THE ART of 
BILL VIOLA
FEATURES

24 Video Visionary
Arents Award recipient Bill Viola ’73, H’95 found a passion for video in Syracuse that set him on a path to the frontiers of artistic creativity.

30 Phantastic!
Historic gift from Louise and Howard Phanstiel ’70, G’71 establishes a unique scholarship program for middle-class students.

32 Spoleto Spectacular
Goldring students take their multimedia talents to Charleston, South Carolina, enhancing coverage of the city’s renowned arts festival.

36 Parent Power
Project Transition links parent involvement to student achievement and success.

42 An Enduring Tribute
The Dineen family honors their parents with a landmark gift to the College of Law for construction of a new building.
DEPARTMENTS

2 Chancellor’s Message
3 Opening Remarks
4 Orange Matters
   » Photography and Literacy Project
   » Exhibition » University Treasures
   » Q & A » Financial Literacy
   » Research Snapshots » Lava Project
   » Newsmakers » Women’s Ice Hockey » Film Festival
18 SU People
44 Alumni Journal

ON THE COVER:
Projection of Bill Viola video at the Everson Museum of Art, as part of the Urban Video Project.
Photo by Steve Sartori
A FEW WEEKS AGO, I JOINED SU BOARD OF TRUSTEES MEMBERS, FACULTY, DEANS, students, friends, and alumni in a parking lot on the western edge of campus to honor a quintessential SU family, the Dineens, near a neighborhood once known as “the Swamp,” where patriarch Robert Dineen Sr. L’24 had been a child. Robert would rise to the heights of the insurance profession, meeting and marrying Carolyn Bareham Dineen L’32 along the way, a pioneer in her own right as only one of two women in her law school graduating class. Thanks to an overwhelmingly generous gift of $15 million from their family, a fitting monument to Robert and Carolyn soon will rise on that site: Dineen Hall, a new home for the SU College of Law.

The Dineen story illustrates what may be SU’s most precious legacy: being a place of access and opportunity where people from all backgrounds have come to make the most of their talents and make a difference in the world—and the impact often ripples across generations. From admitting women since our founding in 1870, to throwing our doors open wide to veterans after World War II, to our current partnership with Say Yes to Education (see Fall 2009 cover story), we continue to build on this legacy.

Most recently, in a precedent-setting public-private collaboration that naturally builds on Say Yes, we unveiled 2+2 joint admission agreements with two-year institutions Onondaga Community College and Georgia Perimeter College, which serve predominantly lower income populations. The agreements provide qualifying students—both in Central New York and in Atlanta, one of our “geographies of opportunity”—with dual admission, guaranteed transfer into a wide array of SU degree programs, and predictive financial aid packages for SU enrollment. This innovative arrangement promises to significantly reduce students’ financial burden while assuring them of a world-class education that prepares them for the world in the world.

And because the challenging economic climate has created new levels of need among students and families across all income levels, we continue to expand our efforts to ease the financial burdens of middle- and upper-middle income students and families. True to their visionary leadership and deep generosity, Howard Phanstiel ’70, G’71 and his wife, Louise, are providing an extraordinary $20 million gift that helps support middle-income students who demonstrate a desire to become engaged citizens and leaders. As Phanstiel Scholars, recipients of this funding support will actively promote and model the value of civic engagement and the importance of using their education to effect positive change.

We need not look far to see those effects. At this fall’s induction ceremony for new University Trustees, we heard from Alex Jimerson ’11, a public health major, member of the Seneca Nation, and a Haudenosaunee Promise Scholar. The son—and grandson—of an ironworker, Alex movingly recounted how his father nurtured in him the desire to go to college, which ignited his fire to work hard to get there. “Without the Haudenosaunee Promise scholarship,” he said, “I would not be standing here before you today.” Upon graduation, Alex plans to pursue graduate work that will equip him to help shape policies addressing the health disparities afflicting indigenous populations.

Assuring access and opportunity not only makes dreams come true, but also brings widely varied perspectives and life experiences to our campus that bridge cultural divides and broaden our worldview. Across the generations, we celebrate the successes of every Carolyn and Robert Dineen—and every Alex Jimerson—in our midst…and the ripples they generate.

Cordially,

Nancy Cantor
Chancellor and President
WHEN I WAS A KID, TWO CREATIVE FORCES TUGGED AT ME: WHEN I FIRST LEARNED TO read, it was the Peanuts gang of Charles Schulz; later, the tales of Sir Arthur Conan Doyle put me on the trail of Sherlock Holmes. I was enchanted enough by each that I entertained thoughts of becoming a cartoonist or a detective. This recollection surfaced when I heard Robb Armstrong ’85, the creator of Jump Start, give a hilarious presentation on his life as a cartoonist. Appearing as part of an Orange Central exhibition and discussion among alumni cartoonists, Armstrong talked about drawing Peanuts characters as a youngster. “If you can draw a circle, you can draw like everything,” he said, stepping to an easel, marker in hand, and spinning out a circle on the board. “That’s Charlie Brown’s head.”

Needless to say, I’m still working on mastering circles and my sleuthing skills usually involve trying to figure out where the dog made off to with the television clicker. Fortunately, as a teenager, I discovered writing as a way to entertain myself and set out to earn a living at it. While structuring sentences can be difficult, one summer spent in a hot, dusty warehouse taping boxes together and readying shipping orders assured me that writing trumped anything involving heavy lifting, although lugging around a typewriter back then was a hefty task.

Throughout my adult life, I’ve been fascinated with the creative process: what inspires people and how they pursue their visions. In working on this issue of the magazine, I enjoyed talking with sculpture professor Robert Wysocki about his passion for creating natural landforms outside their common realms, including his current explorations of lava. I came to admire the work of Stephen Mahan, director of the Photography and Literacy Project, who shares his passion for photography and writing with Syracuse city school students,devoting countless hours to drawing out their creativity. I was also intrigued to learn how Arents Award recipient Bill Viola ’73, H’95 discovered his love for video art at Syracuse and unleashed it, taking him to the highest levels in the world of art.

These days, I find myself back at the drawing board—this time with my 6-year-old daughter. She loves drawing and recruits me to join in the fun. Now if the dog doesn’t steal her markers, I just might have a go at Charlie Brown’s head.
GIVING VOICE TO CITY SCHOOL STUDENTS

ON A FALL DAY AT FOWLER HIGH SCHOOL ON THE
city’s Near Westside, Stephen Mahan projects images
onto a classroom screen. He discusses photographic tech-
niques and composition: foreground, background, point
of view, silhouetting. “Use the frame of the photograph to
make a statement about what you want to say without say-
ing it explicitly,” says Mahan, director of the Photography
and Literacy Project, an SU-based community initiative
that seeks to foster creativity and learning in Syracuse city
school students. As he flashes images of local homes, the
students guess at the streets and neighborhoods of the
houses and point out details: a sagging porch, a bed sheet
covering a window, a TV satellite dish. “It’s the details that
make things interesting,” Mahan says. “Here’s what I want
you to think about when you’re taking photographs—add
several together and it sets up a story.”

The students in Adam Lutwin’s 11th-grade English class
are reading A Streetcar Named Desire and focusing on de-
tailing their daily surroundings—in their photographs and
writings. When Lutwin asks if anyone wants to share from
their journal, Demetria Smith volunteers. She reads about
noisy children and barking dogs in her neighborhood and
looking forward to it quieting down with fall’s arrival. “No
more feeling annoyed from unnecessary noises,” she says.

Lutwin sees the opportunity to link classroom instruction
with the students documenting observations and thoughts
about their everyday lives as a way to help them grow as
individuals. “The program draws kids into the true beauty
of self-expression, the most important expression of them
all,” he says. “You cannot attach a test score to a student
who tries something new and finds a voice that previously
remained silent.”

Helping students discover that voice through writing and
imagery is Mahan’s mission. With digital cameras, jour-
nals, and a fierce sense of commitment to the students,
he is poised to help them learn storytelling techniques and
media skills that trigger critical thinking and self-expres-
sion, building self-esteem as they explore their outside
worlds and inner selves. The front line of urban education
is familiar territory for Mahan, who has been involved for
the past five years with this University initiative. Launched
in 2005 as the Literacy, Community, and Photography Pro-
gram through the College of Visual and Performing Arts
(VPA) in collaboration with several other campus partners
and the Syracuse City School District, the program places
SU faculty and student mentors in city schools to guide
students in photography and creative writing assignments.
This summer, the program emerged as the Photography
and Literacy (PAL) Project under the auspices of SU’s Co-
alition of Museum and Art Centers, with the goal of further
extending its reach into the community. The project, now
headquartered in the SU Warehouse in downtown Syra-
cuse, has its own computer lab classroom, meeting room,
and office, as well as a gallery to highlight project works.

Throughout the summer, Mahan worked at the Warehouse
with schoolchildren from the Westside Family
Resource Center of P.E.A.C.E. Inc., a community-based
organization. He introduced them to photography, had
them write about their pictures, and familiarized them with
computers. “Circle the photos you like best,” he tells them,
passing out photo contact sheets of images they’ve taken
of their families and neighbor-
hoods. “Then we’re going
to sit down at the com-
puters and show you what you
can do with the photos, and
you’re going to write about
what’s important to you.”

This fall, Mahan continued working with the cen-
ter’s children through a PAL
afterschool program for el-
ementary and middle school
students, while maintaining
ongoing programs at Fowler
High and Ed Smith Element-
ary School. Complement-
tary to the project, Mahan
teaches the VPA course Lit-
eracy, Community, and Me-
dia, which gives SU students
hands-on experience as PAL
mentors. “The pictures help start the conversation,” says
Anna Stulb ‘12, a communications design major.

When discussing PAL and his work with city school stu-
dents, Mahan regularly turns to his mantra, a quote from
British educator and author Sir Ken Robinson: “There are
too many brilliant kids in the schools who think they’re
not.” Mahan recognizes these students, he says, because
he sees himself in them. He was hyperactive, constantly
in trouble, and had difficulty paying attention and reading.
Eventually, a passion for photography led him to an M.F.A.
degree from the University at Buffalo, where he taught photography in a program for inner-city kids. The combination clicked. “I know a lot of these kids have the same difficulties I did,” he says. “If I can make one kid or any number of them feel they’re capable, intelligent, creative, and have something substantial to add to the conversation in class, then that’s rewarding to me.”

At Fowler High School, that challenge is regularly put to the test. Many of its students come from the city’s poorest neighborhoods. Like many urban schools nationwide, Fowler is underfunded, overcrowded, and faces scrutiny for standardized testing performances. Look beyond that, though, and you see a global village: students from Bhutan, Nepal, Sudan, Liberia, Vietnam, Puerto Rico, the Dominican Republic, Iran, and elsewhere. At last count, 21 languages were spoken in Fowler’s halls. “This is a tremendous clash of cultures,” Lutwin says, “and our program gives students the ability to not only be comfortable sharing their deepest thoughts, but to appreciate others as well.”

Hari Ghimire, a Nepalese student, shares the story of his family’s struggles in his native Bhutan and how the family’s life has changed since immigrating to the United States. The children are attending school and learning English, and his father is happily working. Some of the students are shy about reading their writings, so the mentors help out. Meng Shui ’11, a communications design major from Chengdu, China, finds working in an American high school challenging and interesting. “What I learned from television is very different from what I see here,” she says.

Now in their third year of working together, Mahan and Lutwin have encountered their share of stark, honest writing that reflects the all-too-real lives of the students. One wrote about his father’s suicide, others about domestic abuse, street violence, teenage parenting, and homelessness. “Most of these kids do not have an outlet for their emotions and this causes turmoil,” Lutwin says. “They grow to imagine that their views and feelings are simply not important. On the contrary, these kids, when given the opportunity, have the ability to dazzle readers and viewers with their rawness and uncommon maturity.”

Mahan and Lutwin measure the program’s success in helping the students realize the value of their words and imagery—that they have something to say. It is a way for them to discover they are important. “When the pictures are all laid out on the table, it is impossible to tell which kid has difficulties,” Mahan says, “and that is what motivates me.”

—Jay Cox
THE ARTISTIC VISIONS OF four Syracuse personalities came together at SUArt Galleries this fall in the exhibition, *Four X Four: Community Curators and the Syracuse University Art Collection*. The four alumni, all with deep connections to the local arts community, explored the collection to curate their own distinct exhibitions:

» Arts journalist Nancy Keefe Rhodes ’73, G’89, G’06 created *Hand in Hand: Artist and Public in Depression Era America*, which featured works from the public art programs from the 1930s.

» Former Orange lacrosse coach and renowned artist Roy Simmons Jr. ’59 paid homage to acclaimed 20th-century sculptor and SU professor Ivan Mestrovic in *In The Shadow of a Genius*. Simmons selected drawings, woodcarvings, bronze castings, and carving stones to illustrate Mestrovic’s creative process.

» Abstract painter Jack White ’88, who co-founded the Community Folk Art Center in 1972, turned to boxing and wrestling for *In The Ring and On The Mat: Observations on Hand-to-Hand Combat*, drawing on the longstanding legacy of artists’ fascination with the combatant sports.

» Community Folk Art Center executive director and African American studies professor Kheli R. Willetts ’92, G’94, G’02 explored seven vices and seven virtues in *Seven & Seven*, drawing parallels between ethnographic art and pieces labeled “fine art” and pairing objects together to create visual discourses.

As part of Orange Central weekend, SUArt Galleries welcomed alumni to the exhibition and hosted a reception and discussion with the curators. “It was great seeing alumni come back to campus and enjoying the University’s galleries,” says Domenic Iacono, director of SUArt Galleries. “Roy, Nancy, Jack, and Kheli’s exhibitions, along with our new permanent collection galleries, allowed students, past and present, to get a good view of what we have to offer.”

—Jay Cox
FOR MORE THAN A CENTURY, NEWSPAPER cartoons have cracked wise about our cultural obsessions and daily absurdities, skewered politicians, lured us into soap-opera drama, and delivered death-defying adventures. At the SU Library’s Special Collections Research Center (SCRC), there’s no shortage of chuckles, epic drama, and high adventure in the cartoon collection, one of the nation’s largest comic and cartoon art holdings. The collection features original works, proofs, sketches, and other materials from more than 150 artists, ranging from Pulitzer Prize-winning editorial cartoonists to syndicated comic-strip specialists who gave us the likes of Prince Valiant, Beetle Bailey, Mutt and Jeff (widely considered the first daily comic strip), and Yellow Kid, the country’s first wildly popular comic-strip character. “There are so many good ones,” says Susan Kline, cartoon archivist at SCRC. “Our biggest strength is material from the 1950s and ’60s.”

As part of the Orange Central celebration this fall, illustration professor John Thompson drew from the SCRC collection to curate The Original Art of the Funny Papers, an exhibition at XL Projects, a downtown gallery operated by the College of Visual and Performing Arts (VPA). With Kline’s guidance, Thompson combed through boxes and boxes of funnies and related materials, searching for selections for the exhibition. “It’s an incredible collection,” Thompson says. “I enjoyed looking at the originals and loved seeing comments by them or their editors, words pasted in, or whited out. I wasn’t familiar with some of the work, but it jumped out at me because these guys can draw.”

The show featured 32 pieces from the SCRC collection, plus more than 20 originals from alumni cartoonists Brad Anderson ’51 (Marmaduke), Greg Walker ’72 (Beetle Bailey), and Robb Armstrong ’85 (Jump Start). As a way to complement the exhibition and tie the historic to the contemporary, Thompson brought the three together on campus, along with Bill Janocha ’81, who works with the Walker family on Beetle Bailey and other projects, for “The Syndicated Cartoonists,” a discussion led by Joe Glisson G’84, a Syracuse-based cartoonist and VPA faculty member. They talked about their time at SU and its influence on their careers, developing their skills, the importance of overcoming rejection, and the value of a solid punch line. “Eventually,” Anderson said, “the characters begin to take over their own personalities.”

For SCRC, sharing the laughs is one objective of a 2008 grant it received from the National Historical Publications and Records Commission, an affiliate of the National Archives and Records Administration. The grant recognized the SU holdings as one of the “truly great collections of cartoon art,” according to SCRC director Sean Quimby, and supported Kline in processing, cataloging, and preserving the material, enhancing the collection’s accessibility to scholars and the public. Comics, after all, captured many of us as young readers and haven’t let go. “Long before I decided to be an artist, I was reading the comics,” Thompson says. “And to now see the original drawings, wow, it’s like going to the museum.” —Jay Cox
You’ve been part of the SU community for quite some time, so you must have attended your first meeting with some preconceptions. What is it actually like in there?
I came here as a grad student in 1969, so I’ve seen different transformational moments in the life of the University. Over the years, I’ve learned just how important the board is in determining the character of those changes. As a dean, I know that the schools and colleges depend on their alumni trustees to help carry their messages through. Like many of the deans, I’ve been to board meetings before to make presentations or as a member of special committees made up of trustees, students, and faculty members. At the meetings, the trustees discuss the University’s finances, but they also talk about how we can attract the best faculty and how we can increase our standing as a university. They’re concerned with every aspect of University life. They have to approve anything that has a financial component, and that includes everything from decisions about construction to signing off on tenure for faculty.

What can be gained from having the deans represented at board meetings?
The Chancellor and John Chapple (’75), the board chair, both believe board members need to be well-informed about what is happening on campus—what people are working on and what they need to do their work. They want the board to get the pulse of the campus from a variety of sources. One way of doing this is to give the trustees more direct access to people. I know, from a dean’s point of view, we would like to have our perspectives heard in as many places as possible where decisions are made. By having a representative to the board, we can speak directly to the trustees on issues of vision. That’s important, because priorities and projects often flow from a vision of what the University should be.

Can you illustrate how that works?
I was asked about Scholarship in Action: What does it mean? I told them that people—faculty and students—want to do something that makes a difference. In my field, education, it may mean creating more inclusive schools, or new educational opportunities, such as a preschool literacy program or a poetry project for adolescents. In exercise science, it could be a project about how the body builds and maintains muscle through the aging process. In essence, it involves the researcher saying, “I want to work on important questions in ways that affect the lives of people. I want that to be a byproduct of the best quality teaching and learning.”
Anyway, we talked about this kind of thinking. My guess is the trustees want to know more than just the phrases. They want to know what’s behind the phrases. For one thing, it gets them excited as contributors to the University, and for another, it prepares them to speak about the University out in the world—and that’s an important job for trustees because they would like to see Syracuse viewed as a top-tier institution in every discipline—and in every sense.

How do you report to the other deans?
Although it’s informal, we get together regularly for lunches and I’ll report there. But that’s not an issue of concern. The deans are in contact with each other by e-mail all the time.
By HIS SOPHOMORE YEAR, SCHOOL OF INFORMATION Studies student Patrick Ebo ’11 had borrowed nearly $20,000 in direct consumer loans that carry higher interest rates than student loans distributed through the University. With two jobs and a full schedule of classes, Ebo says he was on the verge of leaving school to reduce the amount of debt he’d incur. Fortunately, during the second semester of his sophomore year, Ebo was accepted into SU’s Money Awareness Program (MaP), which exchanges the private loan obligations of financially struggling students for grant funds. “I credit the program with giving me the chance to be here my last two years,” he says.

When Youlonda Copeland-Morgan, associate vice president for enrollment management in the Office of Financial Aid and Scholarship Programs, saw the increasing number of students working and over-borrowing just to stay in school, she led the effort to reach out to those whose debt profile could be troublesome in the short and long runs. An outgrowth of Syracuse Responds—a midyear fund-raising effort to assist students who were in danger of withdrawing from the University at the height of the financial crisis in fall 2008—MaP was launched in spring 2009, marking the start of a new wave of financial literacy at SU. “As we saw the global financial crisis unfolding before our eyes, we knew we needed to take action to help students and families that were likely to feel the impact most,” Chancellor Nancy Cantor says. “Syracuse Responds was designed to provide short-term, immediate support, but we knew we could do more for the longer term by helping students build financial skills. Youlonda, with her experience as a national leader in financial aid policy, was exactly the right person to spearhead our efforts.”

That semester MaP provided grant assistance to 50 students who had borrowed excessive amounts in loans. In return, the students were required to attend a financial literacy seminar every semester. “Last year, we went up to 131 students,” says loan education specialist Rebecca Rose. “The need has been very great to help these students out. And the response has been very positive.”

In April, the office launched a new program, “I Otto Know This!”—a more comprehensive version of MAP designed to make students and their parents more financially savvy. The program consists of grants, including the MAP funding, and financial seminars that educate students on loan management and other financial concerns they may have. The financial aid office also sends out monthly e-newsletters with advice columns on different subjects. In September, for instance, Rose wrote a column about the difference between using bank ATM cards as debit or credit. In addition, SU has adopted a new software program to teach students how to manage loans and credit scores during and after college. “When students have overwhelming debt burdens, they worry,” Copeland-Morgan says. “Students who have excessive debt burdens are also working a lot.”

The financial aid office would love to give grants to every student, but it’s just not financially possible, Copeland-Morgan says. So, SU partnered with USA Funds, a nonprofit organization that promotes financial literacy, to implement Life Skills, a software program every SU student can use. Life Skills offers a buffet-style lesson plan in areas of budgeting, credit scores, and loan management. While students are not required to participate, Copeland-Morgan says the office is promoting the program every way it can. “We’re trying to reach all of our students—young and old, graduates and undergraduates—to say, ‘You need to think about finances,’” she says.

The financial literacy program kept Ebo—and many other students—on the path to graduation. “Usually when you enter school as a freshman, you’ve taken all these loans, but you’re not very educated on where the money comes from,” Ebo says. “Now, I can definitely say I’ve learned how to handle my finances from being in the program.”

—Sierra Jiminez
PROJECT: Mine-Related Water Contamination and Rural Livelihoods in the Bolivian Andes

INVESTIGATOR: Tom Perreault

DEPARTMENT: Geography

SPONSOR: Fulbright Hays Faculty Research Abroad Fellowship, U.S. Department of Education

AMOUNT AWARDED: $55,722 (2010-11)

BACKGROUND: For more than a century, acidic drainage from hundreds of mining operations has severely impacted the water quality and quantity in the lakes and rivers of the Altiplano (high plain) region in the Bolivian Andes. The scale and nature of mine-related water pollution in the region—particularly in the Lake Poopó watershed, the geographic focus of this study—have been well documented. Considerably less is known, however, about the everyday impacts of water pollution for the Quechua-speaking indigenous campesino (farming) peoples who make up a majority of the region’s population, and their ability to influence the processes and structures that govern water pollution. This project examines the relationship among water, mining, rural livelihoods, and environmental governance in the region, with a particular focus on how mine-related water contamination influences campesino communities located downstream from major mine sites. Moreover, the project explores how these people experience the institutional arrangements of environmental governance on a daily basis, and the degree to which they are able to shape those institutions through political engagement and/or popular mobilization.

IMPACT: Perreault has established strong collaborative relationships in Bolivia and developed the project in close consultation with CEPA, a Bolivian nongovernmental organization, and CORIDUP, a grassroots network of 80 indigenous campesino communities affected by mine contamination. During field research, he will work closely with these organizations and share all results with them. An undergraduate research assistant (URA) from SU will receive intensive training in geographic information system and statistical analysis, literature review, and field methods, allowing the URA to assist with aspects of field research in Bolivia, as well as literature review, data analysis, and writing. The research results will be disseminated through peer-reviewed journals and the publication of a monograph authored by Perreault. Results will also be published in Bolivia (in Spanish) as book chapters and/or journal articles, as well as in booklets, newsletters, and web site posts, in coordination with CEPA. Research results will also be presented at workshops in participating campesino communities, and are expected to aid communities in their efforts to promote the remediation of degraded lands and waters.

An environmental justice activist (top photo) collects a sample of water contaminated by a minerals processing plant in Japo, a mining center in the Bolivian Andes. Morococala (bottom), another mining center in the Bolivian Andes, is still in operation, despite outdated equipment and dangerous working conditions.

Photos courtesy of Tom Perreault

INVESTIGATOR: Ann Grodzins Gold

DEPARTMENTS: Religion and Anthropology

SPONSOR: Fulbright-Hays Faculty Research Abroad Fellowship, U.S. Department of Education

AMOUNT AWARDED: $135,836 (2010-11)

BACKGROUND: The project investigates non-rural, non-metropolitan experiences of place in Jahazpur, a small market town in Bhilwara District in the North Indian state of Rajasthan. With roots deep in history and legend, Jahazpur is, by reputation, both conservative and diverse. Some framing issues include town and country contrasts and continuities, and the distinctive character of a provincial municipality as well as its relationship to cosmopolitan India and the wider world.

IMPACT: Through ethnographic fieldwork focused on specific sites among Jahazpur’s neighborhoods, markets, and shrines, Gold plans to explore and document residents’ meaningful engagement with their town’s ordinary and extraordinary places, seeking to reveal complex intersections of locality and identity in rapidly changing times.

Photographs (clockwise, from top left): The Temples of Dhaur, a pilgrimage center in the countryside near Jahazpur; the heart of Jahazpur, a bus stand and gate into the old market, with a political banner on display; view of Muslim neighborhood with mosque taken from the roof of Hindu Ashapurn (“Hope-Fulfilling” goddess) Temple.
LAVa PROJECT

AN ERUPTION OF ART AND SCIENCE

There are few places in the world to watch a flowing stream of lava. Hawaii and Iceland come to mind. Add Syracuse to the list. Okay, there hasn’t been a volcanic eruption here lately, but in the environs of the Comstock Art Facility, the lava is flowing. In a collaborative project, sculpture professor Robert Wysocki and Earth sciences department chair Jeff Karson are exploring the possibilities of the molten igneous rock as an art form and a natural phenomenon—one pour from a crucible at a time. “Watching it flow is remarkable,” Karson says. “It’s just endlessly fascinating.”

Through more than a dozen pourings, their intrigue with the magmatic material’s properties has only grown. After all, Karson has spent decades researching the structural geology and tectonics of ocean floors, which are covered in basalt, the cooled product of lava. Basalt is the most common bedrock of the Earth’s surface and is also abundant on the Moon and Mars. “Most lava flows are products of eruptions no one has ever seen,” says Karson, the Jessie Page Heroy Professor of Geology. “They took place in the past or in very remote places, so there are many questions about the shapes of the flows and what they tell us about the physics of the flows.”

Karson, who recently explored lava formations from Iceland’s Eyjafjallajökull volcano that erupted last March, has only seen an active lava flow once, years ago, in Hawaii. The Comstock pours provide a treasure trove of information for Karson’s research group and have allowed him to conduct a series of experiments, studying the flow at different rates, temperatures, and angles; observing its interaction with different surfaces, such as water and ice; and even examining the minute details of how bubbles form and grow as lava slides down a slope. A pour on an inclined ice surface, for instance, vaporized the ice. “The lava was basically on this cushion of air and just rocketed right off the slope,” he says. “There’s nobody else out there in the academic world melting and pouring lava, making lava flows at essentially a natural state.”

For that, thank Wysocki. Long interested in sculpting large-scale natural landforms, he traces his enthusiasm for recreating landscapes to his marvel for the Sierra Nevada foothills in California where he grew up. “I consider myself to be a landscape painter,” he says, “but I don’t paint.” Instead, he often wrestles with Mother Earth’s own materials, and was turned on to working with basalt by a fellow artist. “Eventually I’d like to create a continuous lava flow in an art park or in the desert, some place where it doesn’t belong,” says Wysocki, who has made several pieces from the pours.

When Wysocki first pitched the idea of creating lava flows, Karson envisioned what he might encounter in a research lab—a scientist melting bead-sized pieces of basalt—never imagining he’d see hundreds of pounds of lava come glugging out of a crucible after it had been heated to upwards of 2,000 degrees Fahrenheit. Throughout the pours, Wysocki has refined his techniques, polishing
the mechanics of the pour and learning the most efficient way to stir the molten rock and distribute the heat so the lava doesn’t glob up like a giant popcorn ball. He also credits the team of sculpture students Katie Behrens ’12, Daniel Biegler ’10, Phillip Evans ’12, and Noah Hausknecht ’13 for their assistance with the pours.

This fall, Wysocki elevated the project to a new level, unveiling a refurbished furnace and larger crucible. The gas-fired tilting furnace can produce about 500 pounds of the liquid hot stuff, and Wysocki learns more about its capabilities with every pour. “It’s like a hot rod, a muscle car,” he says.

As Wysocki and Karson both note, the project’s interdisciplinary nature stretches from the arts and sciences to education and community outreach—and everyone from physicists to schoolchildren may find watching lava flow to be quite the learning experience, especially after catching that first look at it. “It’s like the sun coming up,” Karson says. “The radiant heat is unbelievable.”

—Jay Cox

Facing Page: Professor Robert Wysocki pours lava outside the Comstock Art Facility in November as sculpture students Katie Behrens ’12 (with shovel in hand) and Phillip Evans ’12 look on.

At left, the last of the lava empties from the crucible.

Above, Wysocki holds a glowing hot piece of lava.

To view a lava pour, log on to sumagazine.syr.edu.
**THE SHAW QUADRANGLE**

Chancellor Nancy Cantor and the SU Board of Trustees dedicated the Quad in honor of Chancellor Emeritus Kenneth A. “Buzz” Shaw, naming it the Kenneth A. Shaw Quadrangle in November. The honor recognizes Shaw, who retired as the 10th Chancellor in 2004, for the transformative role he played in making SU the thriving, high-impact institution it is today. “Buzz Shaw’s achievements laid the groundwork for all that we’re doing today, from our strategic investments in signature academic programs and the facilities that house them, to signature engagements with our community,” Chancellor Cantor says. “To recognize his expansive impact and its centrality to SU—now and into the future—we thought it would be fitting to dedicate the space at the very heart of the University, the central place that connects academic life, student life, and athletics, to Buzz.”

**NEWS MAKERS**

Two of this year’s Nobel laureates hold strong connections to the Syracuse campus: Peruvian novelist Mario Vargas Llosa, who won the prize for literature; and Ei-ichi Negishi, who was awarded the prize in chemistry.

Vargas Llosa delivered a series of lectures on campus in spring 1988. Professor Myron Lichtblau, a Latin American literature scholar who then chaired the foreign language department, was instrumental in bringing Vargas Llosa to Syracuse. He transcribed the novelist’s lectures, organized them into essays, and served as editor of Vargas Llosa’s *A Writer’s Reality*, which was published by Syracuse University Press in 1991. Lichtblau, who passed away in 2002, wrote the book’s introduction as well.

Negishi, Herbert Brown Distinguished Professor of Chemistry at Purdue University, began his academic career in the College of Arts and Sciences in 1972, rising to the rank of full professor in 1979. During those years, Negishi published the seminal work for which he received the Nobel, which he shared with two colleagues.

College of Law professor Robert Odawi Porter ’86 was elected president of the Seneca Nation in November. Porter, who was raised on the nation’s Allegany Territory in western New York, is Dean’s Research Scholar of Indigenous Nations Law and director of the Center for Indigenous Law, Governance, and Citizenship at the law school.

Newhouse School professor Bruce Strong received the Robin F. Garland Educator Award from the National Press Photographers Association. The award is given for outstanding service as a photojournalism educator.

In August, Syracuse University welcomed visitors from around the world as host of the seventh International Conference on Indoor Air Quality, Ventilation, and Energy Conservation in Buildings (IAQVEC), a premier conference series held every three years. Previous conference sites include Montreal; Lyon, France; Changsha, China; Toronto; and Sendai, Japan. L.C. Smith College of Engineering and Computer Science professor Jensen Zhang served as the conference chairman.

**SPORTS NOTES**

The SU men’s and women’s cross country teams won the NCAA Northeast Regional Championship for the second straight year. Both teams advanced to the NCAA championship meet in Terre Haute, Indiana, where the men placed 14th, matching their 2009 finish, and the women collected a program-best 10th place. Pat Dupont ’12 crossed the finish line in 33rd to earn All-America honors. Catherine DeSarle ’11 finished 50th, leading the Orange women. The men’s squad also captured its second straight Big East championship, outdistancing runnerup Louisville by four points to win the meet, hosted by SU at Jamesville Beach Park. The women’s team finished third. Head coach Chris Fox and his staff were named the 2010 Big East Coaching Staff of the Year.

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The SU field hockey team won its second consecutive Big East regular season title and went on to capture the conference tournament with a 1-0 victory against UConn in the championship. Coach Ange Bradley’s Orange women have won two of the last three Big East tourney titles. The team advanced to the second round of the NCAA tournament and completed its season with a 16-5 record.

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PAUL FLANAGAN CHUCKLES WHEN ASKED WHAT POSSESSED him to leave the comfort zone of a women’s ice hockey program he had guided to five NCAA Frozen Fours to start a program from scratch at Syracuse University three seasons ago. “It had to be a mid-life crisis,” jokes Flanagan, who established himself as one of the nation’s premier coaches during his 20 seasons at St. Lawrence University. “Normally, you have a year to set things up before you hit the ice with a new program. I had 3 1/2 months. It’s like having two weeks to get that final 50-page paper done when everybody else has had the entire semester. I had to hire assistants, find players, and fill out a schedule. It was absolutely insane at times, but it also was very gratifying building something from nothing.”

Cobbling together a team that included eight student-athlete transfers and several players with limited hockey experience, the Orange women posted a respectable 9-16-3 record in their first season. “While scrambling to put that team together I remember receiving a phone call from a senior who hadn’t played since high school,” Flanagan says. “I told her, ‘As long as you can skate, you’ll make the team.’ That’s where we were back then. But I give that group an awful lot of credit for where we are today. They laid the groundwork.”

Last season, aided by an influx of scholarship players, SU improved to 18-17-1 and made it to the quarterfinal round of the College Hockey America (CHA) tournament. That dramatic progress resulted in Flanagan being named CHA’s Coach of the Year and forward Isabel Menard ’13 earning league rookie-of-the-year honors. “It was really tough when we started because other coaches were telling recruits, ‘Why would you want to play for a team that’s going to be lucky to win a handful of games?’” recalls Flanagan, who played hockey at St. Lawrence in the late 1970s. “But I tried to sell the recruits on some of the same things that sold me on Syracuse. You could come to a mid-sized university that has a big-time reputation in academics and athletics, and you’d be able to play right away instead of being on the fourth line riding the bench at an established program.”

Syracuse and Flanagan’s reputation were enough to convince forward Stefanie Marty ’11 to transfer from the University of New Hampshire. “It’s always a challenge building a new program, but that really appealed to me, too,” says Marty, who has competed in two Winter Olympics with the Swiss women’s hockey team. “It was a struggle at first. We had a tiny locker room where you tripped over each other’s equipment. And there were a lot of girls on the team who tried their best, but didn’t really have Division I hockey skills.”

Three seasons later, the hockey players have a spacious, state-of-the-art locker room, a roster filled with scholarship players, and packed crowds for home games at Tennyson Ice Pavilion. “They stuff about 500 to 600 people in there for games and there’s a band that plays,” says Marty, a team co-captain. “It’s really awesome. I’d rather have that kind of atmosphere in a small arena than the atmosphere we have at a lot of places we play at where there are 200 people in a 5,000-seat arena.”

Thanks to Marty’s leadership, the Orange women got off to a solid 5-5-1 start this season. Flanagan believes the team is bolstered by another strong recruiting class that includes outstanding freshman goaltender Kallie Billadeau. The coach who made a career move that may have seemed crazy hopes to have the Orange women contending for a national title. For now, though, he and his players are encouraged by the progress they’ve made in such a short time. “I hope years from now I can look back with pride that I was part of the teams that helped launch Syracuse to the top of women’s college hockey,” Marty says.

—Scott Pitoniak
SYRACUSE INTERNATIONAL FILM FESTIVAL

MADE-IN-SYRACUSE THRILLER DEBUTS

SESSION, A THRILLER ABOUT A PSYCHIATRIST OBSESSED with his patient, was shown in a special advanced screening at the seventh annual Syracuse International Film Festival (SIFF) in October. Shot entirely in Syracuse, the film was produced by College of Visual and Performing Arts faculty members John Craddock and Owen Shapiro, and directed by visiting Israeli filmmaker Haim Bouzaglo, with SU students occupying key technical positions. The film co-stars Israeli supermodel Bar Refaeli as the patient and Steven Bauer as the therapist in need of a cure. “Haim wanted to shoot an English-language film in Syracuse,” says Shapiro, artistic director of SIFF. “He had a script written in Hebrew by his wife, Lisa Mamou, and Haim and I adapted it, reshaping it into an American story, giving it a new ending.”

Critics will have their say after the film’s release in May, but Session is already a hit among SU students who jump-started their careers by working on it, and with Central New York merchants and service providers who attended to the production’s many needs. “It was amazing—we graduated on Sunday and started shooting on Monday,” says Brent Barbano ’07, Session’s best boy electric, responsible for meeting the power needs of lighting set-ups. “The only way you can learn to work on a film set is by doing it, and we had a safe learning environment. Our professors knew we were green and took the time to show us things. Believe me, it doesn’t always happen when you’re out there working.” Dan Campis ’08, Session’s best boy grip, describes his experience in different terms. “It was a lot of pressure, and that’s always a learning experience,” he says. “I want to produce films, and the clearest path to that goal involves a full understanding of what skilled technicians do, because without them you’re not going to have a film—no lights, no nothing.” Campis has worked for several productions in the Syracuse area, including a film shot in Auburn last summer for which, as line producer, he managed a $250,000 budget. He hopes to continue making films in upstate New York and recently formed a company, Dark Corner Productions LLC, for that purpose.

Craddock, who has employed SU students in Lonely Joe (2007) and Germ (2009) as well as Session, believes the indie feature model used to make these films is a more effective professional training ground than a typical “student film” set. “We were in production for a month—six days a week, 14-hour days—something most students never experience,” he says. “Students get a better idea of the industry’s break-neck pace and how physically demanding it is.” With three Syracuse-area productions to his credit, Craddock is sold on the economic advantages of movie-making for the regional economy. “Our expenditures on hotels, alone, were about $30,000 for Session,” he says. “Catering is another huge part of the budget, and we rent vehicles and props and entire shooting locations.” According to the Syracuse Chamber of Commerce, films made in Central New York return about three dollars to the regional economy for each dollar invested. “Our total budget for Session was $625,000, and we spent $400,000 of it shooting here,” Shapiro says. “Using the chamber’s formula, we can safely say that Session generated more than $1 million in Syracuse.”

Barbano, who grew up in Syracuse, now lives in Los Angeles, where he is a freelance cinematographer and a camera operator for Authentic Entertainment, a company specializing in reality TV. “I haven’t seen Session, and I wish I could have come home for the premiere,” he says. “But I had to be in Louisville where we were shooting a show for The Learning Channel.” Campis attended the screening and thoroughly enjoyed himself. “It was great to see Session after three years,” he says. “We had a lot of fun doing it, and I learned a lot about film and about myself. I think it’s very important to shoot films locally. There’s nothing like it.” Craddock agrees, and believes that lower costs, strong local talent, and a movie-friendly atmosphere are among the benefits of producing films in the area. “The Syracuse Police Department let us shoot several scenes for Session right in the station house,” he says. “In another project, the Village of Jordan shut down Main Street for us for four days. People have a real ‘can-do’ spirit here.”

—David Marc
There’s no question. Taking care of your loved ones is the first priority of any well-thought-out estate plan. But once you’ve provided for family and friends, how do you ensure that your ideals and your passions live on? Leaving a bequest to Syracuse University is a simple, flexible, and powerful opportunity to do just that.

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When you name SU a beneficiary of your estate, you can specify how you want your gift to be used. Do you have a passion for the arts? Do you love exploring history? Would you like to support a specific program or department, endow an undergraduate scholarship, or continue making an annual gift? With a bequest, it’s easy to choose the gift option that best meets your individual circumstances and desires. You can, for example:

- Specify that SU will receive a percentage of the estate that remains after other beneficiaries are provided for.
- Designate SU the beneficiary of specific assets, such as securities, retirement funds, or real estate.
- Leave a specific dollar amount to SU.

But regardless of the method you choose, you can rest assured that your generosity will be felt on campus for years to come.

**How to Make a Plan**

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

**Be a Leader**

When you make a bequest, you’ll be recognized as a Syracuse University Pathfinder—joining a group of insightful leaders who have included SU in their long-term financial plans.

“...I included Syracuse University in my estate plan because I wanted to ensure that future generations of students have the same opportunity to succeed as I did. I hope, by my example, to teach my sons the value of supporting education throughout their lifetimes—and beyond.”

—David Edelstein ’78
AS A RESEARCH CHEMIST, KARIN RUHLANDT SPENDS A LOT of her time coming up with ideas, putting them to the test, and see- ing what happens—in her lab, in the department she chairs, and in the larger SU community. In the lab, Ruhlandt—who last year was named Distinguished Professor, one of the University’s highest faculty honors—leads a diverse group of graduate students, searching for the perfect mix of calcium, magnesium, and other elements that could revolutionize joint replacement and bone reconstruction therapies. The goal is to create a material stronger and less brittle than ceramic, lighter than steel, and cheaper than titanium. As if meeting these standards wasn’t difficult enough, the material must also resemble natural material and be biocompatible, so the body won’t reject it. “Most importantly, we want it to be bioactive, which means bone cells can grow into it, or grow onto it, and actively con-nect to it,” Ruhlandt says. For two years, her group has been “playing around” with metals and ligands in various combinations, working to be able to predict the structure and properties of the resultant mate-rial, which she calls “the holy grail of solid-state chemistry.”

Ruhlandt’s group also does leading research in another area of chemistry with a holy grail of its own: ferroelectrics, the realm of semiconductors and superconductors. Superconductivity is associated with zero resistance—a state that, when realized, allows electricity storage without energy loss. Superconductivity typically requires extremely low temperatures, which are hard to achieve and maintain. So the search is on for materials that become supercon-ductive at relatively higher temperatures, such as room temperature. “Technically, it’s a dream,” Ruhlandt says. But then, so were MRI machines not long ago. Her group also has created novel precursors for metal-organic chemical vapor deposition, the process by which a silicon chip is coated with a metal oxide. The new precursors will make preparation of high-temperature superconductors simpler, and could allow for less expensive fabrication of dynamic random access memory circuits, the main memory at the heart of personal computers and game consoles. “We’ve made precursors that are significantly better than anything industry is using right now, and we just wrote a patent on that,” Ruhlandt says.

Ruhlandt has been a catalyst in two other areas close to her heart: creating research opportunities for undergraduates, and improving opportunities for women in the science, technology, engineering, and mathematics (STEM) disciplines. She resurrected the chemistry department’s Research Experience for Undergraduates in 2000, and has secured National Science Foundation (NSF) funding for the pro-gram every year since. “Our goal is to provide experience to students for whom it would make a significant difference,” she says. In 2004, the program added an international component, drawing students from Graz University of Technology in Austria. Today, the program includes a mix of students from SU, other colleges, and abroad. “We have 450 people applying for 12 spots, every year,” Ruhlandt says, “and 150 more applying for six slots in the international program.”

Ruhlandt is also working to provide both support and opportuni-ties for women in the STEM disciplines. This fall, SU received a $3.4 million Advance Institutional Transformation Award from the NSF to fund a five-year, campus-wide initiative to encourage recruitment, development, retention, and mentoring of female STEM faculty. Ruhlandt, who was involved in the grant proposal process, will help coordinate the initiative. “The lack of women faculty in STEM is a huge issue,” she says, speaking as one of only two women on the 21-member chemistry faculty, and the only full professor.

Ruhlandt does see progress. Two women doctoral graduates from her lab moved on to post-doctoral work at Notre Dame; another is headed to the University of Tennessee. Is it a coinci-dence many of her grad students are women? “Somebody com-mented, and I think it’s true, that research advisors and students sort of find each other because they have matching personalities,” Ruhlandt says. “And so, I happen to have a lot of really strong women who work with me, and that’s great.”

—Jim Reilly
Patrick J. Alvarez | AN APPETITE FOR GREATNESS

PATRICK J. ALVAREZ ’12 DOESN’T GET A LOT OF SLEEP. He’s too busy making the world a better place. The Bronx native, a communication and rhetorical studies major in the College of Visual and Performing Arts, not only carries a heavy course load, but also serves as president—and sparkplug—of the nonprofit agency Project Feed Me. The organization, which Alvarez founded in his freshman year at SU, provides food for those in need. In its first year, Project Feed Me—which counts many SU students among its volunteers—fed more than 500 people at the Frederick Douglass Center in Harlem. In 2009, the expanded program hosted Thanksgiving Day meals for more than 1,000 people, with events at the Southwest Community Center in Syracuse and the Frederick Douglass Center. This year, two Syracuse churches and the Douglass Center were the sites of Project Feed Me holiday dinners.

Alvarez knows from personal experience what it means to not have enough to eat, or a place to call home. “I grew up in poverty and violence,” he says. As a 5-year-old, he ran for help as his father physically assaulted his mother. To escape the domestic violence, he and his mother sought refuge in homeless shelters. “There were times we didn’t have food, didn’t even have access to food,” he says. “My mother and I struggled.” Frequent moves meant that Alvarez changed schools often. “Education was hard for me because I had to start over at so many new schools,” he says. “I was at a huge disadvantage.” It would have been easy enough for him to be among the 70 percent of students in his neighborhood who don’t finish high school, many of them taking to life on the street.

Instead, Alvarez, a talented athlete, learned discipline and teamwork on the basketball court. A born entrepreneur, he earned spending money by selling iced drinks and honey buns literally under the study hall and lunchroom tables in high school. In a moment of introspection, he looked in the mirror and asked himself how the world would have been improved by his life if he were to die the next day. His answer was to start Project Feed Me, which has garnered media coverage by such outlets as The New York Times, The New York Daily News, and Fox News. The New York Knicks, a corporate sponsor, presented him with a donation check during half-time of a game at Madison Square Garden—an incredible thrill for the self-described basketball fanatic.

Early on, Alvarez took his mother’s advice to introduce himself to anyone who visited his school wearing a suit. The strategy has paid dividends. Instrumental to his success are the people Alvarez has lined up as mentors and sponsors—among them prominent legal theorist and Harvard law professor Charles J. Ogletree and philanthropist Kenneth Merin, chief executive officer of the Charles Hayden Foundation. Chancellor Nancy Cantor has also been a strong supporter of Project Feed Me, says Alvarez, who came to SU sight unseen. “I was captured by the University’s web site and the beautiful architecture of the buildings,” he says. “I love it here—the open space, so different from the projects I live in at home, where everyone is so crowded. I want to be a change agent. I figured if I could stand out here at SU among thousands, then I could stand out in the world.”

Future plans for Alvarez—an intense young man who believes in dressing for success, with a taste for mirror-shined penny loafers and Brooks Brothers shirts—include a law degree, followed by a run for political office. His ultimate goal is to be elected governor of New York. “We aren’t defined by the amount of resources we have,” he says with a smile, “but by how resourceful we are.”

—Paula Meseroll
When Erika Rodriguez G’08 was in elementary school, she participated in a rocket-building program that captured her interest. Although the initial launch of her toy rocket wasn’t successful, the project unveiled what would become her true passion: aerospace engineering. “I haven’t stopped working since kindergarten,” jokes Rodriguez, a doctoral student in mechanical and aerospace engineering at the L.C. Smith College of Engineering and Computer Science.

Her comment is anything but a joke. Instead of testing toy rockets, Rodriguez is now developing a special polymer that has the potential to be used in making more durable surfaces and infrastructure for aircrafts. “Polymer is essentially a fancy word for plastics,” Rodriguez says.

Rodriguez knew where she was heading on her career path while attending high school in Fresno, California. She enrolled in Smith College in Northampton, Massachusetts, to study engineering science. After graduating, Rodriguez spent a year at aircraft manufacturer Pratt and Whitney as a design engineer before deciding to return to school for graduate work. “I wanted to do more hands-on work and use my engineering skills for more practical applications, instead of sitting behind a desk all day,” Rodriguez says.

While attending a seminar at Case Western Reserve University (CWRU) in Cleveland, she met Professor Patrick T. Mather, a polymers expert who now heads the Syracuse Biomaterials Institute (SBI) at SU. At the time, Mather was a CWRU faculty member who was in the process of joining Syracuse as the Milton and Ann Stevenson Professor of Biomedical and Chemical Engineering. “He invited me to join his research group in Syracuse,” Rodriguez says.

She accepted. Now in her fourth year with Mather’s group, Rodriguez has focused her time and energy on her research at SBI. Currently, she is working on the use of shape memory-assisted self-healing polymers—materials capable of returning to their original shapes after being damaged—for the aeronautics industry. Aircraft are typically made out of metallic surfaces that are subject to corrosion when exposed to extreme temperatures during flight. When surface damage occurs, repair costs can be substantial—upwards of millions of dollars, Rodriguez says. In hopes of preventing such damage, Rodriguez is developing a polymer that is durable in a variety of temperatures and may reduce corrosion. “The idea is to coat the surface of the aircraft with this polymer, so it serves as a protecting agent to minimize the degree of corrosion,” she says.

To test the material, Rodriguez makes a tiny razor blade cut in the polymer, which looks like a paperclip-sized piece of dried glue. Then she exposes it to extremely cold and hot temperatures. These tests give Rodriguez an idea of what types of conditions the polymer can withstand and still maintain its shape or return to its original form after being damaged. Until she gets the desired results, she may modify the polymer’s molecular structure.

As a skilled researcher, Rodriguez is a role model in the department for her younger female colleagues. “I try to be a resource,” she says. “Engineering is a very male-dominated field. But as a woman, you get so much attention as far as internships go and there are so many resources available to you.”

In a typical week, Rodriguez and her fellow researchers can put in 40 to 50 hours of work. But she has also managed to learn the importance of taking time out for herself. In her spare time, she enjoys Latin and ballroom dancing, a passion she has had since childhood. “Aerospace engineering is a full-time job,” she says. “We’re always running labs 24/7. And you have to be passionate about your research because you can get burnt out so fast.”
WHAT MOTIVATES A NATIVE HAWAIIAN TO SPEND 12- TO 14-hour days competing outdoors in sub-zero temperatures in ice and snow? While winning is a priority, it isn’t the only focus for Chris Uyehara, a culinary specialist in the College of Human Ecology who is an internationally recognized master ice sculptor. “I want to be certain each sculpture is unique, so people remember it,” he says.

Uyehara brings ice to life by skillfully capturing intricate details in his sculptures, which have been seen by thousands of spectators since he began competing internationally—and collecting medals—in 2008. Last January, he won a gold medal at the 26th Annual Harbin International Ice and Snow Sculpture Festival in China. He has earned medals at other prestigious competitions as well, including the Crystal Garden International Ice Carving Competition in Ottawa, and the World Ice Art Championships held annually in Fairbanks, Alaska, where he has his sights set on gold in February 2011. Uyehara pinpoints his interest in ice sculpting to an experience more than 30 years ago at the onset of his professional career. Working as a pastry chef at a hotel in Oahu, Hawaii, he found himself fascinated by the ice sculptures carved for special events and vowed to one day create his own ice masterpieces, just as he’d been doing with pastry and chocolate.

Chef U, as he is known on campus, grew up learning the fine art of pastry preparation at his family’s bakery. His father, a master baker, was known for excellence in pastry skills and techniques. Consequently, chefs from the neighboring Hawaiian Islands and distances as far as Japan sought to train under Uyehara’s father. From a young age, Uyehara embraced every opportunity to learn from his father and the visiting chefs. “I can remember being 5 years old, standing on a bucket, and helping roll dough,” he says. “I learned from the best.”

Uyehara, who joined Syracuse University in 2006, teaches courses that include culinary arts, professional baking, and restaurant and food service operations to nutrition and hospitality management students. Known for his skills in cake decorating, preparing French pastries and Swiss candies, and chocolate pulling and casting, Uyehara has treated Mikhail Gorbachev, Yogi Berra, and Angela Lansbury to his confections, which have also appeared on such television shows as Murder She Wrote and Magnum P.I. Because mentors guided his career path in significant ways, Uyehara is committed to supporting his students, who describe him as someone who will go out of his way to help them succeed. They appreciate his industry experience, ability to explain complex concepts in understandable terms, and his sense of humor. Once summoned to make baklava for the Greek ambassador to the United States, Uyehara recalls the challenge with good-natured humor. “No doubt the ambassador had a fair share of really good baklava in his time,” he says. “But he told me I made some of the best he’s ever had. It was a very high compliment.”

Uyehara acknowledges his personal philosophy was shaped by his father’s work ethic, and he inspires his students to live by his own example: “Do what you love. Do it the best you can or don’t do it at all because when you sign your name to your work, you should take pride in it.”

—Michele J. Barrett
When the reverend Tiffany Steinwert was a young girl, she never imagined that one day she would be a minister, let alone the sixth—and first woman—inaugurated dean of Hendricks Chapel. In fact, she never went to church. “The call to ministry was something I always fought,” says Steinwert, who grew up in Cincinnati in what at the time was considered an interfaith family. “My mother was Protestant and my father was Catholic, so religion—especially institutionalized religion—was always a point of controversy and conflict for us. I was drawn to the church, while at the same time I was suspicious of it.”

Steinwert’s uneasy relationship with the church began to change in high school when friends asked her to join a Methodist youth group. Along with the fun activities and ski trips, she heard stories about Jesus, and for the first time really listened to his message of compassion. “My family was one generation removed from poverty, so I’ve been passionate about justice all my life,” Steinwert says. At age 5, she was so determined to feed the hungry that she went door to door around her neighborhood, collecting canned goods for the local food pantry. But after filling her little red wagon with hundreds upon hundreds of items, Steinwert realized no matter how much food she collected, it would never be enough. “I wanted to stamp out world hunger by myself,” she recalls. “Jesus’ message taught me that we must pull the wagon together if we are to create real change in the world.”

After graduating from Williams College with degrees in women’s studies and psychology, Steinwert spent two years as a Methodist missionary in rural Nicaragua. Through her missionary work, she came to understand that theology is not just an abstract concept, but can address concrete societal needs. “I finally answered the call and said ‘yes’ to becoming a minister,” says Steinwert, who holds graduate degrees in divinity and practical theology from the Boston University School of Theology. “The United Methodist Church is a perfect fit for me because its founder, John Wesley, believed ‘there is no holiness, but social holiness’.”

Before moving to Syracuse with her partner, Joshua Arrowood, and their toddler son Grady, Steinwert was a teaching fellow at Boston and Harvard universities and served as a senior pastor with Cambridge Welcoming Ministries, a mission of The United Methodist Church that ministers to lesbian, gay, bisexual, and transgender (LGBT) congregants. She has extensive experience engaging communities of faith in projects that address such issues as urban renewal, global poverty, racism, and discrimination against LGBT individuals. “Dr. Steinwert’s strength in scholarship, counseling, and building understanding in diverse communities, and her unique combination of interfaith work and higher education experience, make her an excellent match for Hendricks Chapel,” says Thomas V. Wolfe G’02, former dean of Hendricks Chapel who now serves as senior vice president and dean of SU’s Division of Student Affairs. “I know she will lead the chapel into the future while continuing its long tradition of being a home for all faiths.”

As the spiritual leader of Hendricks Chapel, Steinwert says she is able to seamlessly integrate her roles as pastor, scholar, and community organizer because the University understands the dean must do more than offer Sunday services. “For me, there has always been a strong connection between practice and scholarship, and I’m anxious to explore creative ways the chapel can build upon SU’s vision of Scholarship in Action,” she says. “For 80 years, Hendricks Chapel has been the moral and ethical center of Syracuse University, and I feel privileged to be part of a network of caring individuals who work together to help all students find meaning in life that is greater than themselves.” —Christine Yackel
MARIANA ARTUSO HAS SPENT DECADES DEVOTED TO BEAUTY. This may not seem unusual for a woman born in Venice, raised and educated in Milan, and in love with poetry and art. But Artuso is a physicist, and beauty—with a small b—is the name of a quark. “It holds the key to a lot of things we are trying to understand, about the theory of fundamental particles, and why the universe is made of matter and not a combination of matter and antimatter. It has a lot of facets,” says Artuso, a faculty member of the high-energy particle physics group in the College of Arts and Sciences who has studied beauty, charm, and other less fancifully named subatomic particles since 1988. “So I guess you can say, it is a life devoted to beauty. But I still love poetry.”

A Fellow of the American Physical Society and an advisor to the U.S. Department of Energy and the National Science Foundation, Artuso is an international leader in developing, designing, and building detectors for elementary particle physics experiments. She is among more than 700 scientists from 15 countries collaborating on a beauty quark (b) experiment at the Large Hadron Collider (LHC) at CERN, the European Organization for Nuclear Research, near Geneva, Switzerland. The LHCb experiment—which aims to explain why nature prefers matter to antimatter, among other things—is one of several ongoing experiments at the LHC. The world’s largest (17 miles in circumference) and most powerful particle accelerator, the LHC sends two beams of protons speeding in opposite directions inside the circular accelerator to collide at very high energy and near the speed of light, effectively replicating conditions that existed one hundredth of a billionth of a second after the big bang. Experiments at the LHC are probing key unresolved questions in physics, including the nature of mass, the existence of dark matter and energy, and the possibility of hidden dimensions.

Artuso was there for the LHC’s big pop and fizzle in 2008, when a faulty joint led to a minor explosion and a major setback for the LHC, which was shut down a year for repairs. She was also there in November 2009 when the mammoth particle accelerator came back online, and has been collecting data since that may help explain the origins of the universe. According to Artuso, she took a “bit of a winding way” to get there and here. As a girl, she was interested in art, nature, literature, and science, studying the humanities before switching to engineering at the Politecnico di Milano, a move considered odd for a woman at the time. She stuck with it, despite the “funny comments” she and a few other female students endured in lecture halls teeming with young men. Under the guidance of a professor, she gravitated toward physics, working with him on an early experiment at CERN. Eventually, she headed to Northwestern University to earn a doctorate in physics to complement her engineering background with some deeper knowledge of physics.

Searching for connections between disparate things—space and time, matter and antimatter, the micro- and macrocosm—keeps Artuso passionate about physics. Then, too, as an experimentalist, she loves to build exquisitely sensitive detectors that offer shadowy evidence of beauty—not the particle itself, but its decays and effects on other particles, the only proof beauty exists. She’s committed to bringing undergraduates into the lab to do research, and advocates for women in the disciplines of science, technology, engineering, and mathematics (STEM). Artuso is co-director of Women in Science and Engineering at SU, which hosted an international symposium this fall on the status of women faculty in STEM. “All over the world, women in the science and technology disciplines are still working toward equality,” Artuso says. “I can tell you, we still have work to do.” —Jim Reilly
ARENTS AWARD RECIPIENT BILL VIOLA FOUND A PASSION FOR VIDEO IN SYRACUSE THAT SET HIM ON A PATH TO THE FRONTIERS OF ARTISTIC CREATIVITY

BY DAVID MARC   VIDEO BY BILL VIOLA
BILL VIOLA ’73, H’95 IS PROBABLY THE MOST ACCLAIMED VIDEO ARTIST IN THE WORLD. He has produced an extraordinary body of work that has been shown and collected by leading museums and exhibited by foremost galleries across the globe. In the process, he has helped define video as an art form capable of conveying personal expression that is richer in thought and more exquisite in detail than the broadcast television he grew up with. Viola has taken video to places hardly imaginable early in his career: a giant screen suspended over the orchestra at an opera performance in New York’s Lincoln Center; the nave of a 900-year-old cathedral in Durham, England; Tokyo’s Mori Art Museum, where a third of a million visitors attended screenings of Hatsu-Yume (“First Dream”), a Viola video some critics consider his masterpiece. Accolades flow to Viola with a force appropriate to his work. In 1989, he received the MacArthur Fellowship, the celebrated “genius grant”; 20 years later, the French republic named him a Commander of the Order of Arts and Letters, a distinction he shares with such one-of-a-kind creative spirits as Jerry Lewis and Stevie Wonder. A Californian for many years, he welcomes students into his Long Beach studio through SU’s L.A. Semester program. Viola came back east during high color this fall to receive the George Arents Award, the University’s highest alumni honor. While in town, he spoke to students and
faculty at Light Work in the Robert B. Menschel Media Center at the University, and offered “An Evening with Bill Viola” at the Everson Museum of Art, revisiting two institutions he credits for nurturing him back in the day. “It’s amazing that I’ve been able to make a living and support a family doing the work I do,” he says without a hint of understatement.

AN ARTIST IN SEARCH OF A MEDIUM

Viola arrived in Syracuse in 1969 with a strong sense of an artist’s vocation, something he discovered in childhood. He had his “first show,” as he calls it, in kindergarten at P.S. 20, Queens, when the teacher hung his finger-painting of a tornado on the wall. “My father wanted me to study advertising at Syracuse and I intended to major in painting, although I really wasn’t much of a painter,” he says. “But once I found my footing as a college student, Syracuse became like a playground for me. I went to electrical engineering to learn how to solder circuits. I checked out the new computer graphics department. My music professor, Franklin Morris, had a Moog synthesizer—and he let us use it. I felt like I was entering a new world.”

He was.

Although a century of technological advances had spawned photography, cinema, and other new visual arts, there were few opportunities in American higher education to study them during the 1960s. Syracuse was among the first research universities to address the need to prepare new generations of artists to make full use of the tools at hand. “SU took a chance and hired some new blood for the faculty, including Jerry Malinowski, Lee Dusell, and my advisor, Jack Nelson,” Viola says. “They took a look at the curriculum and said, ‘We need something more creative, dynamic, and contemporary.’ So they set up the experimental studios, where you could work in all kinds of new media.” Viola switched his major from painting to experimental studios, forerunner of today’s transmedia department in the College of Visual and Performing Arts. He continued to study painting in art history courses, crediting his professor, Larry Bakke, for introducing him to the work of Mark Rothko, Willem DeKooning, and Andy Warhol. “Larry was a historian, but he just seemed to know everything new that was up and coming,” Viola says.

Students also played a significant role in transforming the study of contemporary art at SU. Lance Wisniewski ’72 was pivotal in that regard. “Lance attended a summer video seminar out in Berkeley and came back to campus all fired up,”
Viola says. "He was head of a student organization and that gave him some power, which he used to buy equipment and set up a student video workshop." Among the video enthusiasts in the group were Carl Geiger ’71, who has produced and taught video at his rural studio in nearby LaFayette for decades, and David A. Ross ’71, who would become influential in the international art world. "There was this mood in the air," says Ross, who has served terms as executive director of the Whitney Museum and the San Francisco Museum of Modern Art. "We all believed that portable video was going to usher in a new age and bring about enormous changes, even if we weren’t quite sure just what those changes might be. It was similar to the way people felt about the Internet in the early ‘90s.”

Another result of the student-led video movement was the building of SU’s first cable-TV system, completed in 1972. Viola had a hand in the project. “I worked all summer pulling cable through manholes to connect buildings across the campus,” he says. “Once we were up-and-running, I got a job as a janitor in Watson Hall, which was the center of the system. That gave me the keys to the building. After cleaning up the mess from the beer parties, I’d stay there all night, alone in this incredible state-of-the-art color video studio. No other university had one like it. That’s where I became proficient.” Having discovered his medium, Viola took the opportunity to master it.

**NOT ABOUT THE EQUIPMENT**

Much of the excitement surrounding video during this period belonged to documentarians and community activists who saw the new compact equipment, especially the SONY Port-a-Pak, as freeing them from the excessive costs and cumbersomeness of the alternatives: celluloid film, which required delicate equipment,
Bill Viola, Whose Early Screenings at the Everson Museum of Art helped video gain its place inside the art world, returned to downtown Syracuse this fall to help gain a place for video in more pedestrian venues. For better than a month, a specially produced large format version of Viola’s The Quintet of the Astonished (2000) was projected on the north wall of the Everson for public viewing. The 15-minute piece, originally commissioned by the National Gallery of London, presents five individuals in close quarters before a black background, reacting to something whose impact strikes all, yet leads each in a distinct emotional direction. In composition, it suggests Bosch’s Christ Mocked (The Crowning in Thorns). The al fresco screening marked the launch of the Everson’s ongoing participation in Light Work’s Urban Video Project (UVP), which offers videos to all in sight of its image locations along Syracuse’s Connective Corridor. “When Bill was an SU student, he and the Everson Museum helped create a video revolution,” says Jeffrey Hoone, executive director of SU’s Coalition of Museum and Art Centers and of Light Work, which oversees UVP. “That legacy continues, as Bill helps us create a new way of bringing video art to the public. This could be a national model for the future of public art.”

On October 15, as part of Orange Central events, Viola and David Ross, two of the museum’s most celebrated former employees, returned to their old haunt for a public “conversation.” Sitting comfortably at a table onstage, the pair traded vivid memories of the compact video revolution whose salad days in Syracuse coincided with their own. Several silent Viola videos were screened as they spoke, and references were made to them from time to time. The audience, which filled the Everson’s main auditorium to capacity, seemed mesmerized by the conversation, which moved effortlessly from accounts of John Lennon and Yoko Ono exhibiting in Syracuse, circa 1971, to the influences of Buddhist philosophy on Viola’s vision. Ross characterized Viola as “an artist engaged in the study of time, consciousness, and the human spirit.” A reception, originally planned for the sculpture court, was held in the museum’s main lobby when the weather failed to cooperate. “I love it,” said one longtime resident who had attended the Everson’s historic Nam June Paik video show in 1973. “This is a consummate Syracuse experience—in every way.”
In a 1997 interview with ARTnews, Viola said his years in Syracuse provided him with “the best education I could have had.” He had come to the right place at the right time to study a subject that did not quite exist the day he enrolled. It’s worth noting that Viola’s Syracuse education didn’t end at the campus gate. Syracuse was enjoying a salon moment in the spotlight of the art world. The Everson Museum was screening work by pioneer video artists Nam June Paik, Peter Campus, and Frank Gillette, and hosting multimedia performance pieces by Charlotte Moorman and Yoko Ono (featuring guest artist John Lennon). In 1971, the museum made news as the first in the country to establish a video department. Eyebrows rose even higher when David Ross, fresh from Commencement, was appointed video curator. When Viola graduated, he followed his friend to the Everson, taking the more modest position of A-V guy. But even that job had its perks. “Do you realize that I got to be Nam June Paik’s assistant at his first American video show?” Viola asks, betraying a bit of long-term wonder at his opportunity to run tech for the artist who had practically invented video art. Within five years, the A-V guy at the Everson was screening his own work at the Museum of Modern Art in New York.

When Viola started watching television, it was a black-and-white analog medium offering only the barest minimum of control to the viewer: change the channel or shut it off. The first color video image he ever saw was himself—on a monitor at a tourist attraction in the NBC studios at 30 Rock. But Viola seems neither fond of video technology nor frightened by the speed of its evolution. For him, it’s not about the equipment. “It will soon be 40 years that I’ve been making video and surviving on it,” he says. “That kind of longevity is only possible because video presents me the opportunity to explore the subject matter: the human condition. It’s infinite. Learning something about it and expressing what you find—that’s why we’re here. When you think about eternity, it doesn’t mean thinking about being here 1,000 years from now. It means thinking about what you’re doing now, because what you do matters. It’s part of the fabric of the present moment and always will be.”
Historic gift from Howard and Louise Phanstiel establishes a unique scholarship program for middle-class students

BY CHRISTINE YACKEL

TWIRLING BATONS, HIGH-FLYING flags, and the foot-stomping beat of the Syracuse University Marching Band heralded the announcement of an historic $20 million commitment from SU Trustee Howard “Howie” G. Phanstiel ’70, G’71, and his wife, Louise, to support scholarships for middle-class students. The October 1 celebration on the Quad was attended by nearly 1,000 cheering students, faculty, and staff who greeted the Phanstiels with a standing ovation in gratitude for their remarkable generosity.

“Louise and I have been very lucky in life,” Phanstiel said. “When that happens, you have an obligation to give back to others.”

The Phanstiels’ gift—the second largest SU has ever received—will have an immediate impact on undergraduates. As America’s middle-class families increasingly require assistance to finance their children’s education, the Louise and Howard Phanstiel Scholars program will offer meaningful financial awards that make it possible for students of modest means to earn a degree from Syracuse. “We believe education is the key to unlocking the hopes and dreams that lie inside each of us to the betterment of our country and society,” Louise Phanstiel says. “It is our sincere desire that the Phanstiel Scholars will realize their full potential and be productive and active citizens.”

Professionally, Howie Phanstiel is a veteran health insurance executive, having led the successful restructuring of PacifiCare Health Systems as its president, CEO, and chairman. He retired in 2005 and, with his wife, established Phanstiel Enterprises, a private consulting and investment firm in Los Angeles. Louise Phanstiel received a bachelor’s degree in accounting from Golden Gate University. She is a former partner of Coopers & Lybrand—now PriceWaterhouse Coopers—in its insurance practice and a former president of Specialty Products at WellPoint inc. Retired in 2008, she currently serves as a director of Myriad Genetics inc. and as a director and vice chair of Best Friends Animal Society.

Howie Phanstiel grew up in a typical middle-class family and held part-time jobs to help pay his way through school. He earned a degree in political science from the College of Arts and Sciences and an M.P.A. degree from the Maxwell School. In addition to his service on the Board of Trustees, Phanstiel’s history of leadership with SU includes membership on the Maxwell School Advisory Board, and service as a co-chair of The Campaign for Syracuse University. As co-chair, Phanstiel advocates for SU’s vision of Scholarship in Action, recruits volunteers, and rallies support for the University’s priorities—such as
the campaign gift from the Dineen family to construct a new College of Law building (see page 42).

Phanstiel says his first contribution to SU was a check for $50, but then he lost touch with the University for many years. Three decades later, after reconnecting with his alma mater, he and Louise made a $5 million gift to the Maxwell School, creating the Phanstiel Chair in Strategic Management and Leadership to promote leadership in the public sector, and a $1.2 million gift to help complete the Carmelo K. Anthony Basketball Center.

At the height of the national financial crisis in fall 2008 when many students and their families were adversely affected by economic forces beyond their control, Phanstiel spearheaded Syracuse Responds, a midyear fund-raising effort to assist students in danger of withdrawing from the University due to the declining economy. The program provided more than $1 million in additional aid to more than 425 students, many of whom likely would not have returned to school.

“Throughout the development of the Phanstiel Scholars program, Howie and Louise stressed the importance of ‘creating a spirit of philanthropy’ among the scholarship recipients,” says John Chapple ’75, chair of the Syracuse University Board of Trustees. “I don’t think there is a better example of such individuals than Howie and Louise.”

Reflecting the Syracuse Responds initiative, the Phanstiel Scholars program aims to ensure that SU remains an option for talented students with leadership potential, both in the classroom and the community. “Syracuse University has long been a place of opportunity for students from all economic and social backgrounds,” Chancellor Nancy Cantor says. “That is why we are so appreciative that the Phanstiels’ gift will continue this tradition by helping to ensure that students who actively give of themselves to enrich the lives of others can be a part of the SU experience. This type of civic engagement is woven into SU’s fabric and is at the heart of Scholarship in Action.”

Phanstiel says his philanthropic spirit was ignited by Louise and the actor Paul Newman, whom he came to know when his company sponsored Newman’s race car. “I had many opportunities to talk with Paul about his commitment to helping others and the importance of giving back,” Phanstiel says. “He totally changed my life. And when I married Louise, she opened up my heart, and I have come to understand that the more you give, the more you get back.”

### SPIRIT OF PHILANTHROPY

THE PHANSTIEL SCHOLARS program—scheduled to commence in fall 2011—will award scholarship grants to middle-class students who are U.S. citizens and have demonstrated the potential for academic success and community leadership. The program is uniquely designed with the principles of Scholarship in Action in mind. By encouraging a spirit of philanthropy and supporting academic and personal development, students will come to understand the value—to others as well as to themselves—of giving back to their community.

The scholars will be supported by a Council of Mentors that will assist recipients in their academic and professional development. This council will create a pathway for the scholars to participate in service within the University and in their own communities, and, in conjunction with alumni, will provide opportunities to expand support. In addition to receiving financial assistance, Phanstiel Scholars will participate in three important activities:

- The University’s financial literacy program, “I Otto Know This!”, which is designed to promote lifelong fiscal fitness (see page 9).
- An annual lecture that helps promote the value of giving back to one’s individual community and the community at large.
- A one-page personal statement outlining the philanthropic efforts in which they have been involved throughout the year.

Phanstiel Scholars also must maintain consistent academic achievement toward their degree at a full-time level and contribute to the health and vibrancy of the program. Upon graduation, they will be encouraged to serve on the Council of Mentors. “It is clear to me that Howie and Louise Phanstiel understand the power of education and want to ensure that students will make the most of their time at SU,” says Youlonda Copeland-Morgan, associate vice president for enrollment management. “I want the Phanstiels to know that their generosity will yield dividends for individual students, and the world at large, for generations to come.”
Spoleto Spectacular
GOLDRING STUDENTS Take Their Multimedia Talents to Charleston, South Carolina, Enhancing Coverage of Renowned Arts Festival

BY KRISTEN RAJCZAK

As Jessica Novak G’10 interviewed Rhiannon Giddens from the Carolina Chocolate Drops over the phone one afternoon in June, she sounded practiced and calm—even though the Drops had just been featured in Spin magazine and she was writing a preview about the band performing the grand finale at the 2010 Spoleto Festival USA. She and her classmates in the Goldring Arts Journalism Program at the S.I. Newhouse School of Public Communications had encountered plenty of fame in the past year during the various arts excursions embedded in the program. The Goldring graduate students attended the same production of La Traviata at Glimmerglass Opera in Cooperstown as U.S. Supreme Court Justice Ruth Bader Ginsburg, spotted actress Julianne Moore at the Toronto International Film Festival, and saw legendary dancer Mikhail Baryshnikov at a ballet performance during a 10-day arts immersion in New York City. “I don’t get star struck,” Novak says. “If you just approach an artist like a normal person, it’s not a big deal. They just want to talk about their kids and simple things.”

Since 2005, the Goldring program has traveled to experience art. The program’s 19 most recent graduates added another trip for their capstone project: an intern-

ship covering Spoleto Festival USA in Charleston, South Carolina. “Art is a very corporeal kind of subject,” says Professor Johanna Keller, director of the Goldring program. “You have to be in the room with it, interacting with it in some way. So, we have to travel to where the art is. That’s true throughout the program, and this capstone is a great way to put ourselves in the middle of a place where there is just so much art happening.”

Over the course of three weeks, from May 23 to June 13, the Goldring students wrote 46 feature pieces, six reviews, about 250 blog posts, and a few hundred tweets, and made more than a dozen videos for the Post and Courier, the daily newspaper in Charleston that provides the main coverage of the festival. Their print stories ran in both the newspaper’s special section, “Spoleto Today,” and in its entertainment magazine, Charleston Scene. They previewed performances, investigated art exhibitions, and explored the inner workings of the artists and professionals involved in the festival. “We used every skill we learned and even ones we didn’t realize we learned,” says Novak, who wrote four print features, contributed to a music blog, “Beat on the Street,” and had a blog about her daily jogs called “Things I Run Into.” “I run everywhere and every day,” Novak says. “I noticed how beautiful Charleston was, so I decided to take my camera with

Photos (left to right) by Janna Dotschkal, William Struhs, and Grace Beahm
me. I thought it would be cool to document the city from a newcomer’s point of view.”

While she hit the pavement for about an hour each morning after waking between 6 and 7 a.m., the capstone project kept her running the rest of the day. By 10 a.m., Novak and her classmates—those who were not on assignment—met for a progress meeting with Keller and Steve Daly, a former writer for Entertainment Weekly who was co-teaching the capstone. During the afternoon and evening, Novak interviewed sources for future stories, transcribed the interviews, and wrote. Some nights, she also covered local music shows or Spoleto events in downtown Charleston. “If I didn’t have one or the other, I would be transcribing from another interview or writing about something else. Any combination of those,” Novak says.

**CONVERGING ON CHARLESTON**

The Spoleto trip was two years in the making. According to Keller, it started as an end-of-the-year conversation with Newhouse Dean Emeritus David Rubin in 2008. “I was expressing how I felt that our capstone course, while good, could be even better,” Keller says. Until this year, the Goldring students had spent six weeks researching and writing for a magazine workshop, something students can now do in other semesters during the academic year. “That capstone was designed about five or six years ago, and the reality is that long-form journalism is changing,” she says. “It also didn’t feel quite right with the new reality of online journalism and arts coverage. I was aiming for a capstone that more closely mirrored what it is like to work in the arts field. David got a light in his eyes and he suddenly said, ‘Why don’t you take them to the Spoleto festival?’”

Founded by opera composer Gian Carlo Menotti, who launched the Festival of Two Worlds in Spoleto, Italy, in 1958, the Spoleto Festival USA has drawn world-renowned artists of all persuasions to Charleston since 1977. In the past, the festival has presented soprano Renée Fleming, cellist Yo-Yo Ma, and violinist Joshua Bell. Keller had been to Spoleto a number of times and thought it was a good fit for the Goldring program. “It’s a multidiscipline festival. It’s got something for everyone in this program,” she says. “Charleston is a gorgeous, historical, walkable city. The weather will be a counterpoint to what they’ve experienced all winter in Syracuse, and best of all, there’s a very fine regional paper there that our students might want to write for.”

The planning began during Keller’s semester-long sabbatical last fall. First, she spoke to longtime friend Nigel Redden, the general director of Spoleto Festival USA. He was “wildly enthusiastic” about the idea of the Goldring arts journalists covering the festival and put Keller in touch with Paula Edwards, director of marketing and public relations. She, in turn, pointed Keller to Stephanie Harvin, the features editor for the Post and Courier. The first time they spoke, Keller proposed the momentous project, and Harvin agreed to take on all 19 arts journalists as interns for the week leading up to the festival and its 17-day run—a project unlike any other undertaken by an arts journalism program in the country. “The idea of bringing a lot of people down to cover Spoleto was a little intimidating to me because I didn’t know how it would work,” Harvin says. “But the more I talked with Johanna, the more I realized she knew what she was talking about, and if she knew what she was talking about, the program was probably going to be good. Then we talked about training the next generation of arts writers and how if we didn’t do it when we had the opportunity, who would? There’s no one else out there that’s going to do something this spectacular.”

Before the festival starts, Harvin, who has been in charge of the newspaper’s Spoleto coverage for years, maps out when each story will run. The Post and Courier produces all of the content for “Spoleto Today,” and although the daily special section is only a couple pages, the work adds up. “Once Spoleto starts,” she says, “it’s a freight train that leaves the station.”

This year’s festival had more than 120 arts events, including jazz singer Lizz Wright, performances of the ballet Giselle starring Nina Ananiashvili, and Noel Coward’s Present Laughter—a formidable amount for any features section to cover. And that’s not all that happened in Charleston’s art world when Spoleto was in town. The local fringe festival, Piccolo Spoleto, featured about 700 comedy, community theater, and other local arts events. “Covering Spoleto and Piccolo is usually another layer of stories for my features reporters,” Harvin says. “They do this in addition to their normal work. Most of them are not arts writers, so they don’t have a lot of background in
“Art is a very corporeal kind of subject. You have to be in the room with it, interacting with it in some way. So, we have to travel to where the art is.”

Johanna Keller, director of the Goldring program

Harvin stresses that the Goldring collaboration wasn’t just about having “extra hands on deck.” She viewed it as an opportunity to gain perspective from the student journalists on what kind of coverage might appeal to Millennial readers, those ranging in age from about 20 to 40. Instead of just writing standard previews about events, the Goldring students tried to find angles that hadn’t been investigated before. One student wrote about how the Colla Marionette Company takes care of the marionettes used in its production of Cinderella. Another wrote about how and why the One Man Star Wars Trilogy, a Piccolo Spoleto theater production, has played at the festival for so many years. “It’s not the 50-year-old viewpoint, which is good,” Harvin says. “That’s what we’re trying to do: interest young readers and find out how we can most do that at the newspaper, even when it’s not Spoleto.”

The 2009-10 Goldring arts journalists—ranging from 22 to 30 years old—fit the bill to help gear coverage to a younger audience. And while most of the list of stories was determined from pitches the students presented to Keller and Harvin during the spring, room for innovation was ample. “Spoleto is all about planning well enough so that when you are in the moment, you can take advantage of things you don’t expect,” Harvin says. “You need to have a baseline of copy coming in, so you can say, ‘Yes, let’s go do that video; let’s go do that other story on things you discover.’”

Goldring student Leah Dennison G’10 appreciated the opportunity to conjure up her own projects—a valued skill in both journalism and life. “It’s important to have the motivation to go out and find your own stories or develop your own methods of communicating something,” she says.

The Goldring students took this outlook to heart, pitching stories after arriving in Charleston about young patrons at the festival and late-night food in a downtown neighborhood, among others. But, as Dennison says, print pieces aren’t necessarily the “gold standard” anymore. The students used their knowledge of social media and the 24/7 nature of the Internet to grow the Post and Courier’s web presence. They made Flip Videos, posted links to stories and blogs on Facebook and Twitter, and even projected the Post and Courier’s “Spoleto Today” Twitter feed onto a wall in Gaillard Auditorium, a major Spoleto venue. Keller says the Goldring students’ work reflected changes in the Newhouse curriculum that emphasize learning skills to produce content for the Internet. “Staffs of all newspapers are under enormous pressure to not only keep up the work they do, but add a lot of new kinds of work online with digital skills, video, and blogging,” Keller says. “Many of the new digital skills that younger journalists have, people in the newsroom are having to learn for the first time.”

Harvin says the collaboration far exceeded her goals, particularly those linked to the online components. “I was hoping for some good journalism and was very open to what other kinds of online presence we got,” she says. “I think I underestimated the students’ ability and the training. Next year, I’ve got plans for a podcast or other kinds of things we could do because it’s a good number of people and you can spread the work out across them.”

Dennison says being “guinea pigs” for the partnership between the Post and Courier and the Goldring program was a whirlwind—and worth it. “It’s cool to be innovative,” she says. “We’re part of something new, something that’s really a pioneer effort. And that’s exciting in and of itself.”

Kristen Rajczak G’10 is a graduate of the Goldring Arts Journalism Program. While in Charleston, she enjoyed blogging about the renowned Charleston Farmers Market.
Parent Power
Project Transition Links Parents to Student Achievement and Success

BY CHRISTINE YACKEL
When Andrew Taitt ’08 was a first-year student, his mother called him at least five times a day to make sure he was all right. That continued until she attended Family Weekend and saw for herself that her son was in good hands. Her trip to campus was sponsored by Project Transition, a unique program that builds strong connections between the University and parents of first-year students from financially disadvantaged backgrounds. “My mom loved Family Weekend because she got to see the beautiful SU campus and how safe it is here,” says Taitt, now a graduate student in the School of Information Studies. “After meeting with some of my professors and my counselor, my mom returned to the Bronx feeling relieved that I was part of a supportive and welcoming family in my new home away from home. It made my life easier because after that she only called twice a day.”

In recent years, SU has admitted some of the most academically gifted and diverse entering classes in its history, with a significant increase in students from low-income families—many of whom are the first in their families to attend college. Recruitment alone, however, is not
enough. Academic success depends on the combined efforts of the University community, students, and parents. Unfortunately, some parents from low-income households have no firsthand knowledge of the college experience, limited means to visit campus, or language barriers that restrict their ability to help their children through the challenging transition from high school senior to first-year college student. That is the motivation behind Project Transition, an innovative program created by SU’s Office of Supportive Services to give parents and family members the confidence and insight they need to help students achieve four years of academic success. “College can be a double-edged experience for these families,” says Jan Strauss Raymond ’65, who originated the Project Transition concept. “On the one hand, they are proud of their children’s accomplishments. On the other hand, they are nervous about sending them far away to a place they’ve never seen, to be cared for by people they’ve never met.”

New Point of View

While working with parents of children with learning disabilities in a predominantly Dominican neighborhood in New York City during the mid 1990s, Raymond was astonished to discover that none had ever seen a college and didn’t know they lived just two subway stops away from Columbia, one of America’s great universities. A woman of action, she arranged for the parents to take a tour of Columbia with a Spanish-speaking guide, followed by a question-and-answer session. “It was fascinating,” says Raymond, an active volunteer and longtime champion of New York City youth. “The parents were so awestruck they didn’t feel comfortable walking through the college gates.”

Through this experience, Raymond came to realize the parents had already dismissed the idea of sending their children to college because of an inaccurate image of college life. They imagined dorm rooms would look like a suite at the Plaza Hotel and were amazed to see just how small and cluttered they really are. Raymond recalls that one mother didn’t think her son could go to college because they were on welfare and she couldn’t afford to buy him the proper clothes. Then she looked around and saw that the Columbia students were wearing jeans and T-shirts, just like her son. “This blew her away because she had an image of college students wearing blue blazers and top hats,” Raymond says. “The parents didn’t understand their kids already fit in. It was clear these parents were not prepared to get their kids ready for college.”

Raymond believed that by changing how parents view higher education, they could play an important role in helping their children make a smooth transition from high school to college, stay in school once they get there, and thrive. She reconnected with her alma mater and approached Bob Wilson, director of Student Support Services (SSS), and Denise Trionfero, director of the Higher Education Opportunity Program (HEOP), under the auspices of the Office of Supportive Services, about maximizing parent power by creating vital points of contact between the University and parents of low-income or first-generation students. “Bob and Denise landed on my idea with both feet,” Raymond says. “Bob did some research and discovered that no other school was doing anything similar, so we built our own program from the ground up.”

Raymond’s husband, Chip Raymond ’66, who at the time was president of the Citigroup Foundation, secured funding to launch a pilot parents program at SU. Now in its 10th year, Project Transition targets parents of admitted high school seniors from the New York City
public school system who qualify for state-funded HEOP or federally funded SSS assistance. Following an informational meeting at SU’s New York City-based Lubin House in the spring, parents are encouraged to participate in a series of cost-free meetings and events sponsored by Project Transition (campaign.syr.edu/project-transition), both on and off campus, throughout the year.

Tears and Laughter

Family Weekend is one of the most eye-opening experiences for family members participating in Project Transition, which covers the cost of a round-trip bus excursion, hotel accommodations, registration fees, and meals for those who could not otherwise afford the trip to Syracuse. Family members meet with deans, advisors, and career services staff to become familiar with the challenges and opportunities their students face, and experience firsthand the college environment their children now call home. They also have fun just hanging out with their kids. “I hadn’t seen my mom in almost two months, but I think she was more excited about her visit to campus than I was,” says Curtis Richardson ’13, looking back on his first year at SU. “My mom fell in love with the place, and she got to meet my roommate—she fell in love with him, too!”

This fall, two busloads of family members headed north from New York City to attend Family Weekend, which included special activities for Project Transition participants coordinated by HEOP, SSS, the Office of Multicultural Affairs, and the Parents Office. Colleen Bench ’89, director of the Parents Office, says that before Project Transition, Family Weekend could be a difficult time for HEOP/SSS students. “While others were out having fun with Patrice Davis ’14 and her mother, Yvette, share a special moment together at the Project Transition breakfast.
their families, these students were stuck in their residence halls by themselves because their parents couldn’t afford to visit campus,” she says. “It can be terribly hard for these students to be with their affluent classmates. All it takes is one careless comment or disparaging look to break them down.”

One of the many positive outcomes documented in Family Weekend evaluations is that parents become well-informed supporters and enthusiastic champions of their child’s academic progress. Without this knowledge, parents can unintentionally sabotage students’ efforts and undermine their resolve to hang in through the rough spots and stay on track for graduation. “Sometimes the student is the only English speaker in the family, so it’s a sacrifice to send that child away to school,” Trionfero says. “And they often play a significant supportive role in the family by looking after younger children or contributing to the household income. There are culture clashes as well. In some cultures, it’s not the norm for females to go to college, so girls are torn between their responsibilities as a daughter and a student.”

It is difficult to change family and cultural dynamics, but Project Transition seeks to transform parents’ way of thinking about college from apprehension of the unknown to an informed appreciation of the full range of opportunities that lie ahead for their children. “I would not have been able to afford to come to Family Weekend on my own,” says Deborah Cruz, whose daughter, Samantha, began her first year at SU this fall. “I got to spend time with my child and walk around campus and get information about the school. I’m so proud of my daughter for all her accomplishments, and it was nice to be able to come up to campus and let her know.”

Winning Strategy

Empowering parents has proven to be a winning strategy. According to Trionfero and Wilson, HEOP/SSS students at SU achieve, on average, 75 and 82 percent graduation rates, respectively. However, HEOP/SSS students whose families participate in Project Transition get the additional encouragement and support they need to consistently equal or surpass the general Syracuse University student population in academic achievement. This is a significant accomplishment, considering that college students from low-income families have only about a 10 percent chance of earning a degree. Raymond, a member of the College of Arts and Sciences Board of Visitors, says this is what Syracuse University’s mission is all about. “It’s easy to educate someone like me who grew up in a middle-class family in Connecticut,” she says. “But the University has

The University has made a huge commitment to recruiting students from disadvantaged backgrounds, and I’m so pleased Project Transition provides an extra boost to help them succeed.”

—Jan Strauss Raymond ’65
made a huge commitment to recruiting students from disadvantaged backgrounds, and I’m so pleased Project Transition provides an extra boost to help them succeed once they get here. My dream is to package our program and convince other colleges and universities to do the same. I’m not done. We can do much more. The excitement never wears off.”

For the first few years of Project Transition, the cost of bringing family members to campus for an all-expense paid weekend was underwritten by Citigroup. When that support ended, funding from Jan and Chip Raymond, the School of Education, and the Parents Office sustained the program until new donors could come on board. Now an initiative of The Campaign for Syracuse University, the program aims to raise sufficient funds to increase its capacity beyond the 64 families from New York City and northern New Jersey currently being served, and reach out to families in Boston and other key recruitment areas of the country.

In the past year, Norman and Edith Weisfeld, Eric and Barbara Bodner, and Robert and Susan Cohen—all parents of current or former SU students—have generously donated their time and resources to ensure that Project Transition continues to give all academically gifted SU students a chance to fulfill their dreams through higher education. “Meeting so many of the students and their families was a wonderful experience and incredibly heart-warming,” says Susan Cohen, who attended this year’s Family Weekend with her husband, Robert, and fellow donors Barbara and Eric Bodner. “And seeing the joy, laughter, and smiling faces was priceless. We now know more than ever that we are committed to Project Transition and Syracuse University’s efforts to expand educational opportunities for all students and their families.”

**Persistence Pays Off**

Graduating seniors and their families who participated in Project Transition come together one last time to celebrate their collective achievements. “The Celebration Dinner is a tremendous occasion and such a triumph for these families,” Wilson says. According to Bench, there is not a dry eye in the house. Students give testimonials and thank their parents and counselors for helping them succeed. In the words of honor roll student Evelyn Liz ’10, who earned a degree in social work from the College of Human Ecology, “I am thankful I had the opportunity to be an undergraduate student at Syracuse University. At first I was confused about choosing a major, but with the support of my family and two amazing counselors, I discovered my perfect profession. I had the opportunity to be a Literacy Corps volunteer, intern at a health and human services agency in New York City, and make lifelong friends. My SU experience will be unforgettable.”

The success of just one child can have a ripple effect throughout an entire family and community, lifting everyone up. Curtis Richardson’s mother, Beverly Chaney, is so enthusiastic about Project Transition that she returned this fall as a mentor to family members attending Family Weekend for the first time. And she brought along her daughter, Milan, who is interested in attending SU. “I was delighted to have my daughter accompany me on this trip,” Chaney says. “We had the opportunity to participate in some activities and explore career choices she’s interested in. She told me, ‘This is where I belong.’” Her big brother couldn’t agree more. “It’s like being in one big happy family,” Richardson says. “Without my mother and Denise working together to guide me and push me to do my very best, I don’t know where I’d be today. I’m really blessed.”
AN ENDURING TRIBUTE

The Dineen family honors their parents with a landmark gift to the College of Law for construction of a new building

BY KELLY HOMAN RODOSKI

COLLEGE OF LAW ALUMNI ROBERT EMMET DINEEN L’24 AND Carolyn Bareham Dineen L’32 both overcame major challenges to pursue their dreams of becoming lawyers. Robert grew up in an Irish immigrant neighborhood in Syracuse, worked his way through law school driving an ice cream truck, and was initially told he was too young to practice law. Carolyn wanted to study law at a time when few women were in the profession. Her father believed women should not be lawyers and refused to help her financially, so she put herself through the College of Law by working as a newspaper columnist. Both graduated in the top 10 percent of their respective classes and, undeterred, they relied on their education, sheer tenacity, and each other in building exceptional careers as lawyers and as respected members of the communities in which they lived and worked. At the height of his career, Robert served as the president and chief executive officer of Northwestern Mutual Life Insurance Company. Carolyn practiced for many years with a Syracuse law firm.

In memory of their parents, the couple’s three children—the Honorable Carolyn Dineen Wriston, and Robert E. Dineen Jr. L’66, all prominent attorneys in their own right—have pledged $15 million for the construction of a new building for the College of Law. The family’s naming gift is the largest ever received by the college and one of the largest in University history. It is also an important milestone for The Campaign for Syracuse University, which counts a new law school building among its fund-raising priorities. “The Dineens are quintessential members of the SU family,” Chancellor Nancy Cantor says. “Robert and Carolyn Dineen exemplified the spirit of Syracuse University, triumphing over challenges as they forged extraordinarily successful careers. Carolyn, Kathy, and Bob have built on that proud legacy, and we are profoundly grateful for the leadership they have shown within the SU community. To be a great university you need a great law school, and the new building, made possible through this landmark gift, will be a fitting testament to the Dineen family legacy.”

The 200,000-square-foot building is expected to cost between $85 million and $90 million, and School of Architecture alumnus Richard Gluckman ’70, G’71, of the Gluckman Mayner architectural firm in New York City, will be the project’s lead architect. The building will stand on a site immediately west of the college’s E.I. White and Winifred MacNaughton halls at the western edge of campus. The location is especially meaningful to the Dineen family because the building will be close to “the Swamp,” the neighborhood where Robert Sr. was born and raised. “I think my parents would be overwhelmed,” says Robert Dineen Jr., a University trustee and member of the College of Law’s Board of Advisors, when asked how his parents would feel about a building honoring their legacy and bearing their name.

College of Law Dean Hannah R. Arterian believes the gift will transform the learning environment for the college’s students. “I am truly humbled by the incredible generosity of the Dineen family,” Arterian says. “This new building will be an iconic symbol for the College of Law, giving it a strong sense of place that law students, faculty, staff, alumni, and guests will consider an inspirational home. This gift makes a profound statement about the Dineen family’s legacy and their commitment to legal education at Syracuse University College of Law.”

HARD WORK AND SACRIFICE

Robert and Carolyn Dineen—who met when they were representing co-defendants in a lawsuit—worked hard and sacrificed much to establish themselves in the law community. At a time when students could go directly to law school without an undergraduate degree, Robert opted to enroll in law school at Syracuse. Although he earned a “certificate of law” in 1924, he was considered too young to practice, so he worked as a claims adjuster for insurance companies in upstate New York and Canada. In 1926, he applied for a position with local law firm Bond, Schoeneck & King. The firm’s partners were initially reluctant to hire someone so young, but offered him the job based on a personal reference. He eventually became a partner before returning to the insurance business. From 1943 to 1950, Robert served as superintendent of insurance for New York State and then joined Northwestern Mutual Life. Fifteen years later, he became the company’s president and CEO.

Before deciding to study law, Carolyn Bareham Dineen, a Rochester, New York, native, earned a bachelor’s degree from William Smith College and a master’s degree from Columbia University. One of only two women enrolled in her class at the College of Law, Carolyn passed the bar exam and joined the Syracuse law firm of Costello, Cooney & Fearon. This brought congratulations to her father from his friends and, despite his initial dismay over her career choice, he was proud of her and her accomplishments. A true pioneer, she advocated for a wide range of career opportunities for women, often addressed women’s issues in her newspaper columns, and spoke to students about law as a profession for women. When the couple later relocated to Milwaukee, Carolyn was active in the community, serving
various organizations, including as president of the Milwaukee Catholic Home.

Robert Jr. says one of the proudest moments his father—and his family—experienced took place at SU in June 1966, when his father was awarded an honorary doctor of laws degree from the University, bestowed by Chancellor William Pearson Tolley. At a celebratory luncheon that followed, the elder Dineen made an observation on just how much his hard work paid off. It was the first time he ever used the front door of Sims Hall—having previously entered only through the back door when making deliveries for the Syracuse Ice Cream Company. The elder Dineen also said there could be no more jokes about how he was the only one in the house without a degree.

Syracuse pride runs deep in every member of the family, according to Robert Jr. “If my father and mother had not gone to the Syracuse University College of Law, Carolyn, Kathy, and I would not be here today,” he said, speaking to College of Law students at the annual Law Review Banquet in April. “Because of the opportunities and education that the College of Law provided to my parents, every member of the Dineen family owes their success to Syracuse.”


COMING TO A NEIGHBORHOOD NEAR YOU

AN ORANGE GLOW MAY SOON BE radiating from a neighborhood near you. This fall, the University launched a series of initiatives designed to boost its visibility in areas with large concentrations of SU alumni and friends. The primary purpose of these regional campaigns—scheduled to run through 2012—is to motivate alumni to become more actively involved with their alma mater. “We want to encourage our alumni to step forward as volunteer mentors, campus speakers, alumni representatives for the admissions office, and as donors to The Campaign for Syracuse University,” says Karen Spear, executive director for regional advancement. “By volunteering their time and talents, including the University in their philanthropic priorities, and providing opportunities for internships and immersion programs, our alumni and friends can have an immediate impact on students.”

The first of six regional campaigns got under way this fall in Boston, to be followed in succession by Los Angeles, Washington, D.C., New York City, and two other key cities. Boston seemed the logical place to start because SU already had a cadre of active alumni volunteers ready to help strengthen the region’s Orange presence. This core group evolved into the 21-member Boston Regional Council, which conceived the idea of hosting small neighborhood house parties and helped plan a number of larger events presented by SU’s schools and colleges. Council members also helped develop a creative marketing strategy, featuring Roger Berkowitz ’74, owner of Legal Sea Foods, and Sean McDonough ’84 of ESPN broadcasting fame, as well as other highly visible alumni who got their start at SU and achieved success in Boston.

Each of these focused, four- to six-month initiatives will follow a strategy similar to Boston, with some fine-tuning to reflect regional flavors and personalities. “Focusing our energies on these areas will ensure that everyone is invited to be part of SU’s vision of Scholarship in action and have an opportunity to participate in the broader capital campaign,” Spear says. “In the end, we want to be able to say that we reached out and engaged our alumni and friends in an urgent and personal way to help move the University forward.” —Christine Yackel
Two years ago, six friends studying drama at the Globe Theatre in London through Syracuse University Abroad realized they had more than just theater in common—they all had a passion for Shakespeare, and they wanted to perform his work using their newly acquired techniques. Today, the friends—now known as the Tempest Ladies—can consider themselves veterans of one of the world’s greatest theater showcases: the Edinburgh Fringe Festival in Scotland.

The Ladies—Stella Berg, Laura Borgwardt, Dana Clinkman, Holly Hart, Sarah Olbrantz, and Jana Stambaugh—are all 2010 graduates of the Department of Drama in the College of Visual and Performing Arts (VPA). With the help of stage manager Chelsea Jennings ’11 and faculty advisors Felix Ivanov and Timothy Davis-Reed ’84, they performed their self-produced and -directed, all-female version of Shakespeare’s *The Tempest* August 9-14 at Edinburgh’s Quaker Meeting House. “Our time at the Fringe was incredible and a massive learning experience,” Borgwardt says. “It was absolutely worth every drop of blood, sweat, and tears—literally, we shed a bit of each—that went into this production.”

The Tempest Ladies first mounted the play at SU during the spring 2009 semester. In addition to performing all of the roles and directing, they decided to handle their own costumes, set, props, and lighting. Choosing a simplistic concept, the group donned blue leotards with black capri pants and changed hats to denote each character.

To prepare for the Fringe, the group rehearsed the physically demanding production during the spring 2010 semester in New York City, where five of the actors were studying as part of the department’s Tepper Semester immersion program, and then in Syracuse in July. They also handled the many logistical issues connected to performing at the Fringe, including applying to the festival; finding and applying to a venue; arranging travel and rehearsal schedules; advertising; and costume, set, and prop design. With the help of the office of VPA Dean Ann Clarke, they secured college funding for the majority of the trip, and SU Abroad provided assistance with travel and living arrangements.

Once in Scotland, the group experienced the joys of performing and the challenges of marketing a production at what is considered the world’s largest arts festival—a 25-day extravaganza that featured 40,254 performances of 2,453 different shows in 259 venues. “I felt really encouraged and satisfied by the response we got from our audiences as well as the motivation it gave us as a young group of artists,” Stambaugh says. “Everyone was especially impressed by our use of the text, our physical inventiveness, and the way we included the audience without making them feel uncomfortable.”
More than 20 years ago, Adam Mazer ’89 produced a 35-minute senior thesis film at the Newhouse School based on the suicide of his close friend. “Creatively, it was very meaningful,” Mazer says. “Especially now, knowing that I was going to come to LA and pursue a career in the entertainment business.”

For Mazer, it was a stepping-stone into the field he loved: dramatic screenplays. This summer, Mazer reached a career milestone when he received an Emmy award for outstanding writing for a miniseries, movie, or dramatic special for his work on You Don’t Know Jack, the HBO film based on the true story of Dr. Jack Kevorkian, the physician known as “Dr. Death” for his efforts to legalize physician-assisted suicide. Fellow Orange Glenn Rigberg ’88, a Whitman School of Management graduate, was nominated for an Emmy for his role as an executive producer of the film, which collected a total of 15 nominations.

Mazer and Rigberg weren’t the only alumni giving an Orange glow to the red carpet at the 62nd Primetime Emmy Awards. All told, five alumni received nominations—and three collected Emmys. Other Emmy recipients and nominees included:

» David Rockwell ’79, a School of Architecture graduate who won an Emmy for outstanding art direction for variety, music, or nonfiction programming. Rockwell worked as production designer for the 82nd Annual Academy Awards broadcast.

» Danny Zuker ’86, a Newhouse graduate who was honored as a writer and producer for Modern Family, which won outstanding comedy series.

» Evan Weinstein ’84, a College of Visual and Performing Arts alum who was recognized for his role as co-executive producer of Amazing Race, which was nominated for outstanding reality competition program.

For Mazer, the Emmy validated years of hard work and sacrifice. When he began his career in LA, he spent nearly five years working as a production assistant and logging time as a waiter before selling his first screenplay. Although the movie never made it to the big screen, he says that was his “big break”—and hasn’t looked back since. “That was something I learned a great deal from,” Mazer says.

—Sierra Jimenez
A CULTURE OF PHILANTHROPY

ORANGE CENTRAL WAS a celebration of everything that’s good about our alma mater. It was a time to renew friendships, applaud the accomplishments of fellow alumni, and acknowledge SU’s growing culture of philanthropy. On one end of the spectrum, the Orange Circle awards recognized alumni who have made their mark through philanthropic activities, and on the other, the Class of 2011 began its philanthropic journey by launching the Senior Class Giving Campaign.

The tradition of the Senior Class Gift was revived in 2009, and last year, the Class of 2010 raised $11,845 through 150 individual donations. This year, the seniors are emphasizing even greater participation. Anyone on the Quad that Saturday morning before the SU-Pittsburgh game saw seniors Beth Anne Kieft, Marc Heintzman, and Jon Barnhart out there promoting gifts of $20.11. In return, contributors received an “I’m a Class Act” game day rally towel. All who wish to join their effort can make an online gift at classact.syr.edu. Contributors will receive an official “I’m a Class Act” pin and recognition in the “Registrar of Graduates.”

The spirit of philanthropy is flourishing on campus in other ways, too. Louise and Howard Phanstiel ’70, G’71 gave one of the largest gifts ever made to Syracuse, designating it for middle-class scholarships (see page 30). And Helene Kahn ’10, an associate in SU’s development office, has organized a group of students to help create a campus-wide philanthropic culture by giving back in ways that will improve the world around us. Kudos to Jessica Cunnington ’11, Chelsea Damberg ’12, Erik Bortz ’12, Mollie Beach ’11, Melissa Vargas ’11, Matt Cohen ’11, Zach Fisher ’11, Luis Romo ’10, G’12, Russel DeRemer ’14, Nykeba Corinaldi ’11, Jonathan Leon ’11, and Merin Pasternak ’13 for their participation in this worthy effort.

These exciting initiatives should serve as an inspiration to all SU alums, who can give back by supporting the Annual Giving and Capital campaigns, joining their local alumni club, mentoring a student, or attending student send-offs. As our students have so aptly demonstrated, giving back—no matter what form it takes—is vitally important to our University.

Larry Bashe ’66, G’68
President, Syracuse University Alumni Association
advocates for poetry and fosters engagement in poetry and literary arts activities among Connecticut citizens. He is married to Lori Negridge Allen ’60 (A&S), who writes under the name L.N. Allen.

Robert Bogdan ’64 (EDU), G’71 (MAX), Distinguished Professor Emeritus of Social Science and Education at Syracuse University, wrote Beauty and the Beast: Human-Animal Relations as Revealed in Real Photo Postcards, 1905-1935 (Syracuse University Press), a visually stunning book that covers the wide array of roles that animals play in our lives.

George Criticos ’64 (VPA) retired from the board of the SU Alumni Club of Rochester, N.Y., after serving for 28 years. In 1991, he received the inaugural Alumni Club Officer of the Year award after completing his term as club president.

Robert O’Connell G’65 (SWK) of Clifton Park, N.Y., was selected by AARP New York to receive the association’s Andrus Award for Community Service, which recognizes members and volunteers who significantly enhance the lives of people age 50 and older.

Donald Caspary G’68 (A&S), professor of pharmacology and Southern Illinois School of Medicine distinguished scholar, is principal investigator for a federally funded study of age-related hearing loss.

Ray Brown ’69 (A&S) wrote, illustrated, and published Linda and the Rocket Belt (Bookemon), the third in a series of children’s storybooks. He also collaborated with his brother, Chaz, to create The Penultimate Whacky, a satirical magazine (Bookemon).

Michelle Rand Morse ’69, G’70 (VPA) is the approved mural vendor to the Broward County, Fla., schools, the North Broward Hospital District, and the Joe DiMaggio Children’s Hospital and its Memorial Hospital District. She completed two murals at Palm Beach International Airport for Paradies Shops and illustrated Emily, the Brave (Guardian Angel Publishing) by Doc McDuke.

Daniel Ward ’69 (A&S), an attorney with 37 years of experience, is the Western New York assistant regional director at New York State Empire Development Corporation.

Todd D. Flaherty ’70 (A&S), of South Kingston, R.I., is president and CEO of The College Crusade of Rhode Island, the state’s most comprehensive college-readiness and scholarship program for middle and high school students in low-income urban school districts.

Cathy Raphael ’70 (VPA) of Pittsburgh is board chair of the Ms. Foundation for Women, the leading national social justice foundation committed to building the collective power of women to create positive social change.

Sally (Storch) Cooney Anderson ’71 (VPA) wrote Life. I Can Choose (www.Xlibris.com), a book about her experience with suicide. The book presents her personal journal to inspire readers about the value of life and that sometimes suicide can be prevented.

Gorham L. Black III G’71 (MAX) is Maryland state director of Selective Service, a presidential appointment. Black is a Vietnam combat veteran who retired from the Army in 1990 after 27 years of service.

Arthur Bloom ’71 (A&S), G’72 (EDU) retired after teaching biology for 38 years at Scarsdale (N.Y.) High School.

Caryl A. Oberman ’71 (A&S), an attorney representing children and their parents in education matters for more than 35 years, was named a 2010 Pennsylvania Super Lawyer by Philadelphia Magazine and Law and Politics magazine.

James Dunford ’72 (A&S), professor emeritus of clinical medicine and surgery at the University of California San Diego Medical Center, Department of Emergency Medicine, received the Arnold P. Gold Humanism in Medicine Award and presented the Leonard Tow Lecture to the Class of 2014 at the UCSD School of Medicine White Coat ceremony.

Ellen S. Podgor ’73 (VPA), the LeRoy Highbaugh Sr. Research Chair and professor of law at Stetson University College of Law, received the 30th annual Robert C. Heeney Memorial Award—the National Association of Criminal Defense Lawyers’ most prestigious honor.

Ned Tillman ’73 (A&S) of Columbia, Md., won the 2010 Excellence in Journalism Award from the Renewable Natural Resource Foundation for his book The Chesapeake Watershed: A Sense of Place and a Call to Action (Chesapeake Book Company). The book also was selected as the 2010 winner of the Best Book on Environmental and Natural Resources by the American Society for Public Administration.

Louise Antony ’75 (A&S), professor of philosophy at the University of Massachusetts, Amherst, wrote Philosophers Without Gods: Meditations on Atheism and the Secular Life (Oxford University Press). The book highlights the richness of atheistic belief as a morally fulfilling way of life.

Roy J. Evans L’75 (LAW), a partner with Schenck, Price, Smith & King, will continue to serve his clients at the firm’s new headquarters in Florham Park, N.J.

Jane Felsen Gertler ’75 (A&S/NEW) of Great Neck, N.Y., is an associate director of marketing at Helfern Architects. She is a certified professional services marketer, which is the model of excellence established by the Society for Marketing Professional Services.

Tannaz Kosrowshahi Rahman ’76 (NEW) rediscovered her original avocation for languages by teaching at Transsemantics International Language Institute in Washington, D.C.

Elizabeth Chekodian Duncan ’77 (A&S) is the 2010 recipient of the American Library Association Government Documents Round Table’s Bernadine Abbott Hoduski Founders Award for her outstanding work at the New York State Library to improve public access to New York State government information.

Dan Glazier ’77 (SWK), executive director and general counsel for Legal Services of Eastern Missouri, received an Unsung Hero Award from the St. Louis Jewish Light for his “commitment to bettering people’s lives.”

Steven Paquette ’77 (NEW), L’79 (LAW), a member of the Syracuse-based Green & Seifter law firm, was named to the 2010 issue of New York Super Lawyers—Upstate Edition. His law practice navigates complex divorce and family law matters.

Yahya Tabesh G’77 (A&S), professor of mathematics at Sharif University of Technology in Tehran, Iran, was one of two mathematicians to win the prestigious Paul Erdös Award for 2010 granted by the World Federation of National Mathematics Competitions. The award is given for “sustained and distinguished contribution to the enrichment of mathematics education.”

Susan Williams ’77 (A&S), of Spring House, Pa., wrote Anna’s Secret Legacy (Infinity Publishing), a novel about a World War II love affair between an American pilot and a research scientist who makes a remarkable discovery that can revolutionize medicine or—in the wrong hands—wipe out humanity. (www.AnnaSecretLegacyNovel.com).

Brent Marchant ’78 (NEW) is contributing writer to the metaphysical web site FengSHe.org.

Chris G. Trapp ’78 (WSM) of Alden, N.Y., joined the law firm of Josephine A. Greco & Associates. The firm’s name will be changed to Greco & Trapp after the first
of the year. Trapp will continue to focus his practice on municipal, education, and labor law in addition to commercial litigation.

Michael Kolbert ’79 (WSM) of Boca Raton, Fla., is chief financial officer for the Holland Sheltair Aviation Group in Ft. Lauderdale. The company is a fully integrated developer of general aviation properties as well as a fixed base operator at 13 airports located throughout Florida, Georgia, and New York.

D. Richard McDonald G’79 (MAX), leader of the securities-public company practice area for Dykema law firm in Bloomfield Hills, Mich., was named one of the “Best Lawyers in America 2011” by the Woodward/White legal referral guide. His practice focuses on mergers, acquisitions, and corporate finance and securities transactions.

Melissa Freedman Croteau ’80 (CHE) is chief marketing officer of the Nixon Peabody law firm. Working out of the firm’s Boston office, Croteau co-leads the firm’s working out of the Nixon Peabody law firm.

John Robert Greene G’82 (MAX), the Paul J. Schupf Professor of History and Humanities at Cazenovia College, wrote America in the Sixties (SU Press), a book that “vividly brings to life arguably the most important and complex decade of the 20th century.”

James Vacca ’83 (EDU), associate professor and chair of the Department of Special Education and Literacy at Long Island University/C.W. Post campus, received a Child Abuse and Neglect/Family Violence Volunteer/Professional Award from the Suffolk County Advisory Committee on Child Protection and Suffolk County Task Force to Prevent Family Violence.

Mary Alice Smolarek ’84 (A&S), a partner in Wright, Constable & Skeen law firm, was elected to a two-year term on the Maryland State Bar Association’s Board of Governors. She has been named among Maryland’s Super Lawyers for estate planning and probate for the past four years.

Lisa A. Coppola ’85 (NEW/WSM), L’89 (LAW), partner at Rupp, Baase, Pfalzgraf, Cunningham & Coppola in Buffalo, was selected to New York Super Lawyers—Upstate Edition 2010 for her practice in business and employment litigation.

David Kalvitis ’85 (VPA) of Rochester, NY, is a puzzle designer and independent publisher whose popular Greatest Dot-to-Dot book series sold more than one-half million copies. His loyal customers from Denmark to Mexico are looking forward to two more books scheduled for release in February 2011 (www.monkeyingaround.com).

Ronald D. Smith ’85 (NEW), chair and professor of the communications department at Buffalo State College, received the Public Relations Society of America Buffalo/ Niagara’s 2010 Board of Directors’ Distinguished Service Award. Smith was honored for representing the highest ideals of ethics and professional integrity.

Gregory Horton ’86 (VPA) is appearing in the critically acclaimed Off-Broadway musical, With Glee.

Lisa A. Coppola ’85 (NEW/WSM), L’89 (LAW), partner at Rupp, Baase, Pfalzgraf, Cunningham & Coppola in Buffalo, was selected to New York Super Lawyers—Upstate Edition 2010 for her practice in business and employment litigation.

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David Siroty ’85 (A&S/NEW) of Westfield, N.J., is vice president of North American Communications for Coldwell Banker Real Estate. He has worked in public relations for 25 years in the sports, TV, agency, and university industries, and wrote a 2002 baseball book titled The Hit Men and the Kid Who Battled Ninth.

Ronald D. Smith ’85 (NEW), chair and professor of the communications department at Buffalo State College, received the Public Relations Society of America Buffalo/ Niagara’s 2010 Board of Directors’ Distinguished Service Award. Smith was honored for representing the highest ideals of ethics and professional integrity.

Gregory Horton ’86 (VPA) is appearing in the critically acclaimed Off-Broadway musical, With Glee.

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FLOYD LITTLE ‘67 WAS BORN ON THE 4TH OF JULY, which seems apt for a three-time Syracuse All-America running back who wore the number 44 and went on to a spectacular career in pro football. To no one’s surprise, Little was inducted into the College Football Hall of Fame in 1983, soon after becoming eligible. Why then, football fans wonder, did it take until 2010—Little’s 30th year of eligibility—for him to assume his rightful place in the Pro Football Hall of Fame in Canton, Ohio? The wait was long—and ironic. For decades, Little was introduced at public functions as a “future hall-of-famer” by the likes of longtime NFL commissioner Pete Rozelle and pass-catching-ace-turned-sportscasting-star Frank Gifford. In time, Little’s induction may have been taken for granted. Last August, this lingering injustice was righted when Little was enshrined in pro football’s pantheon. “It’s truly a great honor for me to finally get in to the Hall of Fame,” Little told one newspaper. “It’s taken quite a while to get there, but I’m not mad at anybody. I’m happy I can stand up and receive this honor with my family and friends. I didn’t want to go in posthumously; I wanted to go in when I could celebrate with the family, the kids, the fans, and the teams.”

The mystery of Little’s exclusion from Canton remains just that. A first-round draft pick of the Denver Broncos, he spent nine seasons with the team as one of pro football’s most productive running backs. A five-time all-star, he led the NFL in rushing in 1971 with 1,133 yards, topped his conference in rushing twice, and gained more than 12,000 yards in total offense. Considered small at 5 feet 10 inches, 195 pounds, Little demonstrated a spirited versatility that was rare then and rarer today. During several seasons he was the only player in the league to score touchdowns three ways: as a running back, pass receiver, and punt returner. He retired in 1975 as the pro game’s seventh leading rusher, all-time.

In life after football, Little became a successful businessman and community leader, making his home in Seattle. Asked to explain the delay in reaching Canton, he says, “I think it had to do with playing in Denver.” There were three relevant disadvantages for players wearing that other Orange uniform during Little’s years as a Bronco: The team had a losing record seven of nine seasons, never qualifying for post-season play; the city was among the smallest NFL media markets, leaving players as far from the national spotlight as possible in pro football; and as an American Football League franchise absorbed by merger, the Broncos were subject to snobbery on the part of old-time NFL hands, who dominated Hall-of-Fame politicking. Little believes the hand of fate helped open the door. “I believe everything happens for a reason,” says Little, who co-chaired this fall’s Orange Central extravaganza. “In the 44th year after I graduated, with our 44th president in office, during the year my son turned 44 and the 44th Super Bowl was played, I received the 44 votes necessary. You might say it was in the stars.”

Little’s mantle did not sit bare while he awaited the cosmic alignment. He was recognized by the NFL Players Association in 1973 with the Byron “Whizzer” White Player of the Year Award, named for the late Supreme Court justice who played halfback for the Detroit Lions. In 1978, Little was the Walter Camp Foundation’s Man of the Year, putting him in the company of Hugh “Duffy” Dougherty ’39, the only other Orange footballer so honored. On the 25th anniversary of Little’s graduation from SU, he received the prestigious NCAA Silver Anniversary Award, determined by a formula described as “40 percent athletics; 60 percent career.” When it comes to crediting others, Little displays none of the reluctance Canton showed him. Little’s College Hall of Fame biography concludes with this: “He said of Syracuse, ‘I liked it because they made you be a student first, an athlete second.’” —David Marc
1. Recipients of the Arents Award, the University’s highest alumni honor, gather for a group photo. Seated (left to right): pioneering video artist Bill Viola ’73, H’95; disability rights activist Brian P. McLane ’69; and author, artist, and philanthropist Karen B. Winnick ’68. Standing (left to right): Chancellor Nancy Cantor and entertainment executive Suzanne C. de Passe ’68.

2. Two of this year’s Orange Central honorary alumni co-chairs—Pro Football Hall of Famer Floyd Little ’67 and Gary Radke ’73, Dean’s Professor of the Humanities—share a quiet moment during the weekend festivities.

3. Folk artist Warren Kimble ’57 and MSNBC anchor Contessa Brewer ’96 kick up their heels at the Orange Central Bash.

4. Courtney Jones ’07 and Gyasi Barber ’11 dance to the beat of a golden oldie at the 1950s-themed Donor Appreciation Tailgate party prior to kickoff.

5. Members of the 2010 Homecoming Court are all smiles before the Syracuse-Pittsburgh football game at the Dome.

6. Panelists discuss the role of the arts in inclusive education at the red carpet premiere of the documentary, *People Like Me*. Panelists include (left to right) Jordan Hunter Siegel ’11, Sindoor Desai, moderator Contessa Brewer ’96, Chris Gedney ’92, Katherine Glover, and drama professor Elizabeth Ingram.

7. Honorary alumni co-chair and NPR newscaster Lakshmi Singh ’94 with School of Education Dean Douglas Biklen G’73.

8. Max Weinberg, E Street Band drummer and former band leader for Conan O’Brien’s show, performs at The Underground in the Schine Student Center.

9. Members of the Class of 1960 gather in Hendricks Chapel for their official 50th Reunion class photo.
10. Alumni dodge raindrops as they walk through the Sculpture Garden on campus.

11. Orange Circle Award recipients (left to right): Whitman School professor Mike Haynie, founder of the Entrepreneurship Bootcamp for Veterans with Disabilities (eBV), on behalf of Winston C. Fisher ’96 and the Fisher House Foundation; Archie Page ’11, representing L.A. Semester, on behalf of Marshall M. Gelfand ’50; Sierra Fogal ’11, on behalf of Students in Free Enterprise; Michael Weiss ’12, on behalf of the Miriam Loewy Friend Hillel Program’s Gift of Life Campaign; Brian P. Iglesias, eBV graduate and president and CEO of Veterans Inc., on behalf of eBV; Chancellor Nancy Cantor; and hosts Floyd Little ’67 and his wife, Deborah.

12. John Robinson ’90, disability rights advocate, and Wendy Harbour, the Lawrence B. Taishoff Professor for Inclusive Education, discuss the importance of providing higher education opportunities for students with disabilities as part of the Higher Expectations for Higher Education panel discussion moderated by journalist and author Mark McEwen.

13. Sujeet Desai provides a musical interlude at the Art of Inclusion event at Syracuse Stage.

IN THE FIRST PERSON

A DISHONORABLE LEGACY
Reflections on the Mass Evacuation of Japanese During World War II

BY SATORU TSUFURA

EXECUTIVE ORDER 9066 ON FEBRUARY 19, 1942, SIGNED BY PRESIDENT Franklin D. Roosevelt, was the beginning of a nightmarish experience that engulfed the personal lives of more than 110,000 Japanese Americans. In our family, it was the beginning of a cleavage to a once peaceful life.

My parents were born in Japan; my two brothers and I were born in California. When Japan attacked Pearl Harbor on December 7, 1941, utter chaos gripped our nation. What about all the Japanese living on the West Coast? Were there spies among them who would be an immediate threat to our country? As fate would have it, our military, government, and media leaders’ distrust of all Japanese on the West Coast made it paramount for President Roosevelt to authorize their removal, even though many were born in this country.

In 1942, Japanese families were shipped by bus and train to 10 camps hurriedly put together in isolated desert areas of the country, where they were held for up to four years. We were only allowed to bring clothes, personal grooming items, and bedding. We had to leave our pet dog behind to scavenge for itself. Most families lost their homes, property, and cars. Furnishings had to be sold at bargain basement prices to enterprising neighbors.

Our family was shipped to Canal Camp of the Gila River Relocation Center in Arizona. Barbed wire fences and guard towers surrounded the camp. All of us internees called this a concentration camp. Our 20-by-20-foot living quarters were located in an Army barrack building, number 13 of block number 3. There were no toilets or running water. A central wash and latrine building was provided in the middle of each block, consisting of 15 barracks. The shabby buildings had wooden floor planks 1/8 - 1/4 inch apart. The ceiling rafters were equally porous, especially during the summer dust storms that deposited lots of sand in our living quarters. Winter in the desert was bitter cold; summer piping hot.

We attended regular classes taught by teachers who came from outside communities, and such sports activities as football, baseball, softball, and volleyball were available. But within two years, life in the camp took on a different mood. Close knit families began to crumble. Our parents struggled to keep us together as a family. But we teenagers had our own individual thoughts about the future: “Why are we here even though we are American citizens? Is our future to be as prisoners of war?”

Suddenly there came a break, a small crevice, if you will, when some of the camp’s high school graduates began enlisting in the U.S. Army. My brother Hitoshi, having graduated from a high school in Michigan through the auspices of the War Relocation Authority, announced he, too, wanted to volunteer for military service. Needless to say, a stinging furor commenced. My mother shouted to Hitoshi, “Will you dare point that rifle at my brother and sister and your cousins?” My father broke in to say, “We will be going back to Japan shortly on an exchange ship because this country cannot treat you citizens as criminals. This is no place to raise you properly!” Listening to the heated argument from behind a bamboo curtain just a few feet away, I answered, “I will jump from the truck taking us to the port of embarkation and you will never see me again!”

My brother turned his back on our parents and joined the Army. Through the War Relocation Authority, I continued my high school education in Cleveland Heights, Ohio, where Cornie and Polly Scheid agreed to be my surrogate parents. I’ll always be indebted to them both for taking care of my personal health and well-being during this difficult time in my life.

More than 60 years have passed, and I hope that never again shall there be another ethnic evacuation based on the whims of politicians and prejudicial leaders to defame our country’s history.

Satoru “Sat” Tsufura’s story about life in an internment camp was a winner in the 2009 Legacies Writing Contest sponsored by the Essex County Division of Senior Services in Cedar Grove, New Jersey. A former sports magazine publisher and photographer, Tsufura graduated from Syracuse University in 1954 with a degree in visual and performing arts. He has appeared in several national commercials and voiceovers, including ones for Snickers, Fox Sports, and BMW (directed by Ang Lee).
Melissa Richards-Person '89 (NEW), senior director of advertising and promotions for Papa John’s International, was named a “Woman to Watch” for 2010 by Advertising Age. The honor recognizes women in advertising, marketing, and media who have played significant roles in defining the future of their fields.

Louis Aronson L’90 (LAW), an attorney with 20 years of experience in the gaming and racino (race track and casino) industries, merged his law firm, Ruben & Aronson, with Washington, D.C.-based Saul Ewing LLP, to expand their gaming capabilities.

Virginia A. Gonzales ’90 (NEW), director of admissions and office of special programs at New York University Tisch School of the Arts, received the Distinguished Administrator of the Year Award 2010 at the Tisch School of the Arts Asia. She travels between New York and Singapore to promote international education in media and the performing arts.

Kirk Narburgh G’90 (ARC), a partner at King + King Architects in Syracuse, is a board member of Francis House, which provides a home for terminally ill people so they can die with dignity.

John Robinson ’90 (NEW) of Glenmont, N.Y., is general manager of Axcess Productions owned by WCNY, Syracuse, offering client service in video production and

Salman Amin ‘81

ENGINEERING MARKETING SOLUTIONS

HOW DOES A CIVIL ENGINEERING education prepare a student to become chief marketing officer at a Fortune 500 company? Salman Amin is uniquely qualified to answer that question. “My engineering background has been immensely helpful in my work,” says Amin, executive vice president for global sales and marketing at PepsiCo. “It gave me the analytical framework I needed to strip problems down to their parts so the important issues can be identified. If you’re able do this, no problem is overwhelming.”

Amin has demonstrated extraordinary talent for understanding the needs, desires, and expectations of consumers in the contemporary marketplace. PepsiCo, while readily associated with its soft drink heritage, has grown into a highly diversified leader in the international food-and-drink industry, bringing dozens of brands to market, including such familiar household names as Quaker Oats, Frito-Lay, Tropicana, and Gatorade. Collectively, these products account for about $60 billion in annual sales worldwide, with 19 PepsiCo brands doing $1 billion or more of business each year. Blockbuster numbers aside, Amin is careful in his marketing strategies to remember that each sale results from an individual making a buying decision. “To be successful, the brand must say to the consumer, ‘I’m relevant to you and I’m what you’re looking for at this moment,’” he says. “In turn, the consumer looks at the brand and says, ‘I know I have a lot of choices, but I want to invite you into my life.’”

On track for an engineering career when he graduated from SU, Amin took a job with an engineering design firm in Chicago and earned an M.B.A. degree at Northwestern University with an eye toward becoming a financial services specialist in large infrastructure projects. While in graduate school, an interview with a Procter & Gamble recruiter resulted in an unexpected job offer in brand management. What intrigued Amin about the position was its opportunity to take personal responsibility within the context of a corporate setting. “As a brand manager, you effectively become general manager of a business,” he says. “Everything you do has impact on the product—and you do just about everything. You work on advertising, research and development, selling strategies, and so on. Every Monday morning when the sales report from the previous week arrives, you can see exactly how you did. It’s one of the purest forms of feedback in one of the purest meritocracies in the business world.” During a decade at P&G, Amin rose through the ranks, marketing an assortment of products in a variety of places: diapers in Europe, snack foods in Asia, shampoo in the United States. Joining PepsiCo in 1995, he worked in several international divisions. As president of PepsiCo UK & Ireland, he achieved a 3 percent reduction in the carbon footprint of potato chip production, accomplished through a thorough examination of the process, from spud in the ground to bag on the shelf.

Although his work has taken him around the world, Amin has maintained ties with the University, serving as a member of the dean’s advisory board at the L.C. Smith College of Engineering and Computer Science and as a guest lecturer for the Whitman School of Management on campus and in the London I.M.B.A. program. In his talks to students, as elsewhere, Amin stresses his commitment to PepsiCo’s “Performance with Purpose” philosophy. “We have to deliver consistently solid performance to our shareholders, but we must do it the right way,” he says. “So we have defined ‘purpose’ as having three planks. One is human sustainability, which is all about health and wellness, and reformulating our products in terms of those challenges. Second, there is environmental sustainability, particularly in water usage, energy, and other relevant areas. The third is talent sustainability. With 285,000 employees around the world, how do we make PepsiCo a place where they love to come to work?”

—David Marc
SU TRUSTEE THOMAS C. WILMOT SR., BOARD CHAIR OF Wilmorite Inc., is known for building and developing high-profile shopping malls, hotels, convention centers, and other landmarks that help shape the character of contemporary metropolitan regions. Less visibly, but to no less an extent, Wilmot is helping SU students build their futures. In 1989, he and his wife endowed the Thomas C. and Colleen M. Wilmot Scholarship for students at the L.C. Smith College of Engineering and Computer Science (LCS). “My wife and I enjoy attending the annual luncheons for our scholarship students, and we’re very impressed when we meet them,” Wilmot says. “I’m amazed at all the worthwhile activities these kids can handle while carrying a full academic load.”

When the Wilmots expressed a desire to do more for students, Provost Eric Spina, then dean of LCS, proposed they endow a professorship. In 2007, the Wilmots responded, enhancing their commitment to Syracuse students with a $6 million gift to the University, which enlarged the existing Wilmot Scholarship endowment and created a new faculty position. A national search brought Cliff Davidson, a renowned air-quality and sustainable engineering expert, from Carnegie Mellon University to Syracuse to assume the first Wilmot Endowed Chair in Engineering. “Tom and Colleen were looking for a new way to support students,” Spina says. “So I suggested they make it possible for us to recruit a high-quality teacher capable of involving students in research projects that enhance their educations and prepare them for future opportunities. When the Wilmots saw the range of benefits they could deliver to students by endowing a chair, they responded right away.”

Tom Wilmot is used to delivering. After earning a bachelor’s degree in civil engineering, he joined Wilmorite, a Rochester-based real estate development and management company founded as a construction company by his father and uncle. During the 1970s, he was involved in many transformational construction projects in the Rochester area, including the building of the city’s international airport and some of the first enclosed shopping malls in upstate New York. As president of Wilmorite during the ’80s, he made retail development a priority, establishing the company’s reputation for creating “destination” shopping malls in affluent exurbs, such as The Danbury Fair Mall in Connecticut and Freehold Raceway Mall in New Jersey. Under his direction, the company has been responsible for some 30 million square feet of retail, office, hotel, and other facilities in nine states.

Wilmot’s connections to SU are lifelong, dating back to Saturday excursions with his father to see the Orange play football at Archbold Stadium. His son Paul ’02 majored in finance at the Whitman School before joining the family business. As an SU trustee, Wilmot serves on the executive and budget committees, two of the board’s most demanding assignments. Asked about his priorities for education, Wilmot, who sits on the governing bodies of four private educational institutions, says, “I share the general concern about the cost of private education and with finding ways to make it more affordable for students.” This nationwide problem notwithstanding, Wilmot sees evidence indicating Syracuse is headed in the right direction. “Applications are way up and enrollment is up,” he says. “The University seems to be on a tremendously successful roll.”

—David Marc
multimedia web content. He lives in the capital region of New York State and travels to meet clients.

Kevin Chernett ’91 (VPA) is executive vice president of Chicago-based Live Nation Entertainment, a search engine for concert promotion, venue operations, sponsorship, ticketing, e-commerce, and artist management.

Kerrie Restieri Heslin ’91 (WSM), a partner at Nukki-Freeman & Cerra, was named a New Jersey Super Lawyer and honored as a “Woman of Distinction” by the Executive Women of New Jersey. She lives in Jefferson Township, N.J., with her husband and two children.

Gregory Roberts ’93 (LCS) is a lieutenant colonel in the 438th Air Expeditionary Advisory Group at the Kabul International Airport in Afghanistan. He is part of the advisory team responsible for training more than 400 Afghanistan Air Force personnel.

Patrick Volz ’93 (VPA) of Northfield, Vermont, works at the School of Graduate and Continuing Studies at Norwich University, from which he graduated cum laude with a master’s degree in public administration in June.

Deborah Moore Ellsworth ’94 (NEW) is associate vice president of marketing and membership for the YMCA of Greater Pittsburgh.


Amy Rosenthal ’92 (VPA) of Boca Raton, Fla., is one of the women featured in Previvors: Facing the Breast Cancer Gene and Making Life-Changing Decisions (Avery) written by Dina Roth Port.

Amy Gerhart Favreau ’93 (NEW) of Mechanicsville, Va., serves on the American Marketing Association’s Professional Chapters Council. She serves as a mentor for professional chapters across the country, coordinates a national volunteer database, and participates in a variety of council initiatives.

Kevin Kramer ’94 (WSM) of Hoboken, N.J., is vice president of legal affairs and general counsel for the Robert Wood Johnson University Hospital, Rahway.

Richard C. Peagler G’94 (EDU) was designated director emeritus of counseling and student development after 38 years of service at SUNY Cortland. He and his wife, Vashi, live in Cortland.

Michael Rosen ’94 (A&S) is president of Oggifinoji, an advanced media advertising company, located in New York City.

Cheryl Hoffman ’95 (CHE) of Washington, D.C., was selected by the American Psychological Association as the 2010-11 Jacqueline Goldman Congressional Fellow. She will spend one year as a congressional staff member working on policies that affect children and youth.

Lisa Weinzheimer Shaiken ’95 (WSM) and her husband, Andrew, announce the birth of twin daughters, who join sister Jenna.

Bryan Reyhani ’96 (A&S), a partner at the Loeb & Loeb law firm in New York City, works in the securities litigation, arbitration, and regulatory enforcement department. He lives in Woodbury, N.Y., with his wife, Tracy, and daughters Ava and Chloe.

Sarah Layden ’97 (NEW), associate professor of English at Indiana University-Purdue in Indianapolis, won first and second place in the Society of Professional Journalists’ “Best in Indiana” competition for two NUVO Newsweekly articles covering social justice issues.

Kimberly Ann Bart ’98 (A&S), G’99 (MAX), assistant dean of public interest and pro bono at Duke University School of Law, was honored as a distinguished alumna of Tonawanda (N.Y.) High School for making a “lasting impression” through her life’s work.

Amy Warshaw Fiore ’98 (VPA) and her husband, Anthony Fiore ’98 (A&S), of Scotch Plains, N.J., announce the birth of their second daughter, Mackenzie Gray. Amy is managing director of TADA! Youth Theater in New York City, and Anthony is a sales associate/operations manager for Weichert Realtors and the Shallis Group in Hoboken and Madison, N.J.

Maryann Makekau ’98 (new), associate professor of English at Norwich University, co-edited City-County Consolidation: Promises Made, Promises Kept?, which offers an analysis of merging a major municipality and county to form a united government.

Lauren S. Perdue ’00 (VPA), a music teacher at Frangus Elementary School in Orlando, Fla., won the 2010 OCPS/Kessler Grand Bohemian Scholarship Award for Excellence in Teaching in the Fine Arts in Elementary Music.

Elizabeth Queen Nelson G’02 (CHE) is a clinical assistant professor in the general pediatrics division at SUNY Upstate Medical University.

Darlene Burgos Grande ’00 (VPA), a music teacher at Frangus Elementary School in Orlando, Fla., won the 2010 OCPS/Kessler Grand Bohemian Scholarship Award for Excellence in Teaching in the Fine Arts in Elementary Music.
CONNECTING WITH CARE

GROWING UP IN HOUSTON, C. Nikole Saulsberry learned a lot about Southern hospitality. So when Hurricane Katrina struck the Gulf Coast in 2005, it was only natural for Saulsberry to extend a helping hand. “When Katrina hit, we had people who came from New Orleans to my church and they became sort of like family,” she says. “So I’ve always been a big supporter of New Orleans and its culture.”

Five years after Katrina, Saulsberry took that passion to a new level and joined AmeriCorps’ National Civilian Community Corps (NCCC), a 10-month program for young adults who want to volunteer in disaster relief efforts and work to improve environmental conditions and education around the country. Saulsberry and a team of 10 other volunteers worked to make a difference in the Gulf by learning how to help rebuild houses and assist with electrical repairs in some of Louisiana’s hardest hit areas. “Being there was great,” she says. “It was amazing to experience the sense of vibrancy and pride and community that the people had.”

Her two months in New Orleans overlapped with the Gulf Coast oil spill, which dealt another devastating blow to the region. “There was a sense that people were just starting to pick themselves back up from Katrina,” she says. “A lot of these people were fishermen and they were, again, being struck down.”

Like all NCCC members, Saulsberry was required to complete at least 1,700 hours of service during her 10-month commitment. She was stationed in AmeriCorps’ Pacific Region campus in Sacramento, California. In addition to the Hurricane Katrina relief effort, Saulsberry and her team removed invasive species, such as the Himalayan blackberry, from the wetlands at the Oregon Garden in Silverton. Initially, she was apprehensive about working in the gardens because she didn’t have a science background. But with every new project, team members were taught the skills they needed to complete the job. The team also worked in California as tutors at an elementary school. “It was difficult,” Saulsberry says. “There were aspects of the job that were challenging.” In many ways, she says, NCCC was like the first year of college. “You have your day-to-day challenges,” Saulsberry says. “If someone upsets you at work, well, you’re still living with them. So you learn to get really good at group communication and dynamics.”

A communication and rhetorical studies major in the College of Visual and Performing Arts, Saulsberry says her studies and experiences at SU were the beginning preparations for her 10-month journey. “There’s so much I learned at Syracuse about communication and how organizations work together,” she says. “I think there’s a lot to be said about connecting to the very core of the nonprofit world. I wanted to take some time off to figure out my nonprofit philosophy. And I got to do a lot of that because of NCCC.”

Saulsberry says her time in NCCC has given her hands-on life experience. She plans to carry that experience with her to work for a nonprofit organization. “What I continue to take away from it today is how much you can rely on your family and your culture and the network that is around you,” she says. “The people you’re with make you so much more who you are than the things that you have or your job title.”

—Sierra Jimenez

Jennifer Ford Phoenix ’02 (A&S/EDU) and husband, Timothy Phoenix ’02 (A&S), of Memphis, Tenn., announce the birth of their daughter, Josephine Daphne.

Carrie Souls ’02 (IST) began walking the Appalachian Trail in Georgia last spring with the goal of raising the SU flag at the top of Mount Katahdin in Maine by fall. A daily blog of her journey can be found at maine2010.blogspot.com.

Koren Zailckas ’02 (NEW) of Brooklyn wrote Fury, a follow-up to her first book, Smashed. A review says it is “…a dazzling work with unexpected literary gut-punches.”

Lisa Belodoff G’03 (WSM) is director of marketing at LightWorks Optics in Southern California.

Dominic Francese ’03 (A&S) is a health communication intern at the National Cancer Institute in Bethesda.

Gavin Reynolds ’03 (NEW) is associate attorney at the Rochester, N.Y., office of Phillips Lytle, a full-service law firm with offices across New York State.

Adam Ritchie ’03 (NEW) owns Adam Ritchie Direction, a public relations firm named the global communications agency for Nuna, a Dutch company specializing in baby gear. His band, The Light Out, headlined a showcase at the CMJ Music Marathon and was featured on VH1.

Pamela Schultz ’03 (A&S) of Hickory, N.C., earned a master of social work degree from UNC Charlotte.

Paul Ronan ’06 (A&S) of Washington, D.C., is co-founder of Resolve Uganda, a nonprofit organization dedicated to ending the war in Uganda, a brutal insurgency spearheaded by the Lord’s Resistance Army (LRA). Serving as the director of advocacy to end what is now Africa’s longest running conflict, Ronan oversees Resolve Uganda’s lobbying and outreach efforts with the U.S. government and international institutions, as well as with civil society groups in LRA-affected areas. He travels frequently to the region, and conducted a nine-week fact-finding mission to South Sudan, Democratic Republic of Congo, Central African Republic, and Uganda this year. His expertise makes him a frequent contributor to media outlets, congressional briefings, and think tank forums.
David Plotkin ’94 »

INSPIRING A CURE

DAVID PLOTKIN DISCOVERED HIS LIFE’S PURPOSE ON May 2, 2007—the day his son, Max, was diagnosed with cancer. Just one day before Max’s fourth birthday, Plotkin learned his son had an extremely rare form of B-cell lymphoma, one that even experts at Memorial Sloan Kettering Cancer Center (MSKCC) in New York City had never seen before. “Being told Max had cancer literally knocked the wind out of me,” Plotkin says.

More than 12,500 children are diagnosed every year with cancer, which kills more children than any other disease. After learning that pediatric cancer research is extremely underfunded, Plotkin decided to take action. With the support of his wife, Annemarie, and his father, Richard, Plotkin created the Max Cure Foundation for Pediatric Cancer Causes to raise $5 million to underwrite a unique cell therapy laboratory at MSKCC’s pediatrics department to research alternative treatments and cures for childhood and young adult cancers. In about three years, the nonprofit foundation has raised more than $1 million, with nearly $750,000 going directly to MSKCC to fund the lab. The foundation has also contributed more than $150,000 to other causes, including Katy’s Courage Fund (which financially supports a young girl from Long Island with liver cancer) and Dr. Oren Becher’s Pediatric Brain Tumor Research Fund at MSKCC. “Major improvements to treatment and quality of life for children during and after treatment are not possible without private funding,” Plotkin says. “We are determined to make a difference.”

In fact, Plotkin recently participated in the Congressional Childhood Cancer Summit in Washington, D.C., with some of the world’s leading experts to discuss research, treatments, the impact of childhood cancer on families, and current funding legislation.

Several months after Max’s diagnosis, Plotkin found himself struggling with his work as a Wall Street hedge fund trader and decided to walk away from it. He devoted himself to seeing Max through an intense chemotherapy protocol and, while spending time with Max and Annemarie in the hospital, dreamed up several fund-raising projects for the foundation. One project, the Roar for a Cure Carnival, held for the second straight summer in East Hampton, New York, has raised more than $750,000. Plotkin also released an album, The Journey, which features 17 songs he wrote to inspire Max and keep him brave during his treatments. “The songs kept Max smiling, so I kept writing,” says Plotkin, who earned a bachelor’s degree in speech communications from the College of Visual and Performing Arts. “To this day, I am amazed by the e-mails I have received from people all around the world, inspired by Max and his strength. They like the songs. The words are real and from the heart.”

Plotkin continues to mine his creativity and has several projects under way for the foundation, which includes several SU alumni on its board of directors and executive commit-
Philip Tamoutselis ’03 (A&S), associate marketing manager at Nestlé in Cleveland, earned a master’s degree in business administration from The Ohio State University.

Alison Riede ’04 (VPA) earned a master’s degree in art education and teaches art in Santa Barbara, Calif. She started Sugar Cat Studio, a company that specializes in decorative made-to-order cupcake wrappers. She hosts local cupcake baking parties and wine pairing events (www.sugarcatstudio.com).

Melissa Clark ’05 (A&S) is an account supervisor for Weber Shandwick’s Detroit office, providing on-site media relations support for Buick and GM.

Tommy Lincoln G’05 (NEW) is interactive art director at Eric Mower and Associates in Syracuse.

William “Blake” Whyte ’05 (VPA) performed on Broadway in the musical Wicked as a member of the onstage ensemble and understudy for the role of Fiyero, and is to appear in Mamma Mia this fall.

Jason Zone Fisher ’06 (NEW) won The Ultimate Summer Job contest to promote Gillette’s new Fusion ProGlide razor. He traveled cross country for six weeks to promote the new razor at major sports and music events; see his audition video at www.youtube.com/watch?v=pZcSO-eK9JI.

Bernardett K. Jno-Finn ’06 (A&S) founded Nica Naturals, a company specializing in natural products that promote a holistic approach to health, beauty, and wellness (www.nicanaturals.com). She was a featured exhibitor at the official gifting suite for the 2010 Miss Universe pageant.

Christos Mountzouros ’06 (NEW) is an independent sales rep for top production companies at New York-based Ziegler/Jakubowicz.

Tempest Wolfe Bisang ’07 (A&S) and her husband, Scott Bisang ’07 (NEW), announce the birth of their daughter, Lily Abiageal. They reside in Glen Allen, Va.

Lindsay Adler ’08 (NEW) is a reporter/producer at KCAU-TV in Sioux City, Iowa.

Cassie Barry ’09 (NEW), an employee of Foodfacts.com, is host of a new web show about healthy eating and controversial ingredients that may affect people with food allergies and behavioral problems. Her show can be found at tv.foodfacts.com.
IN MEMORIAM

Notices of deaths must be accompanied by a copy of an obituary or memorial card.

Send to: Alumni Editor, Syracuse University Magazine; 820 Comstock Avenue, Room 308; Syracuse, NY 13244-5040; fax 315-443-5425.


L. ROSS LOVE ‘68

L. Ross Love, whose childhood fascination with Orange football developed into a lifetime passion for Syracuse University, passed away in Cincinnati on August 10. A political science major and member of Omega Phi Psi, Love took on the issues of the day as a contributor to the Daily Orange.

Recruited by Procter & Gamble, Love built brand recognition through innovative advertising and marketing strategies—an ability that catapulted him to the executive suite as vice president of advertising, the highest position achieved by an African American at the company to date. After a quarter century at P&G, Love departed to buy a bankrupt Cincinnati radio station. He made it the flagship of his Blue Chip Broadcasting Company, which he built into a 20-station chain.

L. Ross Love served the University in many capacities, most notably as a trustee, and was a major donor to the Our Time Has Come Scholarship campaign. Other philanthropic activities included a $1 million gift to the United Way. In 1991, Love received SU’s most prestigious alumni honor, the Arens Award, for achievement in business.

—David Marc
Each day, the demand for world-class educators like Wendy Harbour grows more intense. You can give SU an even stronger competitive edge by endowing a faculty position through the Faculty Today gift challenge program.

Using special funds allocated by the Board of Trustees, Faculty Today supplements the earnings generated by newly endowed faculty chair and professorship funds right away—instantly multiplying the impact of endowment gifts to The Campaign for Syracuse University.

Here’s how it works:

➤ You make a gift to establish an endowed faculty position in one of SU’s schools or colleges.

➤ Faculty Today matches the endowment fund’s earnings.

➤ The dean of the school or college adds an equivalent match.

The result? The impact of that one gift is effectively tripled—every year for five years. And SU’s buying power is “supercharged,” enabling us to hire outstanding scholars today, rather than years from now.

Learn how to supercharge the value of your gift. Visit campaign.syr.edu/facultytoday.
When Wendy Harbour was 16, she didn’t let her hearing loss stop her from traveling to Japan as an exchange student. Now, she’s bringing that same fearless enthusiasm to Syracuse University’s School of Education. As the executive director of the Lawrence B. Taishoff Center for Inclusive Higher Education, Harbour is leading the effort to make the college classroom a more open, accessible place for students with intellectual and developmental disabilities.

Thanks to her expertise—and the generosity of Robert Taishoff ’86 and Laurie Bean Taishoff ’84—the Taishoff Center is poised to become the nation’s largest repository of research and practice in the field. More important, it’s demonstrating that for students with disabilities, higher education is well within reach.

Harbour teaches courses in disability studies, inclusive K-12 education, and disability in higher education as the Lawrence B. Taishoff Professor. Both the professorship and the Taishoff Center were made possible by a gift from the Taishoff Family Foundation.
Matthew Berry ’92 ➔ DREAM JOB IN FANTASY SPORTS WORLD

MATTHEW BERRY’S MOTHER WAS RECENTLY ELECTED mayor of College Station, Texas. “I am now above the law in College Station,” he jokes. “Stop signs mean nothing to me.” That sense of humor helped Berry launch a successful writing career in Hollywood and become the face of fantasy sports for ESPN. In the past decade, fantasy sports—especially fantasy football—have swept the nation. Participants form leagues, draft real-life players onto their teams, and square off in games, with players’ individual statistics determining who wins each contest. Millions of sports fans play—and for many of them, Berry is a sage. “College Station is where I first discovered fantasy sports,” he says. “When I was 14, the original book of rotisserie league baseball came out, and a few buddies wanted to start a league. I joined that league, and it is still together 26 years later.”

Berry credits some of his success to his days at SU, where he majored in producing for electronic media at the Newhouse School and found his calling in student media. He worked in student radio (WJPZ) and television (UUTV), and wrote for The Daily Orange. and the tiny budgets of student media helped him develop his creativity, overcome challenges, and build confidence. “You had to make due with whatever you could find,” says Berry, who is featured in the Newhouse Professional Gallery for his TV and movie work. “It forced you to be creative.”

While Syracuse provided a great start for a career in media, Berry had to learn about the ins and outs of fantasy sports, their burgeoning place on the internet, and their media presence along the way. After all, it wasn’t like there was a designated career path for becoming a fantasy sports expert. But first, he had his sights on Hollywood. After graduation, he set off for Tinseltown, where he worked as a screenwriter for Married With Children and other television shows and co-wrote the feature film Crocodile Dundee in Los Angeles with Newhouse classmate Eric Abrams ’92. Berry also continued playing fantasy sports. In 1999, he became a writer for RotoWorld.com as “The Talented Mr. Roto,” offering fantasy analysis with humor and pop culture references. In 2004, he launched his own web site, TalentedMrRoto.com, and his audience grew along with fantasy football. Berry promoted his site heavily, appearing on ESPN Radio regularly. The network took notice. “ESPN called me about being a writer. They needed a fantasy guy, a guru like Mel Kiper, for fantasy sports,” he says, referring to the NFL Draft expert. “They wanted my column and said, ‘We want to buy your web site,’ and I said, ‘Sounds good.’”

Mr. Roto hasn’t slowed down. In 2006, he became ESPN’s senior director of fantasy sports, assuming a dual talent/management role. Two years later, Berry shed his management duties and was named senior fantasy sports analyst. He appears regularly on all the network’s platforms, and his good-natured personality and passionate yet humorous outlook have paid off. In September, Berry was made a charter member of the Fantasy Sports Writers Association Hall of Fame.

These days, Berry doesn’t get to Syracuse often, but enjoyed speaking to students a few years ago, something he would enjoy doing more often. And his fondest memories of the University? “I loved working at the student TV station,” he says. “That was a lot of fun. I made some great friends at Syracuse who I’m still in touch with today, and my oldest fantasy football league is composed of all fellow SU ’92 guys.” Also on that list: Varsity Pizza, Sal’s wings, Orange basketball, and Newhouse professors Michael Schoonmaker ’83, G’85, G’94 and Lawrence Mason Jr. G’79, G’85. “I also enjoyed the one month of the year that it was warm,” Berry adds.

—Sean Chaffin
PICTURED ARE THE PAIRED SPERM-STORE ORGANS (spermathecae) within the reproductive tract of a twice-mated female fruit fly, *Drosophila melanogaster*. This female has discretely sorted into the separate organs the sperm of her two mates, which came from different populations genetically engineered so that their sperm heads express either a green or red fluorescent protein. A team of SU biologists, led by professors Scott Pitnick and John Belote, is using these unique populations to investigate sperm behavior and the evolutionary biology of reproduction, sexual conflict, and speciation.

Photo courtesy of Mollie Manier and Scott Pitnick.
From reunion get-togethers and special anniversary celebrations to the fabulous Bash, Orange Central 2010 was a memorable outpouring of Orange spirit, a showcase of tremendous alumni achievement, and a glimpse into some of the many ways SU is making a difference in the world around us. To see what we mean, check out photos of alumni weekend at alumni.syr.edu/gallery.

Couldn’t make it to campus this year? Watch for our announcement of Orange Central 2011 sometime in March, then mark your calendar!