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ON THE COVER: The Dalai Lama responds to a question during a panel discussion in the Schine Student Center’s Goldstein Auditorium. Photo by Steve Sartori
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ORANGE CENTRAL PHOTOS
FOR A UNIVERSITY WHOSE HALLMARK LONG HAS BEEN DEEP ENGAGEMENT WITH
the world, milestones have to reach epic proportions to be considered historic, but this
fall we’ve already seen our share, including the record-setting success of our $1 billion
fund-raising campaign and an extraordinary on-campus summit for world peace featuring
His Holiness the 14th Dalai Lama. The message the Dalai Lama shared over his two-day
summit continues to resonate in our hearts and minds: To achieve world peace, we must
recognize and honor our common humanity, and we all must be accountable for ensuring
one another’s happiness and well-being.

It wasn’t long before that message took on new urgency, as the Tri-State area—home to
so many members of the SU family—faced the ravaging effects of Superstorm Sandy. The
devastation across the region was heart-wrenching, but true to form, the SU community
mobilized to send needed supplies to the storm-stricken area and raise funds for long-
term relief efforts. It was also a poignant reminder of two powerful truths: We are more
interconnected today than ever before. And we will only surmount the great challenges of
the day by working together, collaborating in common purpose as never before.

That message, too, couldn’t be more timely. For like other universities nationwide, we face serious
challenges of our own today—challenges relating to affordability, access, and how universities can
best fulfill their roles as a public good. The good news—great news—is that the unprecedented
success of the campaign positions us more strongly than ever to meet these challenges and to sustain
and build upon our already-powerful forward momentum.

Maintaining that momentum in today’s challenging higher education climate is absolutely vital. That
we are positioned to do so gives me some peace of mind, personally, as I plan to conclude my tenure
as Chancellor when my contract ends in June 2014, after a decade of leading this remarkable place of
opportunity and excellence. There is much work yet to be done, and I am sprinting to the finish line,
but the success of our campaign is like a wind at our back as we plan for SU’s future.

Today more than ever, universities must be nimble and agile, responsive to the shifting and
multifaceted needs of our students, communities, nation, and world. At SU we’re doing that by:
• Extending our footprint in key geographies nationwide;
• Launching interdisciplinary centers to address critical challenges of the day, such as aging,
biomaterials, public health, and more;
• Expanding our presence in the world, including a full academic home in the heart of Manhattan;
• Continuing to build out our infrastructure of engagement to address pressing local-global
concerns—like climate change, urban revitalization, entrepreneurship support, and urban
school reform.

In these and so many other ways, SU is rising to the occasion, as it has consistently throughout its
history. And we must continue to stride forward, strongly and confidently, along the two-way streets where
we tackle the critical issues of the day in partnerships with others, advancing scholarship, and making a
difference in the world. If we do this together, SU will continue to find success as it always has because, as
the Dalai Lama so powerfully stated—and the impact of the storm so poignantly underscored—we are at
our best and strongest when we unite in shared humanity around common purpose.

Cordially,

Nancy Cantor
Chancellor and President
AN EDUCATION ON PEACE

IT’S NOT EVERY DAY HIS HOLINESS THE 14TH Dalai Lama comes to town. But when he does, it’s refreshing for the soul to hear his message of peace, compassion, tolerance, and the oneness of humanity. Along with his enduring words, what seems to endear him most to people is his unguarded laughter that inevitably brings smiles to others.

During his appearances on campus at the “Common Ground for Peace” summit, which featured panel discussions and the One World Concert in the Carrier Dome, the Dalai Lama shared the humor and wisdom of a man who, spiritually, intellectually, and physically, takes the good with the bad, emphasizing the importance of working toward inner peace and the idea of us all being one family. It’s a simple yet powerful concept that the spiritual leader of Tibet shares wherever he goes in his global travels, one that he believes starts with individuals and spreads to families, communities, nations, the world.

“Respect others as a human being; they also need happy life,” he said. “Others’ happiness is one’s happiness. Others’ suffering is also one’s own suffering.”

And, as he noted while calling on the generation of young people and today’s students, there was plenty of violence and suffering in the 20th century, and it’s time to be hopeful and move on here in the 21st century through dialogue and non-violent means.

“Peace must come through our actions,” he said.

Clearly, as the panelists who shared the stage with him during the Common Ground discussions agreed, true peace requires much more than the absence of war. There must be social justice and democracy, as well as education, a crucial component of those two ideals. As much as we debate our approach to education in this country, at least many of us realize its value, its ability to subdue ignorance—which fuels so much intolerance and violence—and to transform lives.

Looking through this issue, you’ll see how education opens new avenues for so many people, and each step forward can make a difference.

Education is a timeless process and, when combined with acceptance and compassion for others, let’s hope that one day it will lead us to that peaceful place where the Dalai Lama and so much of the world want to be.
WHAT DO FIREFLIES, NANORODS, AND Christmas lights have in common? More than you might think, since someday consumers may be able to purchase multicolor strings of light that don’t need electricity or batteries to glow. Using nanoscience, scientists in the College of Arts and Sciences have created a new method for harnessing bioluminescence—the natural light produced by fireflies. Their breakthrough produces a system 20 to 30 times more efficient than those produced during previous experiments.

For chemistry professor Mathew Maye and chemistry doctoral candidate Rabeka Alam (pictured above), it’s all about the size and structure of the custom, quantum nanorods produced in Maye’s laboratory. “Firefly light is one of nature’s best examples of bioluminescence,” says Maye, a member of the Syracuse Biomaterials Institute. “The light is extremely bright and efficient. We’ve found a new way to harness biology for nonbiological applications by manipulating the interface between the biological and nonbiological components.”

Documentation of their work, “Designing Quantum Rods for Optimized Energy Transfer with Firefly Luciferase Enzymes,” was published in a recent edition of Nano Letters, a premier journal of the American Chemical Society. They collaborated on the research with Connecticut College professor Bruce Branchini.

Fireflies produce light through a chemical reaction between luciferin and its counterpart, the enzyme luciferase. In Maye’s laboratory, the enzyme is attached to the nanorod’s surface; luciferin, which is added later, serves as the fuel. The energy released in the interaction is transferred to the nanorods, causing them to glow—a process called bioluminescence resonance energy transfer (BRET). “The trick to increasing the efficiency of the system is to decrease the distance between the enzyme and the surface of the rod and to optimize the rod’s architecture,” says Maye, whose research was funded by a Department of Defense PECASE award sponsored by the Air Force Office of Scientific Research (AFOSR). “We designed a way to chemically attach genetically manipulated luciferase enzymes directly to the surface of the nanorod.”

The nanorods are composed of semiconductor metals, featuring an outer shell of cadmium sulfide and an inner core of cadmium selenide. Manipulating the size of the core and the length of the rod alters the color of the light produced. Maye’s nanorods glow green, orange, and red—colors not possible for fireflies, which naturally emit a yellowish glow. The efficiency of the system is measured on a BRET scale. The researchers found their most efficient rods (BRET scale of 44) occurred for a special rod architecture (called rod-in-rod) that emitted light in the near-infrared light range.

Maye’s and Alam’s firefly-conjugated nanorods currently exist only in their chemistry laboratory. Additional research is ongoing to develop methods of sustaining the chemical reaction—and energy transfer—for longer periods of time and to “scale up” the system. Maye believes the system holds the most promise for future technologies that will convert chemical energy directly to light; however, the idea of glowing nanorods substituting for LED lights is not the stuff of science fiction. “The nanorods are made of the same materials used in computer chips, solar panels, and LED lights,” Maye says. “It’s conceivable that someday firefly-coated nanorods could be inserted into LED-type lights that you don’t have to plug in.” —Judy Holmes

—Judy Holmes
INCLUSIVE MUSIC EDUCATION » STUDIO SESSIONS ARE A HIT FOR ALL

BEAUTIFUL MUSIC IS MADE ON A DAILY BASIS AT SUBCAT Studios, a 10,000-square-foot professional sound recording complex in downtown Syracuse where dozens of bands lay down tracks and seven locally based labels produce CDs. But SubCat hits a particularly sweet note when it plays host to The Inclusive Recording Studio, an intensive six-week summer course in which music education graduate students teach people with disabilities—most of them area high school students—to operate the studio’s recording equipment. “Through intense instruction and mentoring relationships, we get the kids past any fears they may have of technology and show them what’s possible,” says James Abbott, audio technology instructor at the Setnor School of Music in the College of Visual and Performing Arts.

Music education professor John Coggiola, who co-teaches the course with Abbott, believes that learning to use advanced technology empowers and enables students with disabilities, while offering special advantages to music teachers entering the profession. “It’s important for teachers to see how much these kids can accomplish in a ‘no limitations’ environment,” Coggiola says.

Jointly sponsored by the Setnor School, the School of Education, the Burton Blatt Institute, and the Taishoff Family Foundation, The Inclusive Recording Studio is part of the Music Technology Access Project, an ambitious initiative with at least three related goals: to teach people with disabilities the skills necessary for professional digital recording, editing, and mixing with Avid Pro Tools and Apple Logic Pro software; to develop and codify effective methods for the teaching of these skills for educators across the country and around the world; and to refine and adapt the software programs toward universal accessibility. “The addition of options to available industrial software may open up new career paths in music recording, television broadcasting, and related areas for people with various types of disabilities,” Abbott says.

Mia Quatrone ’12, G’13 (pictured above), a master’s degree candidate from LaFayette, New York, was among the students enrolled in the course this summer. “During the first weeks, we are taught everything there is to know about running the studio, with constant reminders from our professors that we will soon be teaching what we are learning,” says Quatrone, who plans to teach music at the elementary school level. “Then we begin working with our students, who come to the program presenting a wide range of teaching challenges, including autism, Down syndrome, and attention deficit hyperactivity disorder. Seeing them working in the studio, setting up equipment, and operating the mixing board really opened my eyes to teaching students with disabilities.”

Andrew Dolloff, who teaches instrumental music at Onondaga High School in Nedrow, New York, agrees. “Being part of this first-of-a-kind program really helped me look at music education from an entirely different and exciting perspective,” says Dolloff, who has a master’s degree from Stony Brook University and took the course through University College. “The growth I saw in these students in only a few weeks was tremendous—and very inspiring to me as a music teacher.”

Abbott points out that most SU students taking the course are not planning for careers specifically focused on teaching students with disabilities, and that makes the experience all the more valuable for them. “It gives them the professional edge of having worked in an inclusive environment,” he says. “They’re going to go out and teach in all kinds of schools, and one day a special education teacher is going to knock on the door and say, ‘Hey, I’ve got this student with a disability who is a really talented singer. Would you let this kid take your voice class? Would you let this kid sing in your chorus?’ And when that happens, they will be ready to include that student.”

—David Marc
IT’S 10 A.M. ON WHAT LOOKS LIKELY TO BE A TOTAL washout of a Saturday. The summer sun has given way to a brisk fall wind and large gray storm clouds that have rolled in over campus, seemingly out of nowhere. The sky is about to crack open at any moment and pour buckets of water, trapping the few students who had been lured out onto the Shaw Quad by the promise of early morning sunlight.

Steps away, inside the Syracuse University Writing Center in Huntington Beard Crouse Hall, a group of writers has managed to escape the impending weather—but there’s still homework. Professors Eileen Schell and Ivy Kleinbart have just passed out the latest in a long line of writing prompts to their monthly gathering of military veterans turned poets and memoirists.

The collection of nine veterans that makes up this morning’s circle of desks spans decades of patriotic service, with representatives from the wars in Korea, Vietnam, Iraq, and Afghanistan. Over plates of fruit and pastries, they turn their attention toward the next great battle ahead of them.

“The experience of being a writer is the experience of actively grappling with the desire and perpetual failure to communicate. But such difficulties also define our daily life experiences and relationships.... Try to remember a few specific memories of the military that are shaped by a failure to communicate,” reads the prompt.

The assignment cuts straight to the heart of the group’s mission: to turn memories and experiences of their military service into stories. Schell, the former director of the Writing Program in the College of Arts and Sciences (2007-12), founded the group shortly after Captain Shannon Meehan, an Iraq vet and author of Beyond Duty: Life on the Frontline in Iraq (Polity Press, 2009), spoke on campus. Inspired by Meehan’s work and spurred by her own experiences with an uncle who returned home from Vietnam shattered, she established the Veterans’ Writing Group in spring 2010 as a way for former combatants to create narratives that could be shared more widely. “My concern is that veterans are coming back to a society that forgets they were at war,” Schell says. She worries that some people only understand the military through the prism of television or movies. The program, one of many popping up around the country, provides veterans with a way to cement and circulate their stories in writing, allowing real voices of experience to begin to drown out the commercial bellowing of Hollywood.

Once a month, Schell and Kleinbart, a writing program instructor, offer their expertise to those who have served, critiquing drafts and helping to put their war stories into print. Today’s first piece is shared by Dawson Brown, a naval veteran who is looking to eventually shape his tales from the tail end of Vietnam into a book. Neatly stapled, the three- or four-page document from which he begins to read was typed by his wife, Pat, whom the others jokingly refer to as his editor. Brown’s story about a hellish bus ride from Syracuse to Orlando, Florida, for basic training—a rollicking epic that features an angry drill sergeant, a shaking bus, and more than a few four-letter words that he politely omits—is immediately met with snorts of appreciative laughter.

Frank Hobitz, who enlisted in the Navy at age 17 and worked as an electronics crew chief during the Korean War, says it was the pecking order established by his fellow...
The things we learn in concert with other veterans help us deal emotionally and psychologically and that’s something good that comes out of these groups.”

—Pete McShane ’72, G’73

soldiers—not their superiors—that gave him the most abuse. Heather Faulkner, a member of the Navy reserves who recently returned from a tour of duty in Afghanistan, can’t remember the name of her drill sergeant, only that her brutal mid-winter training in Chicago could have benefited from some southern sun. “The things we learn in concert with other veterans help us deal emotionally and psychologically and that’s something good that comes out of these groups,” says Pete McShane ’72, G’73, a special forces medic who served in Vietnam.

McShane’s work is the last shared of the day. He asks the group if he’s read them his piece about his ex-wife yet. “No, but I’m looking forward to it!” Hobitz says. “The Lie” is the story of McShane’s relationship with his former wife, who succumbed to stage 4 uterine cancer shortly after the two came to terms over their failed marriage. At first, his words fly off the page with an angry, accusatory flair before slowing to a somber crawl as the writer ultimately claims responsibility for the divorce, collateral damage in his battle with post-traumatic stress disorder.

Silence. Finally, it’s time to offer feedback, to give McShane insight into how he can make his writing sharper, clearer, more accessible. Brown’s hand is the first in the air. “Pete, you’re being too hard on yourself,” Brown tells him.

Murmurs of consent echo around the room, proof that if writing is actively grappling with the desire to communicate and the perpetual failure to succeed at it, then it helps to work with people who speak the same language.

—Frank Ready
BACK IN THE AGE OF THE TYPEWRITER AND BEFORE, when writers gave substance to vision in ink on paper, it was not unusual to come across early drafts of works by masters. Some, filled with scribbles and doodles, could serve as hieroglyphic roadmaps of the creative process. In these digital times, not so much.

Eric D. Sherman ’91, partner in the Manhattan law firm of Pryor Cashman LLP and a collector of rare books, recently made a gift of one of these rare typescripts to the Syracuse University Library: a 169-page carbon copy of “Climb High,” the first full-length musical written by Stephen Sondheim, circa 1952. Just a year out of college, Sondheim set the show at his alma mater, Williams College, but on advice of his mentor, Oscar Hammerstein, moved on to other projects. Fame would arrive some years later, when Sondheim took Broadway by storm as Leonard Bernstein’s lyricist in the score of West Side Story. As if any peek into Sondheim’s early work is not treasure enough, more than half the pages are spattered with annotations and deletions by Burt Shevelove, who later supplied the book for Sondheim’s music and lyrics in A Funny Thing Happened on the Way to the Forum, the Tony Award-winning musical comedy of 1962. Sherman felt the library was the right place for “Climb High,” which, he notes, has neither been published nor produced on stage. “It offers an excellent opportunity for scholars to analyze the creative process in developing a working manuscript,” he says.

A political science major at SU who earned a J.D. degree at New York Law School, Sherman discovered the pleasures of collecting books and literary artifacts after an aunt left him a portion of her collection. “As I learned more about first editions and the art of book collecting generally, my interest grew pretty rapidly,” he says. “It’s an exciting adventure.” In 2010, Sherman shared the benefits of that adventure with the SU Library, donating approximately 1,570 books and other printed materials. Post-World War II American fiction is prominent in the collection, which contains first editions by Henry Miller, Truman Capote, Saul Bellow, Philip Roth, and Norman Mailer. Eric’s gift also brings us a significant number of uncorrected proofs as well as some notable signatures,” says Sean Quimby, SU Library’s senior director of special collections.

“Climb High,” which is not included or mentioned in a recently published two-volume compendium of Sondheim lyrics, is an extraordinary artifact, likely to draw the interest of musical theater scholars around the world. Asked how he managed to come upon it, Sherman credits Andreas Brown, the proprietor of the Gotham Book Mart, which obtained it through the purchase of a personal library. “Andreas became aware of my interests and showed it to me,” Sherman says. “I was immediately intrigued. It’s a unique piece of American literature.”

—David Marc
INFORMATION TECHNOLOGY »

SUArt GOES MOBILE

WITH MORE THAN 500,000 MOBILE APPLICATIONS on the Apple platform, it seems the iPhone’s unofficial slogan, “There’s an app for that,” is spot on. Apps range from guitar tuners to hearing aids to a taxonomic guide to dinosaurs. But prior to last spring, the SUArt Galleries—one of the country’s oldest university collections—was completely app-less. Fortunately, SU is brimming with tech-savvy students eager to test their burgeoning skills. Today, thanks to a collaborative effort between the School of Information Studies (iSchool) and the College of Visual and Performing Arts (VPA), when asked where to access information about its 35,000-piece collection, the SUArt Galleries can proudly claim, “There’s an app for that.”

The app—called SUArt Galleries—resulted from an innovative new course, Mobile Application Development and Design. Professors Carlos Caicedo of the iSchool and Denise Heckman of VPA partnered last fall to develop the curriculum. The inaugural class last spring attracted 45 students—roughly half from each school. “To really develop good apps, you need a multidisciplinary team,” Caicedo says.

The course was the first of its kind at SU and posed a number of challenges to students. Since designers and programmers have their own languages, interdisciplinary communication reflects a common challenge in the workplace, Caicedo says. Another challenge involved working with a client with real needs—in this case, Domenic Iacono, director of SUArt Galleries. “The professors wanted it to be a real-world experience, so Carlos told us to hold the students to task for their work,” Iacono says. “The kids held up their end.”

SUArt was one of about 10 organizations to pitch app ideas to the class. Students split into teams and voted on which apps they wanted to develop. In all, the class built five apps, including Iacono’s. Quinton Fletchall ’13, an industrial and interactive design major at VPA, led the SUArt team. “I saw it as a chance to make viewing art more interactive using technology,” Fletchall says. “And I even learned some programming along the way.”

The free app includes information about the gallery and displays works from the collection selected by Iacono. With a tap of the screen, users can access information about any piece of art, including dimensions, creation date, historical context, and other works by the artist. Iacono hopes to eventually digitize the University’s entire collection. Although Iacono isn’t aware of another university that has done a similar project, he has researched museums’ digital efforts for years. His iPhone is filled with page after page of museum apps from around the world. He says the SUArt app most closely resembles that of the Louvre. “This is done with national government funding,” he says while scrolling through the Louvre’s app. “And our students here at SU came up with an almost identical idea. Students always have the best ideas.” —Chris Baker
**PROJECT:**
**CUED RECALL: THEORY AND DATA**

**INVESTIGATOR:** Amy Criss

**DEPARTMENT:** Psychology

**SPONSOR:** National Science Foundation (CAREER Award)

**AMOUNT AWARDED:**
$325,600 (September 1, 2010-August 31, 2015)

**BACKGROUND:**
Understanding how memory shapes human behavior and decision making has implications for many facets of society, including education, medicine, and the justice system. Despite the importance of memory, the basic processes underlying the healthy function of the human memory system are not yet fully understood. Episodic memory is the ability to remember the components of a particular event, such as having a chicken salad sandwich and tea for lunch yesterday—in contrast to memory of the fact that lunch is a meal eaten in the middle of the day. It can be difficult to remember the specific details of an event, especially when the same components appear in multiple events (e.g., bread consumed at various meals) and events often repeat (e.g., lunch is eaten every day). This project aims to evaluate three critical components of memory: first, the properties that contribute to the ability of a cue to successfully elicit a memory, independent of the content of the memory; second, the nature of the content of the memory that is successfully retrieved and reported, without regard to the cue; finally, the interaction of cue and content in which a cue is especially effective for particular content, but not for other content. For example, sometimes a cue—say, the scent of a distinctive perfume—elicits a very strong memory for a specific life event, such as the senior prom. To study these components of episodic memory, the researcher will create laboratory events for adult participants to remember. Later, memory for those events will be measured. This research will advance understanding of episodic memory by investigating the use of behavioral measures of memory in adults and by building a computer model that behaves in the same way as a human memory system. The educational component of this project seeks to train graduate and undergraduate students to be critical and effective consumers of science, both inside and outside of the laboratory.

**IMPACT:**
This research has the potential to inform educational testing and the criminal justice system on properties that make effective cues for episodic memories and memory content. It will contribute to understanding the fundamental processes that underlie human episodic memory and have the potential to contribute to successful treatments of memory disorders. Both the research and educational objectives serve to encourage and sustain the engagement of students with scientific practices and principles.
Larry Martin was named vice president for program development. Martin, the longtime head of the Office of Program Development (OPD), has been with the University since 1976. Miguel Sapp ’82, L’88, G’89 recently joined the OPD as executive director of development and alumni relations.

Newhouse professor Douglas Quin, a sound designer and composer, debuted a live performance of “Aurora Passage” at the Arc Cinema in Australia. The multimedia composition combines piano, live narration, Antarctic soundscape recordings, and archival imagery based on the 1912-13 diaries of SY Aurora able-bodied seaman Bert Lincoln. The performance was the final in a series of live events marking the National Film and Sound Archive of Australia’s Extreme Film and Sound Exhibition, celebrating 100 years of Australasian Antarctic expeditions.

The U.S. Green Building Council recognized Chancellor Nancy Cantor, Onondaga County Executive Joanie Mahoney ’87, L’90, and Syracuse Mayor Stephanie Miner ’92 with its 2012 Global Community Leadership Award for their collective and collaborative efforts at fostering sustainability initiatives in Syracuse and Central New York.

Dean of Libraries and University Librarian Suzanne E. Thorin was appointed by President Barack Obama to the National Museum and Library Services Board. She was sworn in by Associate Justice Ruth Bader Ginsburg at a ceremony at the Supreme Court in November. Thorin is one of eight individuals newly appointed to serve as advisors to the Institute of Museum and Library Services.

Arlene Kanter was named the Bond, Schoeneck & King Distinguished Professor at the College of Law for 2012-14. Kanter founded and directs the Disability Law and Policy Program, and co-directs the SU Center on Human Policy, Law, and Disability Studies.

University Professor Jan Cohen-Cruz received the Award for Leadership in Community-Based Theatre and Civic Engagement from the Association for Theatre in Higher Education. The award honors a leader with a high level of commitment and longevity in the field whose work demonstrates an innovative approach, high artistic quality, community and field-wide impact, and deep civic dialogue.

Dawn Long received the Golden Key International Honour Society’s Regional Advisor of the Year award. One of 11 people in North America to receive the honor, Long is an office coordinator and graduate secretary at the L.C. Smith College of Engineering and Computer Science.

Marshall Street Records, SU’s student-run record label, released Electro Case Vol. 2, which features electronic music made by former and current Syracuse students.

SPORTS

SU Trustee Art Monk ’80 and Orange quarterback Ryan Nassib ’12, G’13 were among those honored at the 55th annual National Football Foundation Awards Dinner on December 4 in New York City. A 1979 All-America wide receiver, Monk was inducted into the College Football Hall of Fame. He is the 18th Orange man to enter the hall of fame. Nassib was honored as a 2012 National Football Foundation National Scholar-Athlete. He is the fifth Orange player to receive the award.

The SU men’s soccer team advanced to the third round of the NCAA tournament for the first time in program history, defeating Cornell and Virginia Commonwealth before falling to Georgetown in a penalty-kick shootout.

The SU men’s cross country team finished 15th at the 2012 NCAA Championship in Louisville. The squad also collected its third Big East title in four years. Martin Hehir ’16 won the Big East race, and Sarah Pagano ’13 finished ninth in the women’s race to lead the SU women.

The SU women’s field hockey team won its third Big East regular season title in the last four years. Head coach Ange Bradley was named the conference’s Coach of the Year for the fourth time, and Iona Holloway ’13 was selected as Defensive Player of the Year. In the NCAA tournament, the Orange women reached the Final Four for the second time in program history.

SU women’s soccer player Brittany Anghel ’14 was named Big East Goalkeeper of the Year.
CULTURAL PERSPECTIVES

DURING HIS NEARLY THREE DECADES IN ARTS MANAGEMENT, MARK Nerenhausen has learned the importance of presenting shows that do more than share good art and sell out at the box office. For Nerenhausen, the founding director of the Janklow Arts Leadership Program and a Professor of Practice in the art and music histories department, cultural leadership is key to ensuring a healthy life for arts organizations. “They have to be engaged in the community in a meaningful way and know what it means to be part of the community’s foundation,” he says. “Part of my vision for the program is to explore what cultural leadership means from that perspective, which speaks to the connections of the arts with things like economic development, cultural tourism, and community revitalization.”

Since arriving in Syracuse in summer 2011 to launch the interdisciplinary Janklow graduate program, Nerenhausen has embraced the wealth of cultural offerings in Syracuse and upstate New York, as well as those in the several nearby large metropolitan areas. “I don’t know of any other city, in any other location for a program like this, where students have easy access to all the varied dimensions of what cultural leadership means,” he says.

Nerenhausen began his immersion in the arts world as a teenager on Washington Island, Wisconsin. One summer, he and a friend cleaned out an old barn and turned it into a coffeehouse known as the Red Barn, where year-round and summer residents mingled over folk music, art exhibitions, and stage productions. He loved the work, running the venue through his college summers, and learned the value of creating a community atmosphere. While taking a break from graduate studies in Russian cultural history at the University of Wisconsin-Madison (UWM), Nerenhausen had his eureka moment, courtesy of a graduation announcement he spotted while crumpling up a newspaper destined for kindling in his cabin wood stove. It mentioned a graduate program in arts management and sparked Nerenhausen into action. He earned a master’s degree in arts administration from UWM’s Graduate School of Business, and began an odyssey of managing performing arts centers that took him around the country, from Oshkosh and Milwaukee to Nashville, Knoxville, and Kahului, Hawaii. From 1998 to 2009, he served as president and CEO of the Broward Center for the Performing Arts in Fort Lauderdale, and before arriving in Syracuse, he helped launch the AT&T Performing Arts Center in Dallas as its president and CEO.

Throughout his career, Nerenhausen has made it a point to gather a variety of perspectives on art—from such performing artists as Itzhak Perlman, Tony Bennett, and Ringo Starr to Elvis impersonators, from children attending The Lion King to set designers and stage hands, and from donors and businesspeople to even those with no interest in the arts. “To understand all those conversations together is what cultural leadership is all about,” he says. “How do you take that cacophony of voices,
that multiplicity of perspectives, and synthesize it all down into a relatively coherent vision, a management strategy, and a plan.”

Nerenhausen wants his students to understand the delicate balance of competing interests and to do more than acquire professional skills. He envisions them as cultural leaders with big-picture perspectives who know how to fit the pieces together and succeed in a complex cultural environment. “They need to know why their arts organization matters in the larger scheme of things and respond to that intelligently, proactively, and with a sense of vision,” he says. For Nerenhausen, that perspective has staying power. As evidence, he can reflect on his days at the Red Barn and the fact that it celebrated its 40th anniversary this past summer. “In a lot of ways, what I do is teach my students how to manage the Red Barn,” he says. “The emotion, the intent, the perspective are all the same—it’s just a question of scale.”

—Jay Cox

JANKLOW ARTS LEADERSHIP PROGRAM

Founding Director:
Mark Nerenhausen, Professor of Practice, Department of Art and Music Histories, the College of Arts and Sciences

Program Background: The interdisciplinary, 15-month program leading to a master’s degree was established with a gift from renowned literary agent and arts patron Mort Janklow ’50 and his wife, Linda Janklow. The program’s goal is to develop leaders for arts organizations through studies in such areas as entrepreneurship, marketing, business operations, education and outreach, and public policy regarding the arts. It welcomed its inaugural class of five students this fall.
IN THE LAND OF OPPORTUNITY

BORN AND RAISED IN CUBA, MILENA GONZALEZ ’13 CAME to the United States in 2004 as part of a refugee program. Fully expecting to live in Florida, where she and her parents had relatives, she was more than a little surprised when told their resettlement city would be Syracuse. “They showed it to me on a map, and I couldn’t imagine why I was going there,” says Gonzalez, a senior in the Whitman School of Management. “When I landed at the airport, I said to myself, ‘What is this place?’”

In the eight years since her arrival in Central New York, Gonzalez has found it to be a place of opportunity. After graduating from Nottingham High School with a 3.7 grade point average, she was among the first class of Syracuse City School District students to be offered a college scholarship through the Say Yes to Education program, which pays for her tuition and books. “Before Say Yes, I knew I would get some help with college costs, but probably not a full scholarship,” she says. “This was a big surprise and my parents were really glad.”

Her first career choice was criminology, with an eye toward working for the FBI. But a strong aptitude for math led her to choose an accounting and finance major, with a minor in economics. Her long-term goal is to become a certified public accountant. Fluent in English and Spanish, she is learning Portuguese in hopes of landing an internship with Banco Espirito Santo, an international Brazilian bank. “It’s a huge bank, with offices in Miami, Spain, Portugal, and Brazil,” she says. “I know I’m going to be super ready when I leave Whitman to work in the financial world.”

That vision of the future is vastly different from the one she had in Cuba. As a child, Gonzalez was being trained as a dancer in a Cuban performance arts school equivalent to the Juilliard School. “I was dancing since I was 4 years old,” she says. “I was in the Cuban dance school for only seven months because after three months, my mother told me we were coming to America.” Although Gonzalez no longer plans to dance professionally, she continues to perform with the Spanish Action League, a Syracuse organization promoting Latino culture, when time in her busy schedule permits.

Gonzalez is an only child and her parents have moved to Miami, but she is happy to have remained in Central New York to complete her education—despite missing her homeland’s tropical climate. An avid basketball fan, she cheers on both the Miami Heat and Syracuse Orange. “I’m glad I stayed here and had the chance to go to SU,” she says. “Syracuse University is great—I love the Whitman School, the wonderful professors, and the Orange spirit.”

Some day, Gonzalez would like to return to Cuba to visit, but has no plans to live there. “I have so much more freedom here,” she says. “Now I have the liberty to be myself.” —Paula Meseroll

Photo by Steve Sartori

MILENA GONZALEZ

SAY YES SCHOLAR

Recipient: Milena Gonzalez ’13

Background: Say Yes to Education Inc. is a national, nonprofit foundation that seeks to improve high school and college graduation rates among urban youth. The Say Yes Syracuse program, in collaboration with the foundation and SU, awards scholarships to qualified graduates of the Syracuse City School District.
LEADER, ADVOCATE, SCHOLAR

VOLUNTEERING IS A WAY OF LIFE FOR JORGE TALAMANTES ’15. Growing up in Azusa, California, he was involved with Habitat for Humanity, volunteered at a children’s center in Los Angeles, participated in a 24-hour walk-a-thon to raise money for the City of Hope American Cancer Society, and raised $800 to help animals affected by the Gulf oil spill. “My parents are all about giving,” says Talamantes, a psychology and communications disorders major in the College of Arts and Sciences. “My Dad’s motto is ‘You always spend two cents on someone else before you spend two cents on yourself.’”

With such a strong family tradition of giving, it is not surprising that Talamantes was one of 10 students selected to be part of the inaugural Phanstiel Scholars program. Applicants for the four-year scholarships are required to write a statement summarizing their volunteer activities and describing how they plan to use their time, resources, and talent to make the world a better place. “I think I was chosen to be a Phanstiel Scholar because I’m really involved with advancing human rights,” Talamantes says. “I feel like I’m being rewarded for doing what I already do naturally.”

As a second-year Phanstiel Scholar, Talamantes serves on the Council of Mentors, which assists the group’s first-year scholars with academic development and ways to participate in service within the University community.

LOUISE AND HOWARD PHANSTIEL SCHOLAR

Recipient: Jorge Talamantes ’15, the College of Arts and Sciences

Background: Trustee Howard “Howie” G. Phanstiel ’70, G’71, and his wife, Louise Phanstiel, established the Phanstiel Scholars program for middle-class students who are U.S. citizens and demonstrate the potential for academic success and community leadership. Each Phanstiel Scholar is awarded a minimum grant of $3,000 a year for four years, which may be increased to address individual needs.

“My main message to the first-year scholars is don’t wait until the second semester to begin volunteering, because it’s never too soon to start looking for ways to help people,” says Talamantes, who also mentors students in his role as resident advisor for the Psychology in Action Learning Community.

Talamantes says the entire group of Phanstiel Scholars gets together bi-weekly to work on philanthropic projects, and they have had opportunities to meet with the Phanstiels as well. Inspired by the inaugural Phanstiel Lecture, delivered by Room to Read founder John Wood, the scholars have decided to raise funds to build a school in Africa. “When we raise $20,000, the Room to Read organization will build the school,” says Talamantes, one of three project leaders. “We plan to dedicate the new school in honor of the Phanstiels as our way of saying thank you to them for their generosity.”

This summer, Talamantes plans to intern with the Peace Corps in the health care field and then hopes to volunteer in Africa after graduation. Looking to the future, he has his sights set on a career advocating for children with autism and mental illness—especially children from minority groups who don’t always get the professional help they need. “I want to start my own organization to raise awareness for underserved children with mental illness,” Talamantes says. “I have no doubt that all of the good connections I’m making as a Phanstiel Scholar will help me get my foot in the door and realize my dreams.” —Christine Yackel
LEE POINDEXTER ANTHON SCHOLAR

Recipient: Davina Phillips ’14
Background: This endowed undergraduate scholarship is awarded to African American and Latino students who are graduates of the Leadership and Public Service High School in New York City. First awarded in 2008-09, the scholarship was endowed by Lee Poindexter Anthon ’56, a longtime New York City educator and former president of the Metro NY Alumni Association.

DAVINA PHILLIPS ’14 HAS LONG BEEN INTERESTED in a career in law enforcement and one day would like to work as a homicide detective. “In Brooklyn where I’m from a lot of people get killed senselessly,” she says. “I want to be part of the team that solves these murders and gets the people responsible off the streets.” For Phillips, that’s important. She’s lost friends to such violence. She knows the risks police take every day, but isn’t intimidated by that thought. “I think it would be an enriching experience to be out in the field, dealing with different people all the time,” she says.

To pursue her goal, Phillips, a history major, began taking classes in the School of Information Studies and plans to switch her major to information management and technology. “Since I want to be a cop, I thought having an IT background would be extremely helpful,” she says. “Criminal justice work involves using more and more technology, so I figured why not have a background in technology.”

With a range of courses this semester encompassing computer networking, information systems management, social media, and collaboration in a global environment, Phillips finds her studies interesting. “I really enjoy what I’m learning,” she says. She’s also grateful for the financial assistance she receives from a Higher Education Opportunity Program grant, and the Lee Poindexter Anthon Scholarship, part of the Our Time Has Come scholarship program. “Both of those programs have been extremely helpful in making it possible for me to study here,” she says. “I’m really thankful for both scholarships.”

The Anthon Scholarship is given to a graduate of New York City’s Leadership and Public Service High School (LPSHS), which has a longstanding partnership with the University that includes placing SU student interns at the high school. “The students taught us a lot about SU, campus life, and different things we could accomplish on this campus,” Phillips says. At LPSHS, she played varsity softball, served as student body president her senior year, and was involved in community service projects, including a campaign against bullying. “I enjoyed the community service,” she says. “You had to go outside the school, communicate with people, and spread the news about a good cause you’re promoting. That was a good thing for me.”

Along with her studies, Phillips works as a residential security aide on South Campus and in catering at the Carrier Dome. For the past two summers, she helped run her grandfather’s machine rewinding shop in Antigua and Barbuda, where her father grew up and has extended family. “They fix alternators, starters, capacitors, basically anything electronic,” Phillips says. “And they have a whole room filled with bearings for all different kinds of machines. When I first started there I was like, ‘What in the world is a 6202 bearing?’ and had to figure it out.”

The work challenged her to learn the business and develop supervisory and management skills—assets she knows are good to have. Looking to the future, Phillips plans to take the state civil service exam for police officers as the first step in launching her career. “This is a big year for me,” she says.

—Jay Cox

PHOTO BY JOHN DOWLING

DAVINA PHILLIPS
TAXING ISSUES

A NATIONALLY KNOWN TAX POLICY EXPERT, Leonard Burman has worked in the highest levels of U.S. government, co-founded an independent institute that is the foremost source for tax policy analysis, and testified on Capitol Hill. But the “coolest” thing he’s ever done kept his mind far from public finance. In 2005, Burman and his then-22-year-old son, Paul, biked from Oregon to New Hampshire to raise $108,000 for Partners in Health, an international health organization. “It was an amazing experience, especially when I saw the staff from the Boston office of Partners in Health with signs saying, ‘Paul and Len saving lives,’” Burman says. “I don’t think I lost it until I called my wife after we arrived.”

Inspired by a conversation with his daughter and a book about the organization’s co-founder Paul Farmer, Burman asked family and friends to sponsor him and his son in their quest. The two blogged during their trip (ride4haiti.blogspot.com), detailing the bloody-kneed crashes, unique characters, and goodwill they experienced along the way. “It’s such an extreme physical effort. You pretty much ride, sleep, and eat,” says Burman, who has four children with his wife, Missie. “There was no thinking at all about tax policy.”

In his professional life, Burman has been engaged in tax and budget policy in many roles over the years. The first-ever Daniel Patrick Moynihan Chair of Public Affairs at the Maxwell School of Citizenship and Public Affairs, Burman fits well into the position’s expectation—to elevate understanding of public policy issues through thorough analysis, as the late Senator Moynihan did. “Like everyone, I have my own opinions about taxation, but the fundamental challenge for public policy is to weigh conflicting bits of evidence and sometimes inconsistent policy objectives, and arrive at sensible policy options or, often, an agenda for future research,” he says. “The work is fun because I spend a lot of time trying to solve policy puzzles, and then explain the answer to people.”

Burman came to SU in 2009 from the Urban-Brookings Tax Policy Center (TPC) in Washington, D.C., which he co-founded. The center’s tax, budget, and social policy experts analyze policy issues and generate reports that quickly provide context in more direct language than the guarded, risk-averse language used by government agencies. “Before TPC, tax policy issues often didn’t even get reported on because they seemed too complex,” Burman says. “That changed when I was at TPC. There were many hundreds of citations every year that used the center’s analysis.”

Earlier in his career, Burman helped evaluate and create tax policies as a financial economist in the Office of Tax Analysis at the U.S. Department of Treasury, a senior analyst in the Tax Analysis Division of the U.S. Congressional Budget Office, and as deputy assistant secretary for tax analysis at the Department of the Treasury during the Clinton administration.

Still connected with the Tax Policy Center as an affiliated scholar, Burman, who posts his ideas at blogs.forbes.com/leonardburman, took his research on “Tax Reform and the Tax Treatment of Capital Gains” to the House Committee on Ways and Means and the Senate Committee on Finance in September. He testified that tax breaks for capital gains, rather than being a magic elixir for the economy, may do more harm than good by spurring the use of inefficient tax shelters. A chart illustrated the point by showing there is no obvious correlation between capital gains taxes and economic growth. Burman’s analysis was cited on the editorial pages of The Washington Post and The New York Times, among other media outlets.

Burman, who teaches Social Welfare Policy, and Tax Policy and Politics at Maxwell, is now passing on his methods of understanding budget and tax policies to public administration students. “I loved my work at TPC, but the nice thing about teaching is you’re affecting people’s lives on a one-to-one basis, not anonymously through your reports or public appearances,” he says. “The M.P.A. students want to go out and change the world—and they care about the stuff I care about.”

—Kathleen Haley
WHAT IS it?
With SU’s can-do attitude and a proven track record of getting the job done, it’s not surprising that The Campaign for Syracuse University surpassed its billion-dollar goal three months before the campaign’s official end on December 31. The milestone announcement was marked on September 13, when more than 1,000 students, faculty, staff, friends, and trustees came together to celebrate amidst fanfare from the SU Marching Band and streams of confetti.

Prior to attending the lively gathering on the Shaw Quad, few in the audience knew the reason behind the celebration. Instead, many were drawn by the thought-provoking question: “What is it?”—which had been promoted throughout campus in the weeks preceding the event. The answer revealed that day was multifaceted. “It” is the campaign, the power of philanthropy, and the transformational change that can be created by working together. And perhaps most important, “it” is the foundation of SU’s future.

Event emcee Dylan Lustig ’14, president of the Student Association and a member of the Student Philanthropy Council (SPC), was joined onstage by Trustee Deryck Palmer ’78, who, as a campaign co-chair, had the honor of making the historic announcement. “It’s just incredible what we can accomplish together,” Palmer said. “Now it is up to all of us to carry this forward.”

If the announcement of reaching the goal early wasn’t enough, Generation Orange alumna Chelsea Damberg ’12, a production assistant for the Today show in New York City and a founding member of the Student Philanthropy Council, had more news for the crowd. She introduced Trustee Winston Fisher ’96 with the announcement that he—along with fellow alums and New Yorkers, Trustee James Kuhn ’70, G’72 and Hal Fetner ’83—is establishing a space in New York City that will serve as the academic hub for experiential learning programs there. The Fisher Center will feature classrooms, studios, and event space, and help students make critical connections with Big Apple alumni who can assist them in forging their chosen careers. “The value of immersion experiences in the heart of NYC is that they afford SU students the opportunity to enhance critical thinking, problem solving, and communication skills while receiving a hands-on introduction to the workplace of their choice in their discipline,” Fisher
said. “New York City is full of SU alums, 40,000-plus, many of whom are leaders in their fields. It’s the contact with these leaders, SU’s community of experts, that creates the best possible real-world learning environment.”

Support for the campaign, which was publicly launched in 2007, has been unprecedented. “The generosity of our donors exceeded all expectations, and SU has been transformed into a fundamentally different place than when the campaign started,” says Tom Walsh G’84, executive vice president for advancement and external affairs. “We are proud that our efforts have helped build a strong infrastructure to propel the University forward.”

Walsh says that at first, many involved in the campaign’s early planning stages were stunned when in 2005 the Board of Trustees and Chancellor Nancy Cantor set the unprecedented fund-raising goal, which was triple that of any previous campaign in SU’s history. “We had difficulty just saying the word ‘billion’ out loud,” he says.

Chancellor Cantor knew the University had to aim high if it was to seize opportunities to tackle critical problems, recruit top scholars, and increase access and support for a diverse population of students from a broad spectrum of social and economic backgrounds.

It was Cantor’s vision of Scholarship in Action that fueled the campaign. In announcing she will conclude her tenure as Chancellor in June 2014, Cantor noted that she plans to sprint to the finish line, as she has ever since she arrived in 2004. “There is much work to be done in sustaining our momentum as a university engaged with the world—work for us to tackle together in the coming three semesters, and for our next leader afterward,” she said.

Board of Trustees Chairman Richard Thompson G’67 credits Cantor for her leadership and vision in helping the University attain new heights and for recognizing that Scholarship in Action captures everything the University is about. “She has led us through an aggressive capital campaign so ambitious that some thought the goal was too high,” he said. “But she had confidence when others didn’t, and showed us that even the biggest global financial crisis in nearly 100 years couldn’t stop us from raising more than SU had in the previous two campaigns combined. But fund raising alone doesn’t begin to tell the story of what’s been happening at SU. Under Nancy’s leadership, SU has secured its legacy as a place of opportunity and engagement.”

A Cultural Shift

The enthusiasm generated by The Campaign for Syracuse University has ushered in a new era of unity, optimism, and belief in the future of SU. Beyond the dollars and cents, perhaps some of the most critical outcomes are foundational and cultural shifts at the University’s very core.

Nowhere is this more evident than in the increased participation of alumni and friends. As volunteers, they have played a leading role in building a solid and longstanding base of support for the University in numerous ways—from soliciting campaign contributions from fellow alumni to hosting New Student Send-Offs to mentoring students and young alums.

Campaign co-chairs and trustees Melanie Gray L’81, Deryck Palmer ’78, and Howard Phanstiel ’70, G’71 have led
Our volunteers come from all walks of life and from all over the nation and the world. But they all have one very important thing in common—to support SU in whatever way they can, whether it’s financially, with their ideas, or through their work as ambassadors for this great university.

— Brian Sischo, vice president for development
Establishing a Tradition

H ow Do You Build Tradition? The Syracuse University Student Philanthropy Council (SPC), a group of enterprising student ambassadors from various academic majors and class years, has taken on the challenge of rekindling the tradition of philanthropy on campus and defining what philanthropy means to SU. Through a variety of activities during the academic year, SPC members heighten awareness of the role philanthropy plays in the quality of the SU experience.

“To ensure the continued growth and success of Syracuse University, it’s imperative that we all get into the spirit of philanthropy,” says SPC member Dylan Lustig ’14. “Syracuse University has given me a wealth of knowledge, experience, friendships, and opportunity. Giving back can never fully repay that, but it is my way of saying thank you for all that has been given to me.”

Each spring, the SPC sponsors Philanthropy Week, which celebrates the vital role of philanthropy with a number of on-campus events. This year’s Philanthropy Week featured the inaugural Phanstiel Lecture by John Wood, founder of the award-winning nonprofit Room to Read. The week also featured the Orange Circle Awards, honoring altruistic members of the Syracuse University community who have done extraordinary things in the service of others.

The council hopes that, as its work continues, the tradition of a “culture of philanthropy” among the student population—including the renewed tradition of Class Giving—will become second nature and as common as wearing orange to an athletics event. And that as students graduate to Generation Orange alumni status, the tradition continues.

The Syracuse Student Philanthropy Council at the “What is it?” event.

PAY IT FORWARD

Momentum Coast to Coast

The success of volunteer-led, peer-to-peer efforts is nowhere more evident than in the work of alumni, parents, and friends across key regions of the country when The Campaign for Syracuse University took to the road between September 2010 and June 2012.

In Atlanta, Boston, Los Angeles, Washington, D.C., New York City, Chicago, and the San Francisco Bay Area, alumni and friends formed regional councils to promote the power of Scholarship in Action and encourage alumni to become actively involved with their alma mater.

In each region, events—many of them highlighting the expertise of Syracuse University faculty—engaged local alumni while emphasizing the need to support the campaign. For example, in Washington, D.C., alumni played detective at an event showcasing the College of Arts and Sciences forensic science program and how it is using education and research to combat crime and terrorism. On the opposite coast, San Francisco alumni gathered at Google’s Mountain View campus for a reception that included students from the iSchool’s Silicon Valley immersion experience.

Leaders from the regional councils
also challenged fellow alumni to step up their support. Trustee Michael Thonis ’72 matched each dollar received from Boston-area donors up to $250,000, and Trustee Winston Fisher ’96 doubled the impact of a $250,000 challenge gift for the Orange Metro Fund in the Big Apple, while Trustee David Edelstein ’78 matched all new cash gifts up to $100,000 to create the Chicago Orange Fund. All told, support to date from these regions totals more than $461 million.

During the campaign, alumni outreach was not limited to North America. This year, the University established its first international regional council—the Middle East, North Africa, and Turkey (MENAT) Regional Council.

Chaired by Whitman School of Management graduate Reda Raad ’95, a communications executive based in Dubai, United Arab Emirates, the MENAT Regional Council is developing goals on a number of fronts, including alumni engagement, admissions outreach, institutional partnerships and academic exchanges, and philanthropy. “The more our alumni feel connected to the University, the more likely they are to share their experiences, both as students and as graduates, which is exponentially beneficial in recruitment,” Raad says. “They will also be more inclined to use their influence and connections to help create valuable opportunities in the region for current and future SU students.”

The willingness of Syracuse University alumni and friends to come together— even half a world away—in support of the University and its students is of no surprise to campaign co-chair Deryck Palmer. “Through these past years, I’ve seen hundreds of alumni and friends volunteer their time and band together, intent on spreading their SU pride to others,” he says. “It’s hard to express the level of passion, momentum, and positive force that lives on this campus and beyond its borders. It’s this dedication and generosity of thousands to this campaign that will form the foundation of our future.”

Members of the Board of Trustees
The Campaign for Syracuse University co-chairs
The Council of Chairs, representatives of each of the school and college advisory boards
Groups of advisors for each school, college, and unit, including members of advisory boards, boards of visitors, boards of friends, and dean’s leadership councils
Members of the Alumni Association Board of Directors
Leaders of alumni clubs across the country and around the world
Members of the regional councils representing Atlanta, Boston, Chicago, Los Angeles, New York City, San Francisco, Washington, D.C., and the Middle East, North Africa, and Turkey
Members of the National Parent Advisory Board
Members of the Metro New York Parents Executive Committee
Students serving as members of the Student Philanthropy Council and the Senior Class Giving Committee
Members of the Faculty and Staff Giving Leadership Committee
Members of the University’s Marketing Committee

To learn how you can become involved, contact Deborah Armstrong at 315.443.9165.
Forging the Future

“The end of the regional fund-raising campaigns does not signal the end of the University’s involvement in these regions—quite the opposite,” says Sischo. “Our initiatives have sparked an ever-expanding SU presence around the country that will only grow stronger in the years ahead.”

And just as the regional councils in these “geographies of opportunity” were vital to the success of The Campaign for Syracuse University, they—and other groups of volunteers—play a key role in the University’s future by expanding their responsibilities to include other priorities.

ENHANCING THE CULTURE OF PHILANTHROPY

During the campaign, the amount of giving by alumni and friends increased. But it has become clear that for the University to position itself for future success, it needs to build a stronger base of support at the broadest level.

With that in mind, the Syracuse University Alumni Association Board of Directors is working to increase the rate of alumni participation across the country. Part of that strategy includes an emphasis on the importance of giving back to SU and positioning philanthropy as a natural part of alumni’s lifelong engagement with the University.

BROADENING STUDENT RECRUITMENT

As the nation’s demographics continue to shift, it’s increasingly important for SU to broaden and diversify its student body from many perspectives, but especially in relation to regional representation.

Members of the regional councils are key to helping the University reach out to prospective students in their own backyards. For example, they share their own positive experiences, encouraging prospects to apply and ultimately choose to attend Syracuse University. They also host New Student Send-Off events in their regions to welcome first-year students and their families into the SU family.

Alumni and Friends Create a World of Impact

Although The Campaign for Syracuse University doesn’t officially end until December 31, its impact has already been felt across campus, across the country, and even around the world. As of October 31, the campaign had raised a total of $1,022,274,408. And here are just a few of the ways SU supporters have made a difference for students and faculty:

- More than 350 new scholarships and fellowships have been created, enabling SU to provide students with $204 million in scholarships and grants in the past year alone.
- Thanks in large part to the Faculty Today gift challenge program, the number of SU’s endowed faculty positions has more than doubled. For a partial list of the positions created, visit campaign.syr.edu/facultyprogress.
- State-of-the-art buildings—Newhouse 3, the Life Sciences Complex, the Melo Center, the Warehouse, and the Green Data Center—have been added to campus, while much-needed renovations are well under way in Huntington Hall, home of the School of Education.
- Construction is under way on Dineen Hall, the new home of the College of Law. Once complete, the college’s current buildings will bring the programs of the David B. Falk College of Sport and Human Dynamics together for the first time.
- SU’s Los Angeles campus has expanded and is the home of the LA Semester, a new entertainment industry-focused program.
- A campus expansion is under way in New York City, where faculty and students will have dedicated classroom space for the many academic programs that turn the city into “the world’s largest classroom.”
- Civil engineering students are gaining valuable experience in one of the world’s fastest-growing cities, thanks to a six-week internship program in Dubai.

As impressive as these examples are, they’re just the beginning of the myriad ways the campaign has changed the face of SU.

Be watching in early 2013 for a complete recap of the campaign. In the meantime, explore an interactive map of the campaign’s impact at whatisit.syr.edu.

= THANK YOU!
n e w Student Send-Off, Atlanta

Tepper Semester students gain an inside track on the theater world in New York City.

BOOSTING YOUNG ALUMNI ENGAGEMENT
Each year, hundreds of graduates return home or move to regions where SU has large concentrations of alumni. Regional councils help mobilize these established alumni to support not only new grads, but all of Generation Orange—graduates of the most recent 10 years—during a critical time in launching their careers.

Regional mentoring programs and events, such as SUccess in the City, provide a “soft landing” for graduating seniors and young alumni, putting them in contact with local alumni who offer information, career advice, and industry connections.

CREATING ACADEMIC EXPERIENCES
The LA Semester in Los Angeles and the Tepper Semester in New York City are just two examples of unique academic experiences that personify Syracuse University’s vision of Scholarship in Action. By bringing students together with SU’s vast networks of alumni and friends in those regions, the programs give students the ability to test their learning in real-world situations.

Regional councils assist in creating more opportunities like these, from intensive, semester-long programs to one- or two-week immersions that enable students to travel to a region to explore a specific industry in depth, such as the iSchool’s popular immersion in California’s Silicon Valley.

ENGAGING ALUMNI AT HOME
For SU to remain a part of its alumni’s lives, it must meet those alumni where they live. The University’s active network of alumni clubs provides many opportunities for alumni to engage with SU through social events. But many alumni are also interested in activities outside of what an alumni club may offer.

Regional councils work with the University’s regional development and alumni relations staff to organize such events throughout the year. They include bringing faculty speakers from campus to share their expertise or highlighting prominent alumni within the regions to share their experiences.

ELEVATING THE SYRACUSE BRAND
What does the name “Syracuse University” mean in different regions of the country? Is it tied to one school or college? Is it solely linked to SU’s athletic teams? For many reasons, it’s imperative to more strongly promote SU as a diverse—yet interconnected—institution where academic excellence both reflects and informs the ideas, solutions, and professions in the world.

Regional councils play a role in raising the University’s reputation while establishing partnerships with key organizations, universities, and businesses.

A Supercharged Spirit
The enthusiasm generated by The Campaign for Syracuse University has supercharged the Orange spirit and ushered in a new era of optimism and belief in the future of SU. The continued support of SU alumni, parents, faculty, staff, students, and friends will shape the University for decades to come as a bold, agile, and passionate place of learning.

“The campaign has galvanized the SU family as never before,” Chancellor Cantor says, “creating incredibly expansive new opportunities for our students and faculty and amplifying their impact on the world in a multitude of ways. Every member of the SU community should proudly celebrate our collective accomplishment in pushing the envelope of academic innovation that makes a difference in the world.”

—from Staff Reports
In the late '40s, **ED BLEIER, MORT JANKLOW, BOB MENSCHEL, and BILL SAFIRE** came together on the Hill and went on to highly successful careers while cherishing the bond they created with one another at SU

**BY CHARLES SALZBERG**

**AFTER WORLD WAR II, RETURNING VETS TOOK** advantage of the newly passed GI Bill, flooding colleges and universities in pursuit of the American Dream they’d just spent years in the trenches protecting. This presented a bit of a problem for four smart boys from New York City who had their hearts set on an Ivy League school. There just wasn’t any room.

So Ed Bleier ‘51, Mort Janklow ‘50, Bob Menschel ‘51, H’91, and Bill Safire ‘51, H’78, set their sights elsewhere, their eyes eventually landing on Syracuse University. The University previously accommodated a student body of 4,000, but was now bulging at the seams after nearly 10,000 veterans arrived on campus in 1946. Prefabricated buildings sprouted up all over campus as makeshift classrooms. With little available housing, students were spread out all over the city, some living miles from campus.

It was in this unlikely scenario that these four young men began a friendship that has lasted more than 60 years, a friendship that not only has seen their lives intertwine in sometimes surprising ways, but has also resulted in a deep, lasting connection and commitment to Syracuse University.

After leaving SU, each man made a lasting mark on society. Ed Bleier worked his way up to president of a division of Warner Brothers; Bob Menschel became a general partner at Goldman Sachs and established the industry’s first institutional department that became the model for all Wall Street firms; Mort Janklow made a name for himself as a literary agent, representing such clients as David McCullough, President Reagan, Pope John Paul II, Michael Moore, Danielle Steel, Barbara Walters, and Thomas Harris; and Bill Safire, who passed away in 2009, was an award-winning journalist and columnist for The New York Times and later chaired the Charles A. Dana Foundation, a private philanthropic organization devoted to leading breakthrough research and development in neuroscience, immunization, and neuroethics.

**Road Trip**

From his Goldman Sachs office on Park Avenue in Manhattan, Menschel recalls meeting Safire. “We lived on the Upper West Side and we both attended Bronx Science High School, so we took the same subway train back and forth to school,” he says. “I was the co-editor of our high school newspaper, and we never had enough material. I heard Bill read a short story for English class and asked him if we could use it. He said, ‘Yes.’ After that, we became close friends.”

At SU, Menschel and Safire wound up rooming together. “SU was a tough, rugged place to be,” Menschel recalls. “It was very competitive. We received IBM course cards and we’d line up to try to get the best teachers. If we didn’t, we’d tear the cards up and get back on line.”

After their first year ended, Menschel, Safire, and a mutual friend decided to drive across country. “The idea was to make it to California while working along the way, to get a sense of what the country was like,” Menschel says. “Bill

**Photos courtesy of Bob Menschel**

had a brother who lived out there and he used to say, ‘You can get all the orange juice you can drink for five cents.’”

With their parents’ help, they bought a second-hand 1945 Dodge, but Safire didn’t know how to drive, so while at Syracuse, Menschel taught him. “Both of us, looking for an easy course in high school, had taken automotive physics, but the problem was, none of us knew how to open the hood of the car,” he says.

From Syracuse they headed up to Canada, where they visited the steel mills in London, Ontario, then on to Detroit. “Through a friend’s uncle, we got a job running air-conditioning filters through the bath, cleaning them, then putting them in new frames,” Menschel says. “The filter was spun glass, and we spent the evening pulling fibers out of our fingers. In Yellowstone Park, we were approached by a bear while eating lunch, and Bill climbed up on the roof of the car to save himself. Eventually, we wound up in Palo Alto, where we got a job picking apricots. We had to get up at five in the morning, pick ‘cots, then lay them out in the sun to dry.”

Menschel was an entrepreneur, always coming up with ways to make life easier for others while picking up a few bucks. “I had the idea to run buses from the campus to the Armory to get better crowds for Syracuse basketball,” he says. “It would have worked, except the one thing I didn’t figure on was the quality of the team. After a while, no one wanted to go to the games, no matter how easy I made it for them to get there.

“The beauty about things back then is you could do anything. It was free form. I even created an ‘Investment Week,’ with talks at Slocum Hall. I got a ticker tape and had speakers come in. It was a great success.”

Media Attraction
“Told you who was who there,” says Ed Bleier, leaning back in a chair in his Manhattan office, just off Sixth Avenue. Despite his official retirement as president of domestic pay-TV, cable, and network features at Warner Bros., Bleier, like Menschel, still goes into work.

“We were best friends,” he says. “I used to call his mother, ‘Mom.’ The joke is that I was the first non-family member to kiss Mort’s sister.”

Janklow was a year ahead of Bleier, so he made it to SU before his best friend. When Bleier did make it north, in 1947, Janklow found him a room near campus. Menschel and Safire weren’t as fortunate, enduring long bus rides to campus from miles away, as Janklow had done his first year due to the housing crunch. Bleier met Safire working at WAER radio, where Safire wrote for the station, while Bleier produced. Downstairs, a young DJ named Dick Clark ’51 was announcing. The three eventually collaborated together on a WAER show. Bleier was also a stringer for the Herald-Journal and worked at WSYR-FM, where he broadcast Orange basketball and boxing, as well as Syracuse Nationals basketball games. In his last on-air appearance, he interviewed incoming SU head football coach Floyd “Ben” Schwartzwalder and sold it to the ABC radio network.

The summer after their sophomore year, Safire and Bleier took jobs in New York City. Safire researched and wrote a column profiling personalities in the New York Herald Tribune for Tex McCrary and Jinx Falkenburg, a husband-and-wife team who also had popular radio and TV shows in the city. Bleier wrote promotional copy for one of New York’s early TV stations, WABD (Channel 5). “Because Bill and I had jobs we aspired to, we said, ‘Maybe we don’t need to go back,’” Bleier recalls.

Literary Pursuits
“I met Eddie Bleier in the fourth grade,” says Mort Janklow, now a partner with Lynn Nesbit in New York, one of the most successful literary agencies in the world.

Janklow graduated high school at age 15 and was accepted to Yale, but only under the provision he attend a year of prep school. “My dad didn’t have that kind of dough, and when I learned Syracuse might consider me, that’s where I decided to go,” he says. He met Safire through Bleier and was drawn to him immediately. “We had an intellectual
I don’t know,” Janklow says of the proposition. But Safire insisted, telling him “I’ll write a proposal in a month, that’ll give you time to learn.”

Janklow asked friends Michael Korda and Jason Epstein for a sample contract, realized it was to a writer what a lease was to a tenant, and went about rewriting it. When the proposal was ready, Janklow sent it out with a non-disclosure clause and made editors come into his office to read it, something unheard of prior to that. He sold it to William Morrow with a September 1 deadline, making sure Safire met the date, because with Watergate breaking and Nixon in disgrace, he didn’t want the book turned down for non-delivery. Morrow, smelling disaster, wanted to reject the book as unacceptable. Janklow couldn’t dissuade the publisher, so he resold it to Doubleday, with the proviso that the publisher couldn’t change a word. Then he lined up Pulitzer Prize-winning authors to say how great the book was. With that in his pocket, Janklow sued Morrow in arbitration. After weeks of testimony, Morrow backed down and settled financially, giving up any rights to the manuscript. “As a result of that, I got a lock on D.C. authors because of Bill’s good-mouthing me,” he says.

Janklow’s stable of authors grew rapidly, to the point where he became one of the most powerful agents in the business. When Menschel wrote Markets, Mobs and Mayhem: A Modern Look at the Madness of Crowds (2002), Janklow represented him. And he did the same for Bleier’s The Thanksgiving Ceremony: New Traditions for America’s Family Feast (2003). Both became bestsellers.

Sharing Life Experiences

Usually, after graduation friends drift apart, especially when they start their own families. This didn’t happen with Bleier, Janklow, Menschel, and Safire, who stayed intimately involved in each other’s lives. They double-dated. They shared beach houses. When Bleier was looking for a job, after 10 months of active duty in the reserves, he hung out at Safire’s office, where Safire was working for McCrary and Falkenburg. McCrary started the draft Eisenhower movement and, with Jock Whitney, chairman of the Republican Party, and Safire, they created an event to help motivate Ike to run. Janklow recalls that Safire saw it to that college kids were stashed throughout the crowd, charged to start chanting, “We want Ike,” at any opportunity.

Bleier fixed Safire up with the woman who would become his wife, and then Safire returned the favor, introducing Bleier to his future wife. They attended each other’s weddings. Safire further built the relationship among the four when, in the late ’50s, he came up with the idea of having a group of interesting men meet to discuss their different businesses and their worldviews. That initial group meeting became known as the “Wednesday 10” and, although several of the original members have passed away, including Safire, the group still meets three times a year.

In 1994, Menschel helped arrange for Bleier to finally get his SU degree, receiving credit for life experience. “I became a Syracuse grad, Class of ’94, sic, ’51,” says Bleier, who took on a dual role at the College of Visual and Performing Arts Convocation that year as guest speaker and member of the graduating class. In 1978, the same year Safire won a Pulitzer Prize, Menschel was lobbying behind the scenes for SU to award Safire an Honorary Doctor of Humane Letters degree. In honor of his friend, Menschel also established the Safire Chair in Modern Letters at the College of Arts and Sciences. Years later, as a member of the Board of Trustees, Safire was fond of humorously saying he represented the dropouts at board meetings. Ever the political sage and wordsmith, Safire deliberately planned his retirement from his New York Times political column, “not wanting to become...”
old hat and repetitive,” he confided to Bleier. In turn, Safire relished his role as chair of the Dana Foundation and asked Bleier to join the foundation’s board, expanding its mission to include the arts. When Safire passed away, Bleier helped organize the Dana Foundation’s memorial for his longtime friend in Washington, D.C., and the Times’s memorial in New York City. “Speakers at both represented the entire political spectrum, reflecting universal respect for Safire,” Bleier says.

To this day, Bleier, Menschel, and Janklow stay in touch on the phone or in person. Through it all, they have retained their connection to the University. “Bob was the one who created the strong connection to SU for all of us,” Bleier says. “His enthusiasm was contagious. You might say he reintroduced us to SU.”

Menschel, an honorary SU trustee, has actively supported numerous initiatives on the Hill, most notably establishing the Robert B. Menschel Media Center in the Watson Theater Complex, the Robert B. Menschel Photography Gallery, and the Paul Volcker Chair in Behavioral Economics at the Maxwell School. Bleier endowed The Bleier Center for Television and Popular Culture at the Newhouse School and serves on the SU Marketing Committee with Menschel and Janklow. “As members of the marketing committee, it was important for us to support Chancellor Nancy Cantor’s initiatives,” Bleier says. “We’re proud of the work she has done to help improve the city, expand SU’s reach with academic and alumni programs, and raise the level of undergraduate education.”

Along with serving on the Board of Trustees, Safire was a member of the College of Arts and Sciences (CAS) Board of Visitors and delivered two Commencement addresses. SU’s Bird Library includes a quiet reading room named in honor of Safire by the Dana Foundation, and his personal papers and rare book collection reside in the Special Collections Research Center. Besides his work with the SU Marketing Committee and the CAS Board of Visitors, Janklow is the moving force behind a new graduate degree program. “The Chancellor asked me to lunch,” he says. “I thought she was going to ask me for money, but instead she asked me a terrific question, ‘How can we distinguish ourselves?’ I came up with an idea to have a program in arts administration and she asked me to help fund it. I said, ‘Yes, if it could be a master’s degree program.’” The Janklow Arts Leadership Program welcomed its first class of graduate students this summer (see related story, page 12).

How did these successful men maintain such a close friendship over so many years? “We were brought up with the concept of loyalty,” Bleier says. “It’s about mutual respect, friendship, reliability. We always did favors for each other. I may not have agreed with Bill politically, but he was the best physiotherapist I ever met because he cured me of ‘knee-jerk reaction.’”

Janklow couldn’t agree more about their decades-long loyalty to one another. “If we got a middle-of-the-night phone call, we knew each of us would be there for the other. We reveled in each other’s successes. We knew we had friends we could count on. Look,” he says, retrieving a piece of paper from his desk. “Bob sent this list over to me when I asked him about his rules for investment.”

That these men, at their age, after all this time, continue to rely on each other, help each other, sustain each other, is nothing less than inspiring. 

“We were brought up with the concept of loyalty. It’s about mutual respect, friendship, reliability.”

—Ed Bleier ’51
"We want our passion for Syracuse University to be seen and felt long after we’re gone."

Throughout her career in public education, PATRICIA MAUTINO ’64, G’66 witnessed raw, young talent and identified personally with students who needed financial aid to help them pursue their educational goals. Her husband, LOUIS MAUTINO ’61, G’62, attended SU on an athletic scholarship and went on to be a business owner in the building industry. Together, they are committed to helping young people prepare for successful lives and feel privileged to share their “Forever Orange” spirit with future generations.

As an active member of the Syracuse University Alumni Association and the iSchool Board of Visitors, and a longtime supporter of SU Athletics, “Pat” Mautino already has a strong presence on campus. And with the four scholarships the Mautinos have endowed through their bequest, their love for SU will become an everlasting legacy.

You can leave a legacy, too.

Bequests, no matter what their size, 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 the SU students of today and tomorrow.

syracuse.planyourlegacy.org
LOOKING BACK, LOOKING FORWARD

WITH THE CAMPAIGN FOR Syracuse University almost behind us, now is the time to reflect on our success, but only for a moment. While we exceeded the lofty $1 billion goal set by Chancellor Cantor—even during the Great Recession—alumni support is even more crucial now than it has been over the past five years.

Although the campaign benefited greatly from the support of major donors, in the coming years SU will need to broaden giving participation from all alumni. From our most recent grads, known as Generation Orange, to today’s students, who are our future alumni, and beyond, the most important objective is to instill a “culture of philanthropy,” so that, in a few years, giving back will be as natural and integral to being SU alumni as attending a sports event, Orange Central, or local alumni gatherings.

The SU Alumni Association has taken the lead in promoting a philanthropic culture by developing and implementing a Strategic Plan for Alumni Philanthropy, which will train and empower alumni volunteers at all levels to spread the word on the importance of broad-based alumni participation.

Why does this matter? Annual giving is critical for SU to fulfill its mission to ensure that current and future students have the same opportunities to succeed as we did. Not only that, but it will also improve our alumni participation rate—a measure of an institution’s reputation among its alumni about how satisfied they are with their college experience. The higher the rate, the clearer the message is about the quality and value of a degree and the success of an institution’s alumni. For these reasons alone, we should all be committed to significantly increasing our alumni participation rate.

It also matters because corporations and foundations, which SU depends on for grants and sponsored research dollars, among other contributions, consider the alumni participation rate as a barometer in making philanthropic decisions. In other words, the higher the participation rate, the more likely it is an institution will receive generous corporate and foundation support.

Most importantly, it’s not how much you give, but rather that you are counted among those who do give. Moving the needle just a bit is better than not moving it at all. And, if everyone gives just a little, our participation rate will increase, and you will be surprised by how even small gifts can add up to make a big difference.

So let’s look back with a deep sense of pride and satisfaction at our historic accomplishment during difficult economic times, and look forward to an even better future by participating and making your gift to the Annual Fund or to whatever part of SU is most meaningful to you. Thank you and Go Orange!

Brian Spector ’78
President, Syracuse University Alumni Association

CLASSNOTES

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.

Elizabeth Winship Ardison Scott ’33 (A&S) celebrated her 100th birthday with friends and family in Knoxville, Tenn. She graduated from Syracuse University with a double major in physics and mathematics and went on to become the matriarch of two families. She married Robert J. Ardison II in 1934 and together they raised three sons and had seven grandchildren, and nine great-grandchildren. After the death of Robert Ardison, she married Robert N. Scott in 1969 and became Aunt Bettie to his five grandchildren, 10 great-grandchildren, and one great-great grandson.

Sylvia Brooklyn Denhoff ’40 (FALK) began her career as a home economist working for the Providence (R.I.) Gas Company, teaching brides and housewives who bought the company’s stoves and refrigerators about good nutrition and cooking. Later, she was a consultant to the lunch program at the Meeting Street School for children with cerebral palsy, taught cooking to adults for United Cerebral Palsy, and taught cooking in a special education school for boys and girls. Denhoff also wrote the low-calorie section of a local cookbook, food articles, and restaurant reviews.

Patrick McCarthy ’48 (A&S) won gold medals in singles badminton, mixed doubles badminton, and doubles tennis at the Empire State Senior Games in Cortland, New York in June. At age 86, he won the open division of the Floyd Horseshoe Tournament, besting competitors ranging in age from 16 to 50.

Joan Repath Pomfrey ’48 (EDU/VPA) of Fayetteville, N.Y., reunited with former Alpha Xi Delta roommates Jean Mason Swartendruber ’48 (SDA/NEW) and Doree Steinmann ’48 (SDA) for a week of relaxation in New York’s Thousand Islands. Pomfrey sang in a competitive barbershop chorus until recently. Swartendruber resides in Colorado Springs, Colo., where she gives talks for the League of Women Voters. Steinmann teaches television to children in Capitol, Calif.

ORANGE SPOTLIGHT

Sherman Stark ’47 (WSM) ran his first track competition at age 92 in July, taking home gold medals in the 100-, 400-, and the 800-meter runs at the Seattle Masters Classic, 2012 USA Track & Field Northwest Region. After hip replacement surgery in 1996, Stark took long walks and did his shopping and other errands not by car, but on foot. In his late eighties, his hip replacement slipped out of place and he couldn’t walk for a time. As a form of self-therapy, he used a support stroller to regain body movements until he could eventually walk again. Once he started walking and feeling stronger, Stark started running short distances on uphill stretches. The running stretches gradually got longer until one day he realized he had become a real runner.
HISTORY WITH A TWIST

AFTER YEARS OF FRUITLESS ATTEMPTS AT SNEAKING REAL-LIFE interesting characters and funny stories into the history textbooks he was writing, Steve Sheinkin decided to take matters—and history—into his own hands.

His historical nonfiction books for young readers—King George: What Was His Problem; Two Miserable Presidents; and Which Way to the Wild West?, to name a few—humanize historic figures and share the untold stories of others who were a part of the events. With a little bit of humor and a whole lot of research, Sheinkin, an Honors program graduate who majored in international relations in the College of Arts and Sciences, is making history exciting again.

His most recent book, Bomb: The Race to Build—and Steal—the World’s Most Dangerous Weapon (Roaring Brook/Flash Point) was a 2012 finalist for the National Book Award in the young people’s literature category, evidence that Sheinkin is not the only one excited by the stories of the unsung heroes of history. Here are excerpts of his phone conversation with Syracuse University Magazine.

How do you take the same history, people, and events that you couldn’t get into the textbooks and make them exciting for your readers?
The funny thing is, I always thought those things were interesting, but they would never let me put all that cool stuff in. All the while, I was keeping secret files in my desk of all those stories. I said to myself, “One day I’m going to do something with this.” I never knew what. It took me years to realize I could write my own books of all the stories I wanted to tell.

How do you make those bits and pieces of history approachable for people?
By just telling stories. When many people think of guys like George Washington and Thomas Jefferson, they think they’re going to be really boring. So I start with childhood stories to show them as real people who have their own funny adventures. That’s important with younger readers—get humor in there, even some irreverence, just to show these historic figures aren’t so different from them. That’s the biggest hurdle—it seems like these guys exist in paintings, but not in real life.

How do you decide which stories you’ve collected are worth pursuing as books?
That’s a big process. Each of the books takes a year or two, and in between—and I’m doing it now—I go through this process of looking through my files and trying to pick a story. I always write several proposals and narrow it down from there. Bomb started as one of many ideas I was working on with my editor, and it just rose to the top.

In the process of researching Bomb, what was the best or most rewarding find?
Some of the stories I didn’t know about, like Ted Hall, a teenager at Los Alamos who became a spy. It was one of those finds that was like a light bulb going off—a character so fascinating and young, who nobody knows about. You couldn’t invent a character like that; at least it wouldn’t be believable. I didn’t know about the Norwegian saboteurs either, the ones who attacked Nazi-run factories on skis to disrupt German atomic bomb research. There was a lot of this sort of Indiana Jones action that I didn’t know about until I started reading.

What is it like to have your work nationally recognized as exceptional historical nonfiction?
It’s just amazing. It’s so cool, especially after coming from the textbook world, where I knew the stuff I was doing wasn’t helping. I remember hating those textbooks when I was in school, so I really felt compelled to do something better and have a chance of breaking through and getting some kids excited about learning this stuff.

You’ve said your book The Notorious Benedict Arnold was your favorite. Is that still the case after the success of Bomb?
That’s always such a dangerous question, and yet it’s one that kids always ask, along with “How old are you?” and “Are you rich?” But I think that’s always a moving target. I still love Benedict Arnold—the book, I mean. Well, sort of the guy, too, at least as a one-of-a-kind character.

Are there any stories you haven’t had a chance to tell yet, but can’t wait to share?
The next one I’m coming out with is going to be really weird, and a total change of pace. It’s about an attempt to rob Abraham Lincoln’s body from his grave in Springfield, Illinois. It’s not as heavy as the Bomb story. It’s a true crime thriller about these counterfeiters who decide to rob Lincoln’s body. Basically, they’re going to blackmail the government into letting their colleague out of jail. It’s bizarre and disgusting, in a way, which is great for kids. It’s light, though, a sort of bumbling cops-and-robbers story.

—Melanie Deziel

Allan Hyman ’50 (A&S), partner in the tax certiorari and condemnation law practice group at Certilman Balin Adler & Hyman law firm, was honored at the Middle Bay Club in Oceanside, home to the Nassau County (N.Y.) Bar Association’s annual WE CARE Fund Stephen W. Schlissel Golf and Tennis Classic. The event distributes grants to improve the quality of life for children, the elderly, and others in need throughout the county.

Bernard Cheriff ’52 (A&S), L’54 (LAW) of New York City completed 27 months of Peace Corps service in Ukraine in June. Since March 2010, Cheriff had worked as a youth and community development volunteer in central Ukraine, helping an English language school grow from one student to more than 100 students. Throughout his service, Cheriff also helped develop a business plan and accounting system for the school. In his spare time, he helped implement a program to import used bicycles from the United States to Ukraine that were repaired by students and donated to a local orphanage.

Stephen M. Reiss ’54 (WSM), a commissioner of the Small Business Development Commission for the City of San Jose, Calif., was appointed to a three-year term on the Santa Clara County Assessment Appeals Board.

Aldo Tambellini ’54 (VPA) of Cambridge, Mass., participated in the opening of the TANKS at the TATE Modern in London, featuring new exhibition spaces for performance art inside huge oil tanks. Tambellini prepared a site-specific installation for the SOUTH TANK and re-staged two of his major performances from the ’60s, MOONDIAL and Zero.

Barbara “Bobbie” Herman ’56 (A&S) received the Silver Donkey Award from the Democratic Women of Westport (Conn.). The award is given annually to a woman who has made an outstanding contribution to the Democratic Party.

Helen Gregory Tzagoloff ’56 (A&S) of New York City published Listening to the Thunder (Oliver Arts and Open Press), a book of poems that chronicles her childhood in Russia during World War II to present-day life in America.

Richard E. Ostrander ’59 (A&S), G’61 (IST) participated in the opening of the Richard E. Ostrander West Valley Community Library in Yakima, Wash. Ostrander also serves on the Yakima Valley Librarians board of trustees.

Mark Harvey ’68 (A&S) of Arlington, Mass., is a jazz musician, music educator at MIT, United Methodist minister, and founder/music director of the Aardvark Jazz Orchestra, celebrating its 40th anniversary as one of the longest-lived jazz ensembles in the United States (www.aardvarkjazz.com). At SU, he was a member of the Jazz Ensemble and Marching Band. His uncle, former Chancellor William P. Tolley ’22, G’24 (A&S), H’69, also played in a jazz band during his undergraduate days on the Hill.

Alice Boatwright ’69 (A&S) of Paris, France, published her first book, Collateral Damage (Standing Stone Books)—three novellas that explore the long-term effects of the Vietnam War on those who fought and those who didn’t. Collateral Damage was a finalist for the Flannery O’Connor Award for Short Fiction. Boatwright’s stories have appeared in numerous literary journals, as well as anthologies of women’s writing published by Crossing Press.

Edward F.D. Spencer G’70 (EDU) was conferred vice president emeritus status by the Board of Visitors of Virginia Tech in Blacksburg, Va., following his retirement as vice president for student affairs in June 2012.

Caryl Andrea Oberman ’71 (A&S), an attorney representing children and their parents in education matters, was named a Pennsylvania Super Lawyer by Philadelphia and Law and Politics magazines.

Russ Patrick ’71 (VPA) and his son Chris Patrick ’02 (VPA) have created The Presidential, an all-ages political board game that educates players about the Electoral College and the campaigning process.
James B. Cunningham ’74 (A&S) was sworn in as U.S. ambassador to Afghanistan, where he had previously served as the deputy ambassador. Before his tenure in Kabul, Cunningham had served as the U.S. ambassador to Israel since August 2008. Prior to Israel, he was U.S. consul general in Hong Kong, responsible for the Hong Kong and Macau Special Administrative Regions of China. Previously, he was ambassador and deputy U.S. permanent representative to the United Nations (1999-2004) and acting permanent representative from January to September 2001. He holds the rank of career minister in the U.S. Foreign Service. He is married to Leslie Genler Cunningham ’74 (A&S) of Mineville, N.Y.

Stuart Spiegel ’72 (A&S), G’77 (LCS) retired as vice president in charge of services to higher education from O’Brien & Gere Engineers Inc. in Syracuse after 39 years with the company. He is married to Rosemary Baker G’86 (A&S), who retired as an assistant professor at SUNY Morrisville in 2009.

Louis P. Di Lorenzo ’73 (A&S), a senior partner of the Bond, Schoeneck & King law firm in Syracuse, was named in Human Resource Executive magazine’s premier feature “The Nation’s Most Powerful Employment Attorneys” and included in its 2012 Top 20 Management-side Labor Lawyers list.

Devlin Gualtieri G’74 (LCS), who retired from a 30-year career in aerospace research, had two novels published by Tikalon Press: Mother Wode, which involves a plot to control electronic financial transactions; and The Alchemists of Mars, which explores an attempt by scientists to make contact with people from 14th-century Earth who have lived on Mars for centuries.

James Cash ’75 (LCS) of Lincoln, Va., is a finalist for the Career Achievement Medal, an award sponsored by the Partnership for Public Service that honors a federal employee for significant accomplishments throughout a lifetime of public service.

Jim Lee ’75 (A&S/EDU), a former Orange basketball standout guard and member of the 1975 Final Four team, wrote Fifteen Feet for Free (AuthorHouse), a simple guide to foul shooting for players at any level—from the driveway to the NBA. Lee, a 85.9 percent free-throw shooter during his SU career, dedicates the book to his late father, Harold “Snook” Lee, who in 1945, lost both of his legs when a U.S. destroyer crashed into the Coast Guard ship on which he was serving. Lee will donate 50% of his book proceeds to veterans with disabilities and SU’s Barnes Family Entrepreneurship Bootcamp for Veterans with Disabilities program (/fifteenfeetforfree.com/).

Amy Wachspress ’75 (VPA) wrote Memories from Cherry Harvest (Counterpoint Press), a multigenerational family saga painted on the broad canvas of nations at war and in peace.

Vivian-Lee Nyitray ’76 (A&S) is the Patricia McSweeney MaCauley Chair in Teaching Excellence at the Riverside campus of the University of California (UC). She has worked with the UC Education Abroad Program to coordinate and oversee academic programs for UC students in the Netherlands since 2002.

Jim Pendergast G’76 (MAX) is vice president for human resources at the University of New Mexico Hospitals and adjacent faculty member at the University of Mexico School of Public Administration. He spoke at the National Public Employer Labor Relations Association meeting in Orlando, Fla., in April. He also spoke at Working Mother magazine’s annual meeting in Washington, D.C. in May.

Thomas Fensch G’77 (NEW) wrote Steinbeck’s Bitter Fruit: From The Grapes of Wrath to Occupy Wall Street (New Century Books), which examines how Steinbeck saw the 1930s and how close we are now to the conditions he experienced then. Fensch is on the faculty of Virginia Union University in Richmond.

Scott Pitoniak ’77 (NE) of Rochester, N.Y., cowrote Johnny Antonelli: A Baseball Memoir (RIT Press), his 15th book. A pitching star, Antonelli never spent a day in the minors and went on to be a five-time National League all-star and helped the New York Giants win the 1954 World Series.

Jim Nolte ’77 (A&S) is director of the Gary Library at the Vermont College of Fine Arts in Montpelier.

Steven A. Paquette ’77 (NEW), L’79 (LAW), an attorney at the Bousquet Holstein law firm in Syracuse, was accepted as a certified fellow of the American Academy of Matrimonial Lawyers and serves on the board of directors of the CNY Collaborative Family Law Professionals. Paquette was also appointed to the board of directors of the Juvenile Diabetes Research Foundation, Central New York Chapter.

Bob Costantini ’78 (NEW) is a correspondent at the new NBC News Radio station in Washington, D.C.

Jackie Robinson ’78 (NEW) is a 2012 inductee of the New York State Broadcasters Hall of Fame. Robinson, of Manlius, N.Y., is being honored for her contribution to the community through her work as a reporter and anchor at WSTM-TV, from which she recently retired.

Tom Dougherty L’79 (LAW) was elected to a two-year term on the board of directors of the Lommen, Abdo, Cole, King & Stageberg law firm in Minneapolis.

Scott Menaul ’79 (LCS) of Clearwater, Fla., is a digital fine artist who combines art and technology (www.menaul-art.com).

Holly Metz ’79 (VPA) of Hoboken, N.J., wrote Killing the Poormaster: A Saga of Poverty, Corruption, and Murder in the Great Depression (Lawrence Hill Books), which explores the circumstances surrounding a trial that was front-page news in 1938 and illustrated the effects of massive unemployment, endemic poverty, and meager public assistance.

Richard Poe ’79 (A&S), a New York Times bestselling author from Astoria, N.Y., wrote Perfect Fear: Four Tales of Terror (Heraklid Books), which presents four bone-chilling tales of mystery and superstition when the protagonist stumbles into an alternate universe.

Mark Roberts G’79 (A&S) wrote three novels: Dragonblossom, a Novel, appears under his more common pen name, B.D. Love; and Song of the Ten Thousands and A Day in the Life of a Severed Head (WingSpan Press), appear under his Chinese name, Lan Yan.

T. Andrew Brown ’81 (A&S), a managing partner of Brown & Hutchinson law firm in Rochester, N.Y., is a member-at-large on the executive committee of the New York State Bar Association.

Mahboob A. Khawaja G’81, G’00 (MAX) wrote Global Peace and Conflict Management: Man and Humanity in Search of New Thinking (Lambert Academic Publishing, Germany), which offers new ways of thinking and powerful scholarly visions on ways to manage complex and changing global crisis situations.

Brandon Steiner ’81 (WSM) wrote You Gotta Have Balls: How a Kid From Brooklyn Started From Scratch, Bought Yankee Stadium, and Created a Sports Empire (Wiley). Steiner is the chairman and founder of Steiner Sports Marketing, and also serves as a member of the Sports Management Advisory Board for Falk College.
Stanley Weese ‘81 (A&S) wrote Noir, a play that will make its debut at New Jersey Repertory Company in Long Branch, N.J. Noir was given a critic’s pick by Backstage in the 2011 New York Fringe Festival (www.njrep.org).

Richard S. Finkel ‘82 (NEW) is senior counsel to the Bond, Schoeneck & King law firm’s Garden City (N.Y.) office labor and employment law and municipalities practices.

Gilbert M. Hoffman L’82 (LAW) is counsel to the Syracuse-based Bouquet Holstein law firm in the areas of real estate and title law, real estate development, financing, leasing, boundary disputes, easements, and oil and gas leases.

Edie Lutnick G’82 (WSM), L’83 (LAW) of New York City was selected by Jewish Women International as a 2012 Woman to Watch honoree. Co-founder and executive director of the Cantor Fitzgerald Relief Fund, Lutnick is being honored for her extraordinary work advocating for the families of 9/11 victims—raising and distributing more than $250 million to victims of terrorism, natural disasters, and emergencies.

Gerald D. Raymond G’82 (EDU), L’89 (LAW) opened a general practice of law in the Law Offices of Peter Baum in Chittenango, N.Y., after 15 years with the Oneida Indian Nation legal department.

Susan Buehrer ‘84 (NEW) is executive vice president of the Philadelphia-based public relations firm Bellevue Communications Group.

Dorrian Cohen Fragola ‘84 (A&S/NEW) is vice president of marketing and business development at Janitronics Building Services, a leader in aiding and maintaining real estate for clients in New England.

Glenn H. Myers ‘84 (WSM) of Newburyport, Mass., wrote Deep Recesses of the Brain, an eBook compilation of dark, humorous, and poignant short stories.

Kim Parr ‘84 (NEW) is director of public relations at Latorra, Paul & McCann Advertising. She lives in Syracuse with her husband, Paul H. Bern G’92 (NEW), and their daughter.

Melinda Reiner ‘84 (NEW) of Syracuse completed both the Chicago and New York City marathons in 2011. She was happy to see a large Syracuse University flag being waved in Central Park with only a few miles left to run in the race.

Lisa A. Coppola ‘85 (NEW/WSM), L’89 (LAW), partner at Rupp, Baase, Pfalzgraf, Cunningham & Coppola in Buffalo, N.Y., was selected to the 2012 New York Super Lawyers—Upstate List. Only 5 percent of the attorneys in New York each year are named to the Super Lawyers list.


Dessa Bergen-Cico ‘86 (EDU/VPA), G’88, G’92 (EDU) wrote War and Drugs: The Role of Military Conflict in the Development of Substance Abuse (Paradigm Publishers). She is an assistant professor in the Department of Public Health at Falk College.

Dean Vakas G’86 (WSM) of Olathe, Kan., is vice president of finance and administration for distance learning at Park University in Parkville, Mo. He came to Park after a distinguished 30-year military career, serving most recently as director of academic operations for the Army’s Command and General Staff College at Fort Leavenworth, Kan.

Mary Ann Hopkins ‘87, G’89 (LCS) is the president of Parsons Government Services Inc., the business unit of Parsons Corp. She is based in the company’s Washington, D.C., office.


Gini Mandelbaum Warner ‘85 (VPA), a nutritionist in Laguna Niguel, Calif., co-authored The Gluten-Free Edge (Adams Media), which offers advice on getting skinny the gluten-free way (www.healthbygini.com).

Thomas Fleming ‘88 (VPA), of Wilmington, N.C., is an internationally acclaimed fine artist who has received many awards for his work, including four nominations for the prestigious Chesley Award; inclusion in the Greenwich Workshops Small Works North America show; runner-up in Art Expo’s Artist Challenge 2011; and Best in Show in the A Tribute to Women exhibition. In July, he won a federal court case against HomeGoods Inc. and ATI Industries for the unauthorized manufacture and sale of two of his original fine art pieces—a victory for all artists whose work is copied without permission or compensation.
formulated coherently in the 12th century at schools of law and theology in Bologna and Paris.

David Kelley G’92 (EDU), adjunct assistant professor in the sports administration program at the University of Cincinnati, wrote Sports Fundraising: Dynamic Methods for Schools, Universities and Youth Sport Organizations (Roulledge).

Matt Prohaska ’92 (NEW/WSM) of Fairfield, Conn., celebrated the one-year anniversary of his consulting practice for digital media and the advertising technology industry. He also produced a class series in New York City around online media buying through real-time bidding (www.prohaskaconсалuting.com).

Erin Frankel ’93 (VPA) and Paula Heaply ’93 (FALK/VPA) collaborated on a series of picture books on bullying (Free Spirit Publishing). The three books in the series—Weird! Dare! and Tough!—tell the story of an ongoing case of bullying from the perspectives of three third-graders. Frankel, a teacher and writer living in Madrid, Spain, wrote the books, and Heaply, a designer and children’s book illustrator living in Darien, Conn., illustrated the books.

Gregory Komarow ’93 (A&S) completed the pilot examination for the credential of Human Resource Management Professional after helping with the creation of the exam, the production of the study materials, and the inception of this new credential for Global Human Resources. He is director of human resources at Johns Hopkins Medical International in Abu Dhabi, United Arab Emirates.

Dean Malik ’93 (A&S), a major in the U.S. Marine Corps Reserve, joined Eastburn and Gray’s litigation practice group in the law firm’s Doylestown, Pa., office.

Richard Meneghello ’93 (A&S), managing partner in the Portland, Ore., office of the Fisher & Phillips law firm, was selected for inclusion in the 2012 Oregon Super Lawyer, ranked among the top 10 in Chambers USA: America’s Leading Lawyers for Business 2012, and selected to the Best Lawyers in America 2013. He focuses his practice on disability discrimination defense issues and regularly represents employers in labor grievance arbitrations.

Lisa J. Robinson ’94 (NEW), an expert in the complexities of mechanical royalty accounting, is director of collections and income tracking at the Harry Fox Agency (HFA), the nation’s leading provider of rights management, licensing, and royalty services for the music industry.

Robert Anderson ’95 (NEW) is chief development officer at Sapling Pictures, a digital media and branding company (www.saplingpictures.com).

Todd C. Francassi G’95 (ESF) was named in the 2013 edition of The Best Lawyers in America for his work in environmental litigation and regulatory affairs and corporate environment counseling. He is a partner in the environment and energy practice group of the Pepper Hamilton law firm’s Detroit office.

Nadine Chamel Levin ’95 (A&S) is founder and owner of Pipe Dream Cupcakes, the first mobile cupcake truck in the Merrimack Valley in Massachusetts.

Rhonda L. Maco G’95 (NEW), L’95 (LAW), founder of the Law Offices of Rhonda L. Maco in Garden City, N.Y., is a member of the board of trustees of MercyFirst.

Christine W. Thorpe ’95 (A&S) of Teaneck, N.J., was recognized by The Network Journal (TNJ) as one of its annual 40 Under 40 Honoree award winners. TNJ provides news and advice to black professionals and small business owners.

David E. Cole ’96 (A&S) and his wife, Margaret, of Milton, Mass., announce the birth of their daughter, Amelia Elizabeth.

Marla Meadows Hignett G’96 (EDU) is owner and president of the educational consulting firm MMH Education Group located near Cleveland, Ohio.

Rebecca Conklin Kleiboemer ’97 (A&S) and her husband, Daniel Kleiboemer ’96 (A&S), announce the birth of their son, Maxwell Charles. Rebecca is the web editor for The Blade newspaper in Toledo, Ohio. Daniel, a lieutenant commander in the U.S. Navy and a second mate in the Merchant Marine, is director of the Maritime Academy of Toledo Foundation.

Patrick Sammon ’97 (NEW/WSM) is the creator and executive producer of Codebreaker, a film about Alan Turing, a World War II codebreaker who is now considered the father of computer science.


John Boyanoski ’98 (NEW), owner and president of Complete Relations, a full-service public affairs firm located in South Carolina, was named one of Greenville Business Magazine’s Best and Brightest under 35.

Lisa Burstein ’98 (NEW) wrote Pretty Amy (Entangled Publishing), her debut novel that was published in May.

Glen B. Dabagian ’98 (ARC) and his wife, Kristin, of Ramsey, N.J., announce the birth of their daughter, Lily Rose, who joins brother Grant Theodore. Dabagian is a senior project manager with Macro Consultants in New York City.
AMERICAN HERO, HOLLYWOOD STAR
Navy SEAL Rorke Denver proves to be a true team player

BY RICK BURTON

IF YOU’RE A FAN OF SHOOT-’EM-UP FLICKS, CHANCES ARE you saw all the mayhem and destruction in Act of Valor and know the 2012 film used real, active-duty Navy SEALs as both actors and stuntmen. But since the Navy SEALs can’t be listed in the film credits for security reasons, you wouldn’t have known this R-rated action thriller prominently features Naval Res. Lieutenant Commander Rorke Denver ’96, a member of two national championship Orange lacrosse teams.

Nonetheless, Denver was a key contributor to the movie, serving as an advisor, playing a key heroic character known as Lieutenant Rorke, and even assisting in the movie’s pre-release promotion. “I initially got called by my commanding officer to meet with some Hollywood guys a few years back,” says Denver, who was awarded the Bronze Star with “V” (for valorous action in combat). “When directors Mike ‘Mouse’ McCoy and Scott Waugh first came down to San Diego and approached the SEALs about making a movie, I was one of the guys they talked to. And like all good SEALs, we’re pretty secretive and we said, ‘No.’ We weren’t interested in being in a movie about our group.”

But McCoy and Waugh kept after the Navy, the Department of Defense, and the Pentagon, and eventually the SEAL executive officers relented. After what passed for a form of rigorous auditions with 16 hand-picked men, Denver—a 6-foot-1 former long-stick and close defense man who served as tri-captain in his senior year for the Orange—was selected as one of eight SEALs to star in a flick about special-ops commandos fighting and chasing after assorted terrorists, drug mules, and villains.

So how did a nice SU lacrosse player who used to eat pizza at Johnny’s and live at Skytop end up in an elite military unit and then a Hollywood action flick? “My senior year, like most students staring at the end of their college time, I wasn’t sure what to do,” says Denver, an honorable mention All-American in 1996. “There wasn’t really any pro lacrosse to consider. But my dad, brother, and I were always sharing books and one that had really touched me was Winston Churchill’s autobiography, My Early Life, which was about all the military adventures that eventually led him to the political arena. That struck me down to the core that military service was what I wanted.”

From there, the journey led through a series of increasingly demanding ordeals because Denver wanted to learn if he was tough enough to fight with the most elite “Brotherhood” in the military. He was. Denver spent 13 1/2 years on active duty before recently making the transition to active reserves. Asked whether his time as a SEAL was an abrupt juxtaposition from his experiences with the outwardly laid-back coaching style employed by one of his early mentors—SU legend Roy “Slugger” Simmons Jr. ’59—Denver laughed. “Slugger’s laid-back persona is a cover for a pretty tough guy,” says the California native and former water polo player. “His father was a boxing coach and I’ve heard the story told that SU’s Jim Brown [’57], arguably one of the toughest football and lacrosse players of all time, said, ‘There’s no one I was afraid to fight, but the one guy I wouldn’t want to get into it.
During his days as an SU lacrosse player, Rorke Denver was known for his competitive spirit and stamina. While filming *Act of Valor*, Denver (pictured in the middle photo with co-director Scott Waugh) and his fellow Navy SEALs gave authenticity to the movie by doing the operational planning for the battle scenes.

with was Roy Simmons.’ Slugger—check out his nickname—always wanted combative teams and he recruited those kinds of guys. If you played for SU, you charged at the gun.”

That aggressiveness was learned in part at SU and in part from Denver’s disciplinarian father, Tom Denver ’66, who was an SU rower (his mom, Deanna Drake Denver, is also a member of the Class of ’66). Simmons sees aggressiveness and more among Denver’s attributes. “I’d say Rorke was probably the best conditioned athlete I ever had,” Simmons says. “I never saw anyone run harder. He could put it into another gear. And I say that because my goal for SU was that we would be the best conditioned team in the fourth quarter. I would put the team through difficult practices, run them hard, and when we finished, while the other guys headed for the locker room, Rorke would go out and run for another 45 minutes.”

Like his former coach, Denver has an unassuming and laid-back persona that belies his fierce competitive intensity and high expectations. So, did *Act of Valor* live up to his expectations? “We’re pleased with the portrayal,” says Denver, who, along with his duties as an active reservist, gives speaking engagements on leadership and training and is working on a book about his experiences. “To do $70 million at the box office, before the DVD release in June, with no real Hollywood stars, is pretty good. I think this movie surprised the experts.”

Perhaps, but the co-directors worked extra hard for authenticity. They wanted SEALs playing themselves, rather than untrained actors running around waving weapons. The trade-off of true knowledge over thespian chops meant soldiers in gunfights, parachute drops, and submarine rescues could all be filmed during real SEAL training exercises amid live fire and live rounds. “When it came to actually architect the battle scenes,” McCoy told *Entertainment Weekly* in February, “the SEALs did all the operational planning. They would say, ‘Hey, bro, we would do it like this, we would say it like this.’ We would disregard [the script] and do things how they were really done.”

Although it was two-and-a-half years in the making, largely because the SEALs in the movie would get shipped off on active-duty missions, the film honors what Denver repeatedly calls the “Brotherhood” or “Team Guys.” “We knew gunfights and that kind of stuff would get people to buy tickets,” Denver says. “But our real reason for doing this movie was love of country and love of ‘The Team.’”

How fitting that a true team player in college, a winner at the highest level for his university and country, would also end up on “The Team” protecting the United States and, in his free time, when the Navy could spare him, starring in a movie about acts of valor.
Mary Gilbert Palmer ’65

GEMS OF HISTORY

AT S.E. NEEDHAM JEWELERS in Logan, Utah, a customer has brought in a piece of jewelry to the store’s historian to see what she can learn of its provenance. It belonged to her grandmother, but she doesn’t know much about its value or history. She’s come to the right place. For Mary Gilbert Palmer, a piece of old jewelry is far more than ornamentation—it’s an artifact with its own story. “The store has a gemologist who can help customers determine the intrinsic value of a piece, but I help them with the history,” says Palmer, a jewelry historian who specializes in 19th-century British jewelry.

Often, a piece is older than the customer thinks, such as the one Palmer is looking at today. “It may have belonged to her grandmother, but it dates from 1870,” she says. “It probably came from the grandmother’s grandmother.” Palmer has been affiliated with Needham—the state’s oldest jewelry store—since 2000, when she was invited by the store to sell her Palmer Collection of fine antique and estate jewelry, pieces she collects from biannual trips to Europe. The jewelry ranges from pieces made of gold, silver, and gemstones to those constructed of more unusual materials, such as seeds and hair. “The wonderful thing about jewelry is that it functions the same today as it did 100 years ago,” she says. “Folks may not think they enjoy history, but when they fall in love with a fabulous piece of antique jewelry it immediately connects them with the past.”

Palmer found her calling as a jewelry historian after working as a schoolteacher and a caterer, earning a master’s degree in theology, and raising a family. An avid traveler, she began buying antiques at flea markets abroad and selling them from a card table in her driveway. Eventually she opened a shop, honing in on jewelry. She went back to school to earn a master’s degree in history, writing her thesis on British jewelry made during the reign of Queen Victoria.

Palmer credits her love of travel and discovery to an SU undergraduate semester spent in Florence, where she visited an art museum for the very first time. “I was a Trustee Scholar and my trustee [Dewitt LeFevre ’25] generously stepped up and funded a semester abroad,” says Palmer, who majored in political science in the College of Arts and Sciences. That transformative experience inspired Palmer to establish her own endowed scholarship to fund travel abroad experiences for future SU students through a charitable remainder trust.

She also serves as a mentor to Laura Marsolek ’13, a double major in art history and metalsmithing. Marsolek’s Honors Capstone Project focuses on the history and fabrication of Renaissance jewelry, and Palmer is her Honors’ reader. After meeting on campus, Palmer visited Marsolek in Florence during her junior year abroad. They viewed jewelry collections at the Palazzo Pitti and the Bargello, and Palmer introduced Marsolek to the historian of Bulgari Jewelry in Rome and the curator of jewelry at the British Museum in London. They also attended the Society of Jewellery Historians in London.

Upon returning to the United States, Marsolek spent a month in Utah, working side by side with Palmer and her customers. “Jewelry historians are rare,” Marsolek says. “It’s a very specialized field of art history, and I feel so fortunate to have met Mary through the University.”

No one is more pleased than Palmer herself. “I enjoy sharing my passion,” she says. “Working with this young scholar has been one of the most interesting and satisfying experiences I have had with Syracuse University.”

—Renée Gearhart Levy
Cory Loudenslager ’01 (LAW) of Montoursville, Pa., was accepted into the Peace Corps and departed for Ghana in October to begin training as an Agriculture Peace Corps volunteer.

Danielle M. McCann ’01 (LAW) is associate general counsel and corporate secretary for Community Bank in DeWitt, N.Y.

Adrienne Seiple Nutter ’01 (A&S) and her husband, Mac Nutter ’01 (LCS), of Grosse Pointe, Mich., announce the birth of their daughter, Marlo Vivienne, who joins brother Gus.

Danielle R. Schilling ’01 (A&S) joined the Garden City, N.Y., office of the Goldberg Segalla law firm as an associate in the general liability, municipal and government liability, and product liability practice groups.

Eleanor Junior ’02 (WSM) married Phyllip Williams in July. They live in Syracuse.

Ryan Brook ’03 (IST) of Baltimore is an associate director at Merkle, a customer relationship marketing agency.

Lucy Chien ’03 (LCS) won first place in the natural world category of the Smithsonian magazine’s ninth annual photo contest. Her photo “Clamming at the Oregon Coast” shows a clam sticking its tongue out (photocontest.smithsonianmag.com).

Corinne Gensler G’03 (NEW) is a producer at WSAB-TV in Atlanta.

Christina Pachucki Lindeman ’03 (NEW) and her husband, Jesse Lindeman ’03, G’04 (IST), of Burlington, Calif., announce the birth of their daughter, Rita Alexandra.

Gretchen Voth ’03 (NEW) is the content strategy director at Luquire George Andrews in Charlotte, N.C. She and her husband, Bill Voth ’01 (NEW), were featured in a September 2012 New York Times article about wedding hashtags on Twitter after #vowthemedwed trended on their wedding day, June 18, 2011.

Mike Zyorobowicz ’03 (WSM) was named one of the top accounting professionals in Philadelphia by readers of the business magazine SmartCEO. Zyorobowicz was among seven practitioners at Citrin Cooperman to receive the honor.

Christopher Malagisi G’04 (MAX) is a director of the National Conservative Political Action Conference and external relations at the American Conservative Union, served on the Young Americans for Romney National Leadership Team for the presidential campaign. He was profiled in Campaigns & Elections magazine as a D.C. “Mover and Shaker.”

Todd Collins G’05 (IST) is information technology area manager at the American Red Cross office in Cincinnati, where he is responsible for all network, computer, and telecommunications systems in the Cincinnati/Dayton region and the Lexington, Kentucky, region. This includes 28 chapter buildings in 90 counties covering portions of Ohio, Kentucky, and Indiana. He works for American Red Cross National Headquarters Humanitarian IT.

Rawan Jabaji ’05 (A&S), a producer and filmmaker, was one of the hosts of Culture Shock, a special travel series that aired on the Oprah Winfrey Network in July. The series featured three young filmmakers who explore relationships and marriage around the world (vimeo.com/45451325).

Carly Michel McCade ’07 (A&S) and husband Michael McCade ’07 (A&S) of Glenside, Pa., announce the birth of their daughter, Elle.

Meredith Sandacz ’07 (VPA) married Chris Riley ’07 (IST) in Charlottesville, Va. Meredith is the manager of a high-end clothing boutique in Georgetown, and Chris is the deputy chief technology officer for the Defense Threat Reduction Agency.

Erik Gordon ’08 (A&S) is pursuing a master’s degree in cybersecurity at Mercy College, New York.

Emilee K. Lawson Hatch L’08 (LAW), an associate attorney at the Bousquet Holstein law firm in Syracuse, wrote the 2012 Annual Survey of NY Law: Trusts and Estates for the Syracuse Law Review.

Jennifer Horvath ’08 (A&S/NEW) is marketing and communications manager for SU Abroad.

IN THE NOVEMBER 1985 ISSUE OF SYRACUSE UNIVERSITY Magazine, a photo of Gary Scott ’67 appeared with the editor’s column about the Vietnam Veterans Memorial under the heading “Healing the Wounds.” After a brief description of Gary, the editor wrote, “Apart from these few, bare facts, I know nothing of Gary Scott.”

I am not surprised, but if he had reached Gary’s dorm mates, he would have heard the “rest of the story.” After Gary was killed in action during the Vietnam War, his dorm mates created a scholarship in his memory that they have maintained for more than four decades. It has not only impacted the lives of 44 recipients from his hometown, but has also bonded his dozen contributors together.

In September 1963, Syracuse University brought Gary, a SUNY Environmental Science and Forestry student, together with a group of freshmen from diverse economic, academic, and home backgrounds—urban, suburban, and rural. Most were 18 years old, but at age 24, I was considered the old man of the group, having gone through the Navy after high school. Gary was from an African American family that lived in Le Roy, New York, a rural community near Rochester, with few minorities. Our dorm, Sims II, uniquely included two African Americans who were determined to change their lives and present a model of which their families and friends would be proud.

Our dorm mates’ strong desire to compete and win the intramural dorm sports competition brought us together. Black and white, Christian and Jew, we united to take on the other residence halls and even the fraternities. We were rightly proud when we ultimately won as the top sports dorm. That sports-generated camaraderie turned into genuine friendship. We sat together and grieved at President Kennedy’s assassination. Toward the end of freshman year, we appealed to University administrators to let us stay together—to their credit they agreed. We lived in Scott Cottage our sophomore year and then moved to the top floor of Lawrinson Hall, when it opened in ’65.

Gary was one of the friendliest and easygoing members of our group. A tall and strapping figure, Gary had a gentle side—he must have spent time with his mom watching and learning how to iron, for he taught many of us how to properly iron dress shirts. He excelled in the ROTC and was a Distinguished ROTC military graduate. He received a regular Army commission and was offered his choice of branch within the Army.

At a time when the Vietnam War was raging, Gary chose the toughest and most dangerous assignment: the infantry. I tried to talk him out of that choice. But he told me the infantry provided the best chance to prove he could be an outstanding military leader. He felt there was not a sufficient representation of blacks in leadership positions in this country. In March 1968, as a platoon leader with the 101st Airborne, Gary was killed in an ambush in Hue, Vietnam. His parents, then living in Rochester, were given his Silver Star. When Gary’s body came home in April 1968, his parents asked his Syracuse schoolmates to be honor-ary pallbearers—six of us came back.

We decided at that time to set up a scholarship in Gary’s name at his high school in Le Roy. Fifteen of his classmates contributed to the award. Annual solicitations were made for the next 15 years. In fall 2002, his Sims II friends gathered for their 35th reunion at an SU
football game on campus. They were updated on the award and renewed their financial commitment to Gary’s memory. I contacted Gary’s brother Dennis, and we met with the Le Roy High School principal. The space on the original recognition plaque had filled up in 2000. A new plaque was designed and bought by Gary’s brother. The new plaque goes to 2031. The cash award in 2003 increased 10-fold and has continued to increase every year since. This year’s contributors are 13 classmates, Gary’s brother David, and my family. On June 21, a $5,000 scholarship was presented to this year’s deserving senior, Ashley Owens. However, first, the audience heard the heroic story of Gary Scott, told by one of his classmates. Typically, there was not a dry eye in the audience. One father came up to me and indicated he has had several children graduate and looks forward to hearing Gary’s story again and again.

Gary’s Sims II classmates and friends have been active in telling his story every June in Le Roy. On Memorial Day 2008, the medic in Gary’s platoon, Bruce Braittain, called Le Roy High School from his home in the state of Washington, searching for Gary’s family. After 40 years, he wanted to tell them how significant a man Gary was. With his wife, he came and met with Gary’s sister, Sylvia. “Gary never asked or directed anyone to do what he himself was not willing to do,” Bruce said, telling Sylvia that Gary died “covering” him after sending the medic into a dangerous situation.

Gary is remembered in many other ways as well:
- He appears in the book *Dear America, Letters Home from Vietnam*. His radioman wrote home to his father in Memphis, Tennessee, “Tonight the nation mourns the death of Martin Luther King—I mourn the death of Lt. Scott, a fine man and a good leader.”
- His name appears on The Wall in Washington, D.C., and on a Vietnam memorial in Rochester.
- A plaque with his name hangs in Hendricks Chapel.
- There is a commemorative paver dedicated by Sims II classmates in the Orange Grove on campus.

This fall, Gary’s Sims II classmates and spouses returned to Syracuse for their 45th reunion. There was much updating of each other’s lives, but, of course, Gary Scott was front and center. He is the glue that keeps us together.

James T. Bruen ’67 lives in Bradenton, Florida. For more information on the Gary Scott Award at Le Roy Central School, contact Jim at jtbruen@me.com.
Rani Raad ’97

GLOBAL NETWORKING

RANI R. RAAD REMEMBERS WRITING AN E-MAIL TO A close friend shortly after leaving Syracuse to take his first job, a research position with Turner Broadcasting in New York City. “I wrote him that I’d just started working for the parent company of CNN and that I thought I might like to move to London and pursue a career in the international communications business, something that would let me take advantage of my knowledge of the Middle East,” says Raad, a member of a Lebanese family who grew up in Dubai and is fluent in Arabic, French, and English. “In hindsight, reading that e-mail 15 years later, it is as if I had been gazing into a crystal ball. Somehow, I instinctually knew where I would end up.”

Crystal ball or not, Raad’s rise in the international television industry has been nothing short of meteoric. Within five years of joining Turner Broadcasting, he was promoted to vice president for regional advertising sales in the Middle East, Africa, and Southern Europe at CNN International’s London headquarters, which remains his base of operations. Seizing that opportunity, he developed what had been a minor business for the cable news giant into a core source of revenue, winning him a promotion to senior vice president of CNN’s international ad sales and business development. Last year, Raad was asked to extend his magic touch to Turner’s entertainment business in the Middle East, Africa, and Turkey, which includes distribution of such familiar brands as Turner Classic Movies and the Cartoon Network. At age 36, Raad emerged as a key international television executive in both news and entertainment.

The velocity of Raad’s success may be explained in some part by his background in what he describes as a “media family.” His father, Ramzi Raad, heads TBWA/Raad, a leading advertising agency in the Middle East, and his brother Reda ’95, based in Dubai, is the company’s COO. “When I first arrived at Newhouse, I started out as a production student, but I switched to telecom management as I began realizing I had an affinity for the way the business is run,” Raad says. “I was particularly influenced by a course I took with Sheldon Gilbert in which we randomly drew names of U.S. cities from a hat and each of us had to build a television station there: establish call letters and a frequency, assemble a management team, create a programming schedule, present advertising sales packages, and so on. It was an extremely challenging yet highly beneficial course, and extraordinary preparation for my career.”

Knowing the value of education to a career in communications, Raad hopes to help SU students by facilitating internships for them at CNN International and Turner Broadcasting. “We have bureaus in 45 countries and maintain offices in all the key cities in the world,” he says. “We’re really able to support students in their career aspirations. I want Syracuse students who are interested to come to the company by getting in touch with me.”

Motivated by his belief in giving back to the University and a desire to honor his family, Raad looked into his heart last spring and found a way to address both needs through the establishment of the Mary Raad Endowed Scholarship Fund. Named in honor of his late grandmother, the scholarship is earmarked for undergraduates at the Newhouse School. “My grandmother, who lived in Beirut, was a great source of inspiration to me,” he says. “I always felt she was with me in everything I did, no matter how far away I was from her. She provided a moral compass for me. She was one of those people who always managed to see the good in people and to find the good in things. I still feel she is with me now.”

—David Marc
A REUNION TO REMEMBER

Four decades after a semester in Amsterdam, six friends reunite

By Deborah Duncan

ARE THEY ALL HERE? WHAT WILL THEY LOOK LIKE? WILL they recognize me? I hope the husbands get along. Many questions crowded my head as I descended the lobby staircase of Amsterdam’s Hotel Estheréa in September 2011. After all, it had been 40 years since we had last been together; most of us had not seen each other in all that time.

The six of us first arrived in the Netherlands late summer, 1971. Cat Stevens was billed at the Concertgebouw, hippies flooded Dam Square, and demonstrations against the war in Vietnam were ongoing. We came separately, but we were all part of Syracuse University’s overseas study program. In addition to courses in our chosen fields, we attended classes and field trips focused on Dutch culture and history. That’s how the six of us became friends—Lynn, Betsy, Lauren, Nowell, Grace, and I.

Each of us lived with a Dutch family the entire semester. My experience was typical. I had my own bedroom and I shared dinner with my family every night. My Dutch father, a minister of the Dutch Reformed Church, would read from the Bible before the meal was served. Later in the evening, after class work and studies, I would gather once more with the family for coffee and cookies.

Our Dutch life, however, was not as rigorous as it sounds. We had plenty of free time and freedom to explore, thanks to the program’s flexible structure and to our bicycles—in Amsterdam, then as now, everybody gets around on bikes. It wasn’t long before the six of us were laying plans to expand our Dutch/European education. In September, we gathered at Lynn’s house to arrange a trip to Gouda, famous for its town hall and cheese.

Over the next months, our shared travels became ever more adventurous. Cities in Holland were followed by visits to Belgium, Germany, England, and France. We saw castles on the Rhine, celebrated Thanksgiving in Paris, toured the Tower of London, and made it as far north as Edinburgh, Scotland, where we had a memorable stay at Miss Brett’s B&B.

Hitchhiking was our preferred means of travel. Because there were six of us, we would split into two groups of three, always with a plan to rendezvous at an agreed-upon destination down the road. Once there, we would—with the help of Frommer’s Europe on $5 a Day—hunt for a room near the train station. Where hitchhiking didn’t take us, our Eurail Passes did.

Of course, six young women gallivanting around Europe made for plenty of good stories, some best kept in house. Perhaps more significant in terms of shaping our lives, however, was the opportunity to experience life from a different perspective. Who could forget the beautiful canals and canal houses, fresh-cut flowers, frites (French fries) with mayonnaise, and the great museums—even the Red Light District? Thanks to Syracuse University and its overseas program, we all learned to appreciate the value of an open-minded, multicultural outlook.

We said goodbye at Christmas time; some of us headed home, some stayed another few weeks before starting the next semester in February. Who knew it would be 40 years until we’d meet again? When I came down the hotel stairs and saw my friends and their husbands gathered together, healthy and smiling and just as I remembered them, I was truly overcome with happiness and joy. And now, as long ago, we are busy planning our next trip.

Deborah Duncan ’72 (third from left) lives in Newburyport, Massachusetts, and is joined by (from left) Lynn Tipping Ferguson ’72 of South Royalton, Vermont; Nowell Peavey King ’73 of Eugene, Oregon; Lauren Culver Barlow ’73 of Westhampton, New York; Grace Tsuchiya Nitta ’72 of San Francisco; and Betsy French Loomis ’72 of Eastham, Massachusetts.
Recipients of the Arents Award, the University’s highest alumni honor, gather with Chancellor Nancy Cantor for a group photo (from left): Art Monk ’80, Pro Football Hall of Famer, business leader, community service activist, and SU trustee; Jane Werner Present ’56, philanthropist and founder of the Friends of Leadership & Public Service High School in New York City; Thom Filicia ’93, one of today’s most influential and respected interior designers; Dennis Crowley ’98, co-founder and CEO of Foursquare, a free mobile application that helps people make the most of where they are.

Art Monk ’80 accepts the 2012 Arents Award for excellence in athletic achievement and community service.

The Melvin A. Eggers Senior Alumni Award is presented during Orange Central to alumni who have graduated more than 50 years ago and demonstrated loyalty and service to Syracuse University. Pictured (left to right): Eleanor Ludwig ’43, G’45, 2005 Eggers Award recipient; Brian Spector ’78, president of the SU Alumni Association; Shirley Fenner Reidenbough ’54, 2012 Eggers Award recipient; and Warren Kimble ’57, renowned folk artist and former SU cheerleader.

Brian Spector ’78 (center) with Student Philanthropy Council members Simone Goldslager ’15 and Andrew Brown ’15 at the Orange Central tailgate party.

Social media innovator Dennis Crowley ’98 (standing at right) helps young student entrepreneurs cultivate their business plans at Idea Jam.

Floyd Little ’67 signs copies of his book Promises to Keep on the Shaw Quad before the SU football game against Louisville.
7. Members of Syracuse Orange Bhangra perform at the Dance Showcase, which highlighted the talents of a variety of student performance groups.

8. Caitlin Cronin ’11 and Stephen Barton ’12 show their Orange spirit at the tailgate party.

9. Members of the Class of 1962 celebrate their 50th reunion.

10. Homecoming queen Lauren Meadors ’13 offers a pose. The court members pictured behind her are (left to right) Andre Sadler ’13, Chelsea Marion ’13, and Lawrence Jackson ’13.
IN MEMORIAM

Notices of deaths must be accompanied by a copy of an obituary or memorial card.
Send to: Alumni Editor, Syracuse University Magazine; 820 Comstock Avenue,
Room 308; Syracuse, NY 13244-5040; fax 315-443-5425.


FACULTY Anna Vasilevna Gorbatevich (professor emerita of Russian), Nicholas J. Karateev (professor emeritus of languages, literatures, and linguistics), John James Prucha (former vice chancellor, dean of the College of Arts and Sciences, and chair of Earth sciences), Gabriel Vahanian (professor emeritus of religion)

STAFF T.E. Koshy G’69, G’73 (retired evangelical chaplain), Vincent Vater (former director of endowments and special programs)

Debra Person G’08 (SWK) is founder and executive director of Exodus 3 Ministries (E3M), a nonprofit, faith-based organization that provides spiritual support and other assistance to women and children in Syracuse. E3M opened Exodus House to provide a home for seven women for up to one year at no cost to the referring agency (www.exodus3ministries.org). She received approval to open the house from the City of Syracuse the same day she learned she was cancer free.

Katharine Voorheis ’08 (NEW) married Michael Potter ’07 (A&S). Katharine is a senior account executive at Cohn & Wolfe, a public relations agency in New York City; Michael is a high school special education teacher. They reside in Staten Island, N.Y.

Jes “JZ” Zurell ’08 (VPA). G’11 (NEW), an associate editor at Sumner Communications in Bethel, Conn., was asked to spearhead a new arts journalism program at Manchester Community College.

Jill Priest Amati G’09, G’11 (MAX) of Dansville, N.Y., is an assistant professor of social sciences in the social and behavioral science department at Alfred State.

soNita Surratt G’09 (VPA) and Semaj Miller ’09 (VPA) launched Dream Fierce Productions, a theater company committed to year-round programming in the greater Chicago community. Their inaugural year features a production of Laurence Fishburne’s Rift Raft directed by Surratt with Miller in the cast, and the Midwest premiere of Cake, written by Shawn Nabors ’12 (VPA). In October, Surratt won the award for Best Sound Design for dowager daughters of transcendence from the Black Theater Alliance. She also directed Flow, a hip hop musical, in Chicago and on tour.

Andrew M. Edwards ’10 (LCS) graduated from the Marine Corps Recruit Depot, Parris Island, S.C.

K.J. Rawson G’10 (A&S) is an assistant professor of English at Holy Cross. He has published several articles and is the co-editor of Rhetorica In Motion: Feminist Rhetorical Methods and Methodologies (University of Pittsburgh Press).

Gregory Sides ’10 (A&S/NEW), G’12 (SWK) is an education specialist for temporary assistance programs at the University of Albany’s Research Foundation.

Sunny I. Tice L’10 (LAW) joined the Oswego, N.Y., office of the Bond, Schoeneck & King law firm. She concentrates her practice in estate planning, not-for-profit organization and governance, and residential and commercial real estate.

Michael Ural ’10 (IST) is a business systems analyst at AXA Equitable in Charlotte, N.C.

Laura Beachy ’12 (A&S) is executive producer of We Were Quiet Once, a feature-length documentary film that tells the story of people on the ground near her hometown of Somersett, Pa., who witnessed the tragic crash of United Flight 93 on September 11, 2001. Cory Sage ’12 (A&S) was the film’s director of photography and Ryan Balton ’11 (A&S) supervised post production. The film’s expected release date is January 2013.

Emmelie De La Cruz ’12 (NEW) is featured in BuyerZone.com’s Best of BuyerZone series, The Graduation Edition: 13 Entrepreneurial Blogs & Sites You Should Read Before 2013. De La Cruz’s blog, More Musings, was named by BuyerZone as one of the best entrepreneurial blogs of 2012.

William J. Hamilton ’12 (LCS) graduated from Navy Officer Candidate School and has received a commission as an Ensign in the United States Navy while assigned at Officer Training Command, Newport, R.I.

PASSING

Dorothea Ilgen Shaffer ’33, H’90

DOROTHEA ILGEN SHAFFER, AN HONORARY MEMBER OF SYRACUSE University’s Board of Trustees and a life member of the Royal Society of Arts in London, died October 17, in Lewisberry, Pennsylvania. She was 101. Shaffer graduated with a bachelor of fine arts degree from SU’s School of Art, now part of the College of Visual and Performing Arts (VPA). After graduating, she worked as a public school art teacher, founded ilco, a commercial interior design firm, and earned a master’s degree from Pennsylvania State University. Shaffer’s dream of establishing a new faculty for VPA’s School of Art and Design was realized with the 1990 opening of the Dorothea Ilgen Shaffer Art Building on the southeast corner of the Quad. Shaffer and her husband, Maurice, provided the lead gift, donating $3.25 million toward the building’s construction. When completed, the building brought together two-dimensional and time-based disciplines—painting, art photography, illustration, museum studies, and film among them—that had been scattered in different buildings across campus. The Shaffers also provided funds for fellowships in the college and established the Maurice E. Shaffer and Dorothea I. Shaffer Professorship. In a 1991 article about the building’s dedication, then-Dean Donald Lantz referred to Shaffer as “our patron saint” and lauded the building’s central location, noting that it “suggests that art has value in every student’s education.”
There’s Still Time...

...to be a part of The Campaign for Syracuse University! Even though we’re nearing the campaign’s close on December 31, your gift has never been more important. Because there are still so many vital initiatives in need of your support, including:

- Faculty Today gift challenge program
- Dineen Hall construction
- Institute for Veterans and Military Families
- Inclusive Campus Initiative
- Newhouse studios renovation
- Carnegie Library renovation
- Hendricks Chapel
- Huntington Hall renovation

Learn more at campaign.syr.edu. Then support one of these priorities or another part of SU you love. Visit givetosyr.com/susuccess or call 877.2GROWSU (247.6978) to give. And join the donors who are making Syracuse University’s greatest transformation a reality.

Orangees to Apples Bike Ride

Remembering a Friend and Colleague

When SU staff member Cindy Reynolds tragically passed away following a car accident last February, her friends and colleagues honored her memory by establishing the Cynthia Reynolds Memorial Fund for Veterans through the Institute for Veterans and Military Families (IVMF) at the University. Reynolds, a U.S. Army veteran, worked in the University’s Division of Advancement and External Affairs (AEA) for 13 years as an information technology specialist.

On September 30, a few of her colleagues from AEA’s technical systems and services department climbed aboard their bicycles on campus and headed for Lubin House in New York City to raise money for the memorial fund. Staff members Adam Stone ’99, Alex James, Michael Roy, and Kartik Krishnakumar G’11 (who drove the support car) were joined on the trip—dubbed the “Orangees to Apples Bike Ride”—by cycling enthusiasts Craig Weinstein ’80 and Tim Ford of Fort Lee, New Jersey. “A lot of people in our department like to ride, and we thought it would be an appropriate thing to do in memory of Cindy,” says Stone, who organized the trip. “We wanted to raise awareness about the fund and giving to it in support of IVMF. For me, personally, it was about remembering Cindy in a way she’d feel honored.”

The cyclists arrived to a celebratory welcome at Lubin House two days later, after logging a grueling 292 miles that took them from Syracuse to Sidney to Port Jervis before reaching the Big Apple. Most important, they raised $7,500 for the fund—an amount that Stone believes demonstrated AEA staff members’ commitment to the fund-raiser in honor of their friend and a reflection of their spirit of giving. “We appreciate how everybody supported us,” Stone says. “It really shows what being in the SU family is all about.” —Jay Cox
THE CAMPAIGN MAY BE ENDING, BUT OUR TRANSFORMATION NEVER WILL!

The power of philanthropy has truly changed the face of SU. From one end of campus to the other—and in places across the country and around the world—its impact has been tremendous.

In fact, our $1 billion goal has been exceeded, opening doors to new opportunities we could never have dreamed possible. But there are many initiatives, ranging from new facilities to Hendricks Chapel to innovative programs like Say Yes to Education, that are still in need of funding.

If you’ve already made a gift to The Campaign for Syracuse University, thank you. If you haven’t, now is the time! Give today at givetosyr.com/suimpact or 877.2GROWSU. Because even though the campaign is ending, philanthropy ensures that our transformation lives on.

THE CAMPAIGN FOR SYRACUSE UNIVERSITY
campaign.syr.edu
LIKE MANY FIRST-YEAR COLLEGE STUDENTS, DAVID EDELSTEIN was undecided about what major to declare. But it all became clear when he took a summer school class in COBOL programming at a community college near his home in Fair Lawn, New Jersey. “I only took the class because I wanted to be near a girl I was dating at the time,” he admits. “I fell in love with computer programming instead.” When he returned to SU that fall, Edelstein enrolled in the School of Computer and Information Science, now part of the L.C. Smith College of Engineering and Computer Science (LCS). “I ultimately got a bachelor’s degree in systems and information science,” says Edelstein, who was the first in his family to go to college. “It was an applied degree that focused on how a computer is used in a variety of settings, rather than on what’s happening under the hood.”

The following summer, Edelstein took a job as a computer programmer at IBM to see if that was what he really wanted to pursue as a career. He had a jump start on the competition because he’d taken a class in APL, a programming language invented by IBM. “When IBM offered me my first full-time job after graduation, I knew SU had prepared me well for my chosen profession,” says Edelstein, who also has an M.B.A. degree from Bernard M. Baruch College. Edelstein’s career trajectory included positions in information management at Bristol-Myers Squibb Company in New York, New Jersey, and Indiana; and chief information officer at Siemens Healthcare Diagnostics (formerly Dade Behring) in Illinois. “My wife is from Evanston, Illinois, and we had an unwritten agreement when we got married that someday we’d end up in Evanston,” says Edelstein, who retired in 2011.

Edelstein now devotes most of his time volunteering in the Evanston community and serving on the SU Board of Trustees, to which he was elected in 2011. He is a member of the board’s academic affairs and student affairs committees, and serves as chair of the LCS Dean’s Advisory Council, the college’s Campaign Leadership Council, and SU’s Chicago Regional Council. And, as an affiliate professor of electrical engineering and computer science at LCS, he gives lectures on complex integration projects, and health care and information technology. “I look at my role as a trustee as if I’m a director of a company,” Edelstein says. “My job is to make sure the University conducts itself in a way that is in sync with its values and to help set policy about where we want to go and how we want to respond to the issues of the day.”

When The Campaign for Syracuse University kicked off, Edelstein felt it was the right time to make a contribution to his alma mater. He established the Orange-to-Orange Scholarship Fund to help students from Evanston Township High School interested in engineering come to SU, with a preference for underserved populations. “The official color for both schools is orange, so it seemed like a perfect match,” he says. He and his wife, Jennie E. Berkson, also endowed the David G. Edelstein Professor of Practice for Systems Engineering at LCS. And, as part of the regional campaign initiative, he created the Chicago Orange Fund with a gift challenge, matching all new cash gifts with an equal amount up to $100,000. “There’s a lot going on in Chicago now, and we’re proud of the number of students we’re sending to SU,” Edelstein says. “I have no doubt an Orange presence will continue to grow in the Chicago area long after the campaign ends.”

—Christine Yackel
ORANGE GUARD BRANDON TRICHE ’13 DRIVES TO THE BASKET in SU’s season opener against San Diego State aboard the USS Midway in San Diego on Veterans Day. Playing on the flight deck of the decommissioned aircraft carrier-turned-museum, Coach Jim Boeheim’s squad fought the hometown Aztecs, wind gusts, and eye-squinting sun to win the Battle on the Midway, 62-49, before nearly 5,200 fans, including many veterans and military service members.

“It was a great experience,” said Boeheim ’66, G’73. “I’m glad we did it. It’s very tough conditions, but it’s part of what happens when you play outdoors. I’m happy we were here. I’m proud we were here. I’m proud to be on the Midway.... It was a great event.”
Orange Central 2012
Fun, memories, and all things Orange!

Thanks for celebrating with us! From honoring the achievements of our 2012 Arents Award winners—Dennis P. Crowley ‘98, Thom Filicia ‘93, James Arthur Monk, Sr. ‘80, and Jane Werner Present ‘56—to reconnecting with classmates, tailgating with friends, cheering on SU football, basketball, volleyball, and more—Orange spirit was all around!

To relive some of the best moments from this special weekend, check out photos at alumni.syr.edu/gallery.

Did you miss it this year? Look for our announcement of Orange Central 2013 sometime in March, and save the dates!