Virtual Explorations

Faculty and students enhance their disciplines with immersive media technology
FEATURES

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Syracuse University
THANKS TO A HISTORICAL CONNECTION to renowned type designer Frederic Goudy, the University has adopted a revitalized Goudy font known as Sherman as its signature typeface.
The Sherman font is featured in the pages of the magazine.
To learn more about how the font was rediscovered, go to vimeo.com/201863382.
DEPARTMENTS

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School of Design professor
Ralf Schneider sports a virtual
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Photo courtesy of the College of
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THE SPRING EDITION OF THIS MAGAZINE IS PUBLISHED AS WE celebrate Commencement, an event with dual meanings. The degree-conferring ceremony honors past achievements while also representing the beginning of new adventures, with expectations and aspirations. Commencement allows us to reflect on the past and look forward to the future at the same time.

This is a university rich in tradition built on values that persist through time. This is also a university that prides itself on discovery, innovation, and bold thinking. Every day at Syracuse University, we take what we have learned from the past to create an inspiring vision for the future.

Consider the typeface used in this issue of the magazine, for instance. Last year, we decided that the visual element to our brand identity needed to be refreshed, most especially in the digital space where prospective students search for something that stands out as distinctive. A lot of research was done before a perfect visual element, grounded in our unique history, was discovered. For the first time, our new official typeface is featured on the pages of this magazine, however its genesis can be found in our Special Collections Research Center. As described on page 6 of this edition, how a century-old typeface was rejuvenated using 21st-century technology is a fascinating example of how Syracuse looking back helps us move forward.

The University is just three years away from its 150th anniversary in 2020, and there is much to accomplish before we celebrate that milestone. The planners for this sesquicentennial celebration will mine our long history looking for the most interesting artifacts, events, and discoveries that shaped who we are today. No doubt they will also be inspired by the stories in this magazine and in Syracuse University Archives. They will discover many things Syracuse has done first or differently or better.

The advances we make between now and 2020 will be noteworthy and worthy of celebrating as well. With an Academic Strategic Plan and a Campus Framework to chart our course, and deeply rooted shared values to guide us, we are well positioned to thrive as we move into a new phase of excellence.

We will enhance a campus environment that reinforces inclusion, diversity, and engagement with community. We will continue to invest in research and discovery and expand our global reach. And we will proudly watch thousands of our graduates walk across the stage at Commencement, knowing we have prepared them well to leave their mark on the world, as we look forward to reading about their legacies in future magazines.

Sincerely,

Kent Syverud
Chancellor and President
A COUPLE MONTHS AGO WHEN I ARRIVED HOME from work, my daughter showed me a poster she’d created for a seventh-grade science project. It was about the phylum Cnidaria and spread around the poster were images of jellyfish, coral, and sea anemones, along with various facts and figures about these aquatic creatures. “The C is silent,” she told me when I asked her how to say Cnidaria. Once I got that pronounced properly, I ruminated with her about SpongeBob SquarePants and who among his acquaintances fit the bill. I was reminded of the populous Jellyfish Fields, where SpongeBob jellyfished with a butterfly net. I also remembered visiting an amazing jellyfish exhibition at the New England Aquarium several years ago—as well as vacationing on the Rappahannock River in Virginia and not daring to plunge into the water because of an abundance of the floating blobs.

Needless to say, as a landlocked Upstate New Yorker, I haven’t had many experiences with sea creatures beyond an occasional visit to an East Coast beach or tuning into Shark Week and other shows. As this issue of the magazine came together, I was intrigued to learn about two programs that explore life beneath the ocean’s surface. SU Abroad Madrid students have the opportunity to earn diving certification and venture off the coasts of Spain and Morocco through the seminar Marine Ecology of the Mediterranean Sea and North Africa. In her honors course, The Science of Shipwrecks, Professor of Interdisciplinary Sciences Cathryn Newton takes her students to the Woods Hole Oceanographic Institution on Cape Cod, where “for a weekend, students experience the ocean as an oceanographer does,” Newton says.

Both not only sound like fantastic adventures, but also tremendous opportunities for students to experience firsthand and learn about our underwater world, the fragile ecosystems and their inhabitants, as well as the sheer beauty and wonder that can be found in such environments.

These days, of course, you don’t have to go snorkeling in the Caribbean or dive into the depths to get an eyeful of ocean imagery. Strap on a virtual reality (VR) headset and you can get seasick in the discomfort of your own home. I haven’t gone scuba diving yet off my couch, but my daughter did let me explore a beach on her VR headset. That was me just testing the waters without getting woozy (thankfully). But if you want to really learn where VR and augmented reality (AR) are taking us, check out the feature article “Virtual Explorations,” which shares how students and faculty are employing immersive media technology to create all sorts of scenarios, from ways to enhance storytelling in journalism to visualizing architectural designs.

For me, these technologies seem like a wander into The Twilight Zone. But I’m a bit old school, so I keep telling myself to keep up. Like many of you, I’m all for it as long as my eyes don’t become eternally attached to a screen and reality checks are still a reality. After all, no one wants to forget that Cnidarians are real and among nature’s many wondrous organisms here on our Big Blue Dot.
Environmental Excursions

If sitting on a small boat in the middle of Norway’s awe-inspiring Aurlandsfjord, surrounded by 6,000-foot mountains, is not the time to contemplate your responsibility for the Earth and its well-being, what are you waiting for? This question of global citizenship confronted a group of 18 Syracuse University London students in January. They were the first group from SU Abroad to embark on Sustainability and Environmental Justice in Europe, an optional three-credit Signature Seminar offered in Scandinavia prior to their abroad semester at the SU London Center. “The seminar’s focus on environmental justice and sustainability relates directly to the twin pillars of ‘people and planet’ in global citizenship and asks students to make sense of their relationships to the interconnected systems of life on Earth,” says Professor Mark Spokes, pedagogy and curriculum specialist for SU Abroad Europe, who taught the course. “We traveled where the negative impacts of global environmental crises are felt most acutely in Europe, to explore how these countries, regularly ranked as the most sustainable places in the world, are innovating and experimenting with alternative ways of life.”

Under Spokes’s guidance in the intensive 11-day course, students traveled to Denmark, Norway, Sweden, and Finland, where they were asked to complete ethnographic research assignments that examined their roles as global citizens. The students visited urban planners in Stockholm, considered the effects millions of tourists are having in Flam, Norway, and discussed the role that zoos and aquariums play in the current ecological climate at the Danish national aquarium. Their final stop, well north of the Arctic Circle in Sápmi, Finland, brought them into contact with the indigenous Sámi people to learn more about how climate change disproportionally affects the land that their way of life is connected to.

“I learned much more from going out and exploring the places we went to than I ever could have learned from a textbook,” says Melissa Cubit ’18, a public relations and information management and technology dual major. “Talking to locals to hear their perspectives on sustainability and environmental justice inspired me to think about what I could do to improve my own environment. The course was one of the best experiences of my life.”

Sustainability and Environmental Justice joins other new SU Abroad courses and initiatives that emphasize experiential learning and global awareness. For example, Marine Ecology of the Mediterranean Sea and North Africa, offered for the first time in fall 2016, gave SU Madrid students the opportunity to study the physiology, behavior, and ecology of marine and coastal organisms and to earn their diving certification off of the coasts of Spain and Morocco. The sustainability of the Mediterranean’s biological diversity was a key takeaway: Students learned how ancient and modern civilizations have shaped and “humanized” the environment surrounding the sea.

These seminars—focused, intense, and rewarding—are a distinguishing feature of SU Abroad. “Signature Seminars introduce students to a region of the world through the study of an important issue, from democratization and human rights to sustainability, from ecosystems to post-conflict societies,” says Margaret Himley, associate provost for international education and engagement. “They position students as global learners, able to understand specific contexts and to draw comparisons and contrasts. They are also a great way to learn—talking with experts, visiting key sites, sharing ideas with the faculty leading them.”

Spokes underlines the point. The experiential learning that happens abroad “occurs throughout the semester, whether [students] are aware of it or not,” Spokes says. “A trip out on to the Norwegian fjords, for example, brings students in direct contact with the environmental impact of our ways of life and encourages them to ask questions of themselves about what steps they can take together to co-create a better world.”

—Jennifer Horvath
ON THE EVE OF 1863, THE USS MONITOR SANK IN A STORM off the North Carolina coast. Sixteen of her 62 sailors perished. Surgeon Grenville Weeks lost three fingers and the use of his right arm after becoming wedged between two lifeboats. “We watched from the deck of the Rhode Island [Monitor’s supply ship] the lonely light upon the Monitor’s turret,” he recalled in The Atlantic Monthly. “A hundred times we thought it had gone forever, a hundred times it reappeared—till, at last, it sank, and we saw it no more.”

The sinking of the Monitor is one highlight of The Science of Shipwrecks, a Renée Crown University Honors Program course taught by Cathryn Newton, Professor of Interdisciplinary Sciences and a member of the Earth sciences faculty. Newton traces her connection to the Monitor to 1973, when, as a 16-year-old Duke sophomore, she was one of 15 scientists led by her father—Duke’s renowned oceanographer John G. Newton—who discovered the Monitor off the Outer Banks.

This undergraduate discovery created a lifelong fascination with shipwrecks, and served as the inspiration for her honors course on oceans and shipwrecks, from antiquity to modern day, through an interdisciplinary lens. “A shipwreck can be understood as a large fossil that sinks to the bottom of the sea,” Newton says. “It’s a large fossil that sinks to the bottom of the sea, much as a deceased whale becomes part of the fossil record,” says Newton, a special advisor to the Chancellor and Provost for faculty engagement, and dean emerita of the College of Arts and Sciences. “Our course uses ocean processes and marine technology to explore cultural history.”

In addition to researching two maritime tragedies in detail, students travel to the Woods Hole Oceanographic Institution at Cape Cod, Massachusetts, where they have a hands-on research experience at sea. “Standing on the deck of a ship makes you think differently,” Newton says. “For a weekend, students experience the ocean as an oceanographer does. They’re never the same afterward.”

Stanislav Nedzelskyi ’17, an architecture major, describes shipwrecks as “footprints in the sands of time” that provide a glimpse of the past. “Dr. Newton is a sage, a warden of knowledge,” he says. “Every day with her is like a page from an illuminated manuscript.”

Newton attributes the success of the course, launched in 2010, to strategic partnerships with Woods Hole and the National Oceanic and Atmospheric Administration, the vision and generosity of the Crown family, and the breadth and depth of her students. She also says there is no shortage of material, with approximately three million wrecks—some, thousands of years old—spread across the ocean floor. In fact, Newton created a searchable database of 2,000 ships that have sunk off the North Carolina coast since the 1500s. Orrin Pilkey, a professor emeritus at Duke who is an expert on beachfront erosion, considers Newton a “genius” with data. “She uses shipwrecks to teach us about humanity,” he says. And intersectionality, adds Brandon Mixson ’17. A double major in psychology and writing and rhetoric, he didn’t know what to expect from the course. Newton won him over immediately. “I learned a lot about the untold aspects of shipwrecks—the legalities, the cultures, and the tragedies that often are encased within them,” he says.

Just after her experience in the course, biology major Cynthia Harris ’18 traveled with Newton to Mallows Bay on the Potomac River, an area teeming with historic shipwrecks that Newton is helping turn into a national maritime sanctuary. “It was an incredible experience,” says the aspiring marine biologist. “What’s even more incredible is that Dr. Newton has asked me to help her with the project.”

—Rob Enslin
A Revived Goudy Font Becomes the University’s Signature Typeface

In Spring 1910, a New York publisher fond of poetry and art named Frederic Fairchild Sherman commissioned printer and type designer Frederic W. Goudy to create an exclusive font for some of his publishing forays. Goudy obliged and the Sherman typeface was born. It was used in fewer than a handful of small-run publications and then seemingly exited from the world of print. More than a century later, the Sherman font has re-emerged—this time as the official typeface of Syracuse University. It initially appeared on campus light-pole banners, was launched in digital form on the University’s redesigned website in January, and is now featured in other materials and publications, including this magazine. “It’s a fascinating story,” says Nicci Brown G’98, vice president of communications and chief marketing officer and publisher of Syracuse University Magazine, who guided the process as part of a University brand identity initiative. “We are pleased to have our own custom typeface that is rooted in a historical association with one of America’s most iconic typeface designers. We’re particularly grateful to our colleagues in the University Library’s Special Collections and Archives for their work in bringing this association to light.”

How did this all come about? Well, as William T. La Moy, curator of rare books and manuscripts at the Special Collections Research Center (SCRC), puts it, “There was this very substantial connection between Goudy and Syracuse University.” He counts himself among the legions of fans of Goudy (1865-1947), who created nearly 120 typefaces and is arguably America’s most important type designer. La Moy can also share the details on Goudy’s myriad links to the University. School of Journalism Dean M. Lyle Spencer H’51 recognized the value of forging a relationship with Goudy, who lived in the Hudson Valley, for the fledgling journalism school, which was founded in 1934. In 1936, Spencer presented Goudy with the school’s first medal for distinguished service, recognizing his “distinctive achievement in typographic design.” Spencer supported awarding Goudy an honorary doctorate from the University in 1939 and created a faculty position for him in 1940. The University also established the Goudy Typography Laboratory, which was organized by journalism professor David M. Norton. The University also became the recipient of the Frederic W. Goudy Collection and of Norton’s collection of Goudy-related items, both housed in the SCRC.

All in all, a wealth of Goudy material to explore. But when La Moy came across a complete set of matrices for the Sherman typeface, a partial set of matrices for Goudy’s original Village font, as well as contracts and inventories for both fonts, he was astounded. After all, Goudy’s Village matrices were the only ones to survive a 1908 fire in the New York City building where he and his wife, Bertha, worked and that served as headquarters of their Village Press. A year after the blaze, with Sherman hankering for a Goudy font, Goudy sold him the Village typeface. “The guy who commissions the fonts keeps the matrices; they don’t give them up because if they need more type, they need the matrices,” La Moy says. “Now that posed a big question for me: Why do we have all this stuff?”

The answer, La Moy discovered, rested with Sherman’s niece, Elizabeth Sherman Engelhardt, who donated the material to the SCRC in 1964. Since she lived in the New York metro area, La Moy suspects she was helping her widowed aunt (Sherman died in 1940) disperse the materials, and she learned about Goudy’s links to Syracuse through media reports. “She must have had a librarian’s background,” he says with a chuckle, “because she created a bibliography about his use of Sherman that she gave to us.” She also corresponded with Professor Norton, who used Sherman type in his classes at a time when journalism students still learned how to set type by hand. Today, that type still exists in SCRC and as part of the Goudy Typography Laboratory (now the Goudy Printmaking Workshop). “The Sherman type at Syracuse may well be the only Sherman type
La Moy says. “No one else has Sherman and we’ve got both the metal and now the digital versions of it.”

**DIGITAL REVIVAL**

La Moy documented his research on Goudy, the fonts, and the SU connection in a pair of articles for the journal *Printing History*. As it turns out, La Moy’s work would prove beneficial to the University. In 2015, SU launched a brand identity initiative with guidance from the New York City office of Pentagram, the world’s largest independent design consultancy. In exploring typography options, the Pentagram team learned about Goudy’s history with SU, and La Moy introduced them to the Goudy fonts in the collections. There were printed examples of Sherman and Village and also one known as Spencer Old Style, which Goudy had created in honor of the former journalism dean. The problem was they only had drawings of five Spencer letters: phasg. Ultimately, Sherman became the selection to pursue—viewed as a font that reinforces the University’s academic strength and captures SU’s spirit through its combination of liveliness and seriousness. Jesse Reed, an associate partner at Pentagram and lead designer on the project, says often when a typeface is chosen for a particular brand, its direct relationship and recognition will strengthen over time. “Baked into the DNA of this typeface is such a direct correlation with the University,” Reed says. “You couldn’t ask for a better gift as a graphic designer—it would be almost unthinkable for such a close connection to even exist from the outset.”

To bring the Sherman typeface into today’s digital world, Pentagram commissioned type designer Chester Jenkins of Brooklyn, cofounder of Village Type. “I’ve always been a fan of Goudy’s and had an interest in him and his work,” he says. “Even before this project, I started to collect what I call ‘Goudyana.’” Jenkins paid a visit to La Moy at the SCRC and used a high-resolution flatbed scanner to copy the Sherman examples, including the matrices. Back in his office, he autotraced the scans and then drew over the top of the autotracers, refining the details. Along with reviving Goudy’s Sherman serif, he created a companion sans serif as well as italic and bold versions and a consistent set of numerals for running text. “With Sherman, we started with the original stuff and tried to make a version as close as possible to the original,” he says.

Jenkins equates rejuvenating a typeface to channeling the designer using 21st-century technology and techniques and imagining what supporting fonts would look like based on the original. For instance, to create the italic he turned to some of Goudy’s other work. “I looked through the type he was making around the same time as he made Sherman and tried to echo some of those italic forms,” Jenkins says. He describes the Sherman typeface as “friendly and a little bit quirky, but not a lot… I hope it won’t stop anyone in their tracks when they’re trying to get through something they’re reading. It’s meant to be read over long texts, so I hope it does that,” he says.

**CELEBRATING GOUDY**

In the fall, the SCRC plans to host an exhibition of all things Goudy. “It will celebrate Will’s research and the library’s role, the new typeface, the influence of Goudy, and the materials we have in the collections,” says Andrew Saluti ’99, G’09, chief curator of exhibitions, programs, and education at the SCRC. “It will be part history and also part legacy.” Saluti, also a Goudy fan, has a background in printmaking and has spent time at the Goudy workshop on campus. “There are still many Goudy fonts at the printmaking workshop that are available for use,” he says. “That’s one of the things I get excited about—maintaining this legacy of Goudy type at Syracuse, because as Will was saying, we have all these elements and not letting it be forgotten is important.”

In the meantime, La Moy and Saluti have been searching campus files for the missing hand-drawn letters of the Spencer font that Goudy created. In addition, after doing some research, La Moy has a sense of the possible whereabouts of the original Village font matrices and is interested in recovering them. “I want the matrices from Village,” La Moy says. “I want them to rejoin the collection.” —Jay Cox

Sherman’s niece, Elizabeth Sherman Engelhardt, donated the Sherman font matrices and type (above), as well as other materials from her uncle’s publishing work, to the University’s Special Collections Research Center. To watch *Goudy & Syracuse: The Tale of a Typeface Found*, a video about the rediscovery, go to vimeo.com/201863382.
**Research Snapshot**

**Project:**

The Visual Cultures of Tea Consumption in Colonial and Modern India

**Background:** Transformed into a botanical novelty and a prized beverage, the tea plant emerged as one of Britain’s most lucrative, albeit controversial, commodities in the 18th and 19th centuries. It nurtured the taste for an exotic drink, triggered revolutions and wars in two continents, and altered the landscapes of India where it was cultivated as a British colonial product. It is within such a broad framework that I am writing a book about visualizing tea in India, first under the auspices of the English East India Company in the late 18th century; next, from 1857 onwards, under the management of the Victorian Raj; and finally, from 1947 onwards when tea drinking transitioned from an imperial tradition into a national pastime in post-independence India.

As an art historian, I am drawn to the visual cultures that evolved from the leafy plant—cultures that were defined by a wide range of artistic and spatial practices, and scientific inquiry and innovation, just as they are today. In effect, I study botanical specimens and illustrations, tea utensils and furniture, portraits and photographs, advertisements and commercial packaging, and horticulture and plantation landscapes.

In 2016, a year-long fellowship awarded by the NEH enabled me to travel to India, the UK, and Sri Lanka, where I undertook an extensive detective hunt in archives, herbaria, libraries, private collections, museums, research institutes, and plantations. I also consulted with botanists, soil scientists, planters, archivists, tea industry stalwarts, pluckers, forestry officials, and brokers, who deepened my understanding of how the tea plant has crystallized into a contemporary Indian product while continuing to be a living fragment of colonial science, commerce, and aesthetics.

**Impact:** My project engages with the dynamic interface between the arts and the sciences. As exciting are the global threads of history that I am tracing in the story of Indian tea. How, for instance, did Chinese tea traded by the East India Company trigger the Boston Tea Party even as the company’s involvement in the Canton tea trade shaped the beginnings of the tea industry in India? Tracing such links is essential to contextualizing a story that is both local as well as global, especially at a time when the histories of colonial trade and power continue to influence our world.

Two new collaborations emerged from my sabbatical in India: one with the Tocklai Tea Research Institute in Assam, and another with the Indian Tea Association headquartered in Kolkata. Digitizing the histories of botanical specimens, tea planters, scientists, and the trade connections between Kolkata (Calcutta) and London are some of the projects that will be launched through these collaborations.

While in India, I presented some of my ideas at an international conference and during a guest lecture at the Victoria Memorial in Kolkata. An interview with a leading Indian newspaper was followed by an invitation from Teabox.com, an online purveyor of tea, to write posts for its blog site (ranked fifth among the world’s best tea blogs). Writing blogposts—a first for me—has made me step outside of my academic books and articles, to share some of my research experiences and ideas with tea connoisseurs across the world.
FOR THE PAST NINE MONTHS, MORE THAN 140 members of Syracuse University’s faculty, staff, and student body have been scrutinizing nearly every aspect of University programs, operations, and services in pursuit of institutional reaccreditation by the Middle States Commission on Higher Education (MSCHE). The review, conducted every 10 years, is designed to determine how well the University meets the standards and requirements of reaccreditation and how it might do even better. Successful accreditation serves as a public indicator of quality and accountability for all University stakeholders. “This Middle States reaccreditation review is an exhaustively complex process,” says Vice Chancellor and Provost Michele Wheatly. “But it is absolutely critical to our standing and sustainability as a university. Especially today, as colleges and universities nationwide are increasingly held to account for their promises, reaccreditation signifies for all that we are actually doing what our mission and vision say we do—and, more importantly, that we have the evidence and data to prove it.”

The MSCHE is one of seven regional higher education accrediting organizations in the nation that are recognized by the U.S. Department of Education and/or the Council on Higher Education Accreditation. Colleges and universities must regularly maintain accreditation with their group to be eligible for any federal monies, including federal financial aid dollars for students.

Now at the midway point in the multiyear process, the University must submit a comprehensive self-study report by December. That report will serve as the foundation for a site visit by a team of evaluators from peer institutions in spring 2018. The visit is designed “to bring the self-study report to life and ensure that it accurately reflects what the site team finds when it comes to campus,” says Jeff Stanton, associate provost for academic affairs, who co-chairs the reaccreditation steering committee with Libby Barlow, assistant vice president for institutional research and assessment, and Rochelle Ford, professor and chair of the public relations department at the Newhouse School.

The report will be based on the findings of the University’s seven self-study teams—coinciding with the seven standards laid out by Middle States—and an eighth team focusing on federal compliance. The seven Standards for Accreditation that comprise the bulk of the self-study report are: Mission and Goals; Ethics and Integrity; Student Learning Opportunities; Support of the Student Experience; Educational Effectiveness Assessment; Planning, Resource, and Institutional Improvement; and Governance, Leadership, and Administration.

“The people serving on these committees—faculty, staff, and students—have put a tremendous amount of work into this fact-finding phase, and I am so grateful to them,” Ford says. “For those not involved in the process, it’s tempting to dismiss the Middle States process as nothing more than a bureaucratic exercise. But the fact is, successful accreditation serves as a public affirmation of the University’s quality and standards. And it is a powerful vehicle for helping us better track our progress toward more fully achieving our mission and vision.”

The first draft of the report is available to the campus community for feedback until September. That feedback will help to shape the final report before its December submission to the MSCHE. “This is a rigorous, multistep process,” Barlow says. “But we are making great progress. The next phase will be to get as much feedback as possible from members of the campus community during this open review period. That is the best way to ensure that our final report not only reflects what we are doing right by Middle States standards—but also what we can do even better, to more fully meet the desires and expectations of such a vibrant, and vibrantly diverse, campus community.”
Caught by Album Cover Art

AS YOU FLIP THROUGH BINS OF VINYL RECORDS, AN IMAGE jumps out at you. You study it, turning the album jacket over in your hands while listening to the record for the first time. You find the image paired with album reviews. You see it framed on walls. It can be simple, intricate, weird.

Cover art can be an important element of a work of recorded sound. At Syracuse University’s Bird Library, you can browse LPs on the fourth floor, and at SU’s Belfer Audio Archive—which houses around 65,000 long-playing (LP) vinyl recordings—you also find cover art of all sorts, holding all manner of recorded sound within. Organized by label, fascinating juxtapositions occur on Belfer’s shelves. George Harrison’s All Things Must Pass sits next to Famous Czech Tunes of the Golden ’30s. Johnny Cash sidles up to Janis Joplin. Cheap Trick is sandwiched between Merle Haggard and George Jones.

Cover art on classical LPs—indeed, cover art in general—really came into being thanks to a designer named Alex Steinweiss. Back in the late 1930s, discs were generally housed in plain, blank sleeves, stamped with a number and title to identify the contents. When Steinweiss was hired by Columbia Records as its first art director, he created original designs and custom cover art to better capture the spirit of the music and to draw the attention of would-be buyers. Steinweiss revolutionized the industry, and Columbia saw sales skyrocket by 800 percent.

Album covers have never been the same. They are alternately colorful and void of color. They contain photographs, paintings, collages, and clever pairings of text and illustration. You can tell a lot about a recording’s sounds by the art portraying it—and yet, sometimes the cover doesn’t take on meaning until you’ve dropped the needle into the groove, forever melding the visual and aural elements in your mind. “Cover art was absolutely crucial to conveying genre,” says College of Arts and Sciences music history professor Theo Cateforis, author of Are We Not New Wave? Modern Pop at the Turn of the 1980s (University of Michigan Press, 2011).

As Cateforis notes, if you were into heavy metal in the 1980s, you might never stumble across what you wanted. But if you went to the local record store and looked through some albums, it was a safe bet that the ones with demons on the covers held the menacing brand of music you were looking for. Cover art’s ability to convey genre directly correlated to buying decisions. The point, Cateforis says, was to lure someone in to buy. Intrigued by an artist you hadn’t yet listened to, maybe the appeal of the cover art would tip you toward parting with your hard-earned dollars.

A MEDIUM FOR VISUAL ARTISTS

Aside from aiding in genre identification, cover art serves as a creative medium for visual artists. The Talking Heads’ Speaking in Tongues, with art by Robert Rauschenberg, won a Grammy for Best Album Design. Similarly, The Velvet Underground & Nico with art by Andy Warhol made the banana an iconic image. Cateforis pulls Ornette Coleman’s album Free Jazz from his office shelf, revealing a cover painting by Jackson Pollock. Cateforis cites the modern art/modern jazz connection: Pollock on the cover insinuates the music is also high art.

As much as album covers tell us about the connection between art and music, they equally reveal a great deal about the very consumers to which LPs were being marketed. As an example, Cateforis pulls out Exotic Percussion by Stanley Black & his Orchestra. On the cover is a beautiful woman with thick dark hair, leaning slightly forward so you can’t quite tell whether or not she’s topless. Her red
lips are vibrant amid a green tropical forest. “Basically what you had was *Playboy* cover packaging, but the interior is all technical details,” Catx foris says. Released on the London label in the 1950s and ‘60s, the album’s target audience skewed male. It was a new era of high fidelity, and this audience wanted high-end audio equipment to go along with it. With covers like *Exotic Percussion* you had, as Catx foris says, “a really interesting convergence of exoticism and modern technology.”

But if cover art is such an important piece of the puzzle, what about examples like the Beatles’ *White Album*, Sunny Day Real Estate’s *LP2* ("The Pink Album"), Metallica’s self-title album ("The Black Album"), or Spinal Tap’s *Smell the Glove* (another all-black album cover)? Catx foris says these types of covers tried to subvert the common exchange between artist and consumer. XTC has a great example of this with *Go 2*, the cover of which is filled with text that explains, “This is a RECORD COVER. This writing is the DESIGN upon the record cover. The DESIGN is to help SELL the record,” etc.

**INTO THE DIGITAL ERA**

In the 1970s, phonogram dates—which were associated with copyright protection—began to be regularly included on disc labels and containers. But before that, dates were usually not indicated. If you’re a music librarian, a catalog librarian, an archivist, or someone else dealing with LPs, cover art can be useful to help date a disc. For instance, in the article “Dating LPs,” which appeared in *Music Reference Services Quarterly*, Wendy Sistrunk notes, “Digital artwork, airbrush techniques, and refined graphics are a hallmark of album covers from 1967 and beyond. This is said to be a direct relation of the psychedellic and drug cultures’ influence.” Around the same era, “when the ‘teenager’ was discovered as a money-maker for record sales...many of these later record covers reflected a certain style designed to shock the adults (this is still true today),” Sistrunk writes.

As CDs, then streaming and digital formats took over, “the statement you were previously making with cover art, you’re now making with a music video,” Catx foris says. There was a change in visual focus once YouTube really hit, and it became the place where listeners learned about artists and their identities. “Think of the albums that had action shots of artists—concert albums, gatefolds: Music videos and YouTube took the place of those,” Catx foris says.

Still, amid the quick and easy downloads of today’s digital world, there’s been a resurgence in the popularity of vinyl records. For some music seekers, it’s an adventure to comb through rows of albums, searching for a new discovery, hastened perhaps by visually intriguing cover art.

When asked about his favorite album covers, Catx foris chose a compilation album by The Cure from 1981, titled *...Happily Ever After*. “The album was an American double-disc release of their two previous British LPs *Seventeen Seconds* and *Faith*: two of the most depressing, gloomy, moody albums ever committed to vinyl—and probably my favorite records as a teenager,” he says. “The reason I love the cover so much is that the image seems so random (a shot of female color guards) and the title (...*Happily Ever After*) is so ironic given the bleakness of the music. I love things that clash and are at odds like that. The music of The Cure, which is very isolated and des- perate, seems to hint at the hollow nature of happy endings and point- less pageantry. There are plenty of other album covers I could have chosen, but that one has always stuck with me!”

—Jen Bort
**NEWSMAKERS**

*Peter Saulson*, the Martin A. Pomerantz ’37 Professor of Physics, was named a co-recipient of the 2017 National Academy of Sciences Award for Scientific Discovery. Saulson, *Gabriela González G’95*, professor of physics and astronomy at Louisiana State University (who was Saulson’s first doctoral student at SU), and *David Reitze*, executive director of the Laser Interferometer Gravitational-Wave Observatory (LIGO) Laboratory at the California Institute of Technology, were recognized for their outstanding leadership of the LIGO Scientific Collaboration (LSC). All three have served as spokespersons for the LSC, which made history in 2015 when it detected gravitational waves. They were honored in April at the academy’s annual meeting in Washington, D.C. Along with receiving a medal, Saulson shared both a $50,000 cash prize and $50,000, which will be used to support his SU group’s research.

Physics professor *Joseph Paulsen* was awarded a five-year Faculty Early Development Program (CAREER) grant from the National Science Foundation. The funding will support Paulsen’s project, “Ultrathin sheets on curved liquid surfaces: Stress focusing and interfacial assembly,” allowing his research team to study how ultrathin polymer films can be guided along curved liquid surfaces in predictable ways.

Art history professor *Wayne Franits* was named a Distinguished Professor, one of the University’s highest faculty honors.

**SPORTS NOTES**

Syracuse distance runner *Justyn Knight ’18* and hurdler *Freddie Crittenden III ’17* raced to silver medal performances at the NCAA Division I Indoor Track and Field Championships in College Station, Texas, in March. Knight placed second in the 3,000-meter run (topping a third-place finish last season), and Crittenden finished second in the 60-meter hurdles for the second straight season. Teammate *Adam Palamar ’17* placed fifth in the mile. All three earned All-America First-Team honors for the second straight year and helped SU to a 10th-place showing at the indoor nationals, the Orange’s best ever finish.

Orange women’s basketball guard *Alexis Peterson ’17* collected three 2017 All-America honors: second team, Associated Press; honorable mention, espnW; and Division I Coaches All-America Team, Women’s Basketball Coaches Association (WBCA). Peterson, the 2017 Blue Ribbon Panel Atlantic Coast Conference (ACC) Player of the Year, was joined on the WBCA All-America team by backcourt mate and fellow All-ACC First-Team selection *Brittney Sykes ’15, G’16, G’17*, who received honorable mention recognition. It’s the first time in program history two players have garnered All-America accolades in the same season.

SU men’s basketball longtime assistant coach *Mike Hopkins* ’93 was named the head coach at the University of Washington. Hopkins, who played four seasons for the Orange, had been on the SU coaching staff since 1995.

University Trustee *Winston Fisher ’96* competed in the World Marathon Challenge in January, completing seven marathons on seven continents in seven days.

All-America Orange defender *Miles Robinson ’19* was the second overall selection in the Major League Soccer (MLS) SuperDraft. Robinson was chosen by Atlanta United and is the highest draft pick in program history. Teammate *Liam Callahan ’17*, a midfielder, was picked in the second round, 24th overall, by the Colorado Rapids. Also selected were forward *Chris Nanco ’17*, 11th pick of the third round by the Philadelphia Union, and midfielder/defender *Oyvind Alseth ’17*, 21st pick of the third round by Toronto FC. It marks the first time in program history that Syracuse had four players selected in the MLS SuperDraft.

**GRAMMY TIME**

*Drew Taggart ’11* of the electronic duo The Chainsmokers collected a 2017 Grammy Award for Best Dance Recording for “Don’t Let Me Down” with Daya. Taggart and Alex Pall were also nominated for Best New Artist and Best Pop Duo/Group Performance for “Closer” featuring Halsey. “This is the highest honor any musician can have and saying we are grateful just doesn’t do this moment justice,” they said. Taggart was also a finalist for a 2017 National Magazine Award with his feature on Trump supporters in the July 11/18, 2016, issue of *The New Yorker*.

**ORANGEMATTERS**
DEREK BRAINARD ENCOURAGES students to plan for their financial future early and wisely. As the University’s financial literacy coordinator, Brainard knows from professional and personal experience the necessity of understanding prudent money management. Brainard came to the University from investment company Edward Jones, assisting clients in managing their money as a financial advisor. Before that, he served in the U.S. Navy in Seattle, where, as a young couple, he and his wife strategized and saved their way out of $65,000 in student loan and personal debt. “Getting on budget and setting a goal were the top two contributors to our success,” he says. “It sounds so simple, but that’s really what it takes.”

Brainard counsels students on money matters in the Office of Financial Literacy, which was created in 2016 as part of the Office of Financial Aid and Scholarship Programs. The University has offered financial literacy programs to students since 2009, including the “1 Otto Know This!” money management initiative, but the decision was made to establish the office and institutionalize the efforts under Brainard’s vision. He is passionate about coaching and teaching and getting key financial information—that helped him—in front of young people. “Students can get ahead financially because they have time. That’s the main ingredient for wealth building,” Brainard says.

The Office of Financial Literacy provides financial education and promotes positive money management for all students. The work is done through online educational modules that students can download to learn financial skills; group workshops; and one-on-one coaching. In the group workshops, Brainard speaks to classes about savings and transitioning to the real world. But he spends most of his energy on one-on-one coaching, which can be of the highest value for students. “We use a document tool called My Financial Picture in which we build out a picture of their income, protection and risk, and wealth,” he says.

To extend the office’s efforts, Brainard has trained five student coaches, sophomores and juniors, to provide financial counseling. The student coaches can receive credit toward their degrees through the training and get paid to coach. One of the coaches, Troy Gates ’18, a finance major, says the training coursework went beyond just finances. “I learned how important communication is, both one on one and with groups,” Gates says. “Many presentations and practice coaching sessions helped prepare me to speak on a topic that can sometimes be emotional for many people.” During coaching sessions, students are interested in such topics as credit cards, student loans, and investing; students near graduation tend to ask more questions about cost of living, taxes, and employer 401k and health insurance options, he says.

Another coach, Samantha Kessler ’19, a policy studies major, agrees many students are interested in learning how student loans work and the different repayment options. She also spends time speaking about how to make a budget and stick to it. “It can be difficult to assign amounts to certain sections of a budget, but we are here to break it down and make it approachable,” Kessler says. “I really enjoy seeing other students set goals they feel comfortable with and watching them come back having achieved them.” For Kessler, the training to become a coach helped her to see the importance of financial awareness, especially for millennials. “Managing and understanding money in today’s world is very complicated, but necessary to learn about to succeed,” she says.

Many times the questions from students are just how to begin planning their finances. Brainard and his team are there to help students start on their path toward a successful financial future. “We want our students to not only have a fantastic, marketable degree, but also an awareness of how to manage money and make decisions that could help mitigate the amount they borrow—where they can leave here and have a kick-start into the workforce and adult life,” Brainard says.

—Kathleen Haley
MAXWELL PROFESSOR JERRY EVENSKY G’82, G’84 KNEW before classes started last fall he would have a student who is visually impaired and would need assistance in his course Economics Ideas and Issues. So in June 2016, Evensky reached out to John Mangicaro, manager of the SU MakerSpace, Information Technology Services’ public digital fabrication lab. “John, I hear you do magic in the MakerSpace,” Evensky told Mangicaro. “I’ve got an idea, and I want to see if it’s something you’d help me with.” His course featured graphs with intersecting trend lines, and he hoped that MakerSpace would have a solution to help his student effectively grasp the concepts and visualize the graphs and trends.

The SU MakerSpace, in Kimmel Hall, offers 3D printers and CNC (computer numerical control) machines, including a laser cutter, commercial-grade embroidery machine, vinyl cutter, router, lathe, fourth-axis mill, wire bender, and more—creating endless fabrication possibilities. “3D is a different concept and method of building,” Mangicaro says. “At first, most people have no idea what they can do here. They don’t even know what the possibilities are.”

Evensky sent Mangicaro every textbook chapter from the course. Mangicaro extracted the graph images, simplified them, and added details so that, once 3D printed, the student would be able to correctly orient the graph, and feel its axis lines and data plots. “I experimented until Jerry was satisfied,” Mangicaro says. The 3D graphs worked so well the student used them in class while taking exams. “The 3D printing was such a valuable asset,” Evensky says. “The student would study the graphs by touch; it was a huge accomplishment.”

Although the 3D graphs were useful, another factor in the student’s success was working with his tutor and the course’s teaching assistant, Cassandra Kramp ’18, a Whitman School of Management student and student employee of the Office of Disability Services. Like Evensky, Kramp says at first she found it challenging to accommodate the student’s needs, but soon saw the 3D graphs as a superb solution. “I had to change my mindset to communicate effectively with the student because the course is so graph-heavy,” Kramp says. “Once we taught ourselves how to use the 3D graphs, it was very rewarding to see him understand the material as well as anyone else in the class.”

The process wasn’t always smooth, though. “John understood what I was trying to do and he was patient with me,” Evensky says. In the project’s initial stages, Mangicaro provided various prototypes showing how deep he could make the ridges. It took a few tries until they settled on the best models. Mangicaro admits that’s normal in the MakerSpace. “If you’re fortunate enough, your project won’t work the first time,” Mangicaro says. “It’ll fail three or four times, and you’ll learn a whole lot more than having it work out right from the start.”

Evensky isn’t alone in his use of MakerSpace, which supports other courses and helps students from across campus. Chemistry students use the MakerSpace to create 3D molecules; School of Education students can take a course in which Mangicaro instructs how to use the models and 3D printers. Aerospace students work on airplanes and airfoils, architecture students build façades, and engineering students make all kinds of mechanical devices,” he says. “Here people collaborate with others from different disciplines, people they would not normally work with.”

Mangicaro works to ensure MakerSpace creates and nurtures opportunities for students and faculty alike, from any discipline. “There’s no bad idea in the MakerSpace,” he says. —Gabriella Salkin
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MALCOLM-ALI DAVIS ’18 APPEARED IN HIS FIRST commercial when he was just 3 years old—doing a radio commercial for a New Jersey aquarium. More commercials followed, along with voice-overs, television roles, ensemble work in a production by The Opera Company of Philadelphia, and an appearance in a play presented by The Classic Shakespeare Company of Philadelphia. At age 10, Davis landed the part of Young Simba in the national tour of Disney’s Broadway musical The Lion King. “I had never done musical theater before and my family didn’t even think I could sing,” says the native of Galloway, New Jersey. “But the eight months I spent performing in The Lion King turned out to be one of the greatest experiences of my life—so far.”

The troupe traveled to six cities—from Ft. Lauderdale to Minneapolis—and he was accompanied on the tour by his mother, Michelle, whom he calls his greatest support and motivator. “We were already very close, but being on that tour brought us even closer,” he says. “When I was not at the theater, I was with my mom. It was a very unusual experience.” He continued performing through high school, and his resume includes two trips as an entertainer on cruise ships.

When it came time for him to attend college, his family recommended he study something outside the entertainment field as a way to support himself while pursuing his acting and singing careers. Because his parents, Martin Davis ’78 and Michelle Walker-Davis ’82, G’85, brother Martin-Abdul ’12, and sisters Divinia ’10 and Destiny ’15, all graduated from Syracuse University, they encouraged him to choose SU for his college experience. At first, he resisted the idea, wanting instead to study drama at a university in California. “I applied to Syracuse because I had to,” he says with a smile. A visit to campus resulted in a chance meeting with iSchool professor Jeff Rubin ’95, G’98, whose enthusiasm for the field inspired Davis to study information technology. “The whole idea of it just clicked with me,” he says. “And I absolutely fell in love with the campus.” The University’s proximity to his home—allowing him to visit often—and the fact that he’d be able to attend SU with his sister Destiny, who was starting her senior year, clinched the deal. “It was our one final opportunity to be in school together and I just couldn’t pass it up,” he says. “Plus, my family legacy is Syracuse, and I didn’t want to be the one to break the mold.”

Now a junior in the iSchool’s information management and technology program, Davis is one of the school’s peer advisors and a member of the support staff of SIDEARM Sports, a campus-based company run by Rubin. Highly involved in campus life, Davis serves on the University Conduct Board and the Student Philanthropy Council, and as founder and president of Conversations, a new organization focused on connecting students through peer dialogue. “The goal is to bring together students of different backgrounds to have conversations about topics you normally wouldn’t feel comfortable discussing,” he says. “We talk about social and political issues, as well as things that are happening around campus.”

In addition to his studies and other activities, Davis continues to pursue his entertainment career, performing at venues on campus and releasing his first two song titles, “The Last Time” and “Cinderella.” His plans for life after graduation are focused on living in New York City or Los Angeles and performing as a singer/actor—with the confidence of being able to support himself with a job in IT.

—Paula Meseroll
Embracing the Student Experience

WHEN JENNIE MAY ‘17 TALKS WITH PROSPECTIVE students in her role giving tours as a University 100 student ambassador, she invites them to think of their upcoming college years as playdough. In other words, the quality of their experience rests in their own hands and they can shape it in an endless variety of ways. “You can make what you want of it,” says May, a native of Jacksonville, Florida, who majors in public relations at the Newhouse School and marketing and supply chain management at the Whitman School. “You can do different things, whether it’s volunteering, research, internships, or going abroad. And if you plan it out right and get involved and find mentors, you can take advantage of your four years here and also leave something of yourself behind for others.”

Her own experiences at Syracuse offer a lively example. From the start, she embraced the diverse aspects of University life, including joining the Club Swim Team, helping initiate the Digital Media Team at Whitman, spending a semester in Madrid, and taking part in the 2016 Homecoming Court. Also through the Whitman School, May participates in Enactus, a global social entrepreneurship organization. “Each chapter has the purpose of doing entrepreneurship in action, so you’re looking at the community you’re in as well as abroad, and seeing how you can change it,” she says. “Of our nine projects, my favorite is Team Guatemala, where we work with women in Guatemala who make handmade products and sell them on campus and in the local community. All the revenue goes to scholarships so their daughters can go to school.”

May also serves on the Student Philanthropy Council, helping to build a spirit of giving among her classmates and alumni. Highlights included co-hosting the Phanstiel Lecture during Philanthropy Week last year, and speaking at the Class of 1966 50th reunion dinner at Orange Central. But of all her activities, being a University 100 student ambassador is the one she loves best. “Whether it’s 7 a.m. and you’re dressed in orange and doing bus duty, welcoming prospective students and their families to campus, or giving tours when it’s snowing out—you’re the first face and the first impression they get,” May says. “It’s where I feel like I have the most impact on people who may potentially come here. And it’s a great feeling when [months later] someone recognizes you and says that you gave them their tour and they’re now here at Syracuse.”

Academically, May is equally enthusiastic about her efforts in the classroom and beyond. She especially thrives on group work, case studies, and the hands-on experiences gained through internships at the Milton J. Rubenstein Museum of Science and Technology in Syracuse and at NBC Universal Affili ate Marketing in New York City.

Following graduation, she looks forward to reporting to her new job as a member of the materials management supply chain program at Pratt & Whitney aircraft manufacturing in East Hartford, Connecticut—a position she hopes will be the foundation for a professional life as rich with opportunities as her education has been. “People always ask, ‘What is your dream job?’ And I say, ‘I don’t know because I’m 21 years old.’ But I definitely know that it depends on the environment,” she says. “If I can be relaxed but challenged, and be able to feel I have a purpose, and see that what I’m doing is actually changing something and affecting someone—that’s where I want to be.” —Amy Speech
MATT BARBACCIA ’16 HAS BEEN ON the journey of a lifetime the past several weeks. Pedaling the highways and back roads of America, Barbaccia is on a cross-country mission to raise awareness about Parkinson’s disease. Barbaccia headed out on his bike February 27 from Jacksonville, Florida, to make his way to Santa Rosa, California. Originally the idea was to bike across the country for the experience. With advice and ideas from many people, he decided to dedicate the trip to a special cause. “There was only one cause that came to mind, and that was Parkinson’s disease. This disease has affected my Uncle Mark for roughly 15 years now. I’ve grown up seeing the progression of his symptoms, and I have always wished there was something I could do,” says Barbaccia, whose grandfather, Andrew Barbaccia Sr., had been diagnosed with Parkinson’s and passed away in 2002. “There are many people whose lives have been touched by Parkinson’s; I know this cause will resonate with them.”

Before his ride, Barbaccia plotted out the route—which includes stops in Dallas and Denver—and trained in his hometown of Rochester, New York. He created a website (www.ride4parkinsons.com) through the assistance of iConsult, a graduate student organization in the School of Information Studies. Viewers were able to track his progress through an interactive map, read daily blogs, and view photos and videos. The site also functions to seek donations for the Michael J. Fox Foundation, which raises research funding to find a cure for Parkinson’s disease and to develop therapies for those living with the disease. “For me it’s a win-win,” says Barbaccia, whose father is an avid cyclist and inspired him to pursue the bike trip. “I have the opportunity to embark on an adventure that I am sure will challenge me in ways I have never been challenged before, and I am able to raise attention for an important cause simultaneously.”

Barbaccia is making the trip between important milestones in his life: his college graduation and the start of his time with Teach For America. Barbaccia, who earned a bachelor’s degree in biomedical engineering from the College of Engineering and Computer Science in December, said his coursework “challenged me to think in unfamiliar ways, and taught me resiliency and a hard work ethic.” For six months, Barbaccia also took part in a supply chain and research and development co-op with Johnson & Johnson, where he worked on various projects, including with a research team experimenting with some concept products.

During his time at Syracuse, Barbaccia was contacted by a recruiter from Teach For America (TFA). As he learned more about it and the impact it has on students in low-income communities, he knew it was an opportunity for him. Barbaccia begins his TFA training in June in Arizona and will teach secondary mathematics in Hawaii, starting in the fall. “I hope to make an impact that is meaningful to my students, and enriching for myself as well,” he says.

Until then, his eyes are on the road, and he’s just enjoying the ride and meeting people along the way. He would like others to benefit from his ride in some way. “I hope my contribution, however large or small, makes a difference in the pursuit of a cure, for my uncle and all others who suffer from Parkinson’s disease,” Barbaccia says. —Kathleen Haley
Collaborative Building

ARCHITECTURE AND ENGINEERING PROFESSOR SINÉAD Mac Namara was quite clear about her career goals after earning a bachelor’s degree in civil, structural, and environmental engineering at Trinity College in Dublin, Ireland. “I was going to practice as an engineer,” she says. “That was my plan. I wanted to build things.” But a new possibility emerged when she decided to pursue graduate studies in the United States and was accepted to Princeton. Her advisor there was David Billington—a “legend in engineering education circles,” she says—whose insights inspired her to also become a teacher. “He has an interesting take on how to teach engineering—that engineering is an art in itself, and that caring about how the objects they create look and function in the world is important for engineers,” says Mac Namara, who holds master’s and doctoral degrees in civil and environmental engineering from Princeton. “It’s not just the math of making sure it doesn’t fall over.”

Mac Namara joined the School of Architecture faculty in 2006 to teach courses in structural engineering, a specialty she was prepared for by her work at Princeton, including her dissertation research examining how the shell of a nuclear containment structure works. Specifically, she studied what would happen if an entry were created in the structure so aging equipment could be replaced. “They didn’t build these things with giant doors in them, because they are containment structures,” says Mac Namara, an award-winning educator who also teaches mechanics courses in the College of Engineering and Computer Science and electives in both schools, as well as an honors seminar on U.S. engineering history. “So they were having to put these openings in them to, say, take out a steam generator and put something new in. I was establishing whether or not that would create a structural issue.”

Her interdisciplinary teaching role allowed Mac Namara a fresh opportunity to explore innovative engineering education methods. She was awarded a National Science Foundation grant in 2009 to support her research in that area. The project examined how methods used in teaching architecture can be useful in an engineering context and included a design seminar on shell structures for students from both disciplines. “In a shell structure, the thing you look at is also the thing that holds the building up and keeps the rain out. You need both engineering and architecture to make it work,” says Mac Namara, who joined with architecture colleague Clare Olsen on the project. “We wanted students to do design work that integrated aesthetics and technology. And we had a lot of fun. Students learned a lot from each other and built really beautiful stuff.”

She and Olsen also partnered on a book, Collaborations in Architecture and Engineering (Routledge, 2014), which explores the ways the two disciplines intersect professionally. They interviewed engineers and architects around the world to learn how they work together and share what they learned with students preparing to enter the field. “The idea was to give engineering students an understanding of where their knowledge fits into design and to give architecture students a little more appreciation of the degree to which design is collaborative,” Mac Namara says. “The book also provides a nice set of case studies for our students to see how different areas of expertise have to layer up to make something really complex. Building relationships with other experts is in itself an important skill—one that we, as instructors, can do a better job of preparing students for.”

—Amy Speach
Evolutionary Exceptions

AS AN EVOLUTIONARY BIOLOGIST, SCOTT PITNICK reveals in discoveries that counter conventional knowledge. For him, “cherish your exceptions” is a mantra, a guiding philosophy he brings to the lab and encourages students to embrace in research projects. “When things don’t make sense, that’s when I get excited,” says Pitnick, the inaugural Weeden Professor in the College of Arts and Sciences. “And when you observe something that’s truly exceptional to how biologists think the world should work, that’s when you should drop everything else you’re doing and invest in that.”

Pitnick, who joined the biology faculty in 1996, calls it dogma busting and he’s been at it his entire career, producing groundbreaking research in the fields of sexual selection, reproductive genetics, and speciation, with the support of more than $3 million in grants. Sperm evolution is a major focus of his research, and studies on the Drosophila species of fruit flies, along with an assortment of beetles and other insects as well as bats, have led to some intriguing findings, as well as attention from the likes of National Public Radio and The Atlantic. “Sperm are complex,” says Pitnick, co-editor of Sperm Biology: An Evolutionary Perspective (2009). “There is no typical sperm cell for the animal kingdom. They can be round, covered in spikes, have multiple tails, all kinds of forms.”

Consider, for instance, the exceptional sexual prowess of Drosophila bifurca, which produces sperm 2.4 inches long—nearly 20 times the length of the fly itself. Pitnick discovered the unusual attribute in 1995 as a National Science Foundation postdoctoral fellow. Last year, in a comparative study published in Nature, Pitnick and his research group revealed the giant sperm was possibly the most extreme example in nature of ornamentation (think male traits used to impress females: luxurious peacock tails, massive elk antlers, striking bird colors) and that the female’s reproductive tract is designed in such a way to bias fertilization in favor of the longest sperm. “It’s clear now that the design of sperm and the female reproductive tract are co-evolving together,” he says. “Not only that, but they’re doing it lightning fast, which turns out to be important for driving the formation of new species.”

Pitnick is a restless explorer on the hunt for experiences that capture his attention, whether it’s wood carving, building a stonewall, or discovering a rare book. He has always been fascinated by animal behavior, especially insects. Growing up in Carlisle, Pennsylvania, he roamed the outdoors, collecting bugs and bones and other stuff. It led him to study entomology as an undergraduate at Cornell and earn a doctorate in evolutionary biology at Arizona State University, where he became interested in postcopulatory sexual selection. In 2010, Pitnick and biology department colleague John Belote gave the world an intimate look at fruit fly reproduction when Belote genetically engineered Drosophila melanogaster sperm whose heads were tagged with either a green or red fluorescent protein, allowing scientists to visually track them in action. The sperm are now used in more than 60 research labs worldwide. “It opened a window into basic reproductive biology that nobody had been able to see before,” he says.

That collaboration eventually led Pitnick, Belote, and fellow faculty Steve Dorus and Jannice Friedman to establish the Center for Reproductive Evolution, where they are delving into comparative genomics on a massive scale. Thanks to the computing power of the Orange Grid network, they are analyzing thousands of genes, gene by gene, for 27 species of Drosophila and 23 species of primates. Pitnick is excited about the center’s collaborative environment and the potential it holds for research. “Nobody has done this before, and this is the right place to do it,” he says.

—Jay Cox
You plan your career. 
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Now plan to change a life.

As educators, Barbara Ambuske Sadowski ’62, G’69 and Robert Sadowski G’69 dedicated their careers to sharing their love of learning with students from elementary school through college. Grateful for the financial support they received while at Syracuse University, they’ve established scholarships for future SU students—hers to benefit mathematics education majors, his for those studying radio-television-film and communication research. “Scholarships are our way of paying it forward,” they say.

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Virtual Explorations

Through immersive media technology, Syracuse faculty and students are finding new ways to enhance their disciplines and work, while also considering its impact on the future.

BY WENDY S. LOUGHLIN
NEWHOUSE COMMUNICATIONS PROFESSOR
Frank Biocca wrote the book—literally—on virtual reality with the publication of Communication in the Age of Virtual Reality (Routledge) in 1995. At that time, most people still viewed the technology as the stuff of science fiction. Today, Biocca is director of Newhouse’s Media, Interface, and Network Design Lab, known as the M.I.N.D. Lab, part of an international network of human computer interaction labs. At the M.I.N.D. Lab, what was once a thing of the future has become a main research focus, as the rapidly developing medium continues to grow.

Virtual reality (VR) technology allows users to interact with computer-generated simulations of images or environments in a realistic, nearly true-to-life manner through the use of a specialized headset. Similarly, augmented reality (AR) introduces computer-generated effects, such as video, audio, or graphics, but presents them in a real-world setting (think Pokémon Go). They are often referred to collectively as immersive media. “This is an entirely new stage of media,” says Dan Pacheco, Peter A. Horvitz Endowed Chair in Journalism Innovation at the Newhouse School. “Much in the way that television was a new thing, this is a brand-new medium—some people call it the ‘fifth medium.’”

Pacheco has been working with immersive media for several years. In 2014, he and then-student Irfan Uraizee ’15 spent the summer at the Des Moines Register in Iowa, participating in the groundbreaking virtual reality storytelling project “Harvest of Change,” produced through Gannett Digital. The project, which tells the story of a changing family farm in Page County, Iowa, through 3D game interaction and 360-degree video, went on to win a National Edward R. Murrow Award, which honors outstanding achievements in digital journalism.

Pacheco had also experienced the innovative immersive journalism projects “Hunger in Los Angeles” and “Project Syria,” developed by VR pioneer Nonny de la Peña, and he could see VR’s powerful potential as a storytelling tool. In spring 2015, he launched Virtual Reality Storytelling, the first course of its kind at any journalism school. Though he was initially worried about a lack of student interest, the class filled in the first three days of registration. This spring, it filled in three hours.

The interdisciplinary class is based in Newhouse’s Alan Gerry Center for Media Innovation, a creative hub where students from across disciplines work with next-generation technology. Pacheco’s students explore the differences between immersive media and traditional media—including possible health or ethical considerations that might accompany this new form of storytelling—and analyze existing immersive media packages created by Vive and Oculus developers. At the same time, they gain hands-on skills in 3D modeling, 360-degree video, and computer-generated imagery, creating immersive stories that they promote on Newhouse’s Interactive Media Wall and online at www.vrstorytelling.org.

Ultimately, students gain experience creating sto-
ries for various types of communications, including entertainment, journalism, advertising, and public relations. “We’re at a point now where every serious media company is doing something in this area,” Pacheco says. “They’re asking us, ‘Do you have qualified students who are interested in interning?’ So we’re at this really fun initial time.” Pacheco’s students have produced stories on topics ranging from the extinction of dinosaurs to color blindness to the Dakota Access pipeline.

Carly Port ’17, a television, radio, and film major, created a story package focusing on present day Auschwitz. Port had visited the concentration camp in 2012 and wanted to recreate the powerful experience for people who will never see it in person. Her story takes viewers on a virtual tour of Auschwitz II Birkenau as it looks today, based in part on photos she took during her visit. The tour is overlaid with audio from an interview with Holocaust survivor Israel Arbeiter, originally recorded by the World War II Foundation. Port had met and heard from a survivor on her own visit to the camp, a profound experience that she wanted to share with her audience.

Her project touched on what many see as the most powerful potential for VR storytelling—the ability to create empathy. “I believe VR has the power to inspire empathy unlike any other storytelling platform, and I wanted those who will not be fortunate enough to physically visit this historic site and feel all the emotions I felt to have this virtual experience,” she says. “I want to tell the stories of survivors, who have so much insight into a world we never knew.” Port says she would like to continue to work with VR and social justice topics after she graduates this spring.

**VISUALIZING FUTURE DESIGNS**

Newhouse isn’t the only place where people are working with immersive media. Across campus, students and faculty are experimenting with the technology’s potential in areas like product design, music, gaming, and architecture. In the College of Visual and Performing Arts, industrial and interaction design (IID) students in the Product Design course explored the potential impact of VR and AR on the field of design. Under the direction of IID professor Ralf Schneider, students used Microsoft HoloLens to envision future applications of the technology to improve the design process. “Our program focuses on the user-centered design approach,” Schneider says. “Our work focuses on scenarios and visualizing ideas of improving the future.”

Students researched the social, technological, and economic factors driving AR and VR and made projections into the future, looking at how the technology might play into the brainstorming, usability testing, and branding phases of design. For example, one student showed how user testing might be accomplished through AR in the near term, and through an artificial intelligence-AR interaction in the long term.

The technology also has great potential in architectural design. School of Architecture professor Bess Krietemeyer is head of the Interactive Design and Visualization Lab at the Syracuse Center of Excellence, Newhouse students work on editing 360-degree videos in a class taught by Professor Dan Pacheco. They shoot the videos with a 360-degree camera (above) and incorporate virtual reality elements to produce stories.
Krietemeyer’s research focuses on the ways emerging material technologies, human interaction, and computer simulations can influence the design of sustainable buildings and cities. Together with immersive display artist Lorne Covington of NOIRFLUX, Krietemeyer developed an immersive projection environment of interactive architectural systems that users can also experience while wearing a VR headset. This allows her and collaborators—architecture faculty colleague Amber Bartosh and mechanical and aerospace engineering professor Jianshun Zhang of the College of Engineering and Computer Science—to virtually test and study architectural systems and technologies without having to develop actual working prototypes, which can be cost prohibitive. Their research also allows for modifications to proposed design elements before implementation.

Their work facilitates one of the most challenging but important aspects of architectural design: human interaction. For example, when the team tested a solar responsive building envelope—a façade that adapts to environmental conditions—they measured not only its energy efficiency, but also its effects on user control and comfort. Ultimately, this promotes a kind of “co-design” process in which end users contribute to the development of responsive environments that better serve building occupants.

“VR and immersive technologies enable designers to better visualize and engage with spatially and temporally dynamic conditions of the built environment—lighting, atmosphere, adaptive systems, and user behaviors—in ways we haven’t done before,” Krietemeyer says. “We can test design ideas four-dimensionally and through first-person perspectives. For example, by providing a user-driven, walk-through experience of an interior space, while simultaneously mapping its ambient thermal energy flows, we can better understand how a space functions and feels at the same time. VR technologies not only reveal uncertainties or opportunities within the design process, but they explore new modes of architectural representation by translating between technical data and the imaginative potentials of projective space.”

**INNOVATIVE ADVANCES**

At the technology lab NEXIS (New Explorations in Information and Science) in the School of Information Studies (iSchool), students work independently on innovative projects that advance the fields of information science, engineering, and technology—including VR technology. Jorge Forero ’17, an information management and technology major in the iSchool, built a virtual reality music visualizer to “create the ultimate audio and visual experience,” he says. Conor Ried ’17, an economics and political science major in the Col-

Architecture professor Bess Krietemeyer (top) studies a virtual image of a dynamic façade and surrounding cityscape in the Interactive Design and Visualization Lab that she heads at the Syracuse Center of Excellence. Using immersive media technology, Krietemeyer collaborates with engineering and architecture colleagues to test designs.
college of Arts and Sciences, used VR software to create virtual buildings for his gaming project.

As with any new technology, there are hiccups along the way. Kevin Spector ’17, also an information management and technology major, set his sights on making a more realistic virtual experience. His starting point was the “uncanny valley” concept, which refers to the discomfort people often feel when viewing a computer-generated figure that has almost—but not quite—human qualities. “I wanted to identify a process that would take real environments and virtualize them without reducing quality,” he says.

Spector used 3D modeling and photogrammetry software, which extracts geometric information from two-dimensional images, to recreate a room based on photos. But the sheer number of high-quality photos needed to recreate the space, the required amount of computing power, and the need for a data center proved to be insurmountable hurdles. Spector ultimately put the project on hold, but remains interested in the “massive potential” of VR technology and plans to continue exploring its applications.

COGNITIVE IMPACT

We might not yet understand how to harness and responsibly manage the power of immersive media, but the work being done at the M.I.N.D. Lab is moving us toward that understanding. Newhouse communications professor Makana Chock is an expert in media psychology who conducts research on media processes and effects. Chock has begun to explore the impact of virtual and augmented reality stories on the human brain. “This is a relatively new, under-explored area,” she says.

She suspects the effects of immersive media may be substantially different from those of traditional media, particularly in terms of memory and perceived realism—a measure of how realistic users judge media content to be. Studies have found that people will sometimes misremember events from traditional media as real-life experiences. “Is that stronger in a completely immersive environment? That’s what we’re trying to figure out,” she says.

Chock brings people into the lab to experience immersive stories and scans their brains to measure which parts of the brain are responding. “We have old brains—our brains developed long before we had TV sets or movies—so they respond to stimuli to a great extent as if [the stimuli] were real, regardless of whether or not they are,” she says. This holds true even with traditional media; the fact that immersive media may have the same effect but magnified is central to its potential impact. “In VR your senses are telling you this is real—so how do you parse that out?” she says.

Chock is also using immersive media to take a deeper look at confirmation bias, which holds that people seek out or interpret information based on their preconceived notions, ultimately leading to errors in recollection and interpretation. In the lab, subjects are
A Variety of Virtual Reality Experiences

BEYOND THE EDUCATIONAL SPHERE, IMMERSIVE media technology has already taken off in the field of entertainment. Alumna Mary Spio ’98 is founder and president of CEEK VR, which develops virtual reality experiences that run the gamut from entertainment to education.

Last year, through a partnership with Universal Music, the company worked with thrash metal band Megadeth to create a VR experience for the album Dystopia. Fans who purchased the album’s deluxe version received a cardboard headset, compatible with Android and Apple, and an access code that allowed them to watch the band perform five songs from the album. The “mini concert,” as it was billed, was shot in 360-degree video and set in a “dystopian universe” that fans are able to enter and explore. The project won a silver Clio Award, which recognizes innovation and excellence in the creative business, and Dystopia won a 2017 Grammy Award, in part due to the VR experience and the album awareness it created.

At the same time, CEEK is exploring the educational potential of virtual reality, particularly in the field of medicine, “The most promising aspect of VR technology is the tremendous potential for human learning,” Spio says. CEEK is looking at ways to increase patient safety and reduce costs by providing online VR training for health care professionals. The company is currently working on a first-of-its kind VR CPR training package for Miami Children’s Hospital.

Spio, who earned a bachelor’s degree in electrical engineering from the College of Engineering and Computer Science, is a deep space scientist who started her career with the U.S. Air Force as a satellite communications technician. She was drawn toward the idea of VR even before it existed when, at age 10, she watched a recording of the moon landing and tried to mentally project herself into the scene. “Through VR, [people] can actually experience things that otherwise would be unattainable due to geography, finances, or physical ability,” she says. “I believe virtual reality represents humanity’s hope for a truly connected world—a world where every human on the planet can have access to life-transforming encounters and knowledge.”

pre-screened for biases before experiencing a virtual reality scenario involving four men of different races at an airport. Chock measures subjects’ physiological responses both as they observe the scene and later, as they recall it. One theory is that immersive media might be used as a tool for changing attitudes.

There is currently no code of ethics in place to help guide producers of this kind of content, Chock notes. Some organizations, like The New York Times, use existing journalistic standards when producing immersive stories, but without truly knowing the effects of this kind of content, it’s hard to know if those standards are enough, she says.

The University is the ideal place to ask these kinds of questions, she says, hoping to see a center established at the Newhouse School that would advance education, training, and research in immersive media.

“Using student storytellers creating content, we have faculty studying the effects of the content, we have the M.I.N.D. Lab, where we can measure these things in real time, and we have industry connections to get the information into the field,” Chock says.

UNDERSTANDING THE RAMIFICATIONS

Of course, immersive media technology will continue to take off, at the academy as well as in the industry, even before its ramifications are fully understood. While it is no longer a thing of the future, its full potential still lies in the future. Learning how and where best to use it, as well as using it with care and according to an agreed-upon set of standards, will be key to the further development and success of VR and AR.

“These are a whole new set of powerful capabilities that can be used for good, but also for scary things,” Pacheco says. “The fact that you can trick someone’s brain into thinking that they are somewhere else, that they are someone else...that can be really powerful.”

Mary Spio ’98 believes virtual reality has potential for numerous applications, from creating event experiences to assisting with medical training.
Solar Solution
The first time Brian Kam ’16 assembled a solar-powered battery unit, two lights went on. The first signaled the battery was ready to charge Kam’s cell phone. The second flashed through Kam’s mind like a lightning bolt: Could this simple system help restore communication—and save lives—in disaster zones?

It was summer 2015, shortly after the Gorkha earthquake struck Nepal, killing 9,000 people, injuring 21,000, and leaving 3.5 million homeless. Kam, a U.S. Marine Corps veteran, was in Nepal as a disaster relief volunteer. After one steep hike to a remote mountain village, Kam discovered an elderly couple in need of immediate hospitalization. Without power to recharge his cell phone, there was no way to summon a helicopter. “Right in front of me, they breathed their last,” says Kam, who could not accept that lives were being lost for lack of something as simple as a cell phone charger.

During Kam’s three-month relief tour, his friend Danny Iland, a computer scientist at University of California, Santa Barbara, taught him to make a solar-powered battery unit and encouraged him to pay it forward. In the bare-bones, unpatented system, Kam saw an off-the-grid solution to restoring electricity in disaster zones. Kam posted the idea on Facebook and set up a GoFundMe page, with help from Ryan Brinkerhoff ’16, his roommate in the Maxwell in D.C. program. To Kam’s surprise, the idea quickly gained traction. Back at Syracuse, Joshua

The Thrive Projects team of SU alumni and students is bringing power to parts of earthquake-ravaged Nepal with an easy energy fix and empowering its citizens to take the work even further.

BY DENISE OWEN HARRIGAN
Moon ’16 saw Kam’s Facebook post and offered to help build a team around the idea.

Fast forward nine months to May 2016: Kam and Brinkerhoff are en route to Nepal with a prototype battery system they’ve named SPARK, for solar-powered auxiliary relief kiosk. They’re traveling at their own expense, but their new nonprofit, Thrive Projects Inc., has raised close to $15,000 for battery parts, including a $10,000 first-place prize in the Central New York qualifier for the New York State Business Plan Competition.

For Thrive’s inaugural venture in Nepal, Kam and Brinkerhoff bring four SPARK units plus parts for four more. The plan is to teach Nepalese students to assemble the systems. Moon remains in the United States, launching Thrive’s website and managing its daily operations. Taking Thrive from a lightning-bolt idea to a registered nonprofit “took over our lives. We wolfed it down,” says Brinkerhoff, a policy studies and economics major. Moon, a biology major, says his academic advisor warned, “You’ve got to put on the brakes.”

Instead, their momentum kept growing, fed by their determination and the rich entrepreneurial culture on campus. The core challenge has been tailoring their venture to best serve the Nepali people. Kam’s original idea was to provide solar-powered batteries for emergency use. But after witnessing disaster relief firsthand, he grew skeptical about importing a solution, “as if the West has all the answers,” he says.

After months of discussion, Thrive’s founders realized the SPARK unit was a critical tool, but not the ultimate solution. “The community is the solution,” Kam says. “The SPARK unit is a platform for engaging with the community.” As its mission shifted toward engagement, Thrive’s inaugural itinerary focused on teaching Nepalis to assemble the SPARK system.

Thrive’s founders also questioned the wisdom of limiting the SPARK units to emergency use. Nepal’s power grid is famously unreliable, under the best of circumstances. Perhaps the SPARK units could be scaled up to address such challenges as lighting classrooms, powering streetlights, and purifying water. As more ambitious applications emerged, Thrive’s mission evolved into helping local residents to both build and creatively utilize the SPARK units.

BECOMING SOCIAL ENTREPRENEURS

As its mission and organization evolved, Thrive needed a solid foundation. That’s where the Blackstone LaunchPad came into play. Located in Bird Library, the year-old incubator offers personalized support to entrepreneurial students, alumni, faculty, and staff, regardless of academic discipline. “With social entrepreneurs like Brian, Ryan, and Josh, our first job is to help them ground their idealism in reality,” says Linda Dickerson Hartsock, executive director of the LaunchPad. “We build teams and coach them through the phases—and risks—of entrepreneurship.”

Business Plan Competition, where it won first prize. “Without that $10,000 prize, we couldn’t have gone to Nepal last summer,” Brinkerhoff says. “We call Linda ‘mom’ because whatever we need, she’s there to help.” As Hartsock provided critical insight and helped guide them toward nonprofit status, she recognized they had the drive and teamwork to achieve their goals. “They are extraordinary human beings,” Hartsock says.

“We call Brian ‘commander,’ because he runs Thrive like a Marine platoon, scoping out each mission from a strategic perspective. Ryan is the organizational man who focuses on every aspect of implementation. And Josh is the pragmatist who analyzes every option and asks insightful questions. Every successful team needs this combination of visionary leadership, attention to detail, and thoughtful analysis.”

Though each founder certainly has a specialty, Kam says he envisions the trio “as Special Forces, doing everything required—including an ungodly number of long nights and weekends—for completion and success.”

Another invaluable Thrive mentor is Steve Suhowatsky, a Syracuse businessman with a network of Nepalese contacts that’s almost too good to be true. Every year, Suhowatsky travels to Kathmandu to visit his daughter, who lives there. In Nepal, Suhowatsky volunteers with a variety of nonprofit and educational organizations. His contacts in Kathmandu have opened many doors for Thrive. During last summer’s pilot program, they introduced Kam and Brinkerhoff to community leaders and invited them to present at the First International Conference on Social Entrepreneurship sponsored by Kings College. In Kathmandu, Kam was also asked to deliver his second TEDx talk on Thrive Projects. (His first was at Syracuse.)

**Driven by Childhood Turning Points**

FIERCE COMMITMENT TO A COMMON goal helped Thrive Projects take root in record time. Each of its founders—Brian Kam, Joshua Moon, and Ryan Brinkerhoff—is a first-generation college student, and each traces his personal commitment to a life-changing childhood experience.

Kam can’t remember a time when he didn’t feel a deep ache for anyone in distress. Growing up in Hong Kong, he remembers begging his mother to give money to homeless people. When he was 11, Kam’s family moved to Rochester, New York, where he experienced a profound sense of displacement. Kam spoke no English and struggled in school, graduating 490th in a high school class of 500.

As Kam watched 9/11 unfold on television, he felt compelled to help. He enlisted in the Marine Corps at age 17, joined at 18, and served in the Iraq War and post-Katrina New Orleans. “It was a rapid transition to adulthood,” Kam says, “but I found more courage, discipline, and determination than I ever thought possible.”

At age 27, Kam enrolled at Syracuse to study international relations, but he never abandoned his search-and-rescue mindset. “Infantry Marines stand ready to deploy at a moment’s notice,” Kam says. When he heard about the Gorkha earthquake, he signed on as a volunteer with Aythos, an NGO in Nepal founded by Beau Miller G’10, a Maxwell School alumnus. Kam also credits “the amazing Maxwell faculty” for compelling him to engage in the world “not just as an American, but as a global citizen.”

As a child, Brinkerhoff never experienced Kam’s level of disruption, but had an early glimpse of how a global crisis plays out at the kitchen table. During the 2008 recession, his mother lost her job. Brinkerhoff, one of four children, began doing yard work to supplement his father’s salary. By the time he graduated from high school—at the top of his class—he was working three jobs.

His family’s financial crisis inspired an early interest in government policy and its impact on families. That led Brinkerhoff to Syracuse and a White House internship. He was juggling six courses, a City Hall internship, and a part-time job when Kam recruited him to Thrive. “I jumped on board,” Brinkerhoff says. “I’m not intimidated by long days and sleepless nights.”

Moon traced his commitment to Thrive to a haunting childhood experience. At age 6, he was alone with his pregnant mother when she collapsed. Moon managed to call for an ambulance, but felt helpless to save his barely conscious mother. She was diagnosed with gestational diabetes, and Moon felt more guilt: For years he’d been begging his parents for a baby brother. “As I grew older,” Moon says, “I resolved to study medicine, so I would be ready to help when needed.” When Moon read Kam’s Facebook post about stranded earthquake victims, he instantly responded. He had years of medical training ahead, but Thrive was something he could do right away.
Thrive’s founders refer to Suhowatsky as their “magical mentor.” His credentials include running a publicly traded company and taking a health care equipment startup into 38 states before its sale. He was the first entrepreneur in residence at the Syracuse Tech Garden, a downtown incubator, and has spent the last decade mentoring entrepreneurs. When he first met the Thrive team, Suhowatsky was drawn to their passion. “Ideas don’t go far unless you have a strong passion for them,” he says. “And Thrive’s idea is explosive, in terms of its potential impact on the quality of life in Nepal. Nonprofit work in Nepal is very rewarding—you get addicted to helping people. The Nepali people are very kind. They focus on what they have, not what they don’t have.”

After last summer’s pilot, Kam and Brinkerhoff echoed those sentiments. “The Nepali people are full of strength and determination, despite a gross scarcity of necessities,” Kam says. Brinkerhoff believes they have the same ability as people in the U.S. to become change makers. “The difference is the lack of opportunity available in Nepal,” he says.

FROM POWER TO EMPOWERMENT

During their pilot, Kam and Brinkerhoff primarily worked in Siddhipur and Dhuslakel, communities still reeling from the Gorkha earthquake. They taught 26 local college students to assemble SPARK systems and make them available as public charging stations. They were embraced by village elders, who called them tulley and chiri baby—older and younger brother. They felt a strong sense of accomplishment, until one of their Nepalese mentors, Santoshi Rana, asked, “What will happen when you leave?”

This was the moment, Brinkerhoff says, when “our focus truly shifted from power to empowerment.” They realized their Thrive students should teach other students, become solar entrepreneurs, and challenge each other to design sustainable energy solutions.

At Syracuse, Brinkerhoff had studied the concept of a narrow epistemic base, which occurs when a country’s underlying knowledge is insufficient to find higher-level solutions. If Thrive taught basic energy concepts to young Nepalis and encouraged them to develop their own energy solutions, it could expand the potential for innovation.

Before Kam and Brinkerhoff left Nepal last summer, they hired one of their top graduates, Raskin Maharjan, an engineering student, to rally and teach more local students. Soon there were 60 solar entrepreneurs and 12 SPARK systems ready to explore sustainable energy solutions. Within months, those solar entrepreneurs reconfigured the SPARK system to power 16 streetlights in Siddhipur. On Thrive’s Facebook page, Maharjan triumphantly announced, “Locally sourced parts and locally run education programs breed locally developed and sustainable solutions!”

In January, Kam and Brinkerhoff revisited Nepal to strengthen partnerships and register their subsidiary, Thrive Nepal, as a local not-for-profit. As Nepalese citizens assume greater responsibility for the SPARK system, Thrive is focusing on consulting, fundraising, and expanding into a global brand, with hurricane-stricken Haiti as a possible next site. Kam, Moon, and Brinkerhoff graduated in December, but regularly Skype with the team of Syracuse students who continue to support their mission. Amanda Chou ’18, Thrive’s director of marketing, says working with Thrive is addictive. “I didn’t know the first thing about solar power—I have yet to build a SPARK box—but I love, love, love the history of Thrive and creating its narrative,” she says. “Everyone claims they want to make a change. It sounds so generic. But Thrive proves you can do it. You can help empower young people to turn on streetlights in a remote Nepali village.”

This year, Thrive’s campus contingent is creating a registered student organization with a complementary mission. “Syracuse students are most likely not going to Nepal anytime soon,” Chou admits, but they can engage with young people here at home and teach them to be good stewards of energy.

In an afterschool program sponsored by the Spanish Ac-
IN A CASE OF PERFECT TIMING, THE Blackstone LaunchPad opened in spring 2016, just as Thrive Projects needed a big boost. “We build teams and coach entrepreneurs through the milestones necessary to build a business,” says Linda Dickerson Hartsock, the LaunchPad’s executive director. “We supply the structure, and the students supply the energy.”

The Syracuse LaunchPad, funded by the Blackstone Charitable Foundation, is one of 20 in the United States and Great Britain. It’s the first American LaunchPad to be inside a library. (Most are in student centers.) Bird Library, open 24 hours a day, is the busiest student space on campus and the logical location for the LaunchPad, says David Seaman, dean of libraries and University librarian. “Ideas have always been generated, researched, and nurtured in our Syracuse libraries. It’s a natural extension of our services to provide space and support for student entrepreneurship here.”

In its first year, the Syracuse LaunchPad has served more than 1,100 students, alumni, faculty, and staff from 31 countries. Some arrive with a solid idea. Some have identified a problem and are exploring ways to address it. Some students are looking for an opportunity to participate in other students’ ventures. “The entrepreneurial mindset is a necessary life skill in a gig economy, which embraces short-term and freelance workers,” Hartsock says. “Students will have to invent and re-invent themselves a dozen times in the course of their careers. Being innovative, resilient, and entrepreneurial will be professionally and personally essential.”

In addition to individualized coaching and support, the LaunchPad sponsors speakers, competitions, and markets that showcase new products and services. Its Friday Forums and Toolkit Workshops are open to all ventures. The LaunchPad connects students to a regional network of mentors, as well as to attorneys and CPAs who offer their services pro bono. It also complements the University’s entrepreneurship courses and rich array of entrepreneurial initiatives. “We are all building a collaborative entrepreneurial ecosystem together,” Hartsock says.

Today’s entrepreneurs are increasingly interested in nonprofit ventures like Thrive, she says. “They want to do well, but they also want to do good. They want to make a difference in the world.”

Guiding Student Entrepreneurs

Linda Dickerson Hartsock (second from left), executive director of the Blackstone LaunchPad, finds it rewarding to work with members of the Thrive team, including Joshua Moon ’16 (left), Brian Kam ’16, Amanda Chou ’18, and Ryan Brinkerhoff ’16.

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tion League (La Liga), Thrive students work with young immigrants new to this country. While introducing the concept of clean energy, “our primary role is to befriend them and help them assimilate,” says Khalid Khan ’17, Thrive’s chief of staff. He was drawn to Thrive because the Gorkha earthquake also struck Bangladesh, his mother’s native land. And his paternal grandparents were forced by war to relocate from India to Bangladesh. “I have been blessed with a much better life,” Khan says. “Working with Thrive is one way I can give back.”

After their whirlwind effort to launch Thrive, Kam, Brinkerhoff, and Moon are exploring their role in their postgraduate lives. Moon is studying for his MCATs while continuing daily duties as Thrive COO. Brinkerhoff, who graduated a semester early, is devoting the spring semester to further advancing Thrive. He’s making time for job interviews, but says, “so far, nothing excites me the way my work with Thrive does.” Kam has accepted a position with Target as a warehouse manager in Amsterdam, New York, but remains committed to Thrive. “Brian has so much passion and fire for this project,” Brinkerhoff says. “In close quarters, it can be overwhelming. But when you go out in the field and see what he has accomplished, you ask yourself, ‘Why aren’t we doing more?’”

Hartsock, for one, sees the team building on its vision and expanding its reach. “Thrive is one of the most amazing stories I’ve seen in 30 years of working with entrepreneurs,” she says. “They are not only lighting up Nepal, they are inspiring its next generation of solar entrepreneurs. It brings us personal and professional joy to nurture them.”

Santoshi Rana, a mentor in Nepal, also sees Thrive’s founders as role models. “Having them come all the way from the U.S.—and at such a young age—shows the people in Nepal that, if you have the will, change is possible,” she says. ☼

Guiding Student Entrepreneurs

Linda Dickerson Hartsock (second from left), executive director of the Blackstone LaunchPad, finds it rewarding to work with members of the Thrive team, including Joshua Moon ’16 (left), Brian Kam ’16, Amanda Chou ’18, and Ryan Brinkerhoff ’16.
As Director of Clinical Services in the Falk College Department of Marriage and Family Therapy, Tracey Reichert-Schimpff G’96 delights in working with student therapists and being there for those pivotal moments of discovery—instances when a student suddenly “gets it” and falls in love with the profession. Sometimes it happens when she is teaching. Other times, it occurs when she is observing a student’s session with a client and witnesses “beautiful work” in the therapy room. “When a student really connects with a client, there’s something about the therapeutic relationship that is almost palpable,” she says. “They are able to lead a client to a place they haven’t been before, a place where change and healing will happen. It’s almost like an art—your art, your skill, of being able to be therapeutic. Watching that unfold with people is beautiful.”
Preparing students to do beautiful work in the mental health profession—as clinicians, scholars, and researchers—has long been the mission of the Department of Marriage and Family Therapy (MFT), now in its 45th year as a leader in the field. Founded in the principles of social justice and social action and accredited by the Commission on Accreditation for Marriage and Family Therapy Education, the department boasts one of the oldest accredited MFT master’s degree programs in the United States, as well as the only accredited MFT Ph.D. degree program in New York State. “The department has been forward thinking in much of what it has done over the years,” says Thom deLara G’75, department chair and professor of practice. He points to the curriculum for the MFT master’s degree, a robust 60-credit clinical training program that requires students have 500 hours of face-to-face client contact. Those numbers exceed the New York State licensing requirements of 45 credits and 300 clinical hours to allow for stipulations in other states and to appeal to more students.

Among the department’s recent innovations are the 2013 establishment of the country’s first dual master’s degree program in marriage and family therapy and social work, which graduated its inaugural class in 2016, and interdisciplinary certificate of advanced studies programs in trauma-informed practice and in child therapy. “In developing things like the certificate programs and the dual degree program, we’re creating opportunities for students to have specialized skill sets that put them in a good position in the marketplace for jobs,” deLara says. “That’s important to us.”

Another milestone occurred in January 2013, when the entire department moved to Peck Hall, located in downtown Syracuse. The building originally opened in 1896 as Syracuse University College of Medicine and later served as a home for University College. Today, the renovated five-story, 30,000-square-foot facility houses MFT faculty and adminis-

“When a student really connects with a client, there’s something about the therapeutic relationship that is almost palpable. They are able to lead a client to a place they haven’t been before, a place where change and healing will happen.”

—Tracey Reichert-Schimpff G’96
Affirmative Therapy for Transgender People and Their Families

IN 1999, MARRIAGE AND FAMILY therapy professor Deborah Coolhart G’01, G’06 was one of few Syracuse-area mental health professionals in private practice working with transgender clients. As word spread about the valuable resource she offered, she began receiving more requests for help than she could accommodate alone. “Transgender people have a unique dependence on mental health professionals who provide letters of support for them to receive necessary medical treatments such as hormones and surgery,” she says. “Also, many of the people who called me did not have the financial resources to obtain private practice therapy.”

To better meet the needs of transgender people, Coolhart established the Transgender Treatment Team (now called the Trans Team) in 2004. At the start, the team consisted of three student therapists in the marriage and family therapy (MFT) program serving about five clients through the Falk College Couple and Family Therapy Center, which offers free services. “Now we have 19 master’s students and four doctoral students, and about 30 percent of our clinic client base is trans clients,” Coolhart says. “Some students are coming to the MFT program specifically because of the Trans Team, because they have an interest in working with trans clients or with the LGBT community in general. This is a way for them to gain experience.”

Students on the Trans Team receive specialized training from Coolhart and clinic supervisor Daran Shipman G’10 to provide gender-affirmative therapy for transgender people and their families and assist in the readiness process for medical gender transition. “We train students on the specific challenges trans people face with regard to family acceptance and self-acceptance,” Coolhart says. “A lot of times we’re working with parents of a transgender youth to help them better understand what their kid is experiencing and what some of the benefits and risks are in moving forward with a medical transition.”

The Trans Team allows MFT students an opportunity to engage in thoughtful ways with a vulnerable, insightful, and resilient population. For Meghan Harris G’17, that’s been invaluable. Being on the team enriched her experience in the master’s degree program and sparked her passion for working with LGBTQ clients, especially teens. It also inspired her to help organize two cosmetics drives and a makeup workshop for members of the Syracuse-area transgender community. “It is so fulfilling to hear people’s stories and give someone a space to be heard,” Harris says. “For some trans clients, this is the first place where they’re validated in who they are. So to be even a small part of their journey is really special.”

For doctoral student Tristan Martin, being able to study with faculty who have expertise in working with the LGBTQ population was a big part of the decision to come to Syracuse. “I wanted to pursue more research and focus on mental health and well-being within the transgender population,” says Martin, who holds a master’s degree in MFT from Mercer University in Georgia. “You couldn’t find a better opportunity to do that at any other school.”

Both Coolhart and Shipman take pride in the extent and quality of service offered by the Trans Team—with some clients traveling for hours to meet with a student therapist. “Most trans people struggle to find competent affirmative care,” says Shipman, a graduate of the MFT master’s degree program with expertise in working with transgender people. “I’m a transgender-identified person and I’m in a position to be helpful, as a supervisor and as a therapist. The work I do is a way for me to give back to my community—because students will take the knowledge and skill set they’ve gained here, and they will practice affirmatively and competently in cities across the U.S. and in other countries. So we are really increasing access to care. That’s important and very rewarding.”
trative offices, classrooms, a student lounge/kitchen, and a seminar room. It is also home to the Falk College Couple and Family Therapy Center, a no-cost mental health clinic that accommodates 8,500 to 10,000 client visits a year, serving hundreds of individuals, couples, and families from the Central New York community and beyond.

The clinic features a welcoming waiting area, a children’s wing with bright rooms equipped for play therapy, and spacious counseling rooms, all designed to help clients feel safe and comfortable. As a training center for student therapists, the facility is equipped with advanced teaching and supervision technologies, including a 24-station computer lab, smart classrooms with video conferencing, and counseling rooms with digital video imaging. Additionally, Psychological Healthcare, a private group that also offers mental health services, is located on the building’s second floor.

The Peck Hall location provides the department with an expanded community presence and allows the growing MFT program to accommodate more students, ultimately increasing the number of trained professionals offering mental health services to meet a substantial need, locally and nationally. “There are two basic reasons for mental health programs, one having to do with an obligation to care for and advocate for people who are disadvantaged in a number of different ways,” deLara says. The other has to do with the economic effects of mental health issues, which research shows are the leading cause for disability claims for adults in the country. “If we don’t attend to what is going on for people in terms of their mental health and their relationships, the impact on employers, schools, and communities is dramatic,” he says. “When we train people in marriage and family therapy, we’re responding to our humanitarian responsibility, and also identifying an unmet need that has a huge impact on how we function nationally.”

Falk College Dean Diane Lyden Murphy also affirms the significance of the department’s work, referring to MFT as “an excellent signature” for the college and the University. “It’s a beautiful facility and program doing wonderful work, and I’m very proud of the place,” says Murphy ’67, G’76, G’78, G’83. “I can’t imagine a better place to get a clinical degree and be able to work with needy populations at the same time. For people who go into this field, it’s all about helping others. So I’m pleased this is such a model program that also serves the community well.”

POINTING OUT THE POSITIVES
That powerful desire to assist others helps keep master’s degree students going strong during what can be a very intense two-
year program—one that integrates challenging coursework with a great deal of hands-on experience, including 20 months of clinical training at the Couple and Family Therapy Center and a 12-month internship with a community agency. “It’s an immersive experience, with students taking courses in theory—diversity, different life cycles, or research methods, for example—and that is overlapped with working with clients, where they can begin to see how the two go hand-in-hand in the world of practice,” Reichert-Schimpff says.

Supervision plays a major role in students’ development and takes many forms, from watching more advanced students through one-way mirrors to having their supervisor offer input regarding a video recording of a session with a client. Students receive a minimum of 100 hours of clinical supervision—one hour for every five hours of client contact—in addition to participating in 30 hours of teaming with other students in direct observation of therapy. Supervisors are members of the MFT faculty and clinical staff, all licensed in marriage and family therapy in New York State and approved supervisors with the American Association of Marriage and Family Therapy. “Supervision is a cornerstone of how we provide both quality training for our students and high-level service to our clients,” Reichert-Schimpff says. “It’s not just about checking the boxes and doing what the task is. It’s making sure that as a human being, as a therapist, you are in tune with yourself and how your feelings, thoughts, beliefs, family, and values might come into play in the therapeutic work. That’s something we’re always helping students be aware of and work through to become better clinicians.”

According to Meghan Harris G’17, the supervision process was a significant factor in her growth as a therapist in training. She came to the MFT program from a position at a mental health in-patient hospital in Buffalo, where she realized she wanted to learn more about how to be helpful, especially in working with people who experienced trauma. Toward that goal, she pursued the certificate of advanced study in trauma-informed practice. She also served on the department’s Trans Team, helping provide mental health services to transgender people. “I really liked having Daran [Shipman] as a supervisor,” Harris says. “If he had something negative to say, there was always a positive along with it. We called it a compliment sandwich. And that was what I needed—somebody to point out the positives that I couldn’t see on my own. It was part of building my confidence. Supervision really helped with that, with getting comfortable in the [therapy] room and with who I am in the room. That was key.”

Theresa Jenkins also credits supervision as a vital component of the program’s overall excellence. Having completed the master’s degree program in four years as a part-time student while also working full time as an academic advisor for graduate students at the Whitman School, she is especially grateful for the ongoing support of faculty and fellow students. “It’s not an easy program, but it’s an outstanding one, and I’ve been blessed to be a part of it,” says Jenkins ’00, G’03, G’13, G’17, who holds a bachelor’s degree in family and community services and a certificate of advanced studies in addiction from
Falk and a master’s degree from the School of Education. “It’s about time management and communication. It’s about staying in touch with your faculty, who are therapists themselves. And it’s about knowing yourself. The focus while we are here is to help people. We’re student therapists. If I can’t take care of myself, how am I going to help someone else?”

LEARNING WHAT HELPS
The question of how to help is at the heart of all the department’s work. Having a vigorous research agenda is a critical component to developing answers. “We’re a small department, but we do a lot of research, and regularly involve our master’s and doctoral students in that,” deLara says. “We’re not just guessing what’s the best way to work with people, but asking what does the evidence tell us, and what kinds of research can we be involved in that will generate new models to help people?”

He points to the work of professor of practice Dyane Watson, who partners with the University’s Institute for Veterans and Military Families in exploring the experiences of active duty servicemen and -women and their family members in relation to delivery of mental health services. That research helped inform a new clinical course focused on therapy with veterans and families affected by trauma. “If someone is in a situation where violence is going on, and they are feeling hyper-aroused and endangered all the time, how do you help them to calm down and be engaged and connected—to be their best selves despite the chronic trauma around them?” says Stone Fish, who travels internationally to present the Collaborative Change Model. “What’s distinctive about our model, which is one of the reasons it’s so useful, is the collaborative part of it. Everything we do in therapy, we tell our clients we’re doing. And we’re asking, ‘How can we make this a place that feels good to you?’”

A renowned expert in couple and family therapy, Stone Fish is also director of the MFT doctoral program, whose alumni are leading scholars and researchers across the field. She currently works with four doctoral students, whose areas of interest include cultural diversity, trauma-informed practice, and LGBTQ populations, and looks forward to seeing the department continue to thrive and expand in numbers and offerings. “What’s been incredibly unique about Syracuse University’s marriage and family therapy department is that we have a long history of helping and interfacing with the community in really powerful ways,” Stone Fish says. “That relationship is even more important now that we have a free center that’s actually a part of the community, and will continue to grow.”

Students receive a minimum of 100 hours of clinical supervision, which is a cornerstone of their training and development.

DUAL MASTER’S DEGREE PROGRAM
In 2013, Falk College established the country’s first dual master’s degree program in marriage and family therapy and social work, which graduated its inaugural class in 2016.

Students receive a minimum of 100 hours of clinical supervision, which is a cornerstone of their training and development.
STUDENTS LOOKING TO get started on their careers can encounter a common problem: They can’t get a job without experience, but can’t get experience without a job. To address that issue, Jenna Turman, assistant director for alumni programs in the University’s Office of Career Services, strongly encourages students to apply for internship opportunities that reflect their career goals. “Internships are the new entry-level jobs,” Turman says. “Every experience adds extra value and skills to a resume. I tell students to tailor the experiences they are getting to the job they hope to have.”

Career counselors in Turman’s office, as well as those in the schools and colleges, help students find internships that fit their goals. The office also assists Syracuse alumni who are already in the working world and seeking to advance their careers. “Unlike many of our peer institutions, Syracuse University offers our alumni free lifelong career counseling,” Turman says.

To tap into the remarkable strength of the Orange alumni network, the office has launched #HireOrange, which identifies job or internship openings from SU alumni looking to hire a student or fellow SU grad. “We want to see #HireOrange grow into a one-stop place to find career opportunities for students and alums,” Turman says.

In addition to accessing employment listings such as #HireOrange on OrangeLink, she advises students looking for internships to make and maintain connections with friends, fellow students, professors, and alumni who may be helpful in their search. For the young alumni featured here, those methods have paid off.

Firpo, who was a Remembrance Scholar. “After the project ended, they let our class know there were internships available for the following summer and encouraged us to apply.” The internship allowed Firpo to apply many of the design processes she learned in school and to understand the value those design perspectives brought to the company. The experience also offered her the chance to meet many other employees and learn how the design team interfaced with different groups in the company. “All of these things were valuable once I started working full time,” she says. “I was honored and excited when the company extended an offer to me at the end of my internship.”

Now a senior user-experience designer at Motorola Solutions in Chicago, Firpo is responsible for designing interfaces for applications, tailoring them to the needs and workflows of public safety officers. Her focus is on designing how a product works, how it’s used, and ensuring that mission-critical intelligence can be shared effectively and efficiently by the officers. Knowing how advantageous her internship was in landing her job, Firpo is eager to give back and help others. Her advice to students looking to get working-world experience? “Network!” she says. “Never stop meeting people.”
Taking on Challenges, Gaining Experience

JACK MORIARTY ’16, A GRADUATE OF THE FALK College of Sport and Human Dynamics, has been passionate about sports since childhood and always knew he wanted to work in the sports industry. That career goal became reality thanks to the opportunity to do his 12-credit capstone course as an intern with Steiner Sports in New York City. “I learned about internship openings through the sport management program, websites like TeamWork Online and SPM Careers, and the college’s career services office,” he says. “Two internship coordinators work directly with students, helping secure internship opportunities. It can be a stressful process, but Falk College provided the services and resources that made things run smoothly.”

Steiner Sports was founded by CEO Brandon Steiner ’81, an inaugural member of the Falk College Sport Management Advisory Board and a recipient of the 2015 Arents Award, SU’s highest alumni honor. “Brandon Steiner is incredibly involved with the University and continues to give back to his alma mater,” Moriarty says. “Through that connection, I was able to complete my senior capstone with Steiner Sports as an intern in the corporate marketing department. The full-time-level work challenged me and helped me gain real-world experience.”

Now a corporate marketing associate with the company, Moriarty works on various accounts, organizing athlete procurement, special events, and corporate gifting capabilities, tailoring them to the needs of business clients. “I work with major corporate clients and some of the biggest names in sports, maximizing our industry-leading sports memorabilia products,” says the native of Bethel, Connecticut.

Grateful for the opportunities offered to him through internships, and inspired by Steiner’s support of the University, Moriarty is willing to assist other students as they pursue their career goals. “I have helped other Syracuse peers with internship opportunities and will continue to give back to the University and the program that gave me so much,” he says. “Since I finished my internship with Steiner Sports, five more SU students have come here for capstone and internship opportunities. It was great to help them navigate through the company and share my experiences with them.”

His advice to students seeking internships is to find a work culture that fits the individual’s personality, aligns with career goals, and allows for growth. “There’s no better way to learn than putting your skills to the test...”
FOR CARLY GETZ ‘13, THE NEWHOUSE SCHOOL’S TINA Press and David Rubin Career Development Center was her go-to resource for internship information. “They helped me find a quality, year-round internship,” says the Syracuse native who majored in public relations and marketing management at the Newhouse and Whitman schools. “I couldn’t have asked for a better experience—I had an amazing leader, meaningful work, and great pay. I wouldn’t have found it without the career services team.”

At a LinkedIn workshop taught by Kim Brown ’06, G’16, director of strategic communications and digital engagement in the Office of Alumni Engagement, Getz learned how to build relationships with alumni in a targeted geographic area. That knowledge helped her land an internship with Blue Cross Blue Shield Michigan in Detroit—after she developed a list of Detroit area alumni working in public relations or marketing. One of the contacts, Andrew Hetzel ’90, vice president of corporate communications at Blue Cross Blue Shield Michigan, worked in health care public relations, Getz’s field of greatest interest. He helped her secure an internship in public relations, social media, and integrated communications with the insurance company. At the end of the internship, she was hired by the company for an entry-level position, and grew within the company as she gained experience. “I planned to move back to New York, but I loved my job—and Detroit—so much I stayed in Michigan,” she says.

A few years later, alumna Stephanie Beres G’16 hired Getz as a media relations specialist at DTE Energy. “She was my first leader at Blue Cross, and a close mentor,” she says. Willing to assist others in gaining experience in the working world, Getz has helped SU students secure internships at Blue Cross, and is open to doing the same at DTE Energy. Active in her local alumni club, she was part of a group planning a weekend retreat for emerging leaders—mostly SU grads—in March. Her advice to students looking for internships includes learning to write well, think critically, ask for feedback, and carefully choose potential opportunities. “Think about what you want your first job to be and work back to identify internship opportunities that make sense,” she says. “Do your research and meet with people in the industry. Sometimes you’ll get great insight from conversations with entry-level employees at companies you’re considering. Classrooms prepare you for internships; internships prepare you for jobs.”

Identify Opportunities

“I couldn’t have asked for a better experience... I wouldn’t have found it without the career services team.”

Carly Getz ’13
IN SEARCHING FOR AN INTERNSHIP, Anthony Caporizzo ’15 worked closely with staff of the career services office in the College of Engineering and Computer Science (E&CS). “Since the beginning of junior year, I made it known what type of path I wanted to take and the different skill levels I hoped to gain from an internship,” says Caporizzo, who majored in bioengineering. “I knew I wanted to stay with the bioengineering field. I had worked for a summer for an energy company, and that reassured me that I wanted to stick with bioengineering.”

Jennifer Meinen ’03, an E&CS alumna and employee of St. Jude Medical Inc., a global medical device firm in Austin, Texas, contacted Jennifer Fazio in the college’s career services office, seeking candidates for an internship with the company. Thanks to Caporizzo’s relevant education and clear career goals, Meinen recommended him for an internship with St. Jude Medical, which was acquired by Abbott Laboratories in January. “It was a quick referral from an SU alumna—one I had never met—that got me the internship,” says Caporizzo, a native of Horsham, Pennsylvania. After an intensive interview process, which included shadowing company employees in a hospital surgical setting to gauge his comfort level with the experience, Caporizzo was accepted as an intern. “St. Jude didn’t recruit at Syracuse. They typically accepted candidates from a list of only three or four schools for this program,” he says. “Getting my name in the recruiting pool, thanks to Jennifer Meinen, meant a lot to me. I feel confident in saying I would not be with St. Jude if it weren’t for her and Jennifer Fazio.”

Now in the second year of a paid three-year internship as an electrophysiology technical service associate, Caporizzo works in the company’s atrial fibrillation (AF) and cardiac rhythm management (CRM) divisions. In the CRM division, he performs patient checks in hospitals and cardiac clinics for implantable cardioverter defibrillators, cardiac resynchronization therapy devices, and pacemakers. He also assists in surgical procedures, programming the devices to ensure they are properly calibrated for each patient’s medical needs. His AF division responsibilities include assisting with catheter-based ablation procedures. Caporizzo credits his Syracuse University education with preparing him for the internship and a career in the bioengineering field. “The most important things I learned in the classroom that help with my job were the work ethic and study habits,” he says. “There’s a lot of studying involved with the internship, so the skills I gained in college have helped greatly in the transition.”

Caporizzo maintains ties to the SU alumni network and is open to trying to make connections for any student interested in the bioengineering field. “Abbott recruits heavily at only a few schools, but will take recommendations from employees,” he says. “I would consider helping students who want to pursue an internship with the company.”

His advice to students looking to take the internship path to a first job is to do a lot of research before applying. “The more you know about the job, the more comfortable you’ll feel during an interview,” he says. “Don’t be afraid to be specific about what you’re looking for. There are opportunities in every industry and you will find them.”
Q&A

Tom Coughlin ’68, G’69

Understanding What’s Important in Life and Tales of SU Football

TOM COUGHLIN HAS RETURNED TO HIS PASSION: Once again, he’s trying to build a Super Bowl champion in the National Football League. In January, the Jacksonville Jaguars announced the Syracuse graduate will become their executive vice president for football operations. He’ll work with new head coach Doug Marrone ’91, who spent four seasons as head coach of the Orange.

It is a homecoming for Coughlin, who coached the Jaguars to the playoffs four times in the 1990s. With the New York Giants, he won two Super Bowls, an accomplishment that might someday help carry him to professional football’s Hall of Fame in Canton, Ohio.

Syracuse University Magazine contributing writer Sean Kirst caught up with Coughlin in December, not long before he left a position as a senior advisor with the NFL to accept the job with the Jaguars. It had been almost a year since he parted ways with the Giants, after spending 12 seasons as head coach of the club. He spoke with passion of his work with the Tom Coughlin Jay Fund, a charitable effort for families affected by cancer. Coughlin and his wife, Judy, founded the fund in memory of Jay McGillis, a young student-athlete who died of leukemia in 1992, when Coughlin coached at Boston College.

Coughlin, a native of Waterloo in Seneca County, also recalled the lasting impact of Ben Schwartzwalder, the legendary coach at Syracuse.

It’s been just over 20 years now since you started the Jay Fund. Can you speak of its significance to you?

We founded the Jay Fund in 1996, a very humble opportunity to raise funds for families that had childhood cancer. Our one specific goal was to make sure that families in need got the money directly, no red tape.... We primarily concentrate on household expenses: You know, mortgage payments, car payments, electric payments, food, gasoline, getting to and from appointments, food at the hospital, all of those functions.

What was it that was so powerful, so memorable about this young man that it caused you to take on this really beautiful work?

This was our first year at Boston College as a head coach, and what Jay and his family went through...how fast the disease took Jay’s life and you watched the parents, and you watched them run to Jay’s bedside, no one worried about work, no one worried about anything, no one doing anything but trying to convince Jay that everything was going to be all right.

I know this is almost an impossible question, but is there any one moment, any one instance, any one encounter with a family during all this time that stays with you?

We had an experience just before Christmas when we were visiting the Hackensack hospital and the Jay Fund kids, the cancer kids, the pediatric cancer kids, were waiting for us. We had our Christmas gifts and we came to a room where the mother was outside, speaking to the doctors, and all they wanted was for Judy and I to come into the room, and a little (10-year-old) boy had just learned he had cancer.

You know, he’s playing in the side yard and he learns he has cancer and he was so scared and so devastated. He played safety (on a youth team) and we talked to him about how he
can beat this disease, and he can play again. Mom was right there listening and she was trying to support him and keep him calm, but he was very upset and at that point in time you realize: If you can help a youngster to just deal with this predicament and to help mom and dad have a greater sense of, “He can win, he can beat this disease,” then you begin to understand, as I say, what’s really important in life. Because everything stops. Everything stops for these families when a child has cancer.

The role of Syracuse University in your life: When did you become aware of Syracuse as a child?

It was in the ’50s, and I remember the very first thing I ever watched on a black-and-white TV that was ours was a college football game. Then I remember watching the Ben Schwartzwalder show, black-and-white TV, Thursday nights, being aware of Jim Brown [’57], then Ernie Davis [’62], and I only had one school I wanted to go to. That was it. I only wanted to go to one school and that was Syracuse.

I mean, I was from a small town and Coach Shreve, Jim Shreve, came to our town and evaluated the tape and I visited Syracuse and they offered me a scholarship. It was a dream come true. It really was.

This kind of brings it all around, but did you ever meet Ernie?

I never did, but he was a guy I idolized. One of my buddies, when we were freshmen in high school, he and his dad took me to the Syracuse-Pitt game, and in that game was Mike Ditka, the tight end for Pitt, and Ernie Davis was the running back at Syracuse. And this buddy of mine sticks me with this nickname: Ernie. All the way through high school, the high school yearbook, the whole thing: The nickname is Ernie.

With Jay McGillis, did you think of Ernie? Two young guys...

There’s no doubt that naturally crossed my mind. Both died of leukemia.

Tom, how about some great Ben Schwartzwalder stories?

I can tell you this, most of our pregame speeches, the night-before-the-game locker room speeches, the ones he was really great at, he would get so emotional…. He might use a war analogy. He was in World War II, and he was a warrior. Imagine jumping out of airplanes, behind the lines at Normandy, at 32 years old? And he never talked about that part of it, but those analogies were there and they were prevalent.

I’ll be honest with you, it’s something I really missed…. I came back as a head coach at Boston College, and I knew Ben was upstairs, he was up in the boxes at the Carrier Dome, and I never got to see him. You know, we lost to them once and we beat them once while I was at BC as head coach; I never saw him before or after the game. I wish I had.

Your reputation is as a tough guy who’s very fair.

That’s what he was. We used to practice three hours in the morning and three hours in the afternoon, and this was in pads—there was never a time you took your pads off—and I used to tell people: “We practiced until he got tired.” That was the truth. We practiced until he got tired.

Do you still follow Syracuse?

Well, I had a chance to meet Coach Babers. I flipped the coin at the Notre Dame-Syracuse game this year. We talked, and you know what he said? “I want players like you had back then.” And I laughed. Because we all do.

In a way, Syracuse is still home?

I’m born and raised, 30, 40 miles from there. All those memories are there. Whenever I come home, there they are. Jim Boeheim [’66, G’73], I played basketball against him in high school. He went to Lyons, I went to Waterloo.

How’d it turn out?

They beat us, and he shot the lights out.

For more of the interview, go to sumagazine.syr.edu.
To learn more about the Jay Fund, visit tcjayfund.org.
Appreciating Our Orange Family

THIS IS MY FINAL COLUMN AS president of the Syracuse University Alumni Association (SUAA). On June 30, my term will come to a close. It has been an extraordinary honor to lead an alumni association that is 250,000 members strong. I have enjoyed meeting many of you in person—in restaurants, on campus, and often while flying.

In the last few years, the SUAA Board of Directors helped to drive much-needed organizational shifts and a renewed focus on alumni engagement at Syracuse University. I am so grateful to my fellow board members for their energy and ideas. Incredible leadership changes, along with enhanced programming across the globe and outreach for alumni volunteers, make me confident that alumni will feel more connected than ever to our alma mater.

I know that the SUAA will continue to make great progress under president-elect Tracy Barash ’89, who played a tremendous role in strengthening our prestigious Arents Award nomination process and ceremony. Honoring our deserving alumni and keeping that tradition alive are important to me as I conclude my term.

While I will no longer lead the SUAA, I certainly plan to return to campus for this year’s Orange Central: October 5-8. The Arents Award ceremony is a highlight of the weekend, and I hope that you and your families will consider joining me on a beautiful fall weekend for what promises to be an immensely exciting few days.

I would like to take this opportunity to thank Sue Ballard, associate vice president of alumni engagement, as well as the entire Office of Alumni Engagement for their partnership with the SUAA Board of Directors. Your passion for Syracuse University is inspiring. From an all-alumni tailgate on the Quad during Orange Central 2016 to a new focus on professional development opportunities for alumni, you have listened to our Orange family—and we are thankful.

You, my fellow alumni, are my Orange family. As I will share with the Class of 2017 at Commencement, a family takes care of its members for life. I love Syracuse University, and I feel proud of our alma mater. This isn’t “goodbye,” but rather “see you soon”—perhaps at a New Jersey diner, on Marshall Street, or maybe even at 35,000 feet.

Forever Orange,

Mark Verone ’95
President, Syracuse University Alumni Association
ON A MORNING IN LATE JANUARY, MAX LEVITT LED a group from Southwest Baltimore Charter School (SBCS) through the halls of his nonprofit organization’s massive warehouse of used sporting goods in search of aluminum baseball bats. Say what you will about America’s favorite pastime, but there’s no denying it can be cost prohibitive. At SBCS, the high price of cleats, catcher’s mitts, and gloves had kept baseball and softball out of PE classes and off the list of extracurricular activities. On this day, Levitt was offering to supply all of the necessary equipment for the low, low cost of absolutely free. “I think they took a little bit of everything,” Levitt says.

Since earning a bachelor’s degree in sport management from Falk College in 2011, Levitt has helped many youth sports programs feeling the same financial pinch. In the last year, his Maryland-based nonprofit, Leveling the Playing Field, has given nearly $1.85 million in sporting equipment a second life in the hands of the next generation of young athletes. Those are the kinds of numbers that get attention. Levitt has been featured in both the pages of The Washington Post and on CBS This Morning, all while juggling two interns, three full-time staffers, and 250 volunteers a year. “The last couple of years it’s taken on a life of its own,” he says.

Levitt had originally conceived Leveling the Playing Field as a loose partnership between the nonprofit and collegiate sports. As a former equipment manager for the Syracuse University football team, he knew firsthand how much equipment could be lost to a landfill from season to season, but it would take time to convince universities that his fledgling endeavor was worth their trust. It would also require weaving through NCAA regulations that contain very narrow parameters for disposing of the dearly departed gear of seasons past. “I think nowadays it would be a little bit easier because we have the track record,” Levitt says.

Instead, he simplified his approach, purchasing 12 plastic bins from Target and placing them in churches or community rec centers outside of Washington, D.C. Word started to travel, eventually reaching the folks at D.C. United. The professional soccer club wanted to partner with Leveling the Playing Field on a collection drive, a crucial bit of momentum that has since kept the nonprofit moving full speed ahead. “After a couple of years we’ve built pretty strong brand awareness,” says Levitt, who has also partnered with the Washington Capitals and Washington Nationals.

They also have an office, where every day, people drop off equipment that is sorted, processed, and distributed to programs and kids that might otherwise be facing a significant roadblock into the world of sports. It’s this more than anything that motivates Levitt, who recognizes that he has had unfettered access to a set of invaluable life lessons and experiences simply because his family could afford the cost of a baseball mitt. “Some of my greatest memories growing up are basketball camp, winning the camp championship, or playing Little League with my buddies.”

Max Levitt ’11

Gearing Up to Play Ball

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It would seem that he’s not alone there. Leveling the Playing Field is preparing to open a second office in Baltimore and franchise inquiries are pouring in from locations across the country. Still, what Levitt continues to enjoy most are the one-on-one interactions with the people that he and his team are helping. “It’s very satisfying” he says. “It kind of keeps us going.” —Frank Ready
Creating Pathways to Tech Careers

TECHNOLOGY IS ONE OF THE FASTEST growing job sectors in the U.S. Yet less than 10 percent of New York City high schools offer computer science or technology-related classes. That’s what inspired Jessica Santana ’11, G’13 and Evin Robinson ’12, G’14 to create New York On Tech, a nonprofit organization that provides pathways for underrepresented New York City high school students into the field of technology.

Since 2014, the organization has provided opportunities to 130 students from more than 25 high schools in New York City. Students enroll as juniors or seniors and receive weekly classes from computer science/technology experts, as well as mentorship and professional internship opportunities. New York On Tech is working with a cohort of 125 high school students for the 2016-17 school year.

Although Santana and Robinson—who were named to Forbes Magazine’s 2017 30 Under 30 list in education—had met casually at SU, it wasn’t until they both attended a summer Ernst & Young Leadership Conference in 2009 that they realized how much they had in common. “I went to take the A train back home to Brooklyn and she was taking the A train as well,” recalls Robinson. “We started talking about school, life, ambitions, wanting to give back. Turns out we were getting off at the same stop. We had grown up in the same neighborhood, but never knew each other until college.”

A connection was forged. A couple years later, Santana had graduated and returned to campus after starting her career at Deloitte. She met up for coffee with Robinson, who was finishing his master’s degree in information management and technology at the School of Information Studies (iSchool), and within a couple of hours, they had the concept for what would become New York On Tech sketched out on a pile of Starbucks napkins. “When you go back to your neighborhood you realize you can really be a catalyst for change in marginalized spaces where companies are not recruiting from, where mentors are not living in,” Santana says. “That was our call to action.”

Although young, both were already accomplished professionals. Santana, who earned a bachelor’s degree in accounting from the Whitman School of Management and a master’s in information management and technology from the iSchool, had secured prestigious internships while an undergraduate and went on to work as a technology consultant at Deloitte and Accenture. Robinson was a seasoned student entrepreneur who’d garnered numerous accolades, including the Goldman Sachs Entrepreneur of the Year and the Kauffman Foundation Entrepreneurship Engagement Fellowship.

For a time, both worked as technology consultants at Accenture in Manhattan, growing their nonprofit on the side. Then in 2015, Santana was accepted into the Camelback Ventures Social Innovation Fellowship program, which provided seed funding and other support to grow the enterprise. She left Accenture to focus on the nonprofit full time; Robinson remains at Accenture, but is also integral-

People need to think about the impact they want to have and whether what they’re doing now is going to lead to that legacy.”

—JESSICA SANTANA ’11, G’13

New York On Tech is supported by corporate partnerships that provide funding and professionals who teach classes at the corporate sites, as well as a board of 12 directors and advisors and more than 100 volunteers representing over 30 different companies.

The organization was born from Robinson and Santana’s strong desire to give back. Only two and a half years in, the duo can already see the impact they are making. “The transformation of the students is amazing,” Robinson says. “They’re learning how to do front-end and back-end web development. They’re producing websites and mobile applications and video games.”

For her part, Santana says she never would have guessed she’d be the founder of a nonprofit organization. “But I feel like I’m on this Earth to live a life of service,” she says. “People need to think about the impact they want to have and whether what they’re doing now is going to lead to that legacy. If you follow your heart, success is always going to find you.”

—RENÉE GEARHART LEVY
Stan Crilly ’69 (A&S), owner of the Flying Red Horse Studio in Hollidaysburg, Pa., was inducted into the Blair County Arts Hall of Fame in 2015 for public art and architecture. For much of his career, his work focused on murals, decorative painting, and portraiture in the public and private sectors. He was formerly an architectural photographer for Lawrence S. Williams Photography in Upper Darby, Pa., and a visual art specialist at the Pennsylvania State University College of Agriculture. His work has been published in various national magazines, including Colonial Homes and Traditional Homes. He received a special citation from the Commonwealth of Pennsylvania House of Representatives recognizing his “talent, leadership, dedication, and contributions to the arts.”

Alan Levy ’72 (A&S), a senior founding partner with Manhattan law firm Levy Tolman & Costello, was recognized by Super Lawyers as one of the Top 100 Attorneys in Metro New York for 2016. He was also recognized as one of the Top 100 Attorneys in New York in 2014.

David J. Noonan L’72 (LAW), a partner at Noonan Lance Boyer & Banach law firm in San Diego, was named Best Lawyers’ 2017 Lawyer of the Year for Legal Malpractice Law—Defendants.

Louis P. DiLorenzo ’73 (A&S), an attorney at Bond, Schoeneck & King in the firm’s New York City office, was recognized in the 2016 New York Metro Super Lawyers list in the field of employment and labor.

Richard Freedland ’73 (E&CS) of Mountain View, Calif., is developing an automated technology to help older adults who have multiple chronic conditions to manage their medications. As part of his research for the project, he is collecting stories and experiences of caregivers who manage medication for elder family members and friends. He can be reached at rich@GRAMedical.com.

Gerald Ingram ’75 (A&S) of Philadelphia is proud to share news about his son, Malcolm, a Fulbright Scholar and 2016 graduate of Temple University Law School who passed the Pennsylvania bar and will practice in labor and employment law.

James P. Lee ’75 (A&S/EDU), market manager for Eastern New York at NOCO Energy Corporation in Tonawanda, N.Y., is a member of the board of directors at Christ the King Retreat House and Conference Center in Syracuse.

Joanne E. Romanow ’75 (FALK), an attorney at Boston law firm Casner & Edwards, was recognized in the 2016 Massachusetts Super Lawyers list and was noted on the Super Lawyers Top 50 Women Massachusetts list.

Nitzia Milagros Escolar G’76 (EDU) is the inaugural assistant dean of diversity initiatives and assistant dean of student affairs at Fordham University School of Law in New York City.

Sherri Gallagher ’78 (E&CS), a quality and industrial engineering consultant at Technacon Company Inc., wrote Profit & Not a Four Letter Word (Pas Auf Publishing, 2016), a guide for small business owners and managers that draws on her more than 35 years of experience in manufacturing.

Craig Lifland ’78 (A&S), an attorney at Halloran & Sage law firm in Hartford, Conn., was recognized in the 2016 Super Lawyers list.

Deborah Raine ’78 (NUR), a faculty member at the University of Buffalo, received the 2016 National League of Nursing Isabel Hampton Robb Award for Outstanding Leadership in Clinical Practice.

Chris G. Trapp ’78 (WSM), partner at the law firm Greco Trapp in Buffalo, was recognized as a Buffalo Business First 2016 legal elite honoree. He is vice chair of the County of Erie Board of Ethics.

Susan Emshwiller ’79 (VPA), a screenwriter, filmmaker, teacher, playwright, director, novelist, and artist, is a film studies professor teaching screenwriting at North Carolina State University in Raleigh (susonemshwiller.com).

Stanley Klocek ’79 (NEW) is senior global commodity leader at GE Water and Distributed Power in Treves, Pa.


Steve Newvine ’79 (NEW), a senior program manager in the energy efficiency division at Pacific Gas and Electric Company in San Francisco, was one of three employees honored with the Frederick W. Mielke Jr. Award for Outstanding Community Service.

Virginia Doyle Sobol ’79 (A&S/NEW) joined the board of directors of the Reproductive Health Access Project in New York City.
Bonnie Benhayon ’80 (NEW), the global environmental business executive for Bank of America in Boston, joined the national board of the Better Business Bureau’s Wise Giving Alliance.

Lee Certilman ’81 (WSM), president and dealer principal at Nardy Honda Smithtown in St. James, N.Y., received the 2017 TIME [Time Inc.] Dealer of the Year award in January at the 100th annual National Automobile Dealers Association convention and exposition in New Orleans. The national award honors new-car dealers in the United States who exhibit exceptional performance in their dealerships and perform distinguished community service.

Alexandra Coursey L’81 (LAW), a harpist and retired lawyer, was one of 13 finalists in The Future Blend Project, an international competition for harp composition, for her piece, Neshomo—a specialized form of composition that uses the letters of people’s names to create music. She is the only woman composer in the competition, which was held in Warwick, England, in January.

Douglas G. Phelps ’81 (A&S) is president of Phelps Construction Group, headquartered in Boonton, N.J. Jeffrey S. Rainforth ’97 (ESF) is vice president, and Frank R. Salerno ’81 (A&S) is a partner at the firm, which in September completed the design and construction of Newark (N.J.) Collegiate Academy, a charter school for students in grades 9-12. The company has also been selected by the Statue of Liberty-Ellis Island Foundation Inc. as the construction manager for the new 26,000-square-foot Statue of Liberty Museum on Liberty Island in New York Harbor, expected to be completed in 2019.

Rick Arruzza ’82 (NEW) of Stamford, Conn., wrote Sparky’s Wonderful Life, the ninth children’s book in a series inspired by the true story of his family’s dog, Sparky, who was rescued through Adopt-A-Dog. Donations from sales of the book help Adopt-A-Dog and other animal rescue organizations continue their work (sparkyswalk.com).

Bill Carey ’82 (MAX/NEW) wrote Enter the Drones: The FAA and UAVs in America (Schiffer Publishing, 2016), a history of the FAA’s experiences and challenges in regulating unmanned aircraft in civilian airspace.

Cheryl Harris Forbes ’82 (NEW) is the director of communications at Housatonic Community College in Bridgeport, Conn.

A. Stevens Krug ’83 (ARC), an award-winning architect based in West Chester, Pa., who is well-known for his work in sustainable design, received the President’s Award from the Pennsylvania Chapter of the American Institute of Architects in November.

Charles J. Reith Jr. ’83 (E&S/CS) is president and CEO of Solomon Associates, a Dallas-based performance improvement company for the global energy industry.

Clarissa Welsh Ceglio ’84 (NEW) is an assistant professor of digital humanities and associate director of research for Greenhouse Studios/Scholarly Communications Design at the University of Connecticut. Prior work includes development of ConnecticutHistory.org, an award-winning state public history project in collaboration with Connecticut Humanities, and editorial positions in the arts, history, and medical fields. She and her husband, Jack, live in Connecticut.

Debra Gussin ’84 (NEW/WSM), a songwriter, received the first-ever Best Lyricist Award from the Hollywood Music in Media Awards. She has won more than 30 international songwriting awards, including the John Lennon Award and the CINE (Council on International Non-Theatrical Events) Golden Eagle Award.

Leo M. Lambert G’84 (EDU) announced in February he will be stepping down as president of Elon University in Elon, N.C., a position he has held since 1999. He will continue service to the university as president emeritus and professor.

David Rufo ’84 (VPA), G’16 (EDU), an artist, teacher, and researcher, earned a Ph.D. degree in teaching and curriculum at the Syracuse University School of Education. His dissertation focused on the self-initiated creativity of children in an elementary classroom setting. Visit davidjohnrufo.com to view his artwork.

Joe Sternberg ’85 (A&S/FALK) is a commercial real estate broker at NAI Mertz in Southampton, Pa.

Tim Green ’86 (A&S), L’94 (LAW) wrote Left Out (HarperCollins, 2016), a kids’ book about a deaf boy who creates a new identity for himself through playing football. Green also teamed up with Yankee great Derek Jeter to write BaseBoil Genius (Jeter Publishing).

Bob Niedt G’86 (NEW) is an online editor at Kiplinger Washington Editors in Washington, D.C. He lives in Northern Virginia with his wife, Linda.

Michael Rinella G’86 (MAX), senior acquisitions editor at the State University of New York Press in Albany, N.Y., edited and annotated Reporting on the Kennedy Assassination (University Press of Kansas), a published account of Dutch journalist Willem Oltmans’s investigation into the assassination. The book was produced with the permission of the Willem Oltmans Foundation in the Netherlands and with a translation grant from the Dutch Foundation for Literature.

Robert Siegel ’86 (ARC) is a design principal at the Manhattan office of HDR Inc., an architectural, engineering, and consulting firm.

Michael J. Smith G’86 (NEW), a retired U.S. Coast Guard commander and executive director of the Grand Haven (Michigan) Coast Guard Festival, received the Spirit of Hope Award from the Department of Defense at a Pentagon ceremony in Washington, D.C., in September. The award is presented to one individual from each of the armed forces who embodies the core values of legendary entertainer Bob Hope, who gave generously to military men and women for five decades: duty, honor, courage, loyalty, commitment, integrity, and selfless dedication.

Stephanie Adler-Paindiris ’90 (NEW), a principal with Jackson Lewis law firm in Orlando, Fla., was named to the 2017 BTI Consulting Group Client Service All-Stars List.

Robert Beck ’90 (WSM) is a financial advisor at Pinnacle Investments at the company’s newly opened Philadelphia location. Ryan W. York ’06 (WSM) is CEO of the Syracuse-based firm, which manages investment and brokerage accounts for individuals and institutions.

Scott Erdy G’90 (ARC) is a partner at Erdy McHenry Architecture in Philadelphia, which won the 2016 Firm of the Year Award from the American Institute of Architects Pennsylvania Chapter.

Mark Gross ’90 (VPA) is co-founder and creative director of Highdive Advertising in Chicago (highdiveus.com). He was formerly the creative director at DDB, where his award-winning work included the Bud Light “Real Men of Genius” campaign, one of the most awarded radio campaigns in advertising history.

Bob Hocking ’90 (A&S), a writer and photographer living in Vernon, N.Y., wrote Something Old, Something New (CreateSpace, 2016), a collection of travel pieces that focuses on trips to Savannah and Orlando.


Carey A. Smith G’90 (E&S) is president of the federal business unit at Parsons engineering firm in Washington, D.C. She was inducted into the 2017 Wash100, a distinction that recognizes leaders for outstanding performance throughout the federal government contracting industry.

MaryBeth W. Vrees ’91 (NEW) is president at High Point Communications Group, a strategic marketing and advertising agency in Boston.

Holly Amidon ’92 (EDU) wrote A Lifetime of Good Eats: The Foods I Love to Cook and Share (Liferich, 2016), a story of a life well-lived and a collection of recipes, many of which are for comfort foods, but with her own creative spin.

Kimberly A. Blackwell ’92 (A&S), chief executive officer at PMM Agency, a national award-winning full-service marketing and talent management corporation in Columbus, Ohio, was named among the country’s Top Women in PR by PR News in January.

Leah DeCesare ’92 (NEW/WSM) wrote Forks, Knives and Spoons (SparkPress), her debut novel. Set at SU during her student years of 1988-92, the book brings humor and timeless wisdom to the 20-something dating mindset. She is also the author of the parenting series Naked Parenting (Mother’s Circle, 2016) and is a Huffington Post columnist.
José Luis Vilson ’04 »
Elevating Educator

IT’S A LONG WAY FROM THE LOWER EAST SIDE projects of Manhattan to the White House, but José Luis Vilson has made the trip—three times. The most recent was for the Symposium for Innovative Ed-Tech: Sustaining the Momentum, hosted by the White House and U.S. Department of Education in December. Vilson represented EduColor, an advocacy group he founded to pursue equity and inclusion in education.

As a child, Vilson attended P.S. 140 on Ridge Street, between East Houston and Delancey, with mostly black, Latino, and Asian children. “I learned empathy for the people struggling the most out there,” he says. “I witnessed the way poverty affected my friends and family members.”

Vilson graduated from the College of Engineering and Computer Science with a major in computer science. He’s putting his STEM (science, technology, engineering, math) mastery to work teaching seventh- and eighth-grade math at the Inwood Intermediate School, in the Washington Heights/Inwood neighborhood in upper Manhattan. “Many students don’t graduate high school specifically because of algebra,” he says. “I want to make sure my students are fully prepared for the arduous task of transitioning into high school. I break down the subject for them in their own language, and try to make them self-sufficient through questioning and observation. I want them to create their own ‘tool belt,’ so when they face a math problem I’ve never taught, they can solve it through things I have taught.”

Vilson, whose heritage is Dominican and Haitian, chose the school so he could work with vulnerable youth. “The neighborhood reminded me of my own,” he says. “As a Spanish speaker, I connected culturally to the students. I wanted to use that to help students see themselves in the math material, and close the opportunity gap for students who normally get stuck in math.”

It’s not all about numbers. Vilson says students need two big ideas at the same time: love and academics. “We must care about students as people first, then as academic individuals,” he says. “Once we’ve built those relationships, we can create an environment for intellectual exploration and understanding.”

Outside the classroom, Vilson writes about education issues and focuses on EduColor, an organization of educators, parents, and students that initiates national conversations about policy and pedagogy (www.educolor.org). “More than anything, I’m pushing key stakeholders across the country to reconsider and redesign the educational experiences of students, teachers, and parents for a more fair and just school system,” he says.

EduColor runs a monthly Twitter chat. Vilson’s book, This Is Not A Test: A New Narrative on Race, Class, and Education, is a textbook at a number of education colleges. He’s appeared on numerous media outlets, and is president emeritus of the Latino Alumni Network of Syracuse University. He was recently selected Star of the Year by the Hispanic Coalition NY. “I’m hoping this award helps to elevate my message around education, and across society in general,” he says.

The message is getting through to students. He relates the story of Steven, one of his first charges. “Steven was super smart, but he fashioned himself lazy,” Vilson says. “After plenty of pushing from me and his social studies teacher, he graduated. Five years later, a tall, clean-shaven guy comes into the main office and asks for me. When he saw me, he said, ‘Mr. Vilson!’ He told me that, after our prodding, our message finally clicked in the middle of high school—just as he was about to drop out. After that he aced his classes, graduated, and matriculated into MIT. My mouth was agape listening to his story. I just hugged him and said, ‘Thank you.’”

—John Martin
EVELYN GRANIERI ARRIVED ON THE SYRACUSE University campus in 1970, a biology and chemistry major, with dreams of becoming a physician. She eventually realized the dream—and today loves her work as professor of medicine and chief of the Division of Geriatric Medicine and Aging at Columbia University College of Physicians and Surgeons and attending physician at New York Presbyterian Hospital. “I took a very circuitous route,” she says. “I give so much credit to Syracuse and the people who stuck with me.”

As a sophomore, Granieri had to leave school due to illness. Once her health was stable, she returned, taking a full load of classes and making up her incompletes. She was just back on her feet when her mother was diagnosed with a terminal illness. Granieri went home to care for her. After her mother’s death, she stayed on to help her father for a year. By this time, her younger sister had caught up in school to Granieri, and she realized that medical school for both at the same time would not be financially feasible.

She needed a new plan and credits Syracuse’s advisors with helping her navigate her journey down a new path. “I can’t imagine a school that would have been as good or accommodating to me,” she recalls. “They allowed me to change direction, but they still pointed me in the right way. I have always been incredibly grateful.” That path led Granieri to major in clinical nutrition in the College for Human Development (now Falk College). “Clinical nutrition was something I really liked,” she says. “I thought it would be complementary and satisfying.”

Granieri began her career as a dietitian at Northwestern University Medical Center, her dream to be a doctor still beckoning. After working a few years, she enrolled in medical school there and during her residency in internal medicine discovered her true passion, geriatric medicine. “I developed a mission to take care of old people,” she says. In the beginning, the call included plain necessity. “It seemed nobody else wanted to do it,” she says.

Granieri became the first fellow and geriatrics-trained faculty member at Northwestern. She went on to the University of Pittsburgh, where she earned a master’s degree in public health and directed geriatric education at the University of Pittsburgh School of Medicine. During that time, she obtained a master’s degree in medical education from the University of Southern California. She has been at Columbia since 2006, and she still teaches, cares for vulnerable and frail older adults, and makes house calls.

She has found the career challenging and rewarding. She says geriatric care is desperately needed in the United States today, with the oldest Baby Boomers now over 70, and an increasing number of people living well into their 90s. “There are more and more older people, fewer people who want to go into geriatrics, and thus, fewer who can teach younger people in medical training how to truly provide thoughtful and compassionate care,” she says. Young physicians can make more money in other medical disciplines, or specializing in a narrow field. She explains the conundrum of Medicare reimbursement, where health care workers aren’t paid satisfactorily to sit with older patients, determine their goals, address multiple medical and psychosocial issues, and work with family.

“I love the care of older adults,” Granieri says. “It is a privilege to shepherd people through the last years of their lives.” When she is teaching medical trainees, she focuses on the quiet satisfaction of geriatric care. “I tell them about the joy in this work.”

—Kathleen Curtis
IN 2015, #GIVINGCUSEDAY WAS AN INSPIRED IDEA TO raise funds for Syracuse University during Giving Tuesday, a global day of philanthropy. Hatched in the days leading up to the event, it was the brainchild of Kim Brown ’06, G’16, director of strategic communications and digital engagement in the University’s Office of Alumni Engagement. Featured on SU’s social media networks, the effort resulted in a substantial increase over Giving Tuesday the year before.

To build on that success, staff from the offices of alumni engagement and annual giving, partnering with the University’s marketing and communications team, created a campaign for November 29, #GivingCUSEDay 2016. The plan included videos, emails, social posts, and articles, as well as a new landing page to streamline the online giving experience. More than 400 donors responded to the appeal, resulting in gifts to 80 designations, with The Fund for Syracuse, the Scholarship Fund, and the Pearl Washington Endowed Fund ranking as the top three.

EverTrue, a company that works with hundreds of nonprofit organizations to increase philanthropic support, named SU’s plan one of the greatest #GivingTuesday campaigns of 2016. The online comments from donors showed just how enthusiastic they were about supporting the University on #GivingCUSEDay. “Simply put, I love Syracuse University and want to ensure future black and Latino students have adequate financial aid,” wrote Nicole Osborne ’14. Jane Hong ’16 shared: “Giving to Syracuse means future students can have the same opportunities I had to thrive and grow.” Said Matthew Livaccari ’99: “I’m eternally grateful for the opportunity that was given to me by Syracuse University. It has resonated throughout my entire life, ever since I enrolled as a wide-eyed 18-year-old.” Parents Peter Gannon and Leslie Timoney donated because their son Andrew Gannon ’20 “loves it so much that we want to support the institution.”

Sean Scanlon, vice president of development, was pleased with the results. “Philanthropic support from our alumni, parents, and friends is vital as we continue to offer our students the best possible experience in higher education,” Scanlon says. “#GivingCUSEDay was a wonderful example of donors investing in our students—sharing their enthusiasm and willingness to provide the excellence of a Syracuse University education now and in the future.”

The giving wasn’t a one-way street. Members of SU’s Student Philanthropy Council not only donated to the University, they also served meals that day at the Samaritan Center in downtown Syracuse. “The workers at the Samaritan Center told us that because it was the end of the month, there would be a large number of people coming to eat,” says Jennie May ’17, the council’s chair (see related story, page 17). “In about two hours, we served more than 300 meals—not just handing out food, but getting the chance to talk to the people. It was a great experience, seeing the effect our giving back had in their faces.”

The day was also an opportunity to promote the Class Act giving program for seniors, according to May. “Class Act helps seniors start to transition from students to alumni,” she says. “The suggested $20.17 gift gets them thinking about giving back to the University for the many opportunities they’ve had here. After four years at Syracuse, you’re not the same person you were when you arrived. You’ve had time to learn and grow and impact the community—and that’s made a big impact on you, as well.”

—Paula Meseroll
Help fill our heart!

Give by June 30!

Think about all the ways Syracuse University shaped your life. Now ensure that the students of today and tomorrow have the same life-changing experiences—support the part of SU you love most with an annual gift to The Fund for Syracuse. Give to:

- **The Annual Fund**, to support the University’s highest priorities.
- **Your school or college**, to fund things like academic programs, equipment, or guest lectures.
- **Areas that enhance the student experience**, including Hendricks Chapel, the Office of Program Development, Student Affairs, the Syracuse University Libraries, veterans’ initiatives, and athletics.

The goal is to add **2,500 donors by June 30**. So be part of it. Give today at [yourmark.syr.edu/heart](http://yourmark.syr.edu/heart) or call us at 315.443.1848.

Kevin C. Reigrut ’92 (A&S) is executive director of the Maryland Transportation Authority.

Sara Millett Au ’93 (A&S/NEW) is social media manager for Orange County Public Schools in Orlando, Fla. She has also published two parenting books and is working on a third.

David I. Spector ’93 (WSM), a member of the executive committee and co-chair of the fraud and recovery practice group at Akerson law firm in Miami, began a three-year term as Akerson’s chairman and CEO in February.

Laurie B. Levine G’94 (FALK), a private practice therapist and a clinical fellow in the American Association for Marriage and Family Therapy, wrote *Now I Know It’s Not My Fault* (CreateSpace), a young adult novel about a teenager who becomes a victim of a beloved high school teacher. Her first novel, the book draws on Levine’s years of experience as a family therapist.

Brian Abbott ’95 (A&S/NEW), paralegal for public relations at the DeWitt (N.Y.) Community Library, wrote *Death at Danforth House* (Soul Mate Publishing, 2016), the second novel in his Syracuse Mystery Series.

Lauren Eidt-Pearson ’95 (FALK) is an instructor in the Department of Family Medicine and Community Health at the University of Massachusetts Medical School in Worcester, Mass., and an integrated behavioral health clinician in a family medicine residency clinic at UMass Memorial Medical Center.

Dale Jones G’95 (MAX) is chancellor and chief academic officer at Penn State University Wilkes-Barre.

Matthew McChesney ’95 (ARC) is a partner at KSS Architects in Princeton, N.J.

Kristen M. Birmingham L’97 (LAW), a partner at Phillips Lytle law firm in Buffalo, was named to the Buffalo Law Journal Legal Elite of Western New York 2016 and to the Legal Elite Top 10.

Sarah Shirley ’97 (ARC) launched Mersur, a line of resort clothing, in January 2016 (Mersur.com).

Lisa Kyler Winkler ’97 (VPA) received the 2016 Middle School Art Teacher of the Year award from Very Special Arts New Jersey for her work with students with special needs. She also received a 2016 New Jersey Governor’s Award in Art Education. Last year she was selected as High School Teacher of the Year by the Art Educators of New Jersey and received the Frederick L. Hipp grant from the New Jersey Education Association. She teaches art and photography to students in grades 6-12 at Collingswood (N.J.) Public Schools. She resides in Audubon, N.J., with her husband, Jeremiah Winkler ’97 (VPA), and their two children.

Holly E. Brown ’98 (VPA) showed her collagraphs and etchings in her first international solo exhibition, *Recente Werken*, at Ray Brandstore in Delft, Netherlands, from October 1 to January 1. In 2015, her portfolio of three poems was placed in the Poets Laureate Collection at the Library of Congress in Washington, D.C.

Paul S. Lieber ’98 (NEW) is a resident senior fellow at United States Special Operations Command’s Joint Special Operations University, MacDill Air Force Base, Fla.

Scott MacFarlane ’98 (A&S/NEW) won four Emmy awards, including best investigative reporter, at the 2016 National Capital Region Emmy Awards for his work at WRC-TV in Washington, D.C.

Steven Simpson ’98 (NEW) is MBA director and career consultant for marketing at the Simon Business School at the University of Rochester (N.Y.) and is chairman of the board of directors for Compeer Rochester, a nonprofit mental wellness organization.

Robert Yunich ’98 (NEW) earned a master of education, curriculum, and instruction, secondary school English degree at George Mason University in December. He teaches English and serves as the newspaper advisor at Osbourn Park High School in Manassas, Va.

Jill Yonkers Emmons L’99 (LAW) was appointed by New York Governor Andrew Cuomo to the SUNY Geneseo College Council, which advises the institution’s senior administration.

Jason Jedlinski ’99 (NEW) is vice president of product management at Gannett Company Inc. in McLean, Va., responsible for the digital platforms powering USA Today and 109 local newspapers.

Larry P. Thomas G’99 (EDU), G’10 (WSM) is managing director of the award-winning Frederick Douglass Distinguished Scholars program at American University in Washington, D.C. In November, the program was featured in an article on the Block Enterprise website (block-enterprise.com), highlighting its emphasis on students committed to social justice and the advancement of under-resourced and underserved communities.

David Whipple ’99 (ARC) is founder of Assimilation Design Lab, an architecture firm in University City, Pa., which received the 2016 Philadelphia Emerging Architecture Prize from American Institute of Architects Philadelphia in October.

John Jiloty ’00 (NEW) is vice president of social media and content for The Martin Group and Martin Davison Public Relations in Buffalo.

Andrew Laver ’01 (NEW) and his wife, Jennifer, announce the January 2016 birth of their daughter, Harper Quinn, their second child. He is vice president of the Syracuse University Alumni Association, serving on the executive committee and chairing the awards committee. The family resides in Voorhees, N.J.
When he first picked up a guitar, Stanley Kaminsky ’16 never envisioned himself a singer-songwriter who would release his very own music. He also never thought he would land an internship at indie rock label Glassnote Records. But there he was, thanks to Newhouse in NYC—a full-semester immersion program combining specialized courses at SU’s New York City campus with internships matched to students’ interests. In addition to a network of valuable contacts, Stanley says it provided him with an education he “truthfully couldn’t find anywhere else.”

Read more about Stanley, hear him sing, and learn how you can help SU students develop their greatest talents. Visit changealife.syr.edu/stanley or call 315.443.1848.
IRA BERKOWITZ HAS A THEORY HE REFERS TO AS “the Two Degrees of Otto.” When meeting a new person, he can identify someone they know in common—who has some sort of connection to Syracuse University—within two moves at most. Orange pride runs deep for the Class of 1982 grad. Berkowitz met his now-wife, Linda ’83, when they were both students, during the Dance Marathon to benefit the Muscular Dystrophy Association. The Berkowitzes’ daughter, Allie, graduated in 2011. Their son, Zach, is a member of the Class of 2014. For Zach’s bar mitzvah favors, the Berkowitz family drove to Syracuse and loaded the family car with 240 toasted honeybuns from Cosmos.

On a related note, the family dog’s name is Cosmo. During walks with Cosmo, Berkowitz has gotten into the habit of always sporting Syracuse gear. “It’s a great conversation starter,” he says.

For more than a decade, Berkowitz has been president of the Syracuse University Alumni Club of Northern New Jersey, one of the most active in the country. “We’ve just done a really, really good job of engaging our alumni and giving them a variety of events to cater to anyone,” Berkowitz says. “If we throw an event and only five people show up, but they’re five people who wouldn’t show up to another event, then we consider that successful.” One of the club’s most effective endeavors is a monthly business-to-business networking breakfast, to encourage alumni to do business together. It’s a model other alumni clubs are now following. In his role as president of Monarch Communications, a New Jersey-based graphic design and advertising agency, Berkowitz has found several opportunities to partner with fellow alumni. Even more meaningful than business partnerships are the wonderful friendships formed because of his involvement with SU. “Those friendships are really one of the main reasons I keep doing what I’m doing,” he says.

It was May 2000 when Berkowitz first re-engaged with his alma mater—as an admissions representative volunteering at high school college fairs in New Jersey. As he continued to become more involved, a friend noticed. “I don’t know what it is, but Syracuse alumni have some sort of a connection that no other school seems to have,” the friend commented. On that connection, Berkowitz says, “I have no idea what that is or why that is. It just is. It’s really special.” In California, where Allie works (at a job she learned about through SU in LA’s job board), it’s referred to as “the Orange mafia.” Berkowitz fondly recalls an experience with the “mafia” during a stroll across Santa Monica Boulevard—in Syracuse gear, of course—while visiting his daughter. More than 2,500 miles from campus, someone spotted his “Home Away from the Dome” Madison Square Garden T-shirt and yelled excitedly, “I LOVE THAT SHIRT! Where did you get it?”

He recalls another Syracuse moment that played out during a skiing trip to Killington, Vermont. Berkowitz struck up a conversation with a group of teens from Orchard Park, New York, and asked if they knew another teen from that area named Ben. They nodded and, in disbelief, asked, “How do you know Ben?” Berkowitz’s response? “I’m the one who introduced his parents.” He’d done so at Syracuse University.

And that...is the Ira Berkowitz Theory of the Two Degrees of Otto.

—Kim Brown
Although their Syracuse University experiences occurred decades apart, the Reverend Laurie Garrett-Cobbina ’84 and the Reverend Yolanda Norton ’04 have formed a close bond as colleagues at San Francisco Theological Seminary (SFTS)—one based on mutual appreciation, a shared passion for teaching, and a common faith in the power of education to create compassionate communities.

Neither had plans to enter the ministry when they came to SU, where Garrett-Cobbina majored in mathematics and Norton studied political science. For Garrett-Cobbina, Sunday services at Hendricks Chapel became her mainstay, and she began to hear the call to care for and inspire others. “My time at Syracuse taught me to think in expansive ways and gave me a subtle grounding about what kind of work I could do in my life,” she says.

For Norton, a conversion experience during the summer before her sophomore year motivated her to become active with the Hendricks Chapel Students Offering Services (SOS) group. She developed close relationships with former Hendricks Dean Thomas Wolfe G’02 and SOS director Francis McMillan Parks. Those experiences helped point her toward making a difference and helping people through ministry. “Very early on, I saw a marriage between the church and the work of justice,” she says.

Both women are now ordained ministers whose paths crossed last summer, when Norton joined the SFTS faculty. Last year marked Garrett-Cobbina’s 10th anniversary at SFTS, where in 2006 she became the institution’s first African American woman professor since its founding in 1871. She is the Shaw Family Chair for Clinical Pastoral Education, teaching a range of subjects related to pastoral care, sociocultural competency, and education. She leads her students in a deep consideration of the importance of education as a means for liberation and justice and in exploring how education creates communities of care and what it means to care. “There are so many suffering people,” says Garrett-Cobbina, an ordained Presbyterian minister who worked as a systems analyst before earning master of divinity and master of theology degrees at Princeton Theological Seminary and a Ph.D. in interdisciplinary studies at the Graduate Theological Union in Berkeley, California. “And even for many people in ministry, it’s taxing for them to be around the suffering. Yet, I feel like that’s exactly where we have to be, if we want to encounter God.”

Norton is an ordained Christian Church (Disciples of Christ) minister and Old Testament scholar who holds master of divinity and master of theological studies degrees from Wesley Theological Seminary and is a Ph.D. candidate at Vanderbilt University. Following her graduation from Syracuse, she worked with the Children’s Defense Fund in Washington, D.C., before making the transition from policy work to the ministry. As a professor, her work is concerned with how black women find space and place in the Old Testament, and with examining the prophetic word and its context in contemporary society. “One of the broader gifts of being in this space is that you have exposure to people who are not like you,” says Norton, who has extensive teaching experience and has served in numerous ministerial capacities. “My hope for our students is that they’ll take all they’ve learned here and be the change, have an impact.”

For both women, the work they do is made even more meaningful thanks to each other’s presence. “I love having Yolanda here—as a scholar, a conversation partner, and a reality checker,” Garrett-Cobbina says. “And to go to a faculty meeting now and I’m no longer the only black woman in the room—that’s nice beyond words.”
Notice of deaths must be accompanied by a copy of an obituary or memorial card.

Memoriam

1936 Mary Scott Persons, Winifred Silman Skversky 1937 Flower Sheldon Buhrmaster, Ruth Fitts Tomlinson 1939 Amelia Mele Greiner, Muriel Hennessy Thomas


1990 Catherine M. Bazan, Jeannine A. O'Grody 1991 Alice Burke
Petar Mattoni '01 (ARC) is a partner at KSS Architects in Philadelphia.

Sarah Davis '02 (NEW) edited Jeweled Splendors of the Art Deco Era: The Prince and Princess Sadruddin Aga Khan Collection (Thames & Hudson). A jewelry historian, she also wrote the catalog and afterword for the book, which was published to coincide with the exhibition with the same name on view at Cooper Hewitt, Smithsonian Design Museum in New York City through August 27.

Susan DeMar '02 (A&S), administrative assistant in the geography department at New Mexico State University (NMSU), received the 2016 Stephen W. and Robert E. Roberts Memorial Staff Award in October for outstanding service and dedication. She also received the NMSU 2017 Community Engagement Staff Award.

Allison Bellins Dennis '02 (A&S/NEW) is deputy communications director at the U.S. Environmental Protection Agency’s Office of Water in Washington, D.C.

Wayne Pollock '02 (NEW), an attorney in Philadelphia, founded Copo Strategies, a firm that provides legal service to parties facing legal disputes by advocating for them in the court of public opinion. The firm designs and implements strategies supporting the favorable resolution of legal disputes while minimizing any reputation harm the disputes could cause.

Abby Chiat '03 (NEW) married Daniel Solow on July 3, 2016. They reside in Chicago, where she is the marketing manager for the global financial services research and consulting division at TransUnion.

Austin J. Gerber '03 (ARC) is an associate with SOSH Architects in Atlantic City, N.J. He joined the firm as an intern architect in 2003 and now, as a member of its senior leadership team, brings more than 14 years of expertise in design, coordination, and management.

Adam Ritchie '03 (NEW) and Jesse James Salucci '03 (VPA) of Boston are members of The Lights Out, an indie band that collaborated with Aeronaut Brewing Co. to release an album on a beer can. T.R.I.P. is a sci-fi album exploring the idea that the observable universe is one of many, where everything possible exists somewhere. A beer by the same name was specially brewed to pair with the album, and includes instructions on its label to obtain a copy of the album by taking an action on social media. Salucci also invented the Color Machine, a wearable, synchronized LED light show to accompany the music on the album, which both helped write.

Heather Eshelman McClusker L'04 (LAW), an attorney at Stevens & Lee in Princeton, N.J., was named a shareholder of the law firm in January.

Kristina Schmidt '04 (VPA) is vice president of marketing for Basic Resources Inc. in New York City.

Cornelia Sewell-Allen '04 (VPA) is dean of student life at East Stroudsburg University in Pennsylvania.

Katie Womack G'04 (VPA) is assistant director of collections management at Reynolda House Museum of American Art in Winston-Salem, N.C.

William Low G'05 (VPA) of Huntington, N.Y., designed “Holiday Window Views,” a U.S. Postal Service stamp issued in October as a Forever stamp.

Amelia DeCesare Sugerman '05 (VPA) and her husband, Jonathan, announce the August 2016 birth of their son, Cole Everett. They reside in Attleboro, Mass., where she is the manager of global public relations for Collette, a tour operator-based travel company with offices around the world.

Megan Calazzo Formisano '06 (A&S) and her husband, Robert Formisano '05 (E&CS), announce the birth of their daughter, Gianna Marie, who joins big brother Vincent.

Scott Brown '07 (A&S) started Brightside Home Inspections, a Syracuse area home inspection company (brightsidehomeinspections.com).

Sara Campbell '07 (NEW) is a senior account executive at Lovio George communications and design agency in Detroit.

Shannon Tronick Mihaly '07 (E&CS) and Jonathan Mihaly '07 (E&CS) welcomed their first child, Jackson Dennis, in March 2016.
IT IS THE CUSTOM OF THE MOHAWK PEOPLE TO ACKNOWLEDGE those we call the Enlightened Teachers, the ones who give us guidance and assurance in times of change. Dr. Huston Smith H’99 died on December 30 in Berkeley, California, in his 97th year, an Enlightened Teacher in the best Iroquoian sense, recognized around the world for his knowledge, his advocacy, and the clarity of his insights into what constitutes human spirituality.

Born to Methodist missionaries in China, he returned to the United States to study religion. His journey took him from the Suzhou to the University of Chicago, the Massachusetts Institute of Technology, Syracuse University, and the University of California, Berkeley. He wrote The Religions of Man, which later became The World’s Religions, now the standard text for the study of organized spirituality. In 1996, he was interviewed by Bill Moyers on PBS for the five-part series The Wisdom of Faith, perhaps the most inclusive and intelligent summation of the world’s religions ever broadcast.

Huston was devoted to his friends. I was part of his circle, having known him since I took his class while a sophomore at Syracuse in 1978. Freida Jacques ’80, a clan mother of the Onondaga Nation, urged me to do so as she was also a student at SU and was impressed with his wisdom.

But while I sat in his class, expanding my knowledge about Rabbinic Judaism, Sufi Islam, Zen Buddhism, the Hindu Vedanta, or the elements of Nicene Christianity, I was concerned that the spiritual traditions of this land’s Native peoples were missing. Something had to be done.

On campus, we worked to remove the Saltine Warrior. During our efforts, I called upon the Onondaga Nation for its help. Using the traditional disciplines of respect, tolerance, and enlightenment, the Nation Council was able to persuade the University to abandon the mascot. I felt that SU could go further in its relations with the Iroquois so I arranged to have the Onondaga Nation Council invite Huston to the longhouse to see if there was a chance to exchange ideas.

Huston was forever changed by that meeting and the personal friendships he enjoyed with the Tadodaho Leon Shenandoah, clan mother Alice Papineau, and faith keeper Oren Lyons ’58, H’93. He was given insights into the sophisticated and complex elements that define Iroquois spirituality.

In spring 1984, Huston asked me to accompany him and a group of religion students around the world, to visit sacred sites and engage people of different customs in dialogues meant to promote understanding. We toured Rome, Istanbul, Jerusalem, Mumbai (then Bombay), Chennai (formerly Madras), Bangkok, Beijing, and Seoul. We met Greek Orthodox priests, Islamic Imams, Indian yogis, and Thai Buddhist monks. We were escorted to the catacombs beneath Rome, the Hagia Sophia mosque, the Dome of the Rock, a Hindu ashram, and temples in Thailand.

A few years later, Huston invited my wife, Joanne Shenandoah H’02, and me to attend the World Parliament of Religions in Cape Town, South Africa. Joanne set the tone with her opening song and Huston took the lead by having the Native delegates agree to share their experiences on video camera and in book form. The resulting text and film were titled A Seat at the Table and represent the fruition of Huston’s dream to ensure that indigenous spirituality was on par with the other “organized” religions.

Recently, I watched a video of Huston based on an interview he gave toward the end of his journey in this world. When asked if the demise of the body meant the termination of consciousness, he responded with an emphatic “no”: Life does not end with physical mortality, but is transformed into something else and that “else” has substance and its own self-awareness in a universe that now carries his light.

Doug George-Kanentiio ’80, a graduate of the College of Arts and Sciences, is a columnist, an author, and an advocate for Native peoples.
BEING DEVOTED TO SYRACUSE UNIVERSITY comes naturally to Michael Wohl. In fact, his lifelong relationship with SU was pretty much a given from the time he was born, when—the story goes—his dad, Alfred Wohl ’34, an All-America lacrosse player and Whitman School alumnus, attached a Sigma Alpha Mu pledge pin to his diaper. “I’ve been coming to Syracuse since I was 10 years old, traveling up by train from New York for football games,” recalls Wohl, a University Trustee who also serves on the advisory boards of the College of Law and the Falk College Department of Sport Management. “When it came time to look at colleges, I applied to one school. And the rest is history.”

It’s a history rich with achievement and generosity, and one that spans three generations, from his parents to his daughter, Heather Wohl ’12, a Falk College graduate. As an undergraduate, Wohl majored in sociology in the College of Arts and Sciences, played on the baseball team, and studied abroad in Amsterdam. He then returned to Syracuse to earn a law degree before relocating to South Florida to launch his career.

Wohl followed in his father’s footsteps professionally as well as academically, practicing law while becoming active in real estate development and management. Now a recognized leader in developing affordable housing in urban environments, Wohl is a partner with the Miami-based Pinnacle Housing Group, which focuses on high-quality affordable housing for working families and seniors in the Southeast United States. “I engage in a great profession that is very satisfying, because it is doing well by doing good for communities,” he says.

Through the years, Wohl has consistently sought ways to do good for the SU community as well. His contributions to his alma mater have taken many forms, including funding scholarships and facility and program enhancements. Especially meaningful for him was when he joined his mother, Sheila ’34, and the rest of his family in honoring his father following his death in 1986 with a donation to the University to build the Alfred Wohl lacrosse practice field. “My father was a humble man who achieved a lot in his lifetime,” Wohl says. “Naming the field for him was a wonderful event for our family.” He also points to the gift he and his wife, Betty, made to the College of Law to support the Veterans Legal Clinic there as another program that is particularly important to him.

As a Trustee, Wohl is looking forward to assisting with the plans for substantial renovations and upgrades to Archbold Gymnasium, as proposed in the draft Campus Framework, that will transform it into the Arch—a premier student-focused health and wellness complex. Once completed, the Arch will provide 130,000 square feet of recreational space and 40,000 square feet for health and wellness programs, serving as a hub for services devoted to students’ holistic well-being. Wohl is fired up about the project, encouraging others to offer their support and enthusiasm and sharing his professional expertise in the construction industry. “I’m thrilled with getting this opportunity to put my stamp on what I think is a real game changer for the University,” he says. “I would love for Syracuse to be known as not only a great university with great colleges, but also a place where students learn to cultivate and develop healthy lifestyles. The Arch is going to be the center of that activity.”

—Amy Speach
NEARLY 17 YEARS HAVE PASSED SINCE THE GRAY Mother’s Day when Martha Hall Kelly toured the Bellamy-Ferriday House and Garden in Bethlehem, Connecticut. There, she came across the story that inspired her first novel, *Lilac Girls* (Random House, 2016), an instant *New York Times* bestseller. The house was once the summer home of New York socialite and philanthropist Caroline Ferriday. Kelly had carried a magazine clipping about the estate’s beautiful lilac gardens for months before finally visiting there in May 2000. “My mother had just passed away and I was very sad,” says Kelly, a Newhouse School alumna who had put her advertising career on hold to raise her three children. “And my husband said, ‘You should go do something fun. Why don’t you go see that house, and I’ll take care of the kids.’”

The only person on the tour that day, Kelly found herself captivated as she walked around the home and learned about the remarkable woman who had lived there. At tour’s end, she was drawn to a photo on Ferriday’s desk of 50 or so middle-aged women, lined up in rows, smiling. The docent explained they were a group of Polish women who survived experimental leg surgeries performed on them during their imprisonment at a Nazi concentration camp. The women were called “the Rabbits” because they had been treated as laboratory animals and for the way they hopped about following the operations due to their leg injuries. “When Caroline Ferriday learned about the Rabbits [in the late 1950s], she started a campaign to bring them to America for medical care,” Kelly says. “Here was this woman who was so wealthy she could do whatever she wanted, but she dedicated her life to these people. And I thought, ‘She’s amazing. It’s too bad this story got lost.’”

Kelly began returning to the house whenever she could, getting to know the site administrators and situating herself in the root cellar of one of the barns, poring over Ferriday’s archives. “I tried to keep it a secret that I was going up there. I thought people would think it was weird. Which it was,” says Kelly, who also holds a master’s degree from the Medill School of Journalism at Northwestern. “I was just really interested in Caroline’s life as well as in the Rabbits. And any little piece of the puzzle I could put together was so much fun to find out.”

It was the first phase of what became a decade-long research process that also took her to France, Germany, and Poland. When she and her family moved to Atlanta five years ago, she began writing the book, a fictionalized account of an unsung heroine. “After all of that time studying Caroline and absorbing her, it just came out. And it felt really good,” Kelly says. “I think maybe because I didn’t know anyone in Atlanta, I created this fictional world. I loved my characters, and I loved spending time with them.”

The book’s success has propelled Kelly into another kind of new world as a novelist, one rich with opportunities to engage with appreciative readers, which she loves. She’s also begun work on two prequels to *Lilac Girls* about earlier generations of women in Caroline Ferriday’s family who played courageous roles in American history. “This has been a surreal, wonderful thing that has taken over my life,” she says. “I kind of stumbled on this story and followed my instincts. And thank God I did.” —Amy Speach
30 UNDER 30 HONORS

Generation Orange Shines on Forbes's Influential Listings

SEVEN SYRACUSE UNIVERSITY ALUMNI appear on Forbes Magazine’s sixth annual 30 Under 30 listings of the most influential people under age 30. The lists, which span 20 different industries, honor entrepreneurs, breakout stars, and agents of change across their respective disciplines.

Six hundred innovators in their fields garnered this honor, including the following alumni:

Ross Burack ’11 (WSM), Food and Drink category, co-founder, Choza Taqueria, New York City. Burack, who runs a commercial real estate leasing and investment sales company, studied food industry trends and then decided to open Choza, a “fast-casual” restaurant with four locations in the metro New York City area.

Laura Foti ’13 (NEW), Marketing and Advertising, head of paid media and analytics, GE Digital, Boston. Foti “uses her experience helping clients navigate business transitions plus her PR background to coordinate large new technology roll-outs and encourage user engagement through paid media and inbound analytics,” according to Forbes.

Michael George ’11 (VPA), Music, artist manager, SB Projects, Los Angeles. George is credited with discovering Martin Garrix on the Miami dance music scene. Now a superstar, Garrix is one of the top DJs in the country.

Drew Taggart ’11 (VPA), Music, part of electronic duo The Chainsmokers, West Hollywood. Taggart and bandmate Alex Pall received three 2017 Grammy nominations and brought home the Grammy for Best Dance Recording for “Don’t Let Me Down,” featuring Daya.


Evin Robinson ’12 (VPA), G’14 (EDU) and Jessica Santana ’11 (WSM), G’13 (IST), Education, New York On Tech, New York City. The pair launched their nonprofit to introduce underrepresented New York City high school students to pathways into the technology field (see related story, page 48).

—John Boccacino

10s

Sam A. Davis L’10 (LAW), an attorney at Boston law firm Davis, Malm & D’Agostine, was recognized in the 2016 Massachusetts Super Lawyers list as a Rising Star.

Joseph Kaifala G’10 (MAX) is founder of the Jeneba Project, an organization that provides and promotes educational opportunities for students in Sierra Leone, Guinea, and Liberia, and co-founder of the Sierra Leone Memory Project, which records oral testimonies from survivors of that country’s civil war. He wrote Free Slaves, Freetown, and the Sierra Leone Civil War (Palgrave Macmillan), a historical narrative of Sierra Leone from the mid-15th century to the end of its civil war in 2002.

Carrie Werbler ’10 (VPA) and Jacob “Coby” Kurosaki ’10 (WSM) were married in September and report that more than 40 SU alumni attended their wedding at Temple Emanu-El in Closter, N.J. They reside in Manhattan, where she works in advertising at GumGum and he works in investment banking at JP Morgan.

Alexis Lian ’11 (A&S) received a public policy fellowship through Leadership for Educational Equity to serve at the Executive Office of Education for the Commonwealth of Massachusetts, where she focuses on implementing career, vocational, and technical education policies.

Laura Beachy ’12 (A&S/NEW) is the director of We Were Quiet Once, a documentary film that tells the story of how people on the ground in Pennsylvania witnessed and memorialized the 9/11 crash of Flight 93. The film aired on PBS across Pennsylvania on the 15th anniversary of the September 11 attacks. Ryan Balton ’11 (A&S/NEW) was the film’s post-production supervisor and Cory Sage ’12 (A&S/NEW) was director of photography.

Leah Davies ’13 (NEW) is the community relations and alumni affairs coordinator with the Dallas Cowboys.

Alyssa Brown Easton ’13 (E&CS) married Joseph Easton in October. They reside in Tonawanda, N.Y.

Hoang Murphy ’13 (A&S) received a fellowship through Leadership for Educational Equity to serve in the U.S. Department of Education Office of the Secretary in Washington, D.C., where he focuses on the Teach to Lead initiative.

Flose Boursiquot ’14 (A&S/NEW) wrote Close Your Eyes, Now Breathe (CreateSpace), a book of poetry described as “defiant, pained, evocative, visceral, and emotionally vibrant.” She debuted the book, her first, at a release event in Brooklyn in February. In January, she performed “March on Sister,” a piece from the book, before an audience of about 7,000 at the Women’s March in West Palm Beach, Fla. She says the piece “reminds us why educating young women is important and why we cannot remain silent in the face of injustice anywhere.”

Timothy Bryant ’15 (FALK/MAx), a student in the Ph.D. degree program in sociology at the Maxwell School, was named Outstanding Student for 2016 in the mid-Atlantic region by the University & Professional Continuing Education Association.
AS PRESIDENT BARACK OBAMA NEARED THE CONCLUSION of his two terms in the White House, he honored Vice President Joseph R. Biden Jr. L’68, H’09 with the Presidential Medal of Freedom with Distinction, recognizing his lifetime of service to the country and calling him “the finest vice president we have ever seen.”

The award—the nation’s highest civilian honor—was presented to Biden in a White House ceremony on January 12. The citation, read at the ceremony, said in part, “In a career of public service spanning nearly half a century, Vice President Joseph R. Biden Jr. has left his mark on almost every part of our nation, fighting for a stronger middle class, a fairer judicial system and a smarter foreign policy; providing unyielding support for our troops; combatting crime and violence against women; leading our quest to cure cancer; and safeguarding the landmark American Recovery and Reinvestment Act from corruption....”

Before becoming vice president in January 2009, Biden represented Delaware for 36 years in the U.S. Senate. First elected in 1972 at age 29, he built a reputation as one of the U.S. Senate’s most respected voices on foreign policy, civil liberties, and crime prevention, and for more than a dozen years apiece served as chair or ranking member of the Judiciary and the Foreign Relations committees.

Throughout his career, Biden has been an active Syracuse alumnus, giving keynote addresses at the College of Law Commencement (1994, 2002, and 2016) and serving as the University’s Commencement speaker in 2009, when he also was awarded an honorary Doctor of Laws degree. In November 2015, he visited campus as part of the It’s On Us campaign against sexual violence. His late son, Beau, was a 1994 graduate of the College of Law.

He joins three other prominent alumni who have received the Presidential Medal of Freedom: Ruth Colvin ’59, H’84; the late William Safire ’51, H’78; and Donna Shalala G’70, H’87. “I congratulate Vice President Biden on receiving the Presidential Medal of Freedom with Distinction, an honor that is truly deserved,” Chancellor Kent Syverud said. “Throughout his remarkable career in public service, he has been a stellar example of Syracuse University’s goal to educate and inspire students to make a difference. In every way, the vice president has been an enthusiastic and valued ambassador for Syracuse University. We are proud and deeply honored to call him one of our own.”

In honoring his vice president, Obama also called him a “lion of American history” and said, “The best part is he’s nowhere close to finished. In the years ahead, as a citizen, he will continue to build on that legacy, internationally and domestically. He’s got a voice of vision and reason and optimism, and a love for people. And we’re going to need that spirit and that vision as we continue to try to make our world safer and to make sure that everybody has got a fair shot in this country.”

True to those words, Biden is far from finished. He was named founding chair of the Biden Institute at the University of Delaware, his undergraduate alma mater, and accepted a professorship at the University of Pennsylvania, where he will lead the Penn Biden Center for Diplomacy and Global Engagement, based in Washington, D.C. Also, shortly after he left office, Biden and his wife, Dr. Jill Biden, launched the Biden Foundation, a nonprofit that will build upon the causes he has championed throughout his lifetime. “We look forward to this new chapter where we will continue our work to ensure that everyone—no matter their income level, race, gender, age, or sexuality—is treated with dignity and gets a fair shot at achieving the American Dream,” they said in a statement.

—From Staff Reports
ON A LEDGE BENEATH AN archway of Lyman Hall, a female red-tailed hawk known as SU-Sue sits on a nest, tending to eggs. She is part of a family of red-tailed hawks that took up residence on campus several years ago, capturing the attention of birdwatchers and the Syracuse community. Along with SU-Sue, there’s her mate, Otto, and a second female, SUNY, whose relationship to the other two remains a mystery. On March 26, a day after laying a third egg, SU-Sue returns to the nest with bark (inset) to cushion the eggs, while Otto, relieved of nest duty, takes flight (top image).

Earlier in March, in collaboration with the biology department, the University installed a nest cam with live streaming audio and video, thanks to a generous donation from Anne Marie Patti Higgins ’76, G’90, in honor of her late husband, the Honorable Thomas W. Higgins Jr. L’67, who was a Syracuse city court judge and avid birder. The ability to observe and listen to what’s happening in the active nest will provide biology department faculty with the opportunity to gather and archive an array of research information that could be applied to teaching and a host of cross-disciplinary studies.

To view action from the nest cam and learn more about the project, which includes other cameras placed at strategic viewing locations, visit biology.syr.edu/hawks/nestcam.html. You can also check out the Syracuse Hawk Chatters Facebook page, which features numerous images of the hawks.

Photos by Cynthia Sedlarak
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