Higgins, vice president of SU’s Community Engagement and Economic Development office and president of the NWSI board of directors. “That’s probably more than was invested in the neighborhood during the previous 60 years.” NWSI director Maarten Jacobs points to an aspect of the achievement that is more difficult to quantify. “Resident engagement and resident leadership are part of all we do,” he says. “This is not a case of large institutions and their partners coming into a neighborhood, building some houses, rehabbing commercial space, and then calling it a day. We are engaging the members of this community so they can revitalize it in accordance with their vision of what it should be.”

Settled before the Civil War, the Near West Side consists of about a square mile just west of downtown Syracuse. At its peak of development, roughly 1880-1930, the eastern part of the neighborhood boasted spacious homes, public gardens, and elegant churches, but was also home to a considerable working-class and immigrant population that found jobs at the district’s western edge, a hub of industrial activity. Among the landmark inventions created there were the Biograph camera (1897), favored by director D.W. Griffith and other masters of the silent screen, and the air-cooled combustion engine (1901) for the Franklin automobile, built for more than 30 years in a factory on the current site of Fowler High School. The automobile, which helped the Near West Side prosper, became the source of its undoing after World War II, as longtime residents and businesses headed for the suburbs, the Sunbelt, and beyond. The world seemed to have passed the old neighborhood by.

A PLACE TO LIVE

During a period of unprecedented turmoil in American home finance—and widespread retrenchment in homebuilding—the NWSI has found an invaluable partner in Home HeadQuarters Inc. of Syracuse and Central New York (HHQ), a nonprofit organization providing mortgages and rehabilitation loans for owner-occupied residences. “We do three things, all of them beneficial to people who want to own or improve their homes on the Near West Side,” says Kerry Quaglia, executive director of HHQ (homehq.org), which was founded in 1996. “First, we’re a lender, and because we are certified by the U.S. Treasury as a community development financial institution, we can be a magnet for getting credit from banks and credit unions, which we then flow into the neighborhood. Second, we do property redevelopment, taking vacant properties, such as tax-delinquent houses, and getting them renovated and into the hands of owners. Third, we provide education and counseling.” For instance, HHQ’s Home Ownership Center offers classes on rights and responsibilities of home owners, preventing foreclosure, and other subjects, drawing attendance from all over Central New York.

According to Quaglia, collaboration with NWSI partners has helped HHQ improve its ability to serve the needs of moderate-income home owners, especially in the area of achieving affordable energy costs through green innovations. “We’ve always built homes that meet federal ‘Energy Star’ guidelines,” Quaglia says. “But the connections we made on the Near West Side enabled us to build our first LEED-certified homes.” LEED (Leadership in Energy and Environmental Design) is a tougher set of standards established by the U.S. Green Building Council, covering every aspect of construction, from innovative use of recycled materials to the latest developments in heating and cooling.

The NWSI’s commitment to making sustainability a cornerstone of neighborhood construction was made plain in one of its first high-profile efforts, “From the Ground Up,” a design competition for new single-family homes specifically intended to meet local needs. HHQ partnered with the SU School of
Architecture and the Syracuse Center of Excellence in Environmental and Energy Systems (Syracuse CoE) to co-sponsor the competition, which drew 57 submissions, many of them from architects and firms at the leading edge of green technologies. “The finalists demonstrated remarkable skill in addressing this challenging project, yielding a wide range of approaches,” said architecture dean Mark Robbins G’82. “It is hoped that these houses will create new models for sustainability and innovation within limited budgets.” All three winning designs for homes were built—and sold.

Ed Bogucz, executive director of the Syracuse CoE, was impressed by the waste-not-want-not techniques proposed for new homes and was determined to adapt as many of them as possible as choices for existing homeowners, saddled with high utility bills due to antiquated equipment. “The first thing we did was join a program that gave grants to residents to conduct energy audits,” he says. “This allowed us to gather the kind of data needed to give the best possible advice.” Dozens of residents were helped, but Bogucz points to a particular instance that exemplifies the NWSI at its best: bringing new-tech solutions to the real problems of everyday people. “I had my eye on integrated systems that produce both electricity and heat as a strategy for energy efficiency,” Bogucz says. “Up to this point, these systems were intended for commercial or institutional use. But a new product, just coming to market, seemed like a workable system for a house on Marcellus Street in desperate need of a new furnace.” The system Bogucz chose consists of an engine that burns natural gas to drive an electric generator and, in the process, produces an exhaust capable of heating a hot-air furnace. With the homeowner’s permission, the Syracuse CoE bought and installed the system as a demonstration project, allowing the center to study its performance under real-life conditions. “It was a pretty good deal all the way around,” Bogucz says.

The housing action on the Near West Side isn’t confined to single-unit dwellings. Artists, musicians, writers, and people who prefer high ceilings and panoramic windows have moved into studios and apartments in mixed-use warehouse conversions, such as the Delavan Center and the Lincoln Building.

A PLACE TO DO BUSINESS
The essence of urban space is a capacity for containing many functions in close proximity. A city is a place where activities bump into each other, share areas of congruence, part without fanfare, and meet again. “At one time, the Near West Side had everything people needed within walking distance—homes, schools, places to work, places to shop, things to do,” Bogucz says. The Near West Side is reclaiming its urban identity on all these fronts.

The Delavan Center is a good example. A century-old factory complex where John Deere once produced the famed Syracuse Chilled Plow, it is now home to
dozens of small businesses and, in many cases, the people who operate them. A cabinetmaker, gunsmith, and two clothing designers who hand-sew custom fashions share the West Fayette Street address with a dental laboratory, industrial valve maker, and animation studio. A few blocks away, Steri-Pharma LLC, a manufacturer of antibiotics, occupies a traditional industrial building it purchased from Hanford Pharmaceuticals, one of Syracuse’s oldest companies, which continues to maintain a nearby site. Commercial drug manufacturing has taken place on the Near West Side continuously for more than 140 years.

Last June, the entertainment industry arrived with the opening of the 219 West arts complex, home to two music recording studios, SubCat and Black Lagoon, and Ultimate Cut, a video production house. SubCat, the primary tenant, relocated from nearby Skaneateles, where it was founded in 2001. Its client base includes scores of Central New York musicians and bands and such international companies as Century Media and Virgin Records. The studio also hosts courses that allow SU students and area high schoolers to take advantage of 219 West’s state-of-the-art facilities. The complex also contains artist housing.

Drawn by favorable costs and opportunities to shape space to their own needs, organizations are locating headquarters on the Near West Side as well:

» Syracuse Say Yes to Education has established administrative offices at the Lincoln Building, sharing the 100-year-old, 30,000-square-foot structure with residential apartments and La Casita Cultural Center, the only Latino cultural institution in Central New York. The building contains such green innovations as geothermal heating and cooling, high efficiency fixtures and appliances, and a storm-water retention system.

» The Spanish Action League of Onondaga County (“La Liga”) has moved into a rehabbed street-level row development on Oswego Street.

» WCNY, the region’s principal public television and radio broadcaster, and ProLiteracy International, a leading adult literacy organization, have both been recruited by NWSI as tenants for the 220,000-square-foot Case Complex, a property owned and under development by NWSI. In addition to offices and studios for its four television and three radio services, WCNY will build an education center and a neighborhood café in its new headquarters, which will remain open around the clock. King & King, the project’s lead architectural firm, located its Syracuse office just blocks from the site as the result of an earlier NWSI recruitment effort.

“The WCNY project signals a tremendous step forward,” Higgins says. “In addition to securing commercial development of an enormous old warehouse property, we are bringing new occupants into the Near West Side who will have positive impact on the people who live there. ProLiteracy, for example, will conduct adult literacy programs in the neighborhood.” The Case Complex, the Lincoln Building, and other properties—developed by NWSI with some $7 million in grants from New York State’s Restore New York Communities Initiative—are making the Near West Side into a daily destination for the Central New York workforce. “WCNY, Say Yes to Education, and ProLiteracy—those three alone—will bring about 155 people to the neighborhood every day,” Jacobs says. “They will require places to eat, get haircuts, bring their dry cleaning, and so on. If people are coming to the neighborhood, people will be investing in the neighborhood.”

**GOING PLACES**

After the Cameo Theater closed in 1960, it was 45 years before another movie was shown at a public venue on the Near West Side. The Red House Art Center broke that dark spell when it opened in 2005, and today the nonprofit arts organization presents some 500 films, plays, exhibitions, and events each year. “The Near West Side Initiative has highlighted the importance of serving our community,” says Stephen Svoboda, Red House’s founding executive director. “We welcome area residents to our programs, and have invited area artists, such as Tina Zagyva, to exhibit in our gallery. We recently staged a theater production at St. Lucy’s church.” This June, Red House visitors gained an opportunity to dine at the adjacent Montage Café and Bar, a French-Asian bistro, thanks in part to a new NWSI microlending program designed to meet the needs of area small businesses.

La Casita Cultural Center, opening in the Lincoln Building this fall, is equipped with an auditorium, bilingual library, art gallery, and kitchen, and will present films, exhibitions, lectures, and performances. Its presence is a perfect fit; the Near West Side has the
largest concentration of Latino residents in Onondaga County. “La Casita is designed to build bridges through arts, culture, and education,” says SU Spanish professor Inmaculada Lara-Bonilla, the La Casita program’s director. “Our goal is to provide space and resources for collaborative projects involving not only Latinos and Latinas, but people of all racial and socioeconomic backgrounds.”

And then there is 601 Tully Street, which in addition to being a building, is the name of a studio art course, a training ground for would-be baristas, and a social space that is fundamentally non-virtual. “When I saw Home Headquarters putting houses on the market for rock-bottom prices to anyone who could afford to rehab them, I thought that well, maybe, my students and I, working with community neighbors, could redo one of them,” says sculpture professor Marion Wilson, who serves as director of community initiatives in the visual arts at SU. Seeing an opportunity in Wilson’s proposal for a multi-use rehabilitation, including a new business, NWSI purchased the property and turned it over to her. The result: a two-family home, which had once been a crack house, now has Café Kubal in its first floor and garden, with Wilson’s sculpture studio and classroom occupying the upstairs. “I’ve taught a course, 601 Tully: Social Sculpture, for five semesters, and that’s how this building was transformed from this,” Wilson says, pointing to photos of it in the condition she found it. “We had a very limited budget. All the materials are recycled. Students pulled beams and lifted floorboards out of old buildings, scraped off the gross dirt, and used every bit of it. We designed and built all the furniture ourselves.” Through an agreement with Fowler High School, students attended Wilson’s class and shared the work. Now that Café Kubal is open, some Fowler students are employed part time behind the coffee bar. “Sculpture is not limited to shaping objects,” Wilson says. “We shape our thinking. We shape our environment.”

Wilson and the many other SU faculty members who have participated in NWSI projects are not only contributing to the neighborhood’s revival, but they are using the area as a living classroom for hundreds of SU students who are learning to solve problems by creating solutions that address people’s needs.

**A BEAUTIFUL DAY IN THE NEIGHBORHOOD?**

In contrast to utopias and ghost towns, a living city is a perpetual work-in-progress. There is still plenty left to do on the Near West Side, but the tasks are beginning to seem more like opportunities than burdens or pipe dreams.

This fall, structural work begins on a storm-water management project designed by the School of Architecture’s Upstate Institute. “We’re going to transform Otisco Street, a main east-west route for pedestrians, bikers, and vehicles, into an entirely green street, with curb extensions at every intersection and rain gardens along the right of way,” Jacobs says. Rain gardens are constructed to catch water that would otherwise go into the sewer system, retaining it under the growing surface for flowers, grasses, and vegetables. There are also plans to turn vacant lots into settings for public art and mini-parks. “Everywhere you look on the Near West Side, you see physical change, and you find that reflected in the optimism of everyone you talk to,” Higgins says. “After so many years of neglect, the neighborhood needs more residents and we’re attracting new people without pushing away the people who have lived there all their lives. We’re redensifying without gentrifying.” Higgins believes this is made possible by NWSI’s commitment to community participation at every level, including local residents who sit on the organization’s “remarkably talented and diverse” board of directors. “This initiative is having impact on people,” she says. “It’s creating leaders as well as buildings.”

Photo by Michelle Gabel/The Post-Standard
TRANSFORMATIVE VISION

With a $15 million gift from the Falk family and an emphasis on pairing social responsibility and service with experiential learning, the College of Human Ecology becomes the David B. Falk College of Sport and Human Dynamics.

BY MICHELE J. BARRETT

PHOTOS BY STEVE SARTORI
Trustee David B. Falk ’72 and Rhonda S. Falk ’74 gratefully recall how their parents worked long hours and sacrificed because they believed it was essential for their children to receive a college education. David’s mother, Pearl W. Falk, was a tireless public school educator who held two master’s degrees and spoke six languages. During World War II, she was an interpreter for Nelson Rockefeller, who was handling Latin American matters for the U.S. Office of Inter-American Affairs. Rhonda’s father, Leon Frank, owned an oil heating company that took him away from home frequently and required her mom, Florence, to care for the family. “My father had a heart attack at 38,” Rhonda Falk says. “Yet, he continued to work hard and provide for our family with all that was needed and much of what was wanted, including a college education for my sister and me.”

The Falks credit their parents’ strong work ethics and the priority they placed on education for their own achievements. Rhonda Falk spent the majority of her career in operations and international software sales management. David Falk, long recognized as one of the sports industry’s leading figures, is the CEO of Falk Associates Management Enterprises (fAME) and has represented many of the NBA’s all-time greats, including Michael Jordan and Patrick Ewing. During the past 30 years, Falk’s visionary innovations—and record-breaking contract negotiations—helped shape the evolution of the professional sports business.

A desire to honor their families has motivated David and Rhonda Falk’s purposeful and generous commitment to SU since graduating in the 1970s from the College of Arts and Sciences. In March, the University announced the Falks’ pledge of $15 million to the College of Human Ecology—one of the largest-ever gifts to SU. In their honor, the College of Human Ecology was renamed the David B. Falk College of Sport and Human Dynamics in July. “This gift reflects not only David and Rhonda’s generosity as philanthropists, but their thoughtfulness and vision as deeply engaged donors,” Chancellor Nancy Cantor says. “They are keenly attuned to the rapid evolution and increasing intersections of the academic fields in the college. We’re enormously grateful for this signature gift, which embraces Scholarship in Action by catalyzing cross-disciplinary collaboration.”

The Falks’ special connection to SU spans four decades and two generations. They have two daughters: Jocelyn, a 2010 graduate of the S.I. Newhouse School of Public Communications; and Daina, a Duke University graduate. In the late 1990s, the Falks created the Pearl

### PROGRAMS OF STUDY

The David B. Falk College of Sport and Human Dynamics features a diverse academic portfolio. It includes programs in the following areas of study:

- Child and Family Studies
- Hospitality Management
- Marriage and Family Therapy
- Nutrition Science and Dietetics
- Public Health
- Social Work
- Sport Management

Trustee David Falk ’72 enjoys meeting with students when he visits campus. Here, he spends some time with graduating sport management majors.
W. Falk Endowed Chancellor’s Scholarship. In 2008, they established the David B. Falk Center for Sport Management, which draws on the leadership and expertise of faculty from several schools and colleges on campus. The following year, they endowed a faculty position, the David B. Falk Professor of Sport Management, recruiting a nationally recognized expert, Professor Rick Burton ’79, to enhance the program’s research, academic, and experiential learning components. In fall 2012, the Falk Center is scheduled to debut a model interdisciplinary master’s degree program in sport venue and event management. “David and Rhonda have watched closely as our college has evolved, and they believe in and embrace our ultimate mission of social responsibility and social change through professional practice,” says Diane Lyden Murphy ’67, G’76, G’78, G’83, dean of the newly named Falk College. “We are tremendously grateful for their extraordinary transformative gift, which is the most funding Syracuse University has ever received for academic programs within human services.”

The Falks’ gift will allow the college—portions of which are housed in eight different campus buildings—to relocate to a new, central location to be created at MacNaughton and White halls, currently home to the College of Law. The move will occur once the College of Law relocates to Dineen Hall, a new building for which planning is under way.

After initially providing founding support for the Department of Sport Management, the Falks expanded their commitment to the entire academic curriculum because of the college’s deep roots in social responsibility and community service and its strong emphasis on experiential learning. The college’s academic portfolio includes programs in child and family studies, hospitality management and food studies, marriage and family therapy, nutrition, public health, social work, and sport management. “Global concerns for critical societal issues like childhood obesity, substance abuse, elder care, and malnutrition are at an all-time high,” David Falk says. “We need dedicated professionals who are committed and willing to give of their time and of themselves. The Falk College’s unique combination that pairs social responsibility and service with experiential learning means students will be well trained to address society’s most pressing issues, finding themselves both where the jobs are—and where they are most needed.”

The Falks’ belief in social responsibility is evident in their personal lives. Rhonda is involved in the Susan G. Komen Foundation for the cure of breast cancer. David has served as chairman of the annual Sports-a-Thon to benefit the Leukemia & Lymphoma Society of America, raising more than $2 million in the past decade, and he currently sits on the board of directors of the Congressional Award Foundation, which honors young Americans for volunteer public service and other achievements.

The significant presence of experiential learning in all of the college’s academic programs—locally, nationally, or globally—is particularly exciting to the Falks. For decades, the college has maintained professional field placements in social work and marriage and family therapy in Central New York communities. This year, the college sponsored numerous study abroad programs, including public health studies in Amsterdam that focused on global perspectives of alcohol and other drug policies; a comparative review of social work services across France, Germany, and Switzerland; and, exploration of the history of the ancient and modern Olympic Games spanning Athens, London, Paris, and Lausanne. The college also launched two new spring break programs: one that developed from an ongoing collaborative relationship with the University of the West Indies in Trinidad, allowing students in child and family studies to observe and participate in education and social service settings there; the other was a sport management immersion program in Los Angeles that introduced students to representatives from such organizations as ESPN, the Los Angeles Lakers, and the L.A. Coliseum.

“ I take pride knowing I’m teaching young athletes to be good businessmen and good citizens.”
—DAVID B. FALK
“There was very little emphasis on experiential opportunities when I was a student, particularly for a psychology major with an interest in French,” Rhonda Falk says. “Most of our learning took place in the classroom, although there were some credit-based internship courses. I am a very strong proponent of taking classroom learning and applying it before you graduate to gain experience.”

David Falk notes the important role alumni can play by offering internships, networking, and job opportunities to students. He cites the college’s Sport Management Advisory Board—which he chairs—as a valuable tool in facilitating the link between classroom learning and experience-rich opportunities that will set SU graduates apart from the competition.

The Falk College is also the academic home of the Kleinhandler Student-Athlete Life Skills Program, a collaborative, interdisciplinary course designed for student-athletes that focuses on personal and social responsibility. A top priority of the Falks, the course aims to assist student-athletes in managing the challenges of college and athletic life, as well as life after college, focusing on addictive behaviors, fiscal responsibility, strategies for enhancing athletic and academic performances, and personal and social issues related to race, diversity, and sexuality. David Falk believes the college is in an excellent position to expand this program and make it a national model for the NCAA, the governing body for many university and college athletic programs.

He also sees an opportunity for Falk College students to get involved in tutoring, advising, and mentoring student-athletes. “For 20 years, I have been asking college coaches what happens to the 98 percent of students who dream of playing professional sports, but have no realistic opportunity to do so,” he says. “This course motivates them and provokes action on preparing for life after college sports whether or not they turn professional.”

Falk likens his work as an agent to that of a teacher. “I help young people establish themselves financially,” he says. “Equally as important, we spend time focusing on their responsibilities of being role models and giving back to the communities where they live. I take pride knowing I’m teaching young athletes to be good businessmen and good citizens.” He regularly visits campus to talk with students and share his experiences. “I love the interaction,” he says. “Hearing what students think is also important because it helps me re-evaluate my ideas.” During one visit, Falk told students a story about his colleague and friend, John Thompson, the legendary former Georgetown basketball coach. In 1984, Thompson called Falk, wanting to know what he thought about the possibility of All-America center Patrick Ewing leaving school a year early to enter the NBA Draft. “It’s a terrible idea,” Falk told Thompson. Ewing completed his senior year and, with Falk as his representative, was the top pick in the 1985 NBA Draft, selected by the New York Knicks. Among his accomplishments, Falk negotiated the highest contract at the time in NBA history for Ewing. “Though I had never met Ewing when Coach Thompson called me in 1984, I read an article in The Washington Post where Patrick promised his mother, an immigrant from Jamaica, that he would finish school,” Falk says. “His mother passed away during his junior year. She wanted him to finish school and that meant something.”

Falk recalls a conversation he had with his own mother, sometime around his junior year in college. He expressed his gratitude for all she had done and told her he would build a monument in her name one day. “While our gift that has renamed the college is not exactly a statue in my mother’s name, it is a way Rhonda and I will honor our parents’ memories and keep learning alive,” he says. “Plus, it is our way of saying thank you to our families and to Syracuse University.”
AS THE ONLY ALL-MALE RESIDENCE HALL on campus since 2005, the Butterfield House on Comstock Avenue stands as an anomaly. However, it was once the home of Alpha Gamma Delta, a Greek organization for women founded at Syracuse University in 1904. The house was designed by Emily Butterfield, a founding member who became a prominent architect, and is scheduled to return as the sorority’s residence this fall.

Between the late 19th and early 20th centuries, Alpha Gamma Delta wasn’t the only sorority founded on the Hill. Alpha Phi and Gamma Phi Beta were also established here. Nationally, these three sororities are known as the “Syracuse Triad.” Although Alpha Gamma Delta shut down at SU a decade ago, its participation in last fall’s Bid Day marked the return of the Syracuse Triad on campus. “We are proud of the long tradition of our fraternity and sorority community and are delighted that Alpha Gamma Delta has rejoined it,” says Eddie D. Banks, director of the Office of Fraternity and Sorority Affairs. “After all, this is where it all began.”

Alpha Phi and Gamma Phi Beta have the distinction of being the first Greek organizations for women on campus. Although SU was founded as a coeducational institution, “women felt an atmosphere of opposition and criticism,” according to a letter written by Alpha Phi co-founder Martha Foote Crow. “We had no chance to blossom forth in a free atmosphere of encouragement and approval.” On September 18, 1872, 14 women gathered at 41 Irving Street for what became known as the first Alpha Phi chapter meeting. Out of this group, 10 became founding members.

Alpha Phi wouldn’t have survived if it weren’t for Greek professor Wellesley P. Coddington. He convinced the group to incorporate under New York State law, applying under the name “the Michaelanean Society” (as Greek-letter organizations weren’t included in such laws at the time). He also drafted the motto, co-wrote the

THE SYRACUSE TRIAD

The sororities Alpha Phi, Gamma Phi Beta, and Alpha Gamma Delta were founded at SU more than a century ago.

BY CHARNICE MILTON
constitution, and encouraged Alpha Phi to establish what is now known as the first women’s fraternity chapter house, located where the Newhouse 1 building stands today.

On November 11, 1874, four students founded Gamma Phi Beta. One of the founders, Frances Haven, was the daughter of then-Chancellor E. O. Haven, a proponent of women’s education. Although initially invited to join Alpha Phi, Haven declined, opting to create a new organization with three other unaffiliated women. Among the group was Helen Dodge, who attended the first Alpha Phi meeting, but rejected membership because she felt she didn’t fit in. Gamma Phi Beta is best known for coining the term “sorority,” whose Medieval Latin roots translate to “sisterhood.”

By 1904, there were seven sororities on campus, but that didn’t stop Coddington from forming another one. On May 30, 11 women attended the first Alpha Gamma Delta chapter meeting in his home. Since its beginning, Alpha Gamma Delta faced steep competition from other women’s sororities and was even invited to join another national organization. However, following Coddington’s advice, Alpha Gamma Delta declined and launched new chapters at Wisconsin (1905), Minnesota, DePauw (both 1908), and Northwestern (1913).

Today, all three sororities have chapters throughout the United States and Canada. They maintain a special bond because of their Syracuse roots, and some campuses hold Triad events, according to Eileen Day O’Brien ’71, who pledged Gamma Phi Beta in 1968. O’Brien’s daughter pledged Alpha Gamma Delta at Indiana University, and the Syracuse Triad has become a tradition in their family. “I encouraged her to reach out to the Gamma Phis and the Alpha Phis and see if they could do something together,” O’Brien says. “She thought it was a good idea.”

When O’Brien pledged in winter 1968, social change was under way with the women’s and civil rights movements gaining momentum and Greek involvement decreased as a result. “Sororities could have become an anachronistic part of college history—social dinosaurs, so to speak,” O’Brien says. “But they changed too.” Since their founding, each Triad member has tackled different issues through philanthropic work. Despite such efforts—and its reputation as the founding chapter—SU’s Alpha Gamma Delta chapter closed its doors in 2001 because of dwindling membership. “[We’ve gotten a lot] of words of encouragement,” chapter president Emily Furnal ’01 told The Daily Orange. “Everyone is really in disbelief as we all are.”

Nine years after leaving SU, Alpha Gamma Delta recolonized the campus last October, selecting more than 100 women to join. “The caliber of women we met at Syracuse was astounding,” Alpha Gamma Delta International president Jackie Brannon Stutts said in a press statement. “These new members express one of the highest commitments to establishing a chapter that truly stands out among Greek life at Syracuse.”

As for future Syracuse Triad events on campus, Gamma Phi Beta president Stacy McAllister ’12 hints about the possibility. “Since Alpha Gamma Delta just returned, relationships between the presidents are still developing,” she says. “However, I do see them becoming stronger in the future.” The three presidents have been discussing plans for an event in the fall. “I just hope the next Triad event happens before I graduate,” McAllister laughs.
THE JOURNEY CONTINUES

WHO WOULD HAVE THOUGHT when I visited campus almost nine years ago with my wife, son, and daughter (Class of 2008), that one day I would represent all of our alumni as president of the Syracuse University Alumni Association (SUAA) and before the Board of Trustees. Or that someone like me—a Whitman School graduate who wrote his honors thesis on SU’s marketing strategies in admissions, fund-raising activities, parents programs, and alumni affairs—would have an opportunity to become so passionately involved in all of these areas. Or that my SU “hobby” would turn into a special way for me to connect with alumni around the world.

Following my family’s visit to SU in 2002, I re-established the Northern New Jersey Alumni Club, and, in 2005, joined the national alumni board. I’m also an alumni admissions representative and served with my wife, Beth, on the national parents board. However, my deepest passion has been to promote a culture of philanthropy, both personally and among alumni. As chair of the SUAA’s new philanthropy committee, I worked with development staff to launch the Generation Orange initiative, which seeks to engage Syracuse University graduates from the past 10 years, and also to reach out to alumni clubs around the country.

My journey continues as SUAA president, a position I take very seriously. I hope to be a bridge for those of you who want to reconnect with SU like I did. I also want to be a resource for important information about SU so you can stay informed. In fact, I recently launched a monthly president’s blog, which you can find at alumni.syr.edu and read about my unique perspective on all things Orange.

I want to extend a heartfelt thanks to SUAA past president Larry Bashe ’66, G’68, who was not only a great leader and mentor, but also became a close friend, and to the dedicated alumni relations and development staffs who support our efforts. We are all better because of their commitment to SU’s alumni. I also look forward to working with our board of dedicated alumni volunteers who have unselfishly and consistently given to SU of their time, talent, and treasure.

Where will this journey take us? Check out my blog or drop me a line with your thoughts and ideas. All I can say is hold on and enjoy the ride!

Brian Spector ’78
President, Syracuse University Alumni Association

CLASS NOTES
NEWS from SU ALUMNI

SEND US NEWS OF YOUR ACCOMPLISHMENTS.

To submit information for Class Notes via the Internet, go to alumni.syr.edu and register with the SU Alumni Online Community. Items will appear in the magazine and in the Class Notes section of the online community. Items can also be sent to Alumni Editor, Syracuse University Magazine; 820 Comstock Avenue, Room 308; Syracuse, NY 13244-5040.

50s

Joseph F. Zimmerman G’51, G’54 (MAX) of Delmar, N.Y., is professor of political science at the Rockefeller College of the State University of New York at Albany. He wrote Horizontal Federalism: Interstate Relations (SUNY Press), which provides detailed information and analysis of interstate relations, and advances recommendations to improve the economic and political unions.

Paul Zuckerman ’51 (A&S), G’67, G’97 (EDU) of Salt Lake City designed and constructed Wasatch Wildflowers, a photographic exhibition that provides easy identification of wildflowers in the Central Wasatch and Western Rocky Mountain ranges. The exhibition, which was created for the summer Utah State Fair and the Salt Lake County Fair, was made with a close-up photographic technique to capture and enlarge the wildflower images using the Hasselblad camera system. The exhibition is now on permanent display on the University of Utah campus.

60s

Susan Mandel Glazer ’60 (FALK) wrote Beyond the Looking Glass, which invites teachers to reflect on their personalities, behavior patterns, and vocabulary, and on students, to improve classroom relationships and foster a safe and dynamic learning environment (www.Christopher-Gordon.com).

Denise LeFrak Calicchio ’63 (EDU) co-wrote Rooftop Gardens (Rizzoli), a real estate and design book that profiles Manhattan’s most exclusive addresses and their private gardens.

William K. Weisenberg ’66 (A&S), assistant executive director for public affairs, government relations, and diversity initiatives for the Ohio State Bar Association, received the Bar Medal Award for exemplifying meritorious service to the legal profession, community, and humanity.

Robert Pressman G’67, G’70 (EDU), a pediatric psychologist in Providence, R.I., his wife Stephanie Donaldson-Pressman ’69 (A&S), a licensed clinical social worker and trainer in family therapy, and their daughter, Rebecca Jackson, co-wrote Good Night and Matilda & Maxwell’s Good Night (Good Parent Inc. Publishers), a series of short, informative books for busy parents that offer simple, expert advice on one parenting issue at a time. Each book in the series has a special companion book just for kids (www.goodparentgoodchild.com).

Roland Van Deusen ’67 (A&S), G’75 (SWK) was arrested with activist Daniel Ellsberg and members of Veterans for Peace, for a civil disobedience demonstration at the White House on the ninth anniversary of the start of the war in Iraq.

Joan Lesikin ’68 (VPA) had a solo exhibition of paintings at the Unison Gallery in New Paltz, N.Y.
David Patterson ’68 (A&S) is executive director of the Gestalt Institute of Cleveland.

Barbara Gydé ’69 (VPA) is chief external affairs officer for Lighthouse International, a leading not-for-profit organization dedicated to fighting vision loss through prevention, treatment, and empowerment.

James W. Heffernan ’69 (A&S), G’74 (WSM) is chairman of the Council on Developmental Disabilities of the Theodore Roosevelt Inaugural Site Foundation’s 2011 President’s Award for his outstanding service to the national historic site.


Michelle Morse ’71 (VPA) of Pompano Beach, Fla., is an illustrator and muralist. She painted a mural at Coral Springs High School for the documentary, POM Wonderful Presents the Greatest Movie Ever Sold, by filmmaker Morgan Spurlock.

Amy Brill Rafferty ’71, G’78 (A&S) of Franklin, N.H., retired as graduate faculty and director of distance learning at New England College. She is a volunteer mentor with the Lakes Region (N.H.) chapter of SCORE, providing management counseling and workshops for local businesses.

Robert Seidman G’71, G’80 (LCS) wrote Saving Higher Education: The Integrated, Competency-Based Three-Year Bachelor’s Degree Program (Wiley), which presents a clear path to saving costs without jeopardizing academic quality.

Karen DeCrow L’72 (LAW) participated in a roundtable discussion addressing the global challenge of providing women greater access to justice. The event was hosted by the Fifth Judicial District Women in the Courts Committee in Syracuse as part of the World Learning Visitor Exchange Program sponsored by the U.S. Department of State’s Bureau of Education and Cultural Affairs. The three-week program is designed for female judges, lawyers, law enforcement officers, and advocates for women’s rights around the world.

Gladys Montgomery ’72 (A&S) of West Stockbridge, Mass., wrote Storybook Cottages: America’s Carpenter Gothic Style (Rizzoli), which takes readers on an evocative visual tour of historic and newly constructed Carpenter Gothic cottages, highlighting the style’s defining details and a range of approaches to interior decoration.

Toni S. Sullivan ’72 (A&S), a social worker and community activist in West Sacramento, Calif., distributes food, clothing, and household items to neighbors who are low income and elderly, or who have disabilities. She also helps people spay and neuter their pets and feral cats; transports people to doctor’s appointments; and offers advice on how to obtain aid when necessary.


Eleanor Frierson ’73 (IST) of Chevy Chase, Md., was named the 2010 Federal Librarian of the Year by the Library of Congress’s Federal Library and Information Center Committee for her leadership and direction of the National Agricultural Library and her service as co-chair of the Science.gov Alliance.

Beth Gigante Klingenstein ’73 (VPA), an associate professor of music at Valley City State University, earned a Ph.D. degree in educational leadership from the University of North Dakota. She is a nationally recognized presenter and author on issues facing independent piano teachers and has published more than 25 articles and two books, the most recent being The Independent Piano Teacher’s Studio Handbook (Hal Leonard Corporation).

Joseph Nowinski G’73 (A&S) of Tolland, Conn., is a prominent psychologist who co-authored Saying Goodbye (www.NewGrief.com), which offers a roadmap for families confronting their feelings while a loved one’s health declines. Nowinski has written several award-winning books and is a columnist for the Huffington Post.

Helen L. De Haan ’70 (IST) retired from teaching fifth grade and serving as the library media specialist in the Newark Valley (N.Y.) School District in 1997. She spent the next 12 years serving on the district’s board of education before retiring again in 2010.

Ruth Brown Kowal ’70 (A&S) retired as director of administration and finance at the Boston Public Library after a 40-year career in Massachusetts public libraries.

Lois Mathieu ’70 (A&S) of Bloomfield, Conn., wrote Debut (SterlingHousePublisher), a novel about the significance of giving a child up for adoption.

Arvind Sharma G’70 (MAX), Birks Professor of Comparative Religion at McGill University, wrote Hinduism as a Missionary Religion and One Religion Too Many: The Religiously Comparative Reflections of a Comparatively Religious Hindu. Both books were published by SUNY Press (www.sunypress.edu).

Thomas E. Brydges ’71 (A&S), L’73 (LAW), a partner in Jaeckle Fleischmann & Mugel law firm in Buffalo, N.Y., was presented with the Theodore Roosevelt Inaugural Site Foundation’s 2011 President’s Award for his outstanding service to the national historic site.


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Nearly 1,200 alumni, friends, and family members gathered on June 26 for SU Day at Yankee Stadium, sponsored by the SU Alumni Association (SUAA). Among those in attendance were SUAA president and SU trustee Brian Spector ’78 (second from left) and Orange football alumni Chad Battles ’11 (left), Ryan Bartholomew ’11, and Rob Nieves ’11 (right), members of the winning Pinstripe Bowl team that played in the stadium last December. Fans were treated to Old Timers’ Day festivities and the Yankees’ 6-4 win over the Orange football alumni.

J. Edward “Ned” Tillman G’73 (A&S) of Columbia, Md., merged his firm, Growth Adventures, with BuzzQuake Marketing to launch Sustainable Growth, a partnership that advises businesses, non-profits, and government agencies on becoming leaders in sustainability. He is married to Kathryn Bell Tillman ’73 (VPA/EDU).

D. Rodman Henderer ’74 (ARC) of Chevy Chase, Md., was elevated to the prestigious College of Fellows by the 2011 Jury of Fellows from the American Institute of Architects.

Ronald Mason ’74 (UTICA) is vice president for human resources at Quinnipiac University in Hamden, Conn. A member of the president’s cabinet, he is the first to serve in this new senior management position.

Judy Nauseef ’74 (NEW), a landscape designer in Iowa City, serves on the 2011 Garden Design magazine advisory board.

Herbert Weisbaum ’74 (NEW), an award-winning journalist, is afternoon anchor at ABC affiliate KOMO NEWS in Seattle. He also reports on consumer issues for KOMO Radio and TV, and writes “The ConsumerMan” (www.consumerman.msnbc.com), a popular weekly column that warns readers about scams, bad deals, dangerous products, and false advertising. For his dedication to helping consumers, Weisbaum was honored by the National Consumers League and the Consumer Federation of America.

Ron Jensen G’75 (LCS) is president of IEEE-USA, the world’s largest technical professional association. His priorities for 2011 are to advance innovation, entrepreneurship, and competitiveness in the U.S.

Stuart (Lebzelter) Layne ’75 (NEW) is chief marketing and revenue officer of the Arena Football League. A sports marketing and media veteran, Layne has worked for 24 years as a sales and marketing executive in sports and communications, including CBS Television Network sales and senior marketing and sales executive with the Seattle Mariners and Boston Celtics. Founder of his own sports and entertainment marketing agency, Seven 2 Sports Marketing, Layne created integrated marketing strategies for such clients as the Indiana Pacers, Celtics legend Bill Russell, Regan Communications-Boston, the National Corporate Theater Fund, and team sports solutions for ClickSquared, one of the world’s leading digital database marketing companies.

Michael Schuman ’75 (NEW) of Keene, N.H., won a first-place award at the North American Travel Journalists Association competition in the category of Family Travel—Print, for his article “Science of Hocus Pocus” on the traveling exhibition, Harry Potter: The Exhibition, at the Museum of Science in Boston.

Wendy Shields ’75 (EDU), a teacher at Cheshire Academy in Cheshire, Conn., is vice president of Pathways Togo, a nonprofit organization created to provide scholarships to women and girls in Togo, West Africa—one of the poorest countries where more than half of the women are illiterate (pathwaysstogo.org/).

Budd Bailey ’77 (NEW) received the 2011 Tom Borrelli Award from the National Lacrosse League (NLL). Bailey covers the NLL for the Buffalo News.

Claire Cook ’77 (A&S), a best-selling author who lives in Scituate, Mass., released her eighth novel, Best Staged Plans (Voice), a breezy beach read that offers a behind-the-scenes look at the home industry made popular by HGTV programming. Cook’s other novels include Life’s a Beach, Must Love Dogs, and Seven Year Switch (clairecook.com).

Thomas C. Fensch G’77 (NEW) wrote The Man Who Changed His Skin: The Life and Work of John Howard Griffin (New Century Books), the first complete biography of the man who turned his skin black and traveled throughout the South in 1959-60. Griffin’s subsequent autobiography about his experience, Black Like Me, became an instant American classic. The author of 30 books, Fensch has published four books about John Steinbeck, two on Theodor “Dr. Seuss” Geisel, two on James Thurber, and one each on Hemingway and Oskar Schindler.

Steve Weissman ’77 (WSM) of Glen Rock, N.J., is chief financial officer of The Fireman Hospitality Group, a multi-restaurant owner/operator and management group of 10 properties nationwide.

Eileen Collins ’78 (A&S), H’01, the first female shuttle pilot and commander, received the Aero Club of New England Godfrey L. Cabot Award, which is given to individuals or teams who have made unparalleled contributions to advance aviation and space flight.
Two Alumni Honored with Pulitzers

PHOTOGRAPHING THE TRAGIC AFTERMATH OF THE EARTHQUAKE IN HAITI and exposing corruption in a suburban Los Angeles town brought 2011 Pulitzer Prizes to two Newhouse School alumni. Photojournalist Nikki Kahn G’04 received a Pulitzer in the Breaking News Photography category, and reporter Paloma Esquivel G’06 was honored with a Pulitzer in the Public Service category.

Kahn, a staff photographer for The Washington Post, and colleagues Carol Guzy and Ricky Carioti were recognized for images they captured over a year’s time in Haiti following the Caribbean nation’s devastating 2010 earthquake. “It was impossible for us to disconnect ourselves because of the magnitude of the disaster,” says Kahn, who earned a master's degree in photojournalism from Newhouse. “We were there, in the moment, working.” The photos brought the disaster to life and personalized the tragedy for many Americans. “I think the photo of Idamise, the old lady leaning against the tree, is probably one of my favorites,” Kahn says. “It seemed to encompass all that Haiti was feeling, just broken and tired, but proud and hopeful at the same time. That is a photo I feel very close to.”

Esquivel was part of a team of 11 Los Angeles Times reporters who uncovered an extraordinary municipal scandal: the misappropriation of millions of taxpayer dollars by city officials in Bell, California, with almost all of the money going directly into their pockets in the form of outrageous salaries. “I didn’t think it would be that big,” says Esquivel, a graduate of the Newhouse master’s degree program in newspaper, magazine, and online journalism. “To me, it was really a lesson in how bad things can get when there isn’t much oversight from local media.”

Kahn and Esquivel expressed pride in winning the Pulitzer, one of the most prestigious honors in American journalism, but at the end of the day say they don’t feel any real difference. Both felt they were just doing their jobs.

—Natalie Maneval

Nikki Kahn G’04 (above) took the photo of Idamise Pierre leaning against a tree in Haiti. The photo was among the selection taken by Washington Post photojournalists who were awarded a Pulitzer Prize for their coverage of the aftermath of the 2010 earthquake in Haiti.
CONNECTING CULTURES THROUGH WORDS AND TECHNOLOGY

BY PROFESSION, BAILIN “BERLIN” FANG IS AN instructional designer. As associate director for the North Institute for Teaching and Learning at Oklahoma Christian University, he teaches professors how to use technology to enhance lesson plans and promote understanding with their students. As a blogger and translator, Fang uses these same skills to reach millions of Chinese readers around the world. “Everything I learned about connecting with others, I learned from blogging,” says Fang, a native of Anhui Province in China.

Fang left China in 2002, enrolling at Syracuse University as a graduate student in the School of Education’s Department of Instructional Design, Development, and Evaluation. In 2004, he attended a lecture by a School of Information Studies professor about blogging and social bookmarking that planted the idea of creating a blog. “I was thinking, ‘Why shouldn’t I start something like that myself?’” he says. “I always enjoyed writing and I always need an audience to listen or read the things I write about.” So, in a South Campus computer lab, Fang launched his blog, then called “Nightly Talks from the Snow City,” a reference to the local Chinese community’s nickname for Syracuse.

Although he originally began the blog to share what he learned in classes, Fang found it as a way to share his insights into American culture from a Chinese perspective. “The Chinese are learning a lot from this country, but lots of times, they learn from imitating the actual ways Americans do things without understanding the reasons behind them,” he says. “I wanted to share what is really going on around me and use this blog as a window, so to speak, for those who are going to come here, or for those who cannot come here, but want to learn about the culture.”

Since then, the blog, now named “Nan Qiao’s Blog” (a reference to his Chinese pen name), has garnered more than three-million page views and attention from Chinese media outlets. He has blogged about everything from the institution of marriage to potluck dinners, and regularly receives requests to write commentaries for newspapers and magazines on issues ranging from health care reform to American unions. Although researching such topics can be overwhelming, learning about American culture fascinates Fang. “In a way, I feel like a cultural anthropologist,” he says with a chuckle, “but I hope people don’t mind that I do that.”

One subject he discusses in his blog is his work as a renowned literary translator. In a 2010 entry titled “Translator’s Block,” Fang called literary translation “one of the toughest and most rewarding pursuits in the world.” Although translating doesn’t pay very well ($10-$15 for every 1,000 words), it’s well worth it to have “a dialogue with the literary masters in the world,” he says. Fang has translated works by such authors as Nobel Prize winner V.S. Naipaul, National Book Award winner Colum McCann, and Betty Smith, many of which became best sellers and award winners in China. For instance, Fang’s translation of McCann’s Let the Great World Spin won the 2010 Weishanhu Prize, China’s highest award for an international author.

Whether it is through his blog, literary translations, or helping teachers incorporate technology into their lesson plans, Fang has made a career of helping different cultures understand each other. “I’m a living testimony that you can use an online platform to have an influence on people,” he says. “I’m also a living testimony that you can build a presence when you’re at a distance—since I’m so far away and left China so many years ago.”

—Charnice Milton
Robert Sacha ’79 (A&S/NEW), owner of Sacha Photography in New York City, co-directed and shot three films for the Open Society Foundations on denial of pain relief, forced sterilization, and detention as treatment. The films were produced by Pamela Chen ’05 (NEW), senior communications coordinator for the Open Society Foundations, founded by George Soros, as part of the organization’s campaign to Stop Torture in Healthcare (www.soros.org/newsroom).

Rick Burton ’79 (NEW) wrote The Darkest Mission (Long Reef Press), a crime thriller that brings together WWII flyers, a sadistic Nazi colonel, East Germany’s feared secret police, the CIA, and a prominent U.S. senator with years of Cold War knowledge. Burton is the David B. Falk Professor of Sport Management at Syracuse University.

Charles Shelton ’80 (NEW) is a professional writer/filmmaker specializing in the scary genres.

Melanie Gray L’81 (LAW) was honored by Crisis Intervention of Houston (CIH) at its “Magic of M” gala, which celebrated five women—all with first names beginning with M—for answering the call of service to the community through their tireless volunteer efforts. The event raised a record-breaking amount in donations for CIH, which operates Houston’s 24/7 Crisis Hotline. A partner at Weil, Gotshal & Manges law firm and an active member of Houston’s philanthropic community, Gray also serves as vice chair of the SU Board of Trustees and as co-chair of The Campaign for Syracuse University.

Daniel Stetson G’81 (EDU) received the Berakah Award from the North American Academy of Liturgy for his liturgical scholarship and award-winning contributions to sacred art and architecture.

Scott Barnett ’82 (NEW) of Milford, Conn., created Stags Tournament Central (www.fairfield.edu/athletics/tourney/ath_macac.html), a portal for the Fairfield Stags men’s basketball team, which featured in-game Twitter and Facebook action updates, video clips, and “Fan Zone” tournament updates during its MACC tournament games and NIT post-season play.

Bernard Lynch ’82 (NEW) is a photographer whose work has been published in American Photo, French Photo, The Miami Herald, Ft. Lauderdale Sun-Sentinel, and TROPIC magazine, among others. His photos were also featured in a juried exhibition, CHANGE, and in the gallery at the Connecticut Commission on Culture and Tourism.

Mary Dennis Swanson ’84 (A&S) and her husband, Geoffrey R. Swanson ’85 (LCSC), report that their son, Dennis Swanson ’14 (VPA), completed his first year at SU—the fourth generation of his family to attend Syracuse.

Michael Anciolliti ’85 (VPA) of Baldwinsville, N.Y., is president of Latoria, Paul & McCann Advertising in Syracuse. Anciolliti and his wife, Janelle Carpenter Anciolliti ’85 (A&S/NEW), have three sons.

Mitchell Hara ’86 (WSM) is senior vice president of corporate strategy at HSN Inc. (Home Shopping Network), an interactive, multi-channel retailer with direct-to-consumer expertise. Hara, who has 20 years of investment banking and capital markets experience, assists with the overall corporate strategy, identifying and developing new strategic initiatives and leading the strategic process for the company. He also evaluates and oversees potential strategic partnerships and transactions.

Jonathan Breger ’87 (NEW) is pre-sales engineer at ShoreGroup Inc., an information services company in Syracuse.

Terese Genecco ’87 (VPA), a jazz singer billed as Terese Genecco & Her Little Big Band, headlines at the Iridium Jazz Club in New York City on the last Tuesday of every month (www.iridiumjazzclub.com).


Pamela J. Alvord ’88 (NEW) is executive vice president, managing director of strategy and operations, at Kilannon, an Atlanta-based advertising agency that serves both national and international clients.

David M. Black ’89 (A&S), an account executive for WMFW News 6 in Portland, Maine, is a four-time winner of the prestigious Hearst Television Eagle Award for being one of the top salespersons in the country. He lives in Cape Elizabeth, Maine, with his wife, Kim, and their two daughters.

David Horvath ’89 (WSM) of Bricksville, Ohio, is a hearsing officer to the Ohio Board of Cosmetology and serves on the executive and finance committees of the Cuyahoga County Republican Party. He is also a Royal Arch Mason.

Gary Scheiner ’89 (NEW) of Millburn, N.J., is managing partner and chief creative officer of Rosetta, the interactive advertising agency acquired by the Publicis Group. He represented the United States as a jury member at the 2011 Cannes Lions Festival in France.

Amy Sapio Shiley ’89 (A&S) is general manager for the human resources and payroll departments in the New York and Pennsylvania divisions of National Fuel Gas Distribution Corporation. She resides in Orchard Park, N.Y., with her husband and two children.

Amy J. Vigneron L’89 (LAW), a partner in the Buffalo-based law firm of Cohen & Lombardo, is president of the board of directors of the Joan A. Male Family Support Center, the only 24-hour phone and in-home crisis intervention program in Erie County, N.Y.

Ann Welles ’89 (VPA) received a 2011 ARTS Partnership Award from the ARTS Council of the Southern Finger Lakes in recognition of her significant contribution to the region’s arts and cultural life.

John Robinson ’90 (NEW), general manager for AXXESS Media Productions in Albany, N.Y., launched a new web portal, OurAbility.com, to provide a series of mentoring resources for people with disabilities looking for employment or educational opportunities. OurAbility.com is partnering with businesses, universities, and organizations—including Cargill, NYSARC Inc., Trust Services, the U.S. Business Leadership Network, and Syracuse University—to provide the best information possible to people with disabilities.

Craig Enger ’91 (NEW) of Rockville, Md., has a new album, Coastline, now available on iTunes, Amazon, and other venues. Profits from the sale of the album—which features acoustic rhythms, poetic lyrics, multi-part harmonies, and steel drums—will go to charity.

Timothy Pota ’91 (A&S) of Newtown, Pa., is deputy chief compliance counsel for Guy Carpenter & Company, a global risk and reinsurance specialist. He was selected as a “Rising Star” in Reactions magazine’s global survey as one of 50 executives regarded as the next generation of leaders in the insurance industry.

MaryBeth Vrees ’91 (NEW) is vice president, director of strategic communications, for Blitz, a Boston-based advertising agency. An award-winning media, public relations, and marketing veteran, Vrees focuses on public relations and social media.

Kimberly A. Blackwell ’92 (A&S), CEO and managing partner of PMM Agency, an advertising agency located in Columbus, Ohio, was appointed to a three-year term on the National Women’s Business Council—a bi-partisan federal advisory board created to serve as an independent source of advice and policy recommendations to President Obama, the U.S. Congress, and the U.S. Small Business Administration on economic issues of importance to women business owners.
RAINBOW-COLORED DAYS

Relocating from Central New York to Central America, the Tewogbola family is experiencing the adventure of a lifetime

BY TASNEEM GRACE-TEWOGBOLA

LAST YEAR MY HUSBAND AND I GAVE IT ALL UP: OUR home, our salaries, and our furniture to drive into our dream. Dubbing it “The Fantastic Voyage,” we loaded our three daughters, one laptop, two maps, eight pieces of luggage, and a potty into our Honda minivan and drove 1,812 miles from Central New York to Central America. We relocated to Belize seeking a new climate (from snow to sun), new culture (from collards to callaloo), and new perspectives (from U.S. pace to Caribbean patience).

Buoyed by let’s-live-our-vision-now boldness, we spent two years downsizing our lifestyle and debt and boosting our savings and courage. Now we are here, where fantasy meets reality and where daily blessings offer adventure beyond imagination. I’d love to say the past nine months have been all sunshine and sarongs, but I’d be lying. The word “adventure” best explains our mission to accept life as it comes and remember that paradise is truly a state of mind.

Good fortune, a 1995 SU Study Abroad semester in Zimbabwe, a travel-hungry spouse, and journalism gave me the gumption for this life change. I first traveled to Belize nearly eight years ago as a features writer with The Tennessean. My job was to spend three days covering a women’s interfaith retreat organized by a Belizean who resides in Nashville and founded a nonprofit organization called Bridging Belize Network. I took the trip, wrote the story, and kept in touch throughout marriage, motherhood, and a move back north to Syracuse. Three years ago, that same CEO asked me, and my husband, to move to Belize and coordinate their local projects. Disbelief struck us silent for about 10 minutes, then grins cramped our cheeks. We accepted the offer and began to swat every fear with faith.

It’s easy to feel stuck in chill mode when you move from a cool, gray place to a hot, sunny one. But we are not on vacation—this is typical life near the Caribbean Sea. We live
in a rural home made of cement and tile. A rainbow-colored hammock sways on the veranda. Palm, coconut, mango, lime, cashew, banana, sour sop, and custard apple trees line the yard. Iguanas slink everywhere. A crocodile swims in the backyard bay. Sandflies and mosquitoes attack at night and at sunrise I run past cyclists, cattle, horses, parrots, and stray dogs.

Three of our daughters—number four was born five months ago here, at home, with a Belizean midwife—attend the local primary school, the lone Americans among Kriol kids. Aged 8, 5, and 3, they lace their speech with Caribbean melody. “Fahtee-one, fahtee-two, fahtee-tree,” counts the 3-year-old. Just as in Syracuse, I juggle homemaking, child care, and writing with a part-time gig that includes hosting medical missionaries and collecting oral histories. As a family, we have a special task to learn the “Belizean way,” and not rely on how we did things “back home.”

Here, patience is our professor. Here, Belizeans work hard but take life easy. Here, the focus is not on consumption, but creation. Hungry for tortillas? Make them! Need a bench? Build it! Need to relax? Crank up the music and move! Of course, Belize is not all beaches and rum, no place is. Crime is on the rise, gas prices are crazy ($6 U.S./per gallon) and unemployment fuels discontent. As everywhere, bliss lives beside burden: There is luxury and lack, scuba and strife, reef and risk.

This is the daily work of creating new comfort zones, and the lasting gift of travel—the truth that despite hardship, goodness is global. Even while huddled in one room listening to the moans of Hurricane Richard, even when electricity—and our fans—die in 90-degree heat, even as sweat streaks our cheeks, we declare at 90-degree heat, even as sweat streaks our cheeks, we declare the good: We still have a roof, water, towels, and each other.

Of course, we miss family, friends, Target, Petit Library, apple picking, and autumn. Yet we pray we remember these days—of mangoes, lime juice, and reggae—as a time when the Tewogbolas tripped all the way to Belize and found themselves at home.

Tasneem Grace-Tewogbola graduated from the S.I. Newhouse School of Public Communications in 1996 with a degree in journalism. Her husband, Zuberi Tewogbola, was a senior research analyst in SU’s Office of Development from 2005 to 2010. He is currently director of development at the University of Belize.

Heidi Boyd Conlin ’92 (NEW), a lawyer at the Kimberly K. Glatt law firm in Hoboken, N.J., works in the “Adoption Options” division.

Shandana A. Durrani ’92 (A&S), a travel and lifestyle writer/editor living in New York City, wrote Day Trips from New York City, a getaway guide with tips for the local traveler. Her work has appeared in such publications as Conde Nast Traveler, Glamour, Wine Spectator, Silverkris, NYMag.com, and JustLuxe.com.

Betsy Holahan ’92 (A&S) launched Great Point Strategies, a strategic communications consulting firm based in Alexandria, Va. Her firm provides a full range of communications services to help clients achieve their public policy objectives (www.greatpointstrategies.com).

T.S. McMillin G’92 (A&S), a professor in the Department of English at Oberlin College in Ohio, wrote The Meaning of Rivers: Flow and Reflection in American Literature (University of Iowa Press).

Amy Scanlon ’92 (NEW) of New York City is senior vice president for business development and strategic partnerships at CBS television stations. She works with sales teams at the group’s 28 local stations and spearheads the creation and execution of new business initiatives at CBS-owned TV stations and other CBS local media assets.

Nina Raphael Arboscello ’93 (FALK) and her husband, Rick, of Greenville, S.C., announce the birth of their daughter, Victoria Syra, who joins brothers Nick and Will.

Justin Blount ’93 (LCS) is director of marketing for Kohler Engines in Kohler, Wis. He is responsible for the short- and long-term marketing plans of the company’s industrial and consumer product lines and for the development of those markets.

Betty Rose Facer G’93 (A&S), a senior lecturer of French and director of the Language Learning Center at Old Dominion University in Norfolk, Va., co-edited Academic Podcasting and Mobile Assisted Language Learning: Applications and Outcomes (IGI Global).

Bette Kestin ’93 (NEW) and Michael Burchell of San Francisco announce the birth of their daughter, Savannah Olivia.

Adam Lippard ’93 (NEW), vice president at GMR Marketing in San Francisco, was honored by SportsBusiness Journal as one of the most influential young executives in sports, making the publication’s prestigious “Forty Under 40” list.

Nicole Rosmarino ’93 (A&S) of Centennial, Colo., enjoys a lively and productive career as a biodiversity advocate. She helped broker a national deal with the U.S. Department of Interior to obtain federal protection for 250 imperiled plant and animal species (www.wildearthguardians.org).

Michele Helm Baer ’94 (A&S/NEW) and her husband, Justin Baer ’94 (A&S), of Bloomfield, N.J., announce the birth of their daughter, Gabriela Mae, who joins brothers Tobias and Nathaniel. Michele is president of Baer Consulting, a communications firm, and Justin is the Wall Street correspondent for the Financial Times.

Liz Dickler ’94 (VPA) of Los Angeles is vice president of drama at A&E television network, where she develops new scripted drama series and miniseries and oversees current projects.

Nicola Giachetti McIntosh ’94 (A&S/NEW) and Scott McIntosh ’93 (NEW) own and operate the Kuna Melba News; a weekly community newspaper in Kuna, Idaho, that won three awards in the 2010 Idaho Press Club contest.

Luanne McKinlay G’94 (EDU) is president of Capital Area Speech-Language Hearing Association and is a school speech-language pathologist. She received the 2011 Board of Regional Association Presidents of New York State Distinguished Service Award at the New York Speech-Language Hearing Association Convention in Saratoga Springs, N.Y.
Jackie Savage McFee ’94 » A Brand of Her Own

Jackie Savage McFee has revolutionized the back-to-school and office supply industries with bold trend-setting designs. She credits her success to a surface pattern design class she took quite by happenstance at the suggestion of her academic advisor. “I’d never even heard of surface pattern design,” says McFee, who majored in illustration. “I always thought I would be a children’s book illustrator, but I discovered I am really good at creating patterns and repeat designs.”

After graduation, McFee headed to New York City to look for a job at one of the textile houses, but they all turned her down because she didn’t have an extensive portfolio. She returned home to Syracuse and took a job at Kinkos until a friend, who worked at the C.R. Gibson greeting card company, showed one of McFee’s homemade Christmas cards to her boss. “I got a job at C.R. Gibson because I knew color and repeats,” McFee says. “It’s amazing how that one surface pattern design class was the start of my career.”

Fast forward three years. McFee, now married, received an offer from a former C.R. Gibson colleague who had bought a fledgling back-to-school paper supply company in Charlotte, North Carolina. He asked her to come up with some innovative designs and patterns, on a freelance basis, to freshen the look of Carolina Pad’s paper products. McFee’s young and hip designs didn’t generate much interest until she went along on sales calls to present her trend boards, which demonstrate the hottest new colors and styles for the upcoming season. “I used up vacation days to go on calls,” she says. “It’s not the norm for the designer to be part of the sales team, but my passion for our products helped convince buyers to take a chance on us.”

McFee faced a dilemma in 2001 when a headhunter called her about a job at Hallmark just as Carolina Pad asked her to work full time. While Hallmark was the safe, predictable choice, Carolina Pad offered a blank canvas on which to leave her mark. “My dream was to become a mother and create my own brand,” says McFee, who now has three children. “I wanted to be the next Kate Spade or Martha Stewart and the road was clear in front of me at Carolina Pad. So my husband and I packed up the dog and U-Haul, moved to Charlotte, and never looked back.”

The JACKIE brand began with a single collection called Plaid Magic (www.jackiemcfee.com). Today McFee’s designs—including her signature collection, Hot Chocolate, which has sold more than 60 million pieces and counting—are prominently displayed in major retail outlets across the country and have been featured on such popular TV shows as Glee, Pretty Little Liars, and The Oprah Winfrey Show. In 2006, when McFee learned her cousin’s 2-year-old daughter had been diagnosed with leukemia, she decided to “pay it forward” by creating the Kendall Kollection, donating a portion of the proceeds to the Leukemia & Lymphoma Society. “When I get stressed out about juggling my busy family life with my demanding professional life as a designer and businesswoman,” McFee says, “I just think about the parents of children undergoing chemo therapy—now that’s stressful.”

Ten years ago, McFee and Carolina Pad created a retail category that didn’t exist. Now the JACKIE brand is expanding into new markets, including athletic apparel, beach towels, and a line of fun and colorful bedding. “I’m always looking for new partners to license my designs so we can create fabulous products together,” McFee says. “Don’t you think everything needs to be more luscious in this world?”

—Christine Yackel
SYRACUSE UNIVERSITY HAS BEEN A part of my family since the 1890s. Spanning more than 100 years, the Manley/SU connection began when my grandfather, Dr. Thomas F. Manley (Dr. T.F. as he was often referred to), enrolled at Syracuse in 1897 when he received one of the first baseball scholarships offered by the athletic department. He went on to play four years of varsity baseball while pursuing a medical degree. After completing his degree, Dr. T.F. received numerous offers to play professional baseball—ultimately passing up an opportunity to play for the Boston Red Sox to focus on his medical career. After an internship in Newark, New Jersey, he returned home to Norwich, New York, and began his medical practice, establishing the Norwich Hospital in 1911 and ultimately becoming the first surgeon in Chenango County.

My grandfather’s dedication inspired many, including his younger brother and my great-uncle, Dr. George L. Manley. But when it came time to pursue his own educational path, George preferred to bypass college. Dr. T.F. refused to accept his brother’s decision, so he had George grabbed off a street corner and whisked away to a prep school in Pennsylvania. George eventually followed in his big brother’s footsteps and went on to graduate with a medical degree from Syracuse University and enjoy a long and distinguished career as an orthopedic surgeon.

My grandfather and great-uncle had an unwavering passion for Syracuse University and made generous contributions to the institution. Years after graduating, they established the Thomas F. and George L. Manley Endowment Fund for Research in Surgery, which was the first of its kind in the history of the Syracuse Medical School. Additionally, George was passionate about SU’s athletics and had a deep commitment to improving opportunities for student-athletes. He was often seen standing on the sidelines or sitting in the coaches’ box at football games during the Jim Brown and Ernie Davis years. The success of the football program at that time shed light on the glaring need for an indoor facility where the team could practice during the winter months. After the team won the 1959 national championship, George made a significant financial commitment toward the field house that bears his name. The George L. Manley Field House has been a landmark of SU Athletics for nearly 50 years. Just before his death in 1971, George endowed an athletic scholarship in his name and was designated an honorary Letterman of Distinction by the SU Varsity Club.

My father, Thomas F. Manley Jr., who attended SU from 1954 to 1956, made sure I was a Syracuse fan from the moment I was born. Some of my fondest memories are of Saturdays in the Dome cheering for the SU football team, and watching TV with my dad as Syracuse basketball made its way through the NCAA tournament every March. SU was in my blood, but because my grandfather and great uncle died many years before I was born, their lives lived on through my father’s frequent stories. Through those stories, the two men seemed larger than life and quickly became my personal heroes.

After graduating from Canisius College in 2007, I began thinking about graduate school. I always wanted to follow in my grandfather’s and great-uncle’s footsteps and had some regret that I didn’t attend SU as an undergraduate. I eventually applied to the Maxwell School to pursue a master’s degree in political science and public administration. At the time of my acceptance, there had not been a Manley enrolled at SU since my father was a student in the 1950s, so I was determined to make the most of my time at SU and leave my mark. I was particularly thrilled to attend basketball games as a student, and one day during the 2009-10 season, I decided to bring a 5-foot cutout of Coach Jim Boeheim’s head to a basketball game. Never in my wildest dreams did I expect my creation to generate so much attention—even on a national level. The giant Boeheim head took on a life of its own and developed a cult-like following as the team continued to enjoy success. At the end of the season, I donated Big Boeheim to the Jim and Juli Boeheim Foundation, raising a large donation for a great cause. As I near the end of my time at SU, the opportunity to continue my family’s proud Orange legacy is a dream come true, and I look forward to building on that relationship for years to come.

Patrick T. Manley G’11 earned a master’s degree in political science and public administration from the Maxwell School of Citizenship and Public Affairs. He is currently pursuing career opportunities related to national security in Washington, D.C.
Kimberly Murray ’94 (NUR) is service line administrator for orthopedic and spine services at St. Joseph’s Hospital Health Center in Syracuse. She provides administrative support and direction of orthopedic services, including financial and clinical performance, marketing, and strategic planning.

John Felker G’95 (MAX), a U.S. Coast Guard captain, received the Defense Superior Service Medal for completing a three-year tour as commander of the Coast Guard Cryptologic Group at Fort Meade, Md. He is now deputy commander of the Coast Guard Cyber Command in Washington, D.C.

Wendy Loughlin G’95 (NEW) and Tim McCoy G’06 (A&S) announce the birth of their daughter, Violet, who joins sister Katherine.

Brent Royer ’95 (A&S/NEW) is senior director, creative media services, at ALSAC/St. Jude Children’s Research Hospital in Memphis, Tenn. He is expanding the creative and technical capabilities of the media production teams with a focus on delivering unique video content across multiple digital platforms in support of St. Jude’s fund-raising efforts.

Scott Bevier ’96 (WSM) is chief operating officer of WellNet Healthcare Group, a national health care management company in New York City.

Deanna Eckman ’96 (A&S/NEW), G’00 (IST) married Daniel Korte G’98 (NEW). They reside in Columbus, Ohio.

Richard Kriheli ’96 (A&S) launched SPLIT, a digital arts and letters quarterly (splitquarterly.com).

Paul Maliszewski G’96 (A&S) wrote Prayer and Parable (Fence Books), a collection of stories that captures the ways we struggle with our instincts, faith, intellect, and imagination (www.fenceportal.org).

Judy Osgood L’96 (LAW) is a policy analyst in the office of Nevada Governor Sandoval.

Karen Skillin Rojas ’96 (ARC), and her husband, John Rojas ’90 (ARC Florence), of San Francisco announce the birth of their daughter, Marisa Anne.

Brett Walker ’96 (NEW) and his wife, Jennifer, of Winter Garden, Fla., announce the birth of their son, Reed Charles Newman, who joins brother Riley.

Jeff Glor ’97 (A&S/NEW), news anchor for the “Early Show” on CBS, gave the Commencement speech at the College of Arts and Sciences and Sawyer Business School undergraduate ceremonies at Suffolk University in Boston. The university honored Glor with an honorary Doctor of Journalism degree.

David Sisco ’97 (VPA), a professor of voice at Marymount Manhattan College, won the 2010 National Association of Teachers of Singing Composition Award for “Missed Connections,” a song cycle based on a collection of craigslist posts for mezzo soprano and piano. He is completing his first full-scale musical, Falling to Earth, with collaborator Tom Guattieri ’90 (VPA).

Craig Troskosky ’97 (A&S/NEW) is a management supervisor in the Rochester, N.Y., office of Eric Mower and Associates, an integrated marketing communications agency.

Ryan Johnston ’98 (NEW), weekend host of “The Sports Hub in Boston” talk show (WBZ-FM 98.5), made his NHL broadcasting debut when he filled in for four games on the Boston Bruins Radio Network.

Jason Kovar ’98 (WSM) is co-president of WellNet Health Plans at WellNet Healthcare Group, a national health care management company in New York City.

Julie Lacouture ’98 (A&S/NEW) is regional co-owner of the Los Angeles franchise Mom Corps, a company that finds challenging, flexible work arrangements for talented professionals in varying life stages who are seeking a better work/life balance.

Scott MacFarlane ’98 (A&S/NEW) is Washington, D.C., correspondent for COX Television.

He conducted a one-on-one interview with President Obama, in which the president made headlines worldwide by saying, “America is a stressed out nation.” MacFarlane is a board member of the WJPZ Alumni Association.

Erin Reidy ’98 (A&S) is senior policy analyst at the American Cancer Society Cancer Action Network in Washington, D.C. She leads policy development and strategic planning on public and private health care coverage issues, including efforts to implement the Affordable Health Care Act.

Fon Wang ’98 (ARC) was honored as a “Rising Star” at the Celebration of the Next Generation of Leadership reception hosted by Philadelphia Councilwoman Blondell Reynolds Brown. A principal and owner of the Center City design firm UCI Architects, Wang is working on creating a new student center on the historic campus of the Pennsylvania School for the Deaf, renovating a Germantown train station, and designing an addition to a rehabilitation facility for the Volunteers of America.

Kimberly Thomas Bissell G’99 (NEW) is associate dean for research at the College of Communication and Information Science and director of the Institute for Communication and Information Research at the University of Alabama in Tuscaloosa.

Kathryn Carter ’99 (A&S) of Middleburg, Va., is director of public relations at Merchant Software Corporation.

Lauren Iacono ’99 (NEW) is director of digital strategy at PAN Communications in Andover, Mass.

Shadra Strickland ’99 (VPA) of Atlanta illustrated White Water, a book about a young boy growing up in the segregated South.

Scott MacFarlane ’98 (A&S/NEW) is vice president of Gramercy Communications, a public relations and marketing firm in Albany, N.Y. The company was founded by Thomas Nardacci ’96 (A&S).

Mary Beth Cryan ’00 (VPA) of Woonsocket, R.I., is an award-winning illustrator who specializes in art licensing, paper engineering, and product design. Two bobble head kits—Robots and Monsters—crafted by Cryan for the Worldwide Co. of London, were top sellers at the New York International Gift Fair. Two more of her bobble head kits—See Life and Fairy Tale—were released in May.

Kwame Harrison G’00, G’03 (MAX), associate professor of sociology and Africana studies at Virginia Tech, received the university’s 2011 Edward S. Diggs Teaching Scholars Award for his exceptional contribution to the teaching program and learning environment.

George Juliano Jr. ’00 (NEW) and his wife, Shannon, of Watertown, Mass., announce the birth of their twin sons, Anthony and Joseph, who join sister Lily.

Joseph F. Kanakaraj ’00 (IST) is the user interface engineer at Major League Baseball Advanced Media in New York City.

Thomas Ragonese ’00, G’02 (LCS) and his wife, Sarah, of Bloomington, Ind., announce the birth of their twin son and daughter.

Andrew Lavers ’01 (VPA) and his wife, Jennifer, of Cherry Hill, N.J., announce the birth of their son, Ethan Morgan.

Colleen Locke ’01 (NEW) married Jonathan Cain ’01 (A&S/NEW). Colleen is the web editor for UMass Boston, and Jonathan is the senior news producer for New England Cable News. They live in Ashland, Mass.

Frank Mullins ’01, G’11 (WSM), an assistant professor of management at North Carolina A&T State University in Greensboro, N.C., earned a Ph.D. degree in business administration from SU.
Debra Person G’08 »

AGAINST ALL ODDS

AS A YOUNG GIRL GROWING UP IN SYRACUSE, Debra Person dreamed of attending Syracuse University. Although her childhood was not unhappy, her family had little money and her father had a serious drug problem. As she got older, she was haunted by feelings of inadequacy. “I always felt like I wasn’t smart enough,” she says. By 11th grade, she’d given up on her dream and dropped out of school. Years of trouble followed: She got involved in drugs and alcohol and served time in county jail. But while in jail, she earned a GED and worked at turning her life around. Several years after her release, she landed a job in the cafeteria at the Schine Student Center and took advantage of the University’s remitted tuition benefits, attending classes for free. She eventually transferred to the custodial department, so she could work the early morning shift and attend afternoon classes. “I can’t even find words to explain what that meant to me,” she says. “I was fulfilling my lifelong dream, and I was going to do whatever it took.”

Person was on the path she once envisioned for herself, but her old feelings of inadequacy resurfaced. She started using drugs again, stopped attending classes, and spiraled deeper into addiction. “I was embarrassed, humiliated, and ashamed,” she says. “I had no self-worth.” She left Syracuse, entered a drug rehabilitation facility, and despite repeated attempts to get clean, continued to relapse. In 1998, she hit rock bottom and ended up at the women’s shelter at the City Mission of Schenectady. She flourished at the mission, rediscovered her faith in God, and finally overcame her addictions. “At the mission, they loved me until I could love myself,” she says. She was eventually hired as a case worker there, graduated from community college, and earned a bachelor’s degree from the College of Saint Rose in Albany.

In 2005, Person returned to Syracuse and became a case manager at Vera House, a nonprofit organization that serves victims of domestic and sexual violence and families in crisis. Through Vera House, she received SU remitted tuition and returned to the classroom, pursuing a master’s degree at the School of Social Work. She studied, worked full time, completed an internship, and took care of her brother’s four young children. She and her husband, Alonso, are the children’s legal guardians. Against all odds, Person earned a master’s degree in social work, specializing in community organization, policy, planning, and public administration in 2008. “What a moment that was,” Person says. “I finally was able to realize that I am valuable, I am special. That was the day the void in my life was gone.”

Today, Person continues to work at Vera House and is the founder and president of Exodus 3 Ministries (E3M), a nonprofit, faith-based organization that provides spiritual support and other assistance to women in Syracuse. E3M is working to open Exodus House, a seven-bed, faith-based shelter modeled after the City Mission of Schenectady. In April, the School of Social Work honored Person with the 2011 Daniel and Mary Lou Rubenstein Social Justice Award.

Person is most proud of the fact that she has broken her family’s generational curse of drug addiction and is a positive role model for her four children. She speaks of her young nephew who was born addicted to crack cocaine. “He is soaring now. He will tell you he is going to Syracuse University,” she says. “My kids will go to college.” Anyone who knows Debra Person doesn’t doubt they will.

—Christine Graf
Jaime Winne Alvarez ’02 (NEW), a member of SU’s Office of News Services team since 2004, is now communications manager for the Whitman School of Management.

Marco Iacono ’02 (LCS) is a member of the iOS applications and frameworks team at Apple Inc. in Cupertino, Calif.

Jay Miles ’02 (NEW) wrote Conquering YouTube for Michael Weiss Productions, a leader in publishing books about filmmaking.

George Scott ’02 (A&S), an associate in the law firm of Nexsen Pruet in Columbia, S.C., is province president of North Carolina and assistant province president of South Carolina and Georgia for the legal fraternity of Phi Delta Phi.

Emily Spitele ’02 (NEW) is director of publicity for USA Network and the Sleuth Channel in New York City.

Matthew O’Neill ’03 (A&S) of Santa Monica, Calif., sold his action comedy screenplay, Bait and Switch, to Universal Pictures. Mark Wahlberg is slated to star in and produce the film, along with producers Scott Stuber (The Break Up, Couples Retreat), John Jacobs (Blades of Glory, Anger Management), and Stephen Levinson (Entourage).

Adam Ritchie ’03 (NEW) of Boston is owner of Adam Ritchie Brand Direction, a public relations company that has been hired to lead U.S. communications efforts for Chile-based Crystal Lagoons, creator of the world’s largest swimming pools.

Hilary Turner ’03 (A&S) married Bret Kricun. They reside in Philadelphia.

Brooke Alper ’04 (A&S) is associate director of alumni relations and annual giving at The Pingry School in Martinsville, N.J.

Jason J. Centolella L’04 (LAW), a member of the Green & Seifter law firm in Syracuse, practices in health care, business transactions, banking and financial institutions, mergers and acquisitions, and equipment leasing.

Victor Prial L’04 (LAW), an attorney at the Green & Seifter law firm in Syracuse, concentrates his practice in civil litigation.

Kari Benjamin-Kurta ’05 (VPA) is an account executive for ivilliage & friedrich law firm in Madison, Wis. She is part of the firm’s energy and sustainability industry team, focusing her practice on the siting and permitting of new development projects, including agricultural and energy projects, and counseling clients on environmental matters.

Denise Frias ’07 (A&S) earned a master of social work degree from Fordham University.

Geoffrey Marsh ’07 (NEW) is web/multimedia designer at the Fletcher School of Diplomacy at Tufts University in Medford, Mass.

Jackie Friedman ’08 (FALK), a graduate of SU’s sport management program, is a sports reporter for The Star-Ledger in Newark, N.J. She was a top five finalist in the 2010 Association of Press Sports Editors (APSE) national sports journalism contest for a breaking news story she co-wrote on the State Commission of Investigations report highlighting the waste and abuses at New Jersey’s governing body for high school athletics.

Jessica Haynie ’08 (WSM) owns and operates Three Stones Consulting (www.threestonesconsulting.com), a fundraising and philanthropy consulting firm in Santa Fe, N.M.

Meredith Salit ’07 (ARC) married Ian Taubin ’07 (IST). They reside in Westchester, N.Y.

Whitney Daniels ’09 (VPA) opened WRKDesigns (www.wrkdesigns.com), a full-service graphic design studio in Syracuse.

Kelly Huth Luczkowiak ’09 (NEW) is an assistant features editor for The Express-Times, specializing in food and entertainment for the Lehigh Valley, Pa., newspaper.

Lee Meltzer ’09 (NEW), an assistant in the film and marketing department of PMK*BNC in New York City, is working on LUCKY, a new film by director Gil Cates Jr. ’91 (VPA) and screenwriter Kent Sublette ’91 (VPA).

Crystal Cave ’10 (NEW) works in real estate sales and leasing at Platinum Properties in New York City.

Jason Dean G’10 (IST) is cataloger and technical services librarian at the Crystal Bridges Museum of American Art in Bentonville, Ark.

Rebecca K. Greenblatt ’10 (FALK) is conference concierge with Hershey Resorts and Entertainment Company in Hershey, Pa. She responds to guest requests for services and information and coordinates special projects related to the catering and conference services department of the Hotel Hershey.

Michael Gursha ’10 (NEW/WSM) and Andrew Bank ’11 (NEW) launched the alpha version of a new tech startup called VouchBoard (www.vouchboard.com), an interactive service that gives users the unique ability to vouch for those who impact their lives.

Giavona Williams ’10 (A&S/NEW) completed her U.S. Navy basic training at Recruit Training Command in Great Lakes, Ill.

Kenneth E. Michel G’11 (WSM), a lieutenant in the U.S. Navy, earned a master’s degree from the Naval Postgraduate School in Monterey, Calif.
KURT BUSIEK HAS NEVER SWUNG BETWEEN THE SKYSCRAPERS of Manhattan like Spider-Man, pierced the dark with the ring of Green Lantern, or helped the Avengers defeat Kang the Conqueror. However, the College of Arts and Sciences alumnus and English major has accomplished a feat just as noteworthy: He writes for both DC and Marvel, the two most prominent publishers in the comic book industry, and his stories for Spider-Man, Green Lantern, and Superman have earned him a place among the most respected writers in the business. Busiek’s own creation, the comic book series *Astro City*, is being developed as a film adaptation, which Busiek is currently writing. “At every stage it’s like you’re pushing the rock uphill,” says Busiek, who lives in the Pacific Northwest. “It could roll down and crush you at any time. It’s that kind of business. But even if there never is an *Astro City* movie, I’m finding the whole adventure entertaining.”

For Busiek, comic books were initially a taboo. Growing up in Lexington, Massachusetts, he had little interactions with comics because his parents were of the mind-set that “comics cause juvenile delinquency,” he says. By age 14, however, Busiek had convinced his parents otherwise and began buying comics and soaking up the characters and stories. This also led him to thinking about writing comics, and eventually Busiek and his childhood friend Scott McCloud ’82 teamed up and began creating comics. Their first collaboration was crude, but helped them the most: A story where 10 Marvel characters ended up fighting one another at their high school. “It expanded,” he says. “We wound up spending three years on it, and I found out I loved writing.”

By the time he enrolled at Syracuse, Busiek was focused on becoming accomplished in telling a story with visual and literary components. McCloud joined him at SU, enrolling as an illustration major, and they continued their collaborations, honing their skills as artist and writer. Today, McCloud is also a well-known presence in the comic industry through his artwork and as author of *Understanding Comics*, which introduces and dissects the medium to new readers. “I felt I should’ve apologized to his parents,” Busiek says. “He didn’t go to MIT to become a scientist like his father. Instead he became a comic book artist and was eating Ramen noodles!” But, Busiek notes, with an ironic chuckle: McCloud did make it to MIT—as a guest speaker.

While studying at SU, Busiek enjoyed what he calls an “environment of scholarship,” an atmosphere that encouraged a personal education, and he took such classes as playwriting, comparative mythology, and musical film. “I approached college thinking, ‘I know what I want out of this and I’m going to find it,’” he says. “College was like a smorgasbord—pick what you like.”

Today, Busiek has his own smorgasbord of work. Alongside the movie, *Astro City* will soon return as a monthly publication. Busiek has a future project of his own creation coming from DC Comics as well, and is working on a Batman series featuring a horror-tinged reinterpretation of the Caped Crusader.

Busiek’s success hasn’t been lost on his parents either. During the ’80s, his father, a business executive, was searching for a new administrative assistant. “One of the guys he interviewed said, ‘Are you related to Kurt Busiek, the writer?’ This was the first time he heard of me described as ‘the writer’ or that anyone else knew my name.” Shortly after that, Busiek’s father asked him for some of the books he had written. “A couple weeks later, I called and asked his secretary if he had read any of the comics. She said, ‘I don’t think so, but they’re all on the coffee table in the office,’” Busiek says. “He’s not worried about me anymore.”

— R. Dominic Lloyd
As a kid, U.S. Army Brigadier General John R. McMahon dreamed of playing professional baseball. Today, as the commander of the Northwestern Division of the U.S. Army Corps of Engineers, McMahon is up to bat against one of the most daunting challenges nature has thrown his way: record levels of flooding in the Missouri Valley basin.

“This spring, Mother Nature played hardball with us,” says McMahon, who earned a bachelor’s degree in biomedical engineering from the L.C. Smith College of Engineering and Computer Science and was a member of the ROTC.

A combination of unanticipated heavy rainfall and unprecedented mountain snowpack melt, which in some cases exceeded predicted amounts by more than 600 percent, swelled the Missouri River far beyond its banks. It is McMahon’s job to inspect the levees along the “Big Muddy” — the nation’s longest river — and apprise senior emergency management officials and community leaders about the critical situation. In conversation, his casual demeanor, professional knowledge, and keen organizational skills are apparent. He easily discusses the ramifications of present dam spillway flow rates, levee “freeboard” levels, and extended weather forecasts.

For McMahon, it’s one of the many arduous assignments he’s faced in his military career, which includes serving as director of engineering for U.S. forces in Afghanistan. He assumed command of the Northwestern Division in 2009, and is responsible for an annual program exceeding $3.7 billion in civil works, environmental restoration, and military construction spread out across more than a dozen states. His multifaceted duties include managing 27 dams, 6,627 miles of shoreline, 247 miles of navigable river, and six hydropower projects that can produce 2.5 million kilowatts per day.

Many people have no idea of the Corps’ past or the diversity of its present responsibilities, he says. “The Corps was integral in building our nation’s original infrastructure.” Today, the Corps serves as the nation’s lead agency for flood-risk reduction and environmental restoration, is a major producer of hydroelectric power, and a key partner in maintaining coastal navigation channels and harbors as well as providing recreational opportunities.

McMahon hopes the Missouri River will return to normal levels by summer’s end, but he also knows it won’t be the last time the Corps will be called into action. “Mother Nature threw us a curve,” he says. “Looking to the future, I hope the Corps remains a vigilant, active force in the maintenance, rebuilding, and renewing of America’s vast and vital infrastructure, ushering our country into a new period of growth and prosperity.”

—Tommy G. Clarkson

Brigadier General John R. McMahon surveys floodwater of the Missouri River earlier this summer.
What are the Remote Sensing Lab’s primary responsibilities?

AW: Crisis response and consequence management. If there’s a threat that someone has a dirty bomb or improvised nuclear device, we do air and ground searches to try and find it. Most of the crisis response activity is looking for lost or stolen radiological materials from hospitals or engineering companies. On the consequence management side, we have the equipment and expertise to collect a lot of data, analyze it quickly, and get it into the hands of local decision makers who must determine if they need to evacuate, how far, and for how long.

How did things go in Japan?

AW: It could have been a lot worse. Iodine was the primary isotope coming out of the reactors and it has a short half-life—about eight days—so [the radiation] started dissipating once the reactors were under control. The Japanese did a great job controlling for the health and safety of the workers who went in—they got doses, but nobody’s going to die in the short run from it. Our people got minimal exposure.

Who are your people?

AW: We like to say we have lots of Ph.D.s with boots on. We’re an applied technology lab; we’re the guys on the ground ready to go out at any moment.

What kind of events do you go out on?

AW: The most recent major event prior to Japan was the 2010 World Cup in South Africa. We provided equipment, monitoring, and training for six weeks. For the Super Bowl, we show up a few days in advance, sweep the venue, make sure everything’s OK, then work with the local agencies. We’re there in case something happens. Thankfully, there aren’t many events where something has actually occurred.

9/11 being an exception?

AW: Yes. I was deployed for three months, leading local teams in D.C. We had RSL teams in many major cities. It was a scary time.

What else does RSL do?

AW: We respond to portal monitors that are set up to detect radiation at border entry points, most large junkyards, and port facilities.

Why junkyards?

AW: Because some scrap metal is higher in radiation than normal background. We also analyze the background radiation of an entire city so if there’s a release of radiation, you know what natural background radiation was already there. We did one in New York City, and found buried stuff left over from World War II. We’re doing one for Seattle to make sure they didn’t get any extra radiation deposited from Japan.
THE REAL DEAL ABOUT GIFT PLANNING

Think it’s beyond your reach to honor someone special with a gift to SU? Here’s the real deal about bequests, annuities, and other forms of planned giving.

> Gift planning isn’t just for those over 60. In fact, 43 percent of bequests and 35 percent of trusts are created by people 55 and younger.

> Planned gifts can be simple. Deferred giving options like annuities and bequests aren’t complex, and they can make a big impact—more than you thought possible—while protecting your family’s future.

> Most donors are motivated by altruism, not tax savings. Most people give to make a difference. Tax savings are an added bonus.

> Creative gift planning can have an immediate impact. Combine annual, outright, and deferred gifts, and you can support SU’s priorities—and The Campaign for Syracuse University—today and tomorrow.

> You’ll be recognized as a Pathfinder. With a planned gift, you’ll join this group of farsighted individuals who have included SU in their long-term financial plans.

To learn how we can help you develop your own giving strategy, contact Executive Director of Gift Planning Mike Mattson at 888.352.9535 or mlmattso@syr.edu, or visit syracuse.planyourlegacy.org.

PASSINGS

PETER FALK G’53

PETER FALK, WHO APPEARED IN MORE than 100 feature films and television series, died in his Beverly Hills home on June 23, 2011, at age 83. Best known for his TV portrayal of Lt. Columbo, the emphatically working-class Los Angeles police detective who made a specialty of outwitting wealthy, highly articulate murderers, Falk had greater range as an actor than many Columbo fans knew. He was equally at home starring mid-life depression in the face as Archie Black in John Cassavetes’s Husbands (1970); starring on Broadway in the Neil Simon farce, The Prisoner of Second Avenue (1971); or playing himself as a guest on The Larry Sanders Show (1992).

Born in Manhattan and raised mostly in Ossining, New York, Falk lost an eye to cancer as a 3-year-old. A political science major at the New School for Social Research, Falk enrolled in Syracuse to earn a master’s degree in public administration at the Maxwell School. After being rejected for a job at the C.I.A., he turned to acting while working as a management analyst for the state of Connecticut.

JOHN MACKEY ’63

JOHN MACKEY, ONE OF THE NFL’S ALL-TIME great tight ends and founding president of the players’ union, died on July 6, 2011, in Baltimore at age 69. He had suffered from dementia for several years. A member of SU’s All-Century Team whose No. 88 jersey was retired in the Carrier Dome in 2007, Mackey joined the Baltimore Colts in 1963 and revolutionized the tight end position as a receiving and scoring threat, demonstrating a combination of raw power and breakaway speed. In 10 NFL seasons, he was a five-time Pro Bowl selection and played in two Super Bowls for Baltimore, winning a championship ring in 1971. In that title game, he caught a twice-tipped Johnny Unitas pass, turning it into a 75-yard touchdown. In 1992, he was inducted into the Pro Football Hall of Fame. Mackey brought the same intensity to his pioneering work with the NFL Players Association (NFLPA). As union president, he led a brief players’ strike in 1970 that resulted in improved player benefits and pensions. In 1972, he was one of the players who successfully challenged the NFL’s free agency restrictions in federal court. In 2006, through the advocacy work of his wife, Sylvia Mackey ’63, the league created the “88 Plan”—named for his jersey number—to provide financial support for retired players living with dementia or Alzheimer’s disease. “I always tried to get something out of every play,” he said.
Brian McLane Fellowship and Scholarship
Creating Futures Without Boundaries

The courage and accomplishments of Brian McLane ’69—National Persons with Disabilities Hall of Fame inductee—have so inspired SU alumni and friends that a fellowship and scholarship were established for those who follow in his pioneering path.

As a person with disabilities, sociology major Mark Randall Walker has had the world of higher education opened to him thanks to the Brian McLane Undergraduate Scholarship. Brian McLane Fellowship recipient Rachel Patterson was motivated by her sister, who has a severe developmental disability, to make the world a more accessible place. “Growing up with my sister, I recognized the need for a disability perspective in our public policies,” she says. “The fellowship helped me decide to come to SU’s Maxwell School—it shows the University understands the importance of disability policy.”

With support from donors who believe in making a difference, inspiration from Brian McLane, and personal courage and commitment, SU students Rachel Patterson and Mark Randall Walker are both on the path to a bright future.
THE ‘MAYOR’ OF INNOVATION

IN SUMMER 1994, DENNIS CROWLEY HAD JUST GRADUATED FROM high school and was preparing to start his first year at Syracuse University. He spent his days reading about a new phenomenon known as the World Wide Web. He was fascinated. He carried that interest with him through his years at the Newhouse School—the “Web 1.0 days,” as he calls them—experimenting with emerging technologies and imagining what the future of media would hold. Now, with Web 3.0 on the horizon, it is clear that Crowley not only envisioned the future, but also had a hand in shaping it.

Crowley is co-founder and CEO of Foursquare, a service that blends social, locational, and gaming elements in a mobile application, allowing users to “check in” at various locations via their cell phones and let their friends know where they are. When users check in, they earn points that allow them to unlock “badges” and, in some cases, earn rewards at participating businesses. The person who checks in the most at a given venue is considered the “mayor.” Regarded by many as one of the hottest innovations in the field, Foursquare now boasts more than 10 million users. In spring 2010, it landed $20 million in venture funding, placing it at $95 million pre-money valuation.

Crowley’s entrepreneurial streak was evident early on. He entered Newhouse as an advertising major because, he says, “the most progressive stuff happening on the Internet at that time was in advertising. I liked the idea of targeting. I thought about what the future of interactive television would look like. I gravitated toward emerging technology—what would people be doing five years from now? I wanted to be involved with ‘the next big thing’ early on.”

Crowley’s “next big thing,” of course, was Foursquare, which he created with Naveen Selvadurai and launched in 2009. (The pair was recently honored with the i-3 award for impact, innovation, and influence at the Newhouse School’s Mirror Awards ceremony in New York City.) But Foursquare had its origins in another Crowley creation: Dodgeball, which he co-founded in 2000 and sold to Google in 2005. It was one of the first mobile services in the United States and one of the earliest examples of social media—long before Facebook, Twitter, or even MySpace. “My friends and I were grad students living in New York City, trying to develop solutions for real problems,” Crowley says. “And it was really Friendster [an early social networking site] that opened our eyes. We looked at it and thought, we could make this more interesting. We could make social media work for people once they turn their computers off and are out in the real world.”

Crowley maintains close ties with his alma mater. He and his brother, fellow Newhouse alumnus Jonathan Crowley ‘02, partnered with SU to help develop its Foursquare presence after a student tweeted Crowley asking for assistance. He participated in Newhouse’s Monetizing Online Business (M.O.B.) Conference last spring and recently partnered with MSNBC anchor Contessa Brewer ’96 to record a personalized video greeting for Newhouse’s incoming first-year students. Meanwhile, Foursquare continues to grow. “A lot of what we do at Foursquare is experiment,” he says. “We’re developing some stuff with brands now and they love it. We’re building things for local merchants. We can cut up data and give it back to them. It can be as interesting and transformative as what Google did with search in the early days, which really changed Internet advertising.”

And the next big thing? “I’m still fascinated with Internet + Social + TV and how you combine interests,” Crowley says. “All through school you do the same thing—take stuff from one class and apply it to another and find interesting ideas and figure out if they’re worth pursuing. Take one or more things you’re interested in and see where they overlap—that’s how innovation happens.”

—Wendy S. Loughlin
SOLDIERS FROM THE 2-87 INFANTRY REGIMENT, 3RD BRIGADE COMBAT Team, 10th Mountain Division, based at Fort Drum, north of Syracuse, received a basketball (pictured) and a football from SU Athletics during their deployment in Afghanistan. The troops plan to autograph the balls, which sport the SU logo, and bring them back to Syracuse for a presentation at a sporting event in the Carrier Dome. Meanwhile, the troops are taking the souvenirs with them on combat operations, photographing them wherever they go. One soldier described the SU connection as a “real morale booster.”
Full of the premier homecoming and reunion events you’ve come to expect, Orange Central is a must-do weekend on your fall calendar. Connect with classmates, today’s students, and special guests, and cheer on the Orange—our 2010 Pinstripe Bowl winners—at Friday night’s Syracuse-South Florida football game.

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