

RIT

University Magazine

Winter 2019



**VR. AR. 4K. 3D.
MAGIC spells
opportunities
with new
learning lab**

Also inside:

Artificial intelligence
with a human touch



RIT—University Magazine

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FROM THE PRESIDENT

Wanted: RIT brand champions



Photo by Elizabeth Lamark

RIT President David Munson introduced a stronger narrative for the university that “leverages the power of technology, the arts and design for the greater good” during a campus-wide brand kickoff on Sept. 27.

You ever wonder what people think about you? First impressions. Lasting impressions. Your brand is a summary of both.

Here at RIT, we have refreshed our brand to reflect how far we’ve come and where we intend to go. For our university, branding answers a fundamental question: Who and what is RIT?

Having an identifiable brand will help distinguish our university from others, in the minds of prospective students and parents, colleagues at other universities, funding agencies, government officials and the general population.

Our brand works by forming emotional connections from the very first interaction—a billboard in downtown Rochester, a conversation at the Imagine RIT festival, an inquiry from a potential student about NTID or an interaction with an RIT alumna in Silicon Valley. These interactions accumulate and shape the way people think and feel about our university.

Our new brand is derived from rigorous qualitative and quantitative research that includes feedback from target audiences—prospective students, corporate and community partners, school counselors and academic peers—as well as our own students, faculty, staff and alumni. We have constructed a unified RIT story that we can now collectively share with the rest of the world.

Our brand will focus on a creative community and innovation in every discipline. Elements of the new brand can be found in this magazine, with stories focused on technology, the arts and design

as well as our new logo. Look for more enhancements in upcoming editions as we continue to hone our storytelling.

So, what is our story? Our kaleidoscope of curious minds uncovers ingenious ways to move the world forward! Let’s work together to solidify our position as a creative and innovative powerhouse. We have no interest in the status quo.

Let me reinforce that RIT is an outstanding university and is only going to move upward.

Collectively, we can do a better job of sharing with the rest of the world what truly makes us better, different and special.

When everyone at RIT participates in a unified storytelling approach, our message will carry farther and more quickly.

When a stranger asks me what I do as president of RIT, I am going to respond: “I campaign for a university that is shaping the future and improving the world through creativity and innovation.”

You, too, are our brand champions. And now we need all of you to be RIT’s brand ambassadors. We need you to help tell our story to the world. Learn it, love it, live it! And I will be right there with you.

Because at RIT, we’re always on to something amazing!

Yours in Tiger pride,

David C. Munson Jr., President
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Twitter: @RITPresident

RIT

University Magazine

Winter 2019

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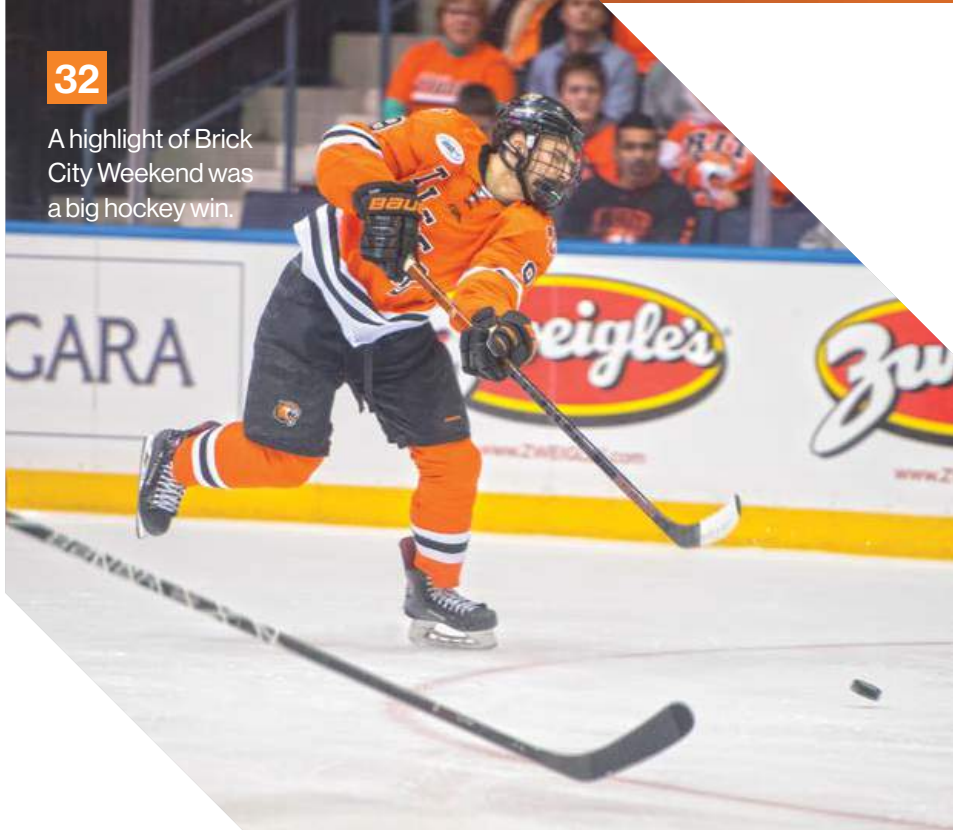
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The annual bash included a special Henrietta campus rededication and downtown campus ceremony.



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A highlight of Brick City Weekend was a big hockey win.



Photo by A. Sue Weisler

Cover
Taylor Thum, a film and animation major, is using the opportunities provided by MAGIC Spell Studios to create a new platform for live-action storytelling through virtual reality.



Photo by Elizabeth Lamark

Theresa Fitzgerald '84 (graphic design), vice president of brand creative at Sesame Workshop, announces the next Metaproject partnership to the industrial design students who are charged with creating a modern *Sesame Street* product for play.

Metaproject heading to 'Sesame Street'

Metaproject 09 is being brought to you by the Sesame Workshop and the letters R, I and T.

Fifteen students in RIT's industrial design program are spending the semester designing products for Sesame Workshop, the nonprofit educational organization behind *Sesame Street*. It's part of the university's annual Metaproject, which pairs students with a different industry partner each year with the task of designing a product that solves a specific problem or works within a set of parameters set by the industry partner.

This year's theme is "Urgency of Play," and students are charged with creating a modern *Sesame Street* product for play. Winners will be judged in December, with a chance to have their work on display at

Design Week in New York City in May.

"Partnering with Sesame Workshop presents an ideal opportunity for our students to apply our 'Design is One' philosophy to create products that are semantically and syntactically correct, and pragmatically understandable, but also visually powerful, intellectually elegant and timeless," said Josh Owen, professor and chair of the industrial design program in the School of Design, and the founder of Metaproject. "The ultimate goal is to create objects that make children's lives better through family engagement, addressing simplicity, functionality, beauty, uniqueness and cleverness, while clearly targeting a need."

Working with RIT presents an exciting opportunity for the Sesame Workshop, said Theresa Fitzgerald '84 (graphic design),

vice president of brand creative at Sesame Workshop.

"Our mission is to help kids grow smarter, stronger and kinder," she said. "We are very much looking forward to seeing what the students design and sharing it with children and families."

The Metaproject initiative, true to RIT's mission of providing experiential, innovative learning opportunities, has seen industrial design students work in collaboration with photography, glass and new media design and other partners. The course offers them a taste of real-world experience, connections with leading design industry professionals and the possibility of having their design put into production.

Ellen Rosen



The Loboazzo Alumni House is a welcome center, event space and alumni business center all in one. The house is just south of the Red Barn at the top of the hill. The house is named after Joseph M. Loboazzo '95 (EMBA), who was founder of JML Optical Industries Inc.

Photo by Kalle Bailey

Loboazzo Alumni House opens

RIT's first multipurpose welcome center for alumni on campus is ready to welcome visitors.

The 5,700-square-foot house on the west side of campus across the street from Riverknoll Apartments is the first permanent on-campus facility built for alumni, primarily by alumni. The house opened in October.

The Joseph M. Loboazzo '95 Alumni House features a lounge, conservatory, dining room, conference room, patio, library, catering kitchen, business center and several administrative offices for Development and Alumni Relations staff members.



Photo by Elizabeth Lemark

The Alumni Association boardroom is one of many rooms in the Loboazzo Alumni House, along with a lounge, conservatory, dining room, business center and outdoor patio.



Photo by A. Sue Weisler

Students capped off the Division of Diversity and Inclusion Summer Experience with a community service project by volunteering at on-campus resources including Bern's Closet, the RIT Foodshare and the RIT Community Garden, shown above.

Students get head start on academics

Sixty-four RIT freshmen got an early start on their college careers by participating in the Division of Diversity and Inclusion (DDI) Summer Experience. The four-week program helps prepare first-year students from underrepresented populations for a successful transition to college.

From July 14 to Aug. 10, the students lived on campus and took two credit-bearing classes—a first-year writing seminar and a course in college algebra, pre-calculus or intercultural communication.

The Summer Experience also provided the students workshops on study techniques from the Academic Support Center, connected them with mentors and deans' delegates, allowed them to explore regional landmarks such as Niagara Falls and engaged them in community service projects.

"I used to be really worried about coming to class and starting in the fall but being here kind of eased my worries," said Briana Medina, a first-year hospitality and tourism management student from Rochester. "I went through the whole culture shock thing and I eased past it. I'm not worried about it. I feel more prepared."

The DDI Summer Experience fused together summer bridge programs previously offered by RIT's New York State Arthur O. Eve Higher Education Opportunity Program (HEOP) and the Multicultural Center for Academic Success (MCAS). A recent gift from a local charitable organization provided funding for the incoming class of Destler/Johnson Rochester City Scholars program to participate as well. The program also serves underrepresented students from across the country who aren't affiliated with

these scholarship programs.

Previous iterations of the DDI Summer Experience have proven to be effective in helping the long-term success of diverse students at RIT.

In 2015, the first-year retention rate for students who participated in the MCAS Summer Bridge program was 92.5 percent; nationally at four-year private institutions that same year, the retention rate for black students was 67.0 percent and 75.0 percent for Hispanic students.

Luke Auburn '09, '15

To learn more

Watch a video at <http://bit.ly/DDISummerExperience>

The Perfect Mix of **Holiday** and **Tiger Spirit**



Not sure what to get that special Tiger in your life? Just in time for the Season of Giving, our Holiday Thank You Collection is here to help! All you have to do is make a gift to RIT and then select a gift as our thanks to you. And, the best part is, when you give an item from The Collection, you're also giving back to RIT, supporting scholarships, research, student clubs, and much more.

Make your gift at rit.edu/HolidayCollection.

RIT | Division of Development and Alumni Relations
The Fund for RIT

In order to receive your gift by December 25, 2018, please place your order by December 7, 2018. Quantities are limited. Offer expires December 31, 2018. To qualify, your gift must be an online gift made via the link above. Payroll deduction, monthly recurring gifts, gifts via mail, donor advised fund and pledge payments do not qualify. Items only ship to the U.S. and Canada.

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About Students



Student receives first gap year fellowship



Brandon Hudson, CEO of Connexus, is taking a gap year to focus on growing his company with help from a new program at RIT.

Hudson is the first student selected for the Gap Year Entrepreneurship Fellows Program, which allows students with an ongoing enterprise to take a year to focus their full attention on the venture. As students develop their companies, they will receive \$15,000 in support and mentoring from ex-

perts at the university, all while continuing to make progress on their RIT degree.

The fellowship is made possible as part of a \$50 million donation made by Austin McChord '09, founder and CEO of Datto.

Hudson, a fourth-year applied arts and sciences major in RIT's School of Individualized Study, co-founded and currently runs Connexus, a building control and monitoring company that has developed a unique web-based thermostat system.

"It's an honor to be selected as the first fellow and to help pave the way to showcase even more of the great things that are going on here at RIT," said Hudson, who is from Buffalo, N.Y.

Hudson and his team are already off to a strong start. On Sept. 25, they were awarded \$250,000 at the 76West Clean Energy Competition, sponsored by the New York State Energy Research and Development Authority.

In 2017, McChord gave \$50 million to RIT, the largest donation ever made to the university. The donation is part of a continuing \$1 billion blended fundraising campaign, titled Transforming RIT: The Campaign for Greatness, that seeks to fund scholarship, research and facilities at RIT. As part of his gift, McChord wanted to help students advance their concepts into businesses.

Scott Bureau '11, '16



Photo by A. Sue Weisler

50 Acts of Kindness

First-year students and orientation leaders made 1,600 peanut butter and jelly sandwiches for food pantries as part of a year-long 50 Acts of Kindness event to celebrate 50 years on the Henrietta campus.

Fifty ways RIT gives back

As part of RIT's 50th anniversary of its Henrietta campus, 50 Acts of Kindness was born as a year-long initiative to spotlight the efforts students, faculty, staff and alumni do to help the community.

"There are so many things our students, faculty, staff and alumni do each year to give back," said David Bagley, assistant vice president for campus life.

The concept of giving back to the community is encouraged early on for RIT students.

Even during orientation week, more than 800 first-year students and orientation leaders gathered to prepare 1,600 peanut

butter and jelly sandwiches that were donated to five area food cupboards.

In late November, RIT was to package 50,000 meals to share with foodbanks in the greater Rochester community and RIT's Food Share program.

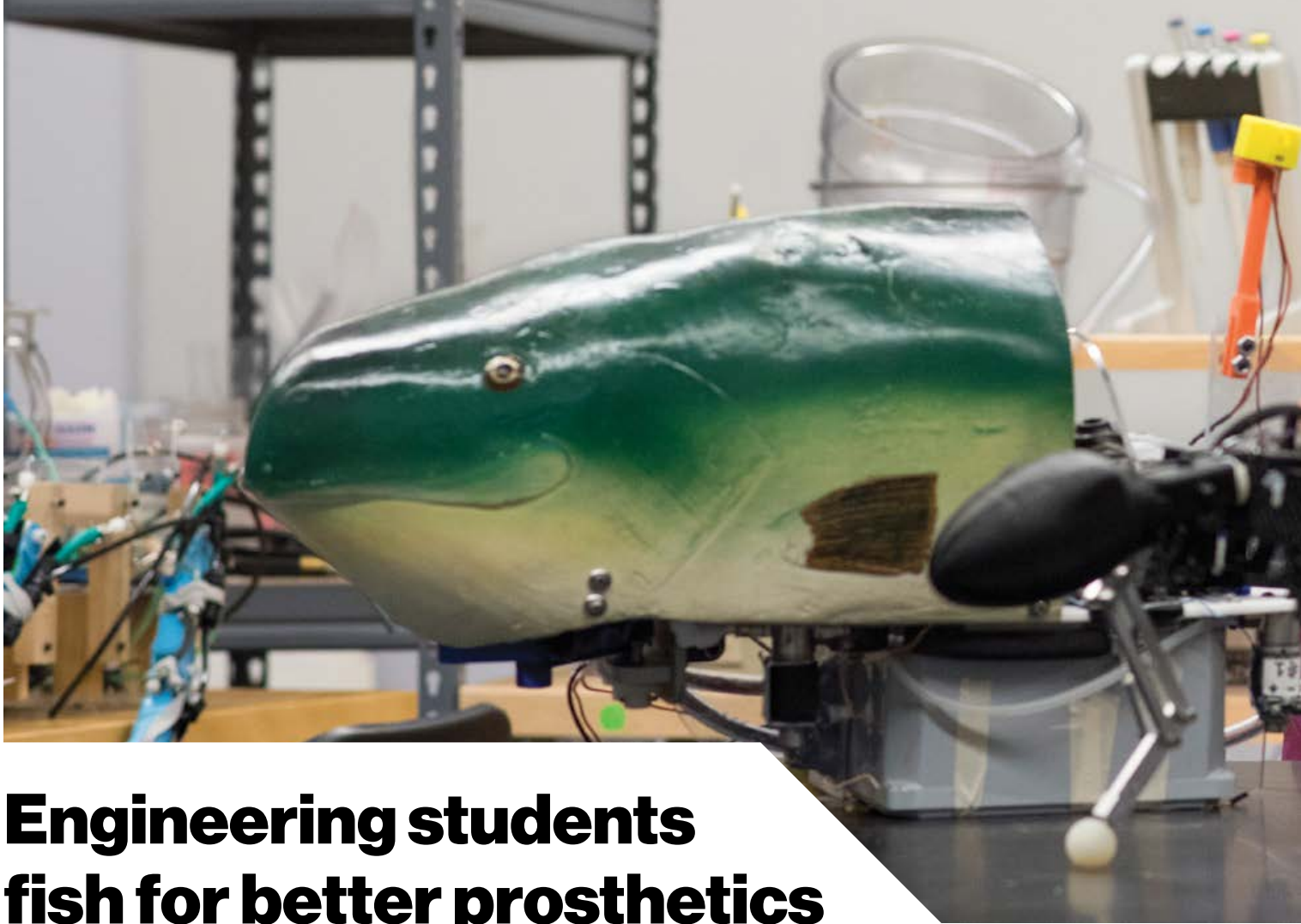
The Hunger Project, organized by RIT's Center for Leadership and Civic Engagement, was first held in 2017, when students, faculty and staff boxed 20,000 meals.

Julia Tedesco, president and CEO of FOODLINK, said RIT has donated 41,000 pounds of food, valued at more than \$70,000, since 2014.

Greg Livadas



The initiative's purpose is to encourage RIT community members to better their communities. To learn more about 50 Acts of Kindness, go to rit.edu/henrietta50/50-acts-kindness.



Engineering students fish for better prosthetics

Making a robotic fish means researching and studying how real fish move.

It's an assignment Kathleen Lamkin-Kennard gives to her engineering students, and although they give her puzzled looks, it is the first step in designing a robotic creature that moves as sinuously as a real fish.

"I was looking for a fun senior design project. Students like to build things, and the soft, stretchy muscle actuators (artificial muscles) are lightweight and present an interesting design challenge," said Lamkin-Kennard, an associate professor of

mechanical engineering.

While whimsical, it is serious science where flexible muscles designed today could be part of better functioning assistive technologies for people tomorrow.

Lamkin-Kennard's students are learning to understand motion and to replicate it through technology that might mean mobility for individuals who may not have had that option before.

Lamkin-Kennard's work builds on her experience in industry, where she helped to develop a high-fidelity, robotic patient simulator device. She used that experience

to create unconventional senior design projects, starting with a robotic hand in response to increased interest in prosthetics and wearable technologies.

That early work proved soft muscle actuators could be used for different types of motion. New projects evolved into robotic systems that walked, jumped and swam.

"There is a big push in the robotics field for taking inspiration from nature. There are some very efficient designs in nature and in the bodies of animals that are just so spectacular. How can we use that?" said Lamkin-Kennard, whose menagerie of

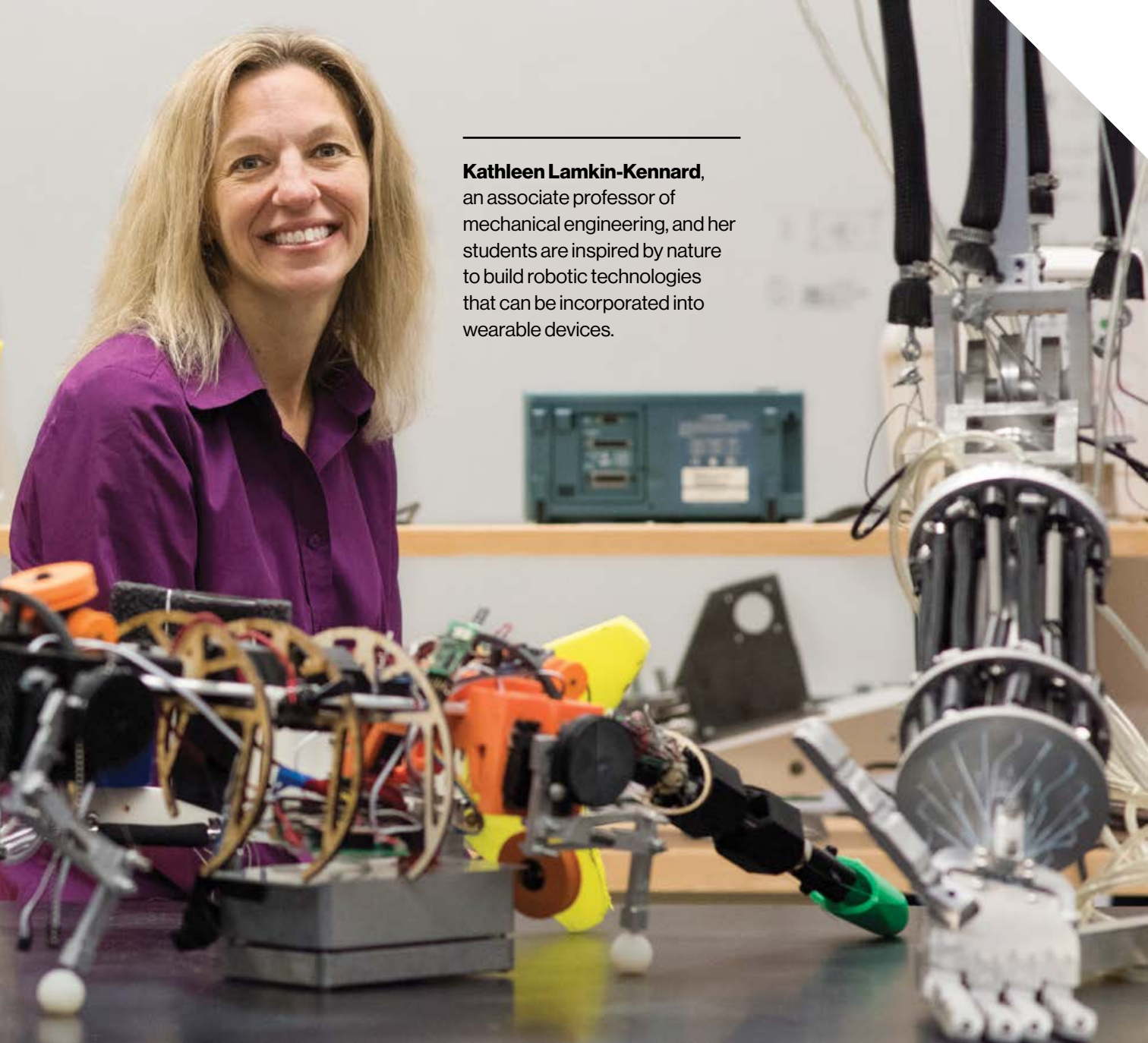


Photo by A. Sue Weisler

Kathleen Lamkin-Kennard, an associate professor of mechanical engineering, and her students are inspired by nature to build robotic technologies that can be incorporated into wearable devices.

robotic animals now includes an ant, otter, trout-like fish and multi-leg crab—all built using flexible actuators and sensor technology.

Each project challenged the students to expand capabilities from movement on land to motion underwater, from increasing the number of sensors included in a design to ensuring that the mechanical systems were waterproof.

“We made these robotic creatures. But for me, it is really the end goal—how can we adapt this?” said Lamkin-Kennard, who continues to adapt this work, collaborat-

ing with peers in RIT’s assistive technology group, expanding techniques for exoskeletons and surgical robots and using newer, stretchy elastomeric materials that are able to hold an electric charge. Using that charge, the material contracts, similar to the way human muscles do after receiving an electrical impulse from the brain.

What if more assistive devices could be built with this technology?

“That’s what we are looking at long term,” she said.

Michelle Cometa '00

“

There is a big push in the robotics field for taking inspiration from nature. There are some very efficient designs in nature and in the bodies of animals that are just so spectacular.”

Kathleen Lamkin-Kennard
Associate professor of mechanical engineering

“

I really wanted to go to a program that wasn't just renowned but was going to be challenging and was going to push me, not just as a photographer, but as an artist.”

Mireya Salinas
Graduate photography student

Salinas's artwork focuses on using fashion magazines to bring attention to unrealistic standards of beauty.



RIT helps veterans take their next step

After serving in the U.S. Army for six years, including a yearlong deployment to Iraq, Mireya Salinas decided to pursue a career in photography.

She had already earned a bachelor's degree from Excelsior College while in the Army, completed a two-year program in photography at Austin Community College following her service, and was on the hunt for master's programs in 2017.

"I really wanted to go to a program that wasn't just renowned but was going to be challenging and was going to push me, not just as a photographer, but as an artist," said Salinas.

After learning about RIT's highly-ranked MFA in photography and related media program, she applied and soon got a call from Trevor Barrett, assistant director of RIT's Veteran and Military Enrollment Services Office. The outreach assured her that although RIT was 1,600 miles away from her home in Copperas Cove, Texas, it would be the right fit.

"I felt like I was definitely wanted here, not just as a student, but as a veteran," said Salinas. "I felt like RIT was saying, 'we're here for you, we want you to be a part of our community, adding to that type of diversity that the campus offers.'"

Today, Salinas, who moved to Rochester last year with her husband and two cats, is one of about 136 veterans studying at RIT. An additional 100 veteran family members, who are also eligible for military benefits, are pursuing degrees here.



Mireya Salinas came to RIT from Copperas Cove, Texas, to study photography. She served in the U.S. Army for six years. She is one of 136 veterans studying at RIT.

The university is annually recognized as a welcoming place for veterans by groups including *U.S. News & World Report* and Military Friendly. RIT partners with the U.S. Department of Veterans Affairs to administer the Yellow Ribbon program, providing qualified veterans and dependents 100 percent tuition coverage for undergraduate and graduate degree programs. And for more than 50 years, RIT has had a veterans services office dedicated to supporting and advocating for active-duty military, veter-

ans and their dependents.

Last year, RIT also launched Veterans Upward Bound (VUB), a TRiO program federally funded through a grant from the U.S. Department of Education. VUB helps veterans of all ages navigate the education system and gain entry in the program of their choice, which can be at any university, community college, certificate or trade program. The program has already helped 125 western New York veterans develop education paths.



Photo by A. Sue Weisler

Tyler La Tray is the first student accepted to RIT who received assistance from the Veterans Upward Bound program. La Tray, who has been serving in the Army Reserves for more than 10 years, is working on a business administration degree.

Tyler La Tray said the disciplined approach he developed in the military helps him with his studies.

Tyler La Tray is the first student accepted to RIT after receiving help from the program. Before he started taking classes for a business administration degree at RIT this year, Director of Veterans Upward Bound Rachel Flaherty helped him get his benefits in line, gave him a tour of campus, showed him how to access his online course materials and more.

La Tray grew up in Newark, N.Y., and has been actively serving in the U.S. Army Reserve for more than 10 years, including two tours in Iraq and one in Afghanistan as a heavy equipment operator. He currently works in real estate and sees an RIT education as a key step to launching a residential property management company.

And while it's been more than 10 years since he last took a class and completed his associate degree at Finger Lakes Community College, he thinks the military has

prepared him well for this next step.

"The mindset from when I first went to school to now is completely different," said La Tray. "Now I know what I want to get out of my education, so I'm able to focus on that and it's definitely helped."

Other veteran students agreed that the disciplined approach they developed while serving in the military helps them with their current studies.

When Brennan Jackson of East Rochester, N.Y., graduated high school in 2013, he didn't feel ready for college. He said that although he breezed through his high school classes as an honor roll student and aced his SATs, he had no interest in continuing his education at the time. He instead enlisted in the U.S. Marine Corps and served for four years as an electrician with a tour in Europe and Morocco.

Jackson said the experience was transfor-

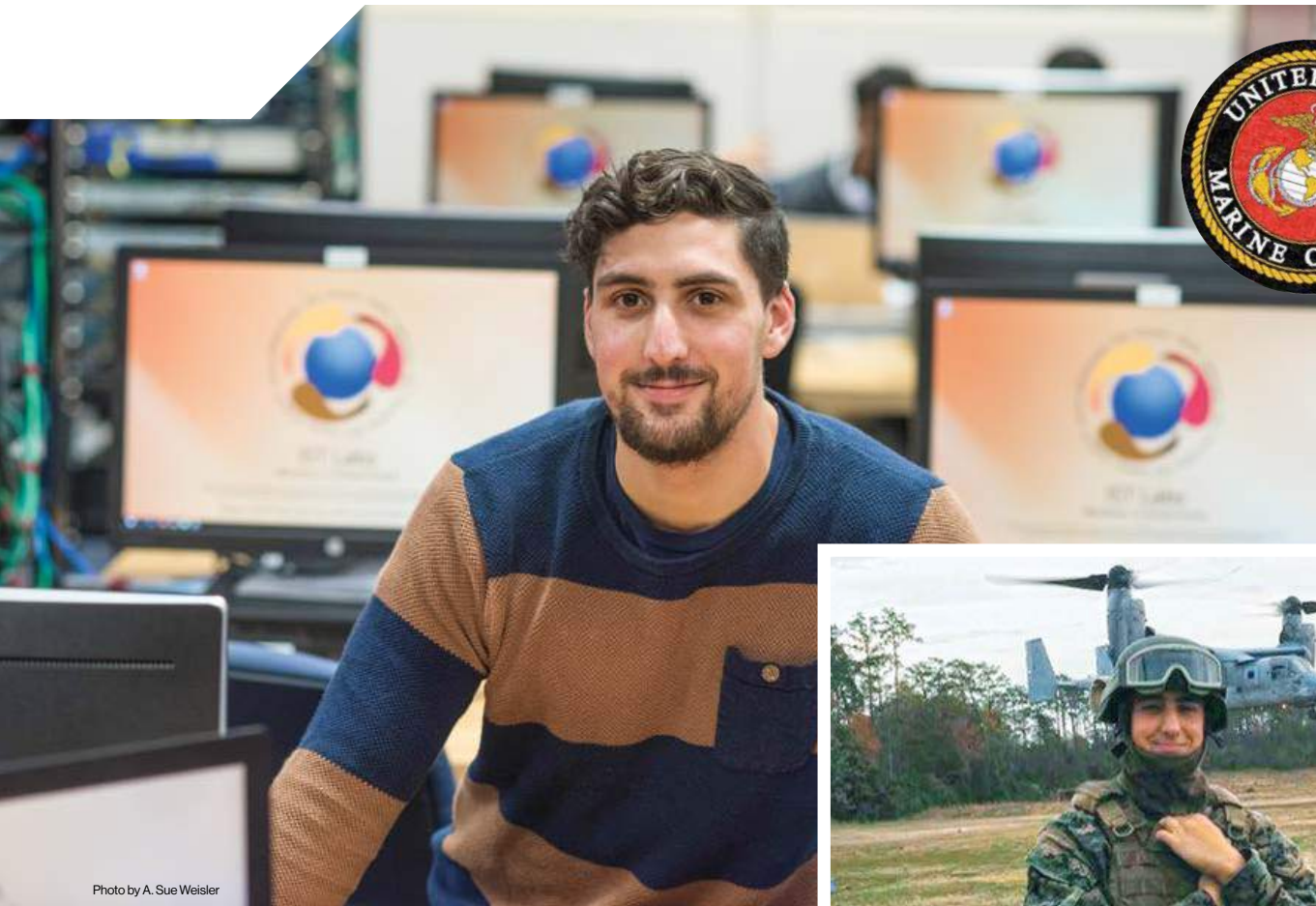


Photo by A. Sue Weisler



Brennan Jackson served in the U.S. Marine Corps for four years as an electrician. He is pursuing a degree in web and mobile computing.

mative and he emerged with a new maturity and work ethic, ready for the next step. He embraced his lifelong love of working with computers and started pursuing his degree in web and mobile computing in 2017.

As a veteran, he found RIT appealing because it provides education with a purpose.

“The career focus is a huge reason that I really love RIT,” said Jackson. “When I was starting here I knew I wasn’t going to get this theoretical education that wasn’t going to apply to anything. I knew that if I came here I would actually get skills that I could use.”

As Jackson works toward his degree, he’s making a concerted effort to connect with other veterans and to help grow the veteran culture at RIT. He and Salinas both got involved with the RIT Veterans Club last year.

Today, Salinas serves as the organization’s president and Jackson is treasurer, and they have repositioned the organiza-

tion as the RIT Veterans and Military Club, opening it to ROTC cadets, military families and veterans supporters as well to make it more inclusive. They are looking to expand networking opportunities and have long-term visions of a dedicated veterans lounge on campus.

Salinas said it’s crucial for student veterans to have a support network of people with similar experiences. And she hopes more veterans will pursue degrees after their service, because they have the tools needed to succeed.

“I know coming to school is a really big change compared to the military lifestyle, but it’s not scary,” she said. “We’ve been through basic training, contracts and deployments, and if you can get through that, you can make it through school.”

Luke Auburn '09, '15

“ The career focus is a huge reason that I really love RIT. When I was starting here I knew I wasn’t going to get this theoretical education that wasn’t going to apply to anything. I knew that if I came here I would actually get skills that I could use.”

Brennan Jackson
Web and mobile computing student



James Hall is dean of University Studies and executive director of the School of Individualized Study, which is helping people complete their degrees.

New program proves it's never too late to graduate

RIT is reaching out to people who left the university with more than 75 hours of credit. Most bachelor's programs require about 120 credit hours to complete.



It took Rob Livesay 15 years to earn his RIT degree. Of course, that wasn't the original plan. In 2005, Livesay found himself just a few classes shy of graduation, but with no money left to pay for school.

"It was one of the hardest things I've ever done, leaving school to start looking for a job," said Livesay '17 (applied arts and sciences), who was studying information technology at the time. "I never thought I'd get my RIT degree."

Through a new program called the Completer Project, RIT is letting former students know that it's never too late to come back and finish. Nearly 20 alumni have already completed a bachelor's degree through the program. For Livesay, the results include a framed RIT diploma and a new job as a systems engineer at Oswego (N.Y.) Hospital.

"I wanted something to show for all the time and money I spent working toward this," said 39-year-old Livesay, from Syracuse, N.Y. "It was personal for me."

Starting in 2016, the School of Individualized Study (SOIS) began reaching out to non-completers from the last 10 years who left RIT with more than 60 percent of credit hours needed for graduation. While some students do come back to finish a degree in their original college, the Completer Project gives students the option to earn a customized bachelor's degree that may be more affordable and time efficient to complete.

James Hall, dean of University Studies and executive director of SOIS, was inspired to create the program as another way to offer an affordable and flexible education.

"We're honoring our commitment to students," Hall said. "RIT brought these

The university works with students to apply work experience and find classes. After graduating, some program participants have started new careers.

students in and we have a moral obligation to do everything we can to help them cross that finish line.”

Organizers are also getting the chance to learn why students left and how to improve RIT’s academic experience so the university can develop strategies to keep students from leaving in the first place.

“We understand things come up—loved ones get sick, there are financial pressures, time is limited or maybe you get a full-time job offer,” said Sydney Wyse, project coordinator for the Completer Project. “You never think you’ll be gone long, and then 10 years down the road, you haven’t returned.”

Wyse reaches out to completer candidates one-on-one to learn more about each person’s current situation and goals. She’s found that many former students think about returning all of the time, but they didn’t know where to start or were embarrassed of their past record.

For the most part, these are working individuals who aren’t in Rochester anymore. Wyse said that’s OK. She works with students to transfer previous credits to the new degree, apply work experience through a portfolio, and to find classes and tests that students can take online or at a college closer to them.

“We have a host of time- and cost-effective ways that students can complete requirements,” Wyse said.

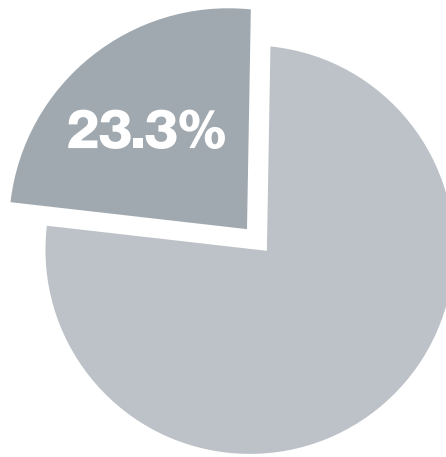
When Donna Garrett, a Xerox services delivery manager from Russellville, Ark., got the phone call from Wyse, she knew that this was the nudge she needed to get herself back on track to graduate.

Garrett ’18 (applied arts and sciences) started RIT’s applied arts and sciences degree online in 2008, through a continuing education program with Xerox. However, after a death in the family, she had to stop and kept putting off the last few college credits.

Today, after finishing her last two semesters online, the 52-year-old is a proud recipient of an RIT bachelor’s degree and hopes to use it to start a new career in emergency management after she retires.

“My advice for other students looking to finish those last couple classes—don’t be afraid to take just one course during that first semester back,” Garrett said. “Then, once you get into that rhythm, go at it aggressively and finish what you started.”

Scott Bureau ’11, ’16



The percentage of four-year U.S. college students who will drop out without earning a degree.

Source:
National Student Clearinghouse 2017

Want to finish your degree?

Contact RIT’s School of Individualized Study at 585-471-4592 or sois@rit.edu.

Rob Livesay '17 (applied arts and sciences) finished his degree through the Completer Project. He then landed a new job as a systems engineer.



Artificial Intelligence— with a human touch

Some of RIT's professors are teaching very different kinds of students. Their classrooms are labs, and the students are high-tech computers being taught to think.

There is a growing group of RIT researchers working in a field broadly known as artificial intelligence, or AI. They are building increasingly complex algorithms—the rules that govern operating systems—so that machines can perform tasks that normally require human intelligence, including making decisions.

As part of RIT's Center for Human-Aware Artificial Intelligence, these faculty researchers believe their work, with multi-millions of dollars in funding from the National Science Foundation, National Security Administration, Air Force Research Labs and other prominent organizations, could lead to breakthroughs in everything from health care to energy management to cybersecurity.

"There is an exuberance in this field," said Dhireesha Kudithipudi, one of the center founders and a professor of computer engineering. "And the work and research we are doing today is to improve human lives tomorrow."

RIT is uniquely positioned to tackle this area because the university has the right combination of people with expertise in AI, as well as researchers in specialized fields, such as American Sign Language and imaging science.

Work at the center builds on nation-

al priorities for AI, where the economic impact is projected to increase global GDP by nearly \$16 trillion by 2030, according to a 2017 report by PricewaterhouseCoopers.

"There is a huge opportunity for researchers in this domain, but the tricky part is that these researchers need to be truly interdisciplinary," said Kudithipudi, director of the center, who is seeing some of those interdisciplinary connections being made.

AI is an umbrella term for multiple fields of computing technologies—deep learning, computer vision, neuromorphic computing, natural language processing, for example—strengths of the faculty researchers involved in the center. These strengths became the center's four key areas: brain-inspired computing, machine learning and perception, automation and human-centered AI.

Projects will address society's challenges in the areas of manufacturing, cybersecurity, sustainable systems and energy development, and improve medical care and technology. They will also address deeper questions such as how do humans and machines interact with each other and how do machines interpret intent.

"The benefits and future successes of AI will come from multiple disciplines and people who come together to develop new application domains," Kudithipudi said.

Stories on pages 20-23 are examples of some of the projects underway.

Michelle Cometa '00

Dhireesha Kudithipudi, a professor of computer engineering, is part of a growing group of RIT researchers working in artificial intelligence.

Researchers in specialized fields, such as imaging science and American Sign Language, give RIT an edge with AI.



Ferat Sahin, a professor of electrical engineering, is working to create robots that can make autonomous decisions.

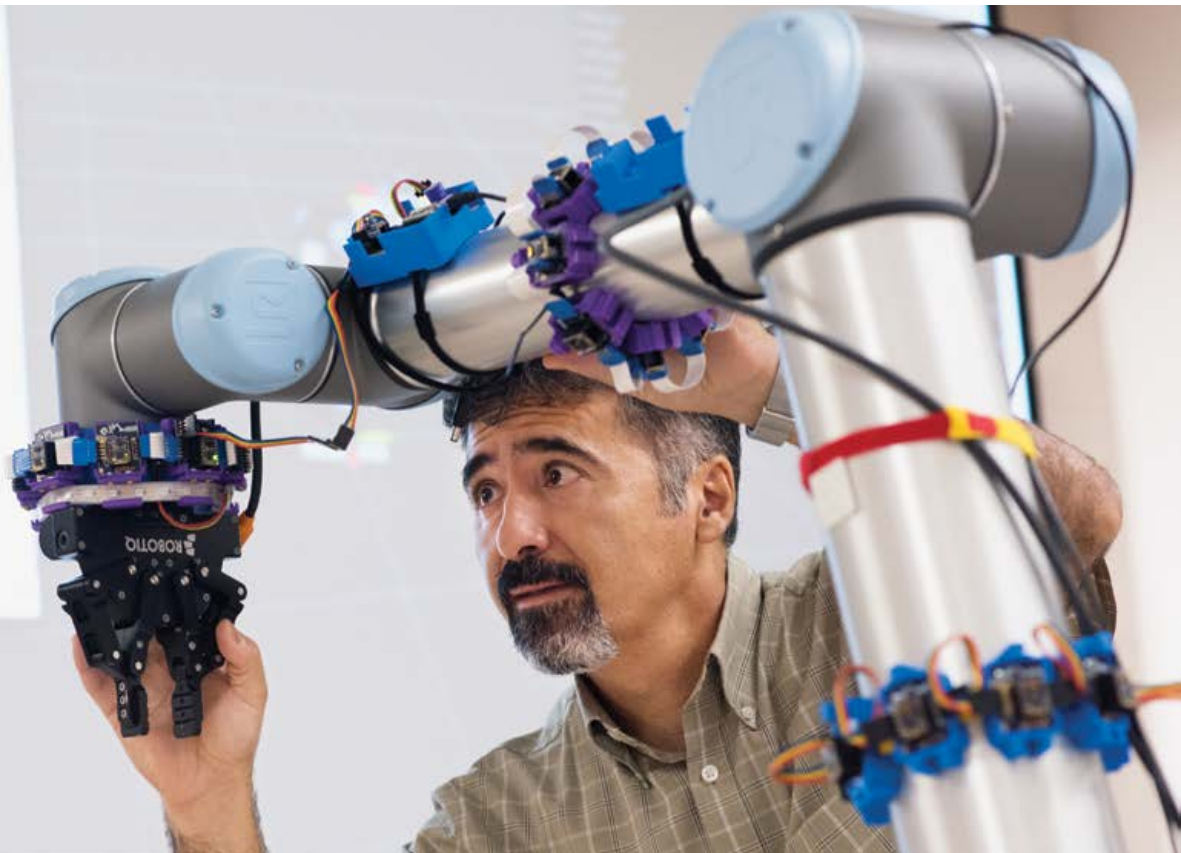


Photo by A. Sue Weisler

Artificial Intelligence

Building astute robots

Ferat Sahin envisions the day when robots will work alongside humans on manufacturing lines, able to sense their surroundings and adapt independently to different responsibilities.

Currently, manufacturing lines are single-processes—one robot performing one task. When a robot is disrupted by an object or a person, it is programmed to stop, halting production until the object is removed and the system is restored. Robots need to be re-programmed to learn new tasks.

Sahin, co-lead of the robotics pillar of the Center for Human-Aware Artificial Intelligence, is working to embed more flexibility and autonomy into the robot's system by integrating multiple biosensors toward what he calls collaborative robots—where the robots recognize objects nearby and can make autonomous decisions about actions.

“Our research is to make collaborative robots more aware of their environments and introduce internal and external sensors so that they can actually estimate what a human is doing, or will do, instead of just

stopping,” said Sahin, a professor of electrical engineering. “It can choose another action such as avoiding the person or object by changing its path, slowing down or doing something else.”

The robotics systems he is building have a dynamic safety index—information based on distance, velocity and acceleration of both the robot and the object or person—which meet manufacturing safety standards.

It also integrates human signals and an understanding of meaning. Different emotions—stress, fear, anxiety, excitement—can be detected through behavior and biological signals that his team is collecting through markers, such as heart rate and skin changes. These data points can be read and interpreted by the robot then acted upon.

Biological signal processing is a strength of RIT's electrical engineering program.

“Without robots being human-aware, it presents a risk, no matter how ‘smart’ they are,” he said.

Michelle Cometa '00

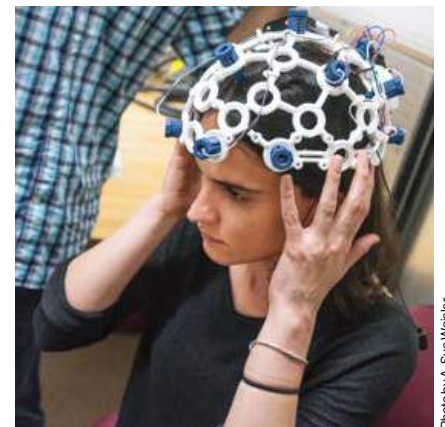


Photo by A. Sue Weisler

Electrical engineering master's student **Tuly Hazbar** dons a biosensor cap to collect data about different emotions for the robotics system.



Photo by A. Sue Weisler

Christopher Kanan, right, assistant professor of imaging science, is teaching computers how to do more than one task at a time.

Artificial Intelligence

Teaching computers to learn

Using a machine learning technique called deep learning, computing systems now rival humans at many tasks, including image and speech recognition.

“This relies on giving a computer large amounts of data to learn from,” said Christopher Kanan, associate director of the Center for Human-Aware Artificial Intelligence and co-lead of the machine learning and perception pillar.

While the technology has rapidly progressed, Kanan and his group are trying to make deep learning even more versatile.

“We humans can intuit and know things about our own memories. We learn over time, but that complexity may be a long way off for computers,” he said.

Deep learning systems can classify images, recognize faces and convert speech-to-text as well as people. Each system has its specialty, but unlike humans, they cannot do more than one task.

To address this gap, Kanan’s research team is building systems capable of arbitrary image understanding tasks.

For example, a user can upload a photo and then ask questions about it. An early example of this technology can help visually-impaired users get information about images on the web or ask questions about objects in their homes by taking photos of them.

Kanan’s group is also trying to make systems understand their own limitations.

“The one thing systems don’t do is respond, ‘I don’t know.’ There is always an output or result. We want to make systems that know what they don’t know, can learn after being deployed and can do multiple tasks.

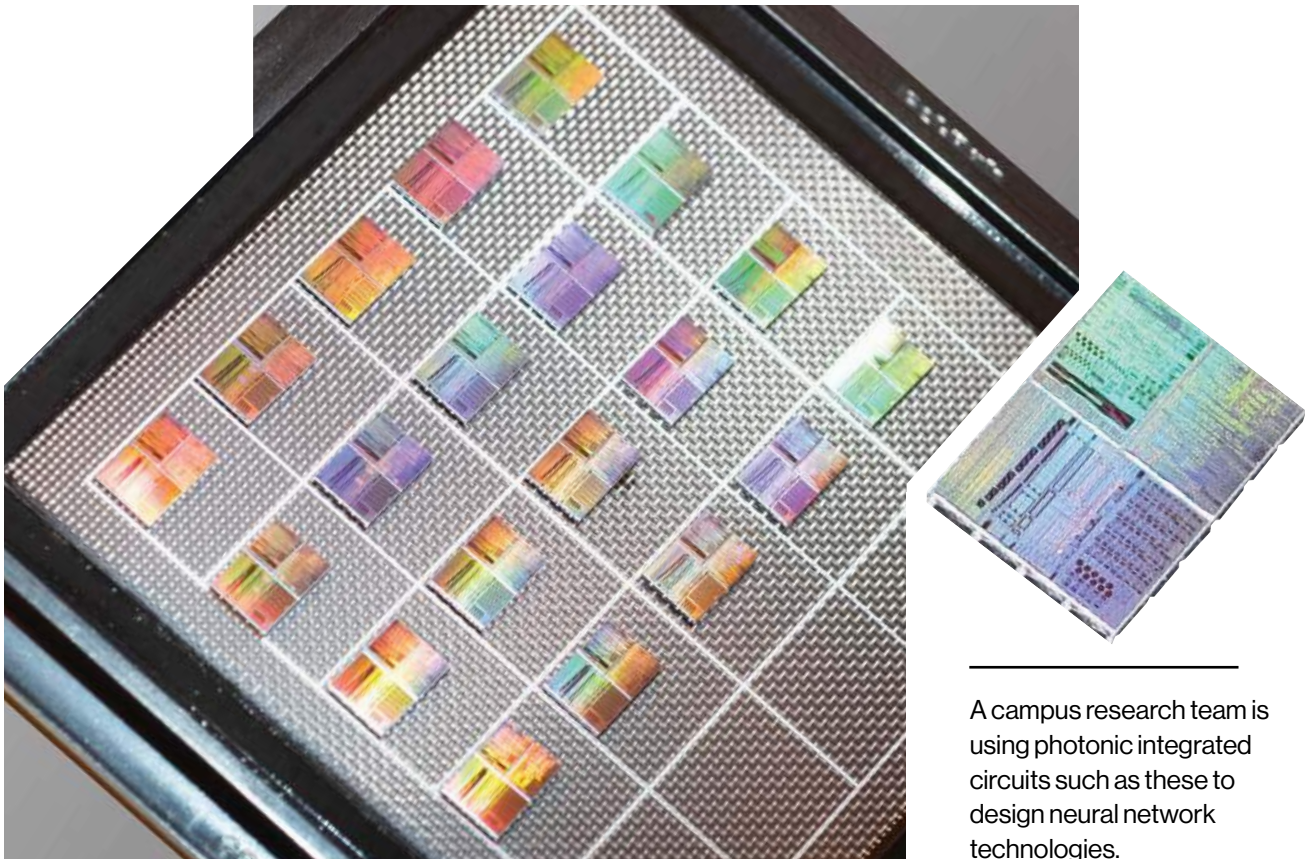
“People think AI already has these abilities, but there is a very long way to go before machines match human levels,” said the assistant professor of imaging science. “How can we make a system that learns immediately and can update its beliefs about the world based on new information? If you want to head toward useful, human-like intelligence, this is the prerequisite for it.”

Michelle Cometa '00



Photo by A. Sue Weisler

Kushal Kafle, an imaging science doctoral student, is helping to build computing systems that can better interpret complex scenes and images.



A campus research team is using photonic integrated circuits such as these to design neural network technologies.

Artificial Intelligence

Giving computers a better brain

Next-generation computing systems modeled after the human brain's information processing capability and energy efficiency are becoming a reality through work by Dhireesha Kudithipudi.

Her research team focuses on brain-inspired computing, a combination of neuroscience, nanotechnology and intelligent system design, to build computing systems that can assess and integrate ever-larger quantities of data.

Brain-inspired computing is a sub-field of artificial intelligence where the physical, neural network architecture and its complex processing mechanisms are inspired by how the brain can recognize patterns and retain information over time.

Today's systems have the potential to do this, Kudithipudi explained, but require a more robust network architecture to acquire, manage and assess data from multiple streams. The brain's ability to process multiple concepts and its power efficiency and resiliency are remarkable characteristics of evolutionary design, and studying

the brain is an ideal model for computer information processing.

"Neuroscientists are attempting to understand the full-scale, functional models of the brain, yet nobody has a complete picture of how it works," said Kudithipudi, a professor of computer engineering and co-lead of the brain-inspired computing pillar of the Center for Human-Aware Artificial Intelligence. "This is what makes this research area challenging and exciting. New discoveries are made every day that are shaping a new paradigm of intelligent computer architectures."

In a new NSF-funded project, Kudithipudi will be part of a campus research team using photonic integrated circuits to design neural network technologies to improve speed and address energy consumption. Work on that project can have an impact as RIT continues its contributions to AIM Photonics, the national manufacturing initiative.

In order to construct the neural networks for photonic chips, the team will build

AI in the classroom

There are about 40 faculty-researchers in 27 lab groups across the RIT campus involved in courses and research using artificial intelligence. Examples of courses include Deep Learning for Vision, Machine Intelligence, Brain-inspired Computing and Big Data Analytics.

upon known capabilities of electronics to overcome the challenges of establishing better memory and amplification. This hybrid approach, where electronics and photonics would be integrated together, enables solutions to improve photonic chips.

"There are new application domains that are evolving where AI is deployed," said Kudithipudi. "There is a convergence of several fields that can make AI very successful today."

Michelle Cometa '00



Photo by Myers Creative Imaging

Matt Huenerfauth, right, professor of information sciences and technologies, is developing animations of American Sign Language.

Artificial Intelligence

Improving ASL communication

One day, Siri might be able to respond to questions using sign language in the same way she now speaks using voice output.

That may happen through work by Matt Huenerfauth and his research team, which is developing animations of American Sign Language (ASL)—a language that requires precise control of hand and body movement as well as facial expressions.

“Those are larger, fundamental aspects of how you make things look natural,” said Huenerfauth, professor in the B. Thomas Golisano College of Computing and Information Sciences and co-lead of the human-centered AI pillar. “Technology for automatically producing animations of ASL could make it easier for companies to provide information in sign language on websites, since updating these animations may be easier than re-recording videos of human ASL signers.”

Taking a machine-learning approach involves some human linguistic intuition to tell the new system what characteristics are important. For example, machine-learning

algorithms are trained to predict where to pause—spaces between words—to ensure that the pause reflects the actual end of a sentence in a conversation.

Research team members have thousands of hours of recordings of native signers, which have been analyzed by expert linguists, to produce this distinctive data set. They have strategies to use different machine learning models to learn patterns in how humans move during sign language.

“There is a hesitancy among people who do natural language processing—also called computational linguistics—to apply their methods to sign language because it feels unfamiliar. We hope we are reducing a bit of this mystery and trying to create useful tools,” he said.

“A focus of our lab is to take an imperfect AI system and try to do something with it to help people now, even though we know it is not perfect; we wrap it up in some application that someone can derive a benefit from.”

Michelle Cometa '00

Who is involved?

The Center for Human-Aware Artificial Intelligence (CHAI) was formed last year after more than 200 faculty, students and staff attended a retreat called Move 78 to talk about how RIT can further distinguish itself in new AI discoveries. Center leaders are:

Brain-inspired computing: Dhireesha Kudithipudi and Andreas Savakis, both professors of computer engineering;

Machine learning and perception: Christopher Kanan, assistant professor of imaging science and CHAI's associate director, and Reynold Bailey, associate professor of computer science;

Automation and robotics: Ray Ptucha, assistant professor of computer engineering, and Ferat Sahin, professor of electrical engineering;

Human-centered AI: Cecilia Ovesdotter Alm, associate professor of computational linguistics and language science, and Matt Huenerfauth, professor of information sciences and technologies.

RIT's MAGIC Spell Studios opened a new 52,000-square-foot building adjacent to Frank E. Gannett Hall this fall.

The new facility is where students will turn ideas for film and animation, games and digital media into commercial products.

\$1 billion campaign

RIT publicly launched a \$1 billion blended campaign in July. To date, more than half of the money has already been raised, and MAGIC Spell Studios is one example of how students are already benefiting. Transforming RIT: The Campaign for Greatness seeks support from a variety of investors, including alumni and friends, government and corporate partners, and research foundations and agencies. To learn more, go to rit.edu/transformingrit.



VR. AR. 4K. 3D.

MAGIC spells opportunities with new learning laboratory

RIT's MAGIC Spell Studios opened the doors to its new home this fall, inviting students, faculty and industry professionals to experience a digital media development and publishing learning laboratory never before seen in the Northeast.

The 52,000-square-foot building houses a 7,000-square-foot sound stage and a 180-seat movie theater with 4K projection capabilities and Dolby Atmos sound. There's an audio mixing room, color correction room, game design and media development laboratories, 2D and 3D animation classrooms, and several lab spaces including stop-motion and augmented reality/virtual reality.

"RIT's MAGIC Spell Studios is a hybrid of higher education and the video game industry," said Tom Foulkes, vice president of State Government Affairs at the Entertainment Software Association in Washington, D.C. "The facilities are highly specialized—one part co-working, one part start-up and one part classroom. This gives RIT students a taste of the real world and a competitive edge after graduation."

The real edge though, said MAGIC Spell Studios' newly appointed Director David Long, is that the facility brings together students and faculty from different disciplines and enhances and complements what they are learning in the classrooms.

Students can walk in with ideas for film and animation, games and digital media and walk out years later with a marketable product. They spend the time in between using the state-of-the-art resources in the building to make it.

"We want them to develop their projects from start to finish," Long said. "And when I say 'finish,' that doesn't mean by the end of the semester. By finished, I mean published."

That's a win not only for the university, but for the state, he added. When students commercialize their work, it will ultimately result in new companies and new jobs in the upstate New York region.

Forging a new path

Nearly five years ago, Andrew Phelps, founder and former director of RIT's Center for Media, Arts, Games, Interaction and Creativity (MAGIC), recognized the value of linking RIT's internationally ranked academic programs with high-tech facilities needed to bring computer games, film and animation and digital media projects to the marketplace.

Phelps wanted to build a "collaborative sandbox" where students from any major could create things together. MAGIC Spell Studios was officially formed in 2013 and operated in Student Innovation Hall.

But Phelps didn't only want students to come up with ideas. He wanted those ideas to be commercially viable.

And that's what happened.

In 2014, Dan Plate '16 (illustration) and Gary Porter '15 (game design and development) began the development of a video game called *Super Daryl Deluxe* while they were students working with MAGIC Spell Studios. Earlier this year, the game launched on the Sony PlayStation 4, Nintendo Switch and Steam platforms.

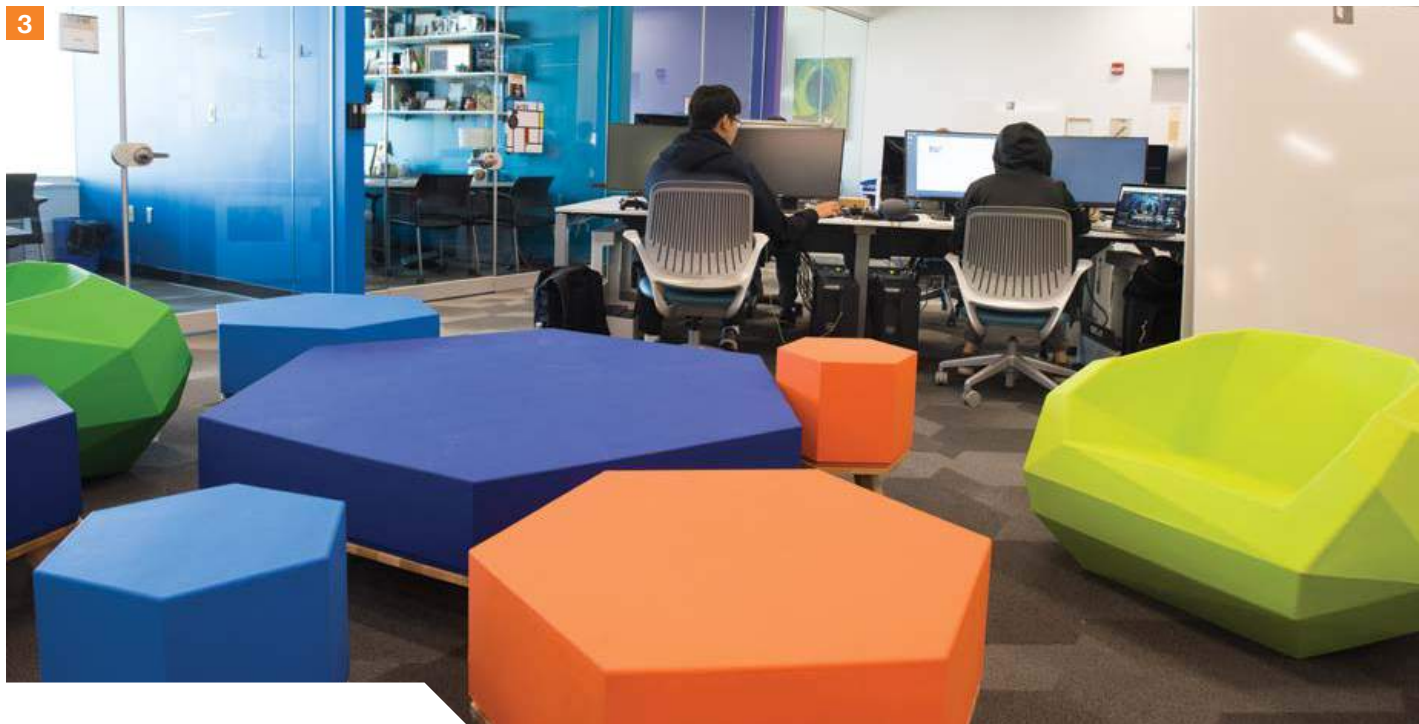
"*Super Daryl Deluxe* is the first video game that was ever supported financially by RIT," said Porter, who with Plate is a co-founder of Dan and Gary Games LLC. "So many people at RIT helped us get to this point in so many different ways. After five years of hard work, it's great to be validated."

In 2016, RIT became the first university

Continued on page 31



Photo by Katie Bailey



MAGIC Spell Studios

About the building

1 Wegmans Theater at RIT—A 180-seat theater with a projection booth and a cinema-quality audio/video system with 4K projection capabilities showcases academic and commercial productions and accommodates film showings, computer game events and guest speakers.

2 2D animation lab—A 2D animation lab is one of five labs designed around core principles of constructionist educational models, or learning by doing. The

labs, which include a 3D animation lab, facilitate education and hands-on interaction in film and animation and game design. The labs can also be used to support commercial and academic activities, research and experimental work, hackathons, game jams and more.

Baselight Color Correction Suite—A tiered 50-seat color correction room doubles as a screening room complementing the various educational programs in this specialty field.

Sound mixing facility—A tiered 40-seat audio-to-video mixing suite complete with mixing board, professional theater-quality audio systems, professional acoustics based on Dolby standards, and a voice-over/isolation booth.

3 Innovation suite—An academic and commercial startup environment that combines student work spaces with high-end computing capability with academic and commercial offices.



Photos by A. Sue Weisler

4 Sound stage—A 7,000-square-foot area that provides resources and space to student filmmakers. With storage, a control room and green room facilities in close proximity, the sound stage will be equipped for use with green screen and motion-capture capabilities and meets the requirements for the New York state film tax credit.

5 Demo lounge—Designed for demos, client briefings and showcases.

Includes a media wall, theater sound and lighting controls, virtual reality and augmented reality capability, and a workplace for clients, partners, guests and dignitaries to showcase digital media capabilities.

6 Collaborative partner suite—Supports next-tier product development and collaborative work with external corporate partners and internal start-ups. Forbes Media is the first in-residence

company, and RIT students have already helped develop a new web platform that the company is rolling out for its writers.

VR/AR Lab—Features an updated and expanded presence of the MAGIC VR/AR Lab, which serves the campus as a place for exploration and experimentation with virtual reality and augmented reality technologies, platforms and hardware.

Gaining exposure

Barrington Campbell loved playing video games as a child, but he didn't think there would be a future as a professional in the game design industry.

"I was wrong," said Campbell, a third-year game design and development major from Montclair, N.J.

In his early high school days, Campbell tried his hand at making games and realized in his junior year that it was time to choose a path. His uncle encouraged him to study game development in college.

"I was a late bloomer when it came to deciding that I wanted to make games for a living," said Campbell. "I always had a passion for tinkering and playing video games. But I knew that after finding a list of great colleges and thinking about where my heart was, developing games was the right career for me."

At RIT, Campbell worked closely with other students and the MAGIC Spell Studios team to create *MetroGnome*, a rhythm-based mobile game that allows users to listen to their favorite music while participating in action-packed, digital adventures.

Earlier in 2018, *MetroGnome* was selected to represent RIT at the annual Intel University Games Showcase at the Game Developers Conference in San Francisco. MAGIC Spell Studios sponsors promising students so they can attend the conference, which is the world's largest professional game industry event of the year.

Students like Campbell are able to make essential connections with those in the industry, sharpen their presentation and interviewing skills early in their careers and serve as ambassadors for RIT.

Campbell has experience as a technical artist on several projects, working on 3D models, graphics and optimizations. But for now his focus is on low-level game engine development with the hope of one day working full time for a top-tier game design studio.

"MAGIC Spell Studios means opportunity to me," he said. "I see it as a partnership in creating the next masterpiece."

Vienna McGrain '12



Game design and development major Barrington Campbell worked with other students to create the mobile game *MetroGnome*.

Taylor Thum, a third-year film and animation student, is building a new platform for live-action storytelling.



MAGIC Spell Studios

Making new products

Great storytelling is at the heart of powerful filmmaking, according to RIT student Taylor Thum.

And her commitment to changing the way that people are captivated by powerful stories is the impetus for her partnership with MAGIC Spell Studios.

Thum, a third-year film and animation major from Franklin Lakes, N.J., is using her enthusiasm for live-action, virtual reality and 360-degree filmmaking—as well as the countless opportunities provided by MAGIC Spell Studios—to design and build a new platform for live-action storytelling.

The end result will allow viewers to experience VR and 360-degree films without wearing a traditional virtual-reality headset. Thum hopes that her design will come to fruition and be commercialized in the next year, showcasing eye-catching documentaries, animation, games or live action using this new and innovative platform.

Last year, Thum was part of a collaborative team of RIT students from the game design and development and film and animation programs who created an interactive app that allowed Buffalo Bills football fans to experience New Era Field in a 360-degree immersive environment. This included walking onto the field through the tunnel and seeing inside the locker room.

The app was the first of its kind in the NFL. This kind of multidisciplinary collaboration at the intersection of technology, the arts and design remains a key component of the MAGIC Spell Studios effort.

“The students who come to work at MAGIC are experimenting with technology, hardware and software, and pushing boundaries,” Thum said. “There is such opportunity to meet great people from so many different backgrounds and work with them on projects and experiences.”

Vienna McGrain '12

Publishing a game

The collaborative nature of MAGIC Spell Studios gives RIT students such as Chris Robinson the unique opportunity to create, develop and publish digital media projects alongside students and faculty from a variety of colleges and departments.

Robinson, a fourth-year 3D digital design major from Philadelphia, has been working with a multidisciplinary team of students on *Fragile Equilibrium*, a classic arcade game produced by MAGIC Spell Studios and expected to be released on Xbox One later this year.

Robinson, the project's lead artist, is primarily responsible for the overall look and feel and helps develop how players interact with the game's assets that generate a visual battle between depression and serenity. The idea for the game was launched in Professor Andrew Phelps' class and was further developed by MAGIC Spell.

"One of the greatest benefits of working with MAGIC Spell Studios is getting to know the talented people who aren't in my major who all come together to develop these projects," said Robinson. "MAGIC Spell serves as a melting pot, a gathering place—otherwise, you would never run into those people who live, study and work several buildings away from you."

Robinson is also impressed with the caliber of projects that are produced at MAGIC Spell as well as the level of professionalism that exists. According to Robinson, "the in-house, industry-specific experience is pertinent to the job you'll have after you graduate."

Robinson hopes after graduation to work in the games industry doing character design, with a specialization in 3D imagery and CGI (computer generated imagery). But for now, he's thrilled with the idea of seeing the game he has worked on in the hands of users everywhere.

"I can't wait to see the banner ad when *Fragile* goes live," he added. "Publishing a game is a tremendous thing to have in my portfolio of accomplishments. MAGIC Spell supports and believes in motivated students and gets their projects into the right places."

Vienna McGrain '12



Chris Robinson, a 3D digital design major, is helping to make a classic arcade game that is expected to be released on Xbox One.



Photo by A. Sue Weisler

David Long, director of MAGIC Spell Studios, said the facility is a place where students from different disciplines can work together to create publishable projects. Long is the founder and former chair of the motion picture science program in the School of Film and Animation.

Continued from page 25

to publish a video game on the Xbox One platform with *Hack, Slash & Backstab*. The game, which also debuted on the Steam platform and the digital storefront Humble, was produced in residence at RIT in a studio course offered through RIT's School of Interactive Games and Media and the RIT MAGIC Center. It was published and is maintained through MAGIC Spell Studios.

And last year, a team of students in association with MAGIC Spell Studios worked with the Buffalo Bills to create an interactive app allowing football fans at New Era Field to use virtual reality to "see" the stadium from a unique perspective. The resulting app was the first of its kind in the NFL.

"This is just the tip of the iceberg when it comes to having student games published and film and animation projects produced," Long said.

A regional economy catalyst

The new MAGIC Spell Studios building was made possible through \$13.5 million in funding from New York state, \$3 million from Dell, \$12.4 million from Cisco Systems

Inc., \$1.5 million from The Wegman Family Charitable Foundation and \$1 million from RIT Trustee Austin McChord '09.

The investment is designed to stimulate the economy. And it couldn't have come at a more perfect time.

Industry analysts are predicting that the international games market will likely surpass the \$138 billion mark by 2021. Conservative estimates show that the worldwide film industry has already surpassed \$300 billion annually.

At RIT, interest in the highly competitive film and animation and game design and development programs is skyrocketing, with game design and development enrollment increasing nearly 150 percent since 2009. That interest is expected to rise in the coming years, and MAGIC Spell Studios allows RIT to accommodate the demand.

The assets of MAGIC extend beyond the building to help entrepreneurs and start-ups develop new products and spur economic growth throughout the state.

For example, RIT was named one of three Digital Gaming Hubs in New York state by Empire State Development in 2016. The gaming hubs provide resources and mentoring to encourage students and entrepre-

neurs to enter the growing games industry.

As part of MAGIC Spell Studios, outside companies will be invited to campus to expand and work in a dedicated collaborative partner suite. Forbes Media is the first in-residence company that is providing experiential learning opportunities for students.

Companies also can book commercial projects in studios that rival the best facilities from New York City and Hollywood.

Aaron Gordon '13 (film and animation) has done that with his Rochester-based production company Optic Sky.

Optic Sky used the sound stage, which meets the requirements for the New York state film tax credit, to shoot a commercial.

Gordon, whose company graduated from RIT's Venture Creations business incubator in 2015, said that his clients see the benefits of filming on location in western New York versus major hubs.

"Other production companies will see the value in using MAGIC Spell Studios for their commercial and feature shoots and that will directly impact the upstate New York economy in an extremely positive way."

Vienna McGrain '12

2018 Brick City Homecoming &

The Rochester skyline was lit Tiger orange as part of a special celebration of RIT's annual Brick City Homecoming & Family Weekend.

More than 15,800 members of the RIT community came out Oct. 19-21 for 125 homecoming events, including the Presidents' Alumni Ball, a talk with *The Big Bang Theory* actress Mayim Bialik, the Brick City 5K Fun Run and Walk, women's hockey games and a sold-out men's hockey win at Blue Cross Arena.

The celebration was even more special this year because RIT marked 50 years since moving to the Henrietta campus. In 1968, the university moved from downtown Rochester—where its roots date back to 1829—to a newly built campus in the town of Henrietta.

"As we look back on how much has changed since we placed the first brick in Henrietta, the potential for RIT to be transformed and to continue to transform the lives of RIT family members is awe-inspiring," said Bill Buckingham '64 (business administration), honorary chair of the 50th anniversary celebration.

RIT's history downtown was also recognized with a new historical marker and walking tours of the campus area.

Bob Wislocky '70 (printing) and Gail Wislocky '69 (retail management) remembered meeting at Kate Gleason Hall, when she worked as a resident advisor. The couple reminisced about the dorm that is now an empty lot next to Interstate 490.

"We knew about RIT's decision to move before we applied to school here and it was actually one of the reasons I decided to come to RIT," said Bob Wislocky, who is president of Newark Trade, a digital graphics company in New Jersey. "RIT was forward thinking and had a commitment to grow in the future."

Scott Bureau '11, '16

A



Family Weekend

Watch highlights
<http://bit.ly/BrickCity2018>

Alumni visit downtown campus
<http://bit.ly/downtowncampus>



B



C



E



F



H



I

A About 2,500 people heard words of wisdom from actress Mayim Bialik, the Student Government Distinguished Speaker. Bialik is best known for her role on the television show *The Big Bang Theory*.

B Henrietta Town Supervisor Stephen Schultz '89 (computer science), center, announced a new scholarship for students from Henrietta during a rededication ceremony on Oct. 19. He is with Bill Buckingham '64 (business administration), left; Board of Trustees Chair Christine Whitman; and RIT President David Munson.

C The Class of 1968 was inducted into the Golden Circle at a luncheon. The annual event honors people who are celebrating 50 years or more as RIT alumni.

D A historical marker was dedicated in downtown Rochester, celebrating RIT's origins, which include the Rochester Athenaeum and Mechanics Institute.

E The men's hockey team skated to a 6-1 win against Colgate University in front of a sellout crowd of 10,556 at Blue Cross Arena.

F Mechanical engineering technology student Brandon Jermyan, left, took part in the Brick City 5K Fun Run with his father, Jay '92; brother, Alexander '16; sister, Kristin; future brother-in-law, Eduardo Escarret; and mother, Lorraine '92.

G Jenny Fleiss, co-founder and CEO of Jetblack and co-founder of Rent the Runway, was the Gasser Distinguished Lecturer for Saunders College of Business.

H The Rochester city skyline was lit in orange to help celebrate Brick City.

I Dave Bickler, former lead singer of Survivor and a parent of a first-year student, surprised the 850 guests at the Presidents' Alumni Ball by singing "Eye of the Tiger."



Genesee Brewmaster Steve Kaplan '05 helped implement a \$49.1 million modernization project at Genesee Brewery in Rochester.

Alumnus engineers a better brewing process

Genesee Brewmaster Steve Kaplan doesn't hesitate when asked about his favorite beer to brew.

"Straight up Genny," said Kaplan '05 (mechanical engineering.) "To be able to make a pale American lager with really nothing to hide behind—you have to have a very clean and consistent process. It's the most challenging."

Kaplan knows challenging. He recently helped implement a \$49.1 million modernization project at Genesee Brewery.

The project, which began in October 2016, included a mash filter to extract more sugars from ingredients, 24 new high-efficiency fermentation tanks, a new 13,000-square-foot building housing a state-of-the-art control room and an automated system to oversee the brewing process.



The improvements have helped New York's oldest brewery operate more efficiently and sustainably—decreasing water and natural gas usage and creating less waste.

"We changed the way we make beer completely," Kaplan said. "To keep the flavor the same through all of these different process changes has been the biggest test."

Kaplan started at Genesee in Rochester in 2011 after working for Anheuser-Busch in Baldwinsville, N.Y., for four years. Kaplan said he found his calling at Anheuser-Busch, where he learned about the brewing process on the job. He also was part of a modernization project there, which led him to Rochester.

The Genesee brewmaster at the time visited Anheuser-Busch to look at old equipment for sale. Kaplan gave the tour.

A few months later, Kaplan started at Genesee as an assistant brewmaster overseeing the hot side of the brewing process.

He became head brewmaster in January after two of his superiors retired. He has loved the job since day one.

Kaplan said his background as an engineer was valued immediately because he was able to bridge the gap between old and new equipment.

"When something breaks that has been in service for 30 years and the guy who designed it died in the 1980s, you have to re-engineer it," he said.

He also enjoys the variety. Along with its core line of Genesee beers, the brewery makes the Genesee Brewhouse Pilot Batch Series and Seagram Escapes malt beverages. It also does contract work for hundreds of companies. Genesee Brewery is owned by North American Breweries.

"Without my RIT background, I would have a completely different understanding of the brewing process," Kaplan said. "Because I'm an engineer, people say I have a different take on brewing."

Mindy Mozer



Andrea Atcheson '99 did one show of *Grill It! with Bobby Flay* while she was in culinary school. Today, she runs the Heart Health Academy where she works with people to reduce their risk of cardiovascular disease through wellness coaching.

Physician assistant puts heart health first

Andrea Atcheson felt like a pill pusher. She had spent 19 years working in the field of cardiology, seeing two dozen patients a day for 15 minutes at a time. Many of her patients were overweight and taking as many as 30 medications a day, but during a 15-minute appointment, she didn't have the time to teach them about wellness.

"I got to a point where I asked, 'Is this all there is?'" Atcheson '99 (physician assistant) said. "I wanted to do more."

In 2017, she did. Atcheson started what she calls the Heart Health Academy, where she works one-on-one with people to reduce their risk of cardiovascular disease through wellness coaching.

The job suits Atcheson not only because she is a physician assistant, but also because she is a professionally trained chef who even did a stint on *The Food Network*.

After graduating from RIT, Atcheson worked locally at Genesee Hospital for nine months before moving to San Diego, where

she landed a job in cardiology.

In her free time, she loved to cook. In 2008, she decided to enroll in culinary school part time while continuing to work part time.

In culinary school, she submitted an audition tape to *The Food Network*. She got booked for one show of *Grill It! with Bobby Flay*, where she cooked breakfast on the grill.

After graduating from culinary school, she opened a small company where she did private cooking lessons, catered events and taught cooking classes in the community for a couple of years. In 2012, she moved back to her hometown of Syracuse, N.Y., and took a job as a physician assistant at the Syracuse VA Medical Center.

She still works full time at the VA and runs the Heart Health Academy on the side, where she shows her clients how small changes can make a big difference.

"Life is too short to not really do what you love," she said.

Mindy Mozer



To learn more

Go to thehearthealthacademy.com.



For Jason Farnan '03, air guitar is both a creative outlet and a social experience. "It's fun to take being silly so seriously," he said.

Photo by Air Guitar World Championship

Design manager by day, air guitarist by night

Jason Farnan '03 (graphic design) performs a rather unconventional instrument in front of thousands of people. Farnan, known on stage as Lt. Facemelter, is a decorated air guitarist. In 2013, he placed first in the U.S. Air Guitar Championships and fifth in the Air Guitar World Championships.

Earlier this year, he traveled back to Oulu, Finland, for the world championships and placed fifth for the second time in his air guitar career.

"It's fun to take being silly so seriously," said Farnan, who picked up the hobby a decade ago. "You're not just playing an invisible instrument, you're entertaining the crowd. You're giving them the greatest show they've never seen."

After watching *Air Guitar Nation*, a movie about how competitive air guitar came to the United States, Farnan became a performer seemingly on a whim.

"When I was buying tickets to a local air guitar show, I saw that for an extra \$2 I could perform instead of just watch," said Farnan. "I asked my wife if I should try it

and she said, 'Yes.' So I signed up."

Since then, Farnan has been highly involved with the air guitar community. He has performed in 18 competitions as well as helped run competitions at both the local and national level.

Farnan moved to San Diego in 2005 to work as a web designer for a friend's company. He has worked for SMS.ac, Geary Interactive and PacketVideo.

Now, Farnan works as a user experience design manager at Tandem Diabetes Care. He works specifically with insulin pump software design improving usability, accessibility and user satisfaction.

Both on and off stage, Farnan uses air guitar as a creative outlet.

"I design trading cards for air guitar performers kind of like baseball cards. When I need to take a break from my real job and life responsibilities, I'll spend time working on that."

Farnan said he is now taking a break from performing to focus on family responsibilities but the memories and friendships he made in the air guitar community will



Photo by Juuso Hearala

always be with him.

"At one point in my life, I can say I was the best in the country at something. It's even more cool that I was the best at playing an invisible instrument."

Felicia Swartzberg '19

Joseph Slomka '00, '03 MS is vice president and principal color scientist at Fotokem, a digital post-production company in Burbank, Calif. He credits RIT for his foundation in color management and imaging systems.



Photo by Tim Kang

Color scientist helps make top films look vibrant

For nearly 15 years, color scientist Joseph Slomka '00 (information science), '03 MS (color science) has helped shape the visual experience of moviegoers around the world. His more than 50 films include *Dunkirk* and *The Last Jedi*.

Slomka's first movie was *Spiderman 3*. An executive from Sony Pictures had called RIT's Munsell Color Science Laboratory looking to hire a graduate to work in the emerging digital cinema.

Slomka got the job and joined Sony's special effects team. He collaborated with artists and designers representing different aspects of a film (sets, wardrobe, textures, etc.) and made sure their color choices would translate into a visual environment.

"It was a heck of an introduction to the business," Slomka said. "I jumped in with both feet first."

Now an industry veteran, Slomka is vice

president and principal color scientist at Fotokem, a digital post-production company in Burbank, Calif.

"We do all the electronic distribution," he said. "It's not just tele-print; it's every aspect. It's streaming. It's Netflix. It's Hulu, Amazon and Apple, and film prints and TV shows. I have my little part in all that."

Slomka's focus on color post-production means he works primarily with cinematographers and colorists who create a movie's palette. He develops the science and technology that support the color science workflow on movies, from on-set to editorial. Slomka makes sure everyone collaborating on the production sees consistent imagery no matter the platform or display technology.

Slomka credits RIT's Munsell Color Science Laboratory for his foundation in color management and imaging systems.

"I understand how each system produces color, how the computing systems process that color. I go through the math and, in the end, take measurements and digitally inspect images."

The principles of color science remain the same no matter the industry and defy easy translation into the vernacular.

"One Christmas, I went from describing, 'I'm doing micro-density analysis of toner deposition,' to 'I make Spiderman red,'" Slomka said.

Sometimes people assume he works on hair.

"A lot of time people say 'Oh, you're a color scientist and you work with people called colorists, so do you do hair color?' I really should learn more about hair color just for that conversation."

Susan Gawlowicz '95

Class Notes

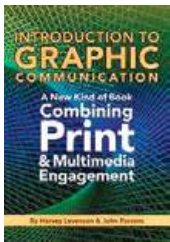
Key to abbreviations

- CAST** College of Applied Science and Technology (now CET)
CAD College of Art and Design
CCE College of Continuing Education (now SOIS)
CET College of Engineering Technology
CHST College of Health Sciences and Technology
CIAS College of Imaging Arts and Sciences (now CAD)
CLA College of Liberal Arts
COS College of Science
FAA Fine and Applied Arts (now CAD)
GAP Graphic Arts and Photography (now CAD)
GCCIS B. Thomas Golisano College of Computing and Information Sciences
KGCOE Kate Gleason College of Engineering
NTID National Technical Institute for the Deaf
SOIS School of Individualized Study
SCB Saunders College of Business
SVP NTID "Summer Vestibule Program"

About Class Notes

Class Notes are edited for space, clarity and style. Share details and photos of special occasions and professional achievements in your life by going to www.rit.edu/alumni/news.

1967



Harvey Levenson '67 (GAP), California Polytechnic State University professor emeritus, co-authored a digitally enhanced edition of his

textbook, *Introduction to Graphic Communication*. Levenson is a former department head of Cal Poly's graphic communication department. The book was first published in 2007.

1970

Thomas Taber '70 (GAP), '74 (GAP) writes that it has been nearly 50 years since his first days as a freshman on the just-opened campus. "Early times were spent climbing over construction debris to get to my dorm, which had no hot water and only one seat for the three toilets. When the hot water was turned on, it was, for a short but memorable time, connected to those toilets." Taber said he has written two books, one novelty song and created a baseball card set that appeared in *Sports Illustrated*. He is now retired and spends time restoring and colorizing Civil War-era photographs. "I remember the names of few of my classmates—maybe you remember me."

1971



Thomas Klinkowstein '71 (GAP) presented a lecture and workshop for the Taiwanese Ministry of Education in Yonlin, Taiwan, titled, "Triangulating Creed," in July 2018. He is president of Media A LLC in New York, a professor at Hofstra University and an adjunct professor at Pratt Institute of Art and Design.

1972

Armando Zelada '72 (GAP) recently joined the League of American Bicyclists board of directors in the District of Columbia. In 2017, he joined the Street Trust (formerly the Bicycle Transportation Alliance) as a board member in Portland, Ore.

1974



James Riche '74 (GAP) and his wife have a book that will be released by Gibbs-Smith Publishers in August 2019. His wife is the writer and he did all of the photography in *Mod Mirage: The Midcentury Architecture of Rancho Mirage*. The 208-page book tells the history of the mid-century architecture of Rancho Mirage, Calif., the city adjacent to Palm Springs. It is available on Amazon and at modmirage.com.

1975



Harold Hine '75 (GAP) spent his career in New York City as an advertising photographer. He is still shooting but now lives full time in Lyme, Conn., and works as the

creative director of Limbkeepers. The business, which sells American-made, non-compression sleeves and gloves to protect fragile skin, was created by his wife. Their products are now sold in almost 200 retail stores and 30 health-care facilities in 34 states and online at limbkeepers.com.



Sharon Hoogstraten '75 (GAP) celebrated her portrait exhibit that ran from June to September of 2018. This

exhibit was especially meaningful to Hoogstraten because the museum is geographically located on the original Potawatomi Reserve of her ancestor, Archange Ouilmette.

1976

Michael Bradbury '76 (COS) has taken a new position as chair of biochemistry at A.T. Still University—Kirksville College of Osteopathic Medicine in Kirksville, Mo. He also has a new home. He is hopeful that it will be a great adventure.

1977



Michael E. Pollock '77 (GAP) received the president's award in April 2018 for 30 years of volunteer service to Brighton Volunteer Ambulance and the Brighton, N.Y., community. He also received a letter of commendation in December 2017 by Lee Burns, director of the New York state Department of Health Bureau of Emergency Medical Services and Trauma Systems.



Kathy Furness '77 (SCB) has joined Johnson, Mackowiak and Associates LLP, an accounting firm in Fredonia, N.Y. Previously she worked for

several family-run businesses, serving as business manager, bookkeeper and financial planner. She was also a tax preparer for an international tax preparation company.

1978

Scott Ladin '78 (CAST), '87 MBA (SCB) retired in May 2017. He is an active community service volunteer at R Community Bikes, SCORE and American Red Cross.

1980



Kathie (Steinke) Lyke '80 (GAP) is owner, artist and creator at Cameron Creativity in Hornell, N.Y. She had two photos published recently. The first, of the full moon on March 1, 2018, was published in *Tampa Bay Times's* daily paper. The second was of budding crabapple blossoms in *The Sunday Spectator* in Hornell, N.Y., in May 2018.

1981



John Bale '81 (GAP) has published his second novel, *Cognition Chronicles: The Redstone Legacy*, through Copper Knight Publishing. *Cognition Chronicles* is available in paperback and ebook on Amazon at amzn.to/2hDAPg6. His first book was *Phoenix in the Middle of the Road*.

1982



Keith Cagle '82 (CLA) is full professor and chairperson of the Department of Interpretation and Translation at Gallaudet University. He received his doctorate in educational linguistics from the

University of New Mexico. He has been teaching the undergraduate and graduate American Sign Language and interpreting courses since 1986.

Stephen Fletcher '82 (GAP) was a speaker at RIT's PhotoHistory/PhotoFuture conference in April. He read his paper, "The Photographic Archivist Is Dead. Long Live the Photographic Archivist!" His paper has also been accepted by the Image and Research International Conference, to be held in November at Girona, Spain. He is currently the North Carolina Collection Photographic Archivist in the Wilson Special Collections Library at the University of North Carolina at Chapel Hill, where he has been on staff since 2003.

1983



Stephen BonDurant '83 (FAA) recently participated in the seventh annual Finger Lakes Plein Air Festival and Competition. As one of 40 juried-in outdoor painters from around the U.S. and Canada, he completed seven paintings in the designated competition area around Canandaigua, N.Y. He's a charter signature member of the Genesee Valley Plein Air Painters, also serving as vice president, and a signature member of the Rochester Art Club, serving as publicity officer.



Linda White-Scuderi '83 (SCB), '84 (SCB), '98 MBA (SCB) retired after 32 years at Xerox Corp. and accepted a new position at Ellucian as a technical project manager.

1984

Kenneth Wojtkowski '84 (CAST) joined Erdman Anthony as a senior structural engineer in the Buffalo office's transportation core business. He has close to 35 years of experience in transportation engineering and is licensed as a professional engineer in New York and Pennsylvania.

1985



Edward Shanshala '85 (COS), '87 (COS), '00 MS (CAST) continues to leverage his three RIT degrees as he has

co-founded his fourth accountable care organization as the CEO of Ammonoosuc Community Health Services Inc. The first being the North Country ACO, the second is New Hampshire Rural ACO, the third is North Country Community Care Organization and the most recent is New Hampshire Value Care, which will begin operation in 2019.

1986



Chad Liszt '86 MFA (FAA) is a founding partner of R43 Limited in Chagrin Falls, Ohio. R43 is an idea house that

creates engaging visual media content. They write, shoot, edit, animate, effect and produce—and have fun doing it.



C. Catherine Hogan '86 (CAST) is an attorney, actress and producer in New York City. She produces movies, including the feature film *The Price for Silence*, starring Richard Thomas, which is now entering film festivals. She is currently producing and has a role in a feature film version of Shakespeare's *The Winter's Tale*, as well as the web series *Such is Life*. Visit her website at www.CatherineHoganActor.com.

1987



Anne (Constable) Marino '87 (FAA) designed a single-page brochure that received the 2018 CASE Circle of

Excellence Award, Gold Level. The summer session brochure from Phillips Academy was designed and written to encourage students from diverse social, cultural and economic backgrounds to apply.

Liberal arts alumnus promoted to four-star general



U.S. Army Gen. Stephen R. Lyons '83 (criminal justice) said RIT helped shape his passion for lifelong learning.

U.S. Army Gen. Stephen R. Lyons '83 (criminal justice) took over U.S. Transportation Command at Scott Air Force Base in August, becoming the first Army officer to lead the global combatant command.

As the 13th USTRANSCOM commander, Lyons leads more than 144,000 logistics and transportation professionals. Lyons was promoted to the rank of four-star general before he was confirmed as commander.

Lyons' experience spans 35 years of military service. Lyons, who was a member of ROTC at RIT, began his career in Germany during the Cold War and subsequently held a wide range of assignments to include command of troops at every level, multiple operational deployments and more than six years of experience in joint assignments.

Since 2003, he has spent more than 40 months deployed to the U.S. Central Command area of responsibility in support of Operation Iraqi Freedom and Operation Enduring Freedom in Afghanistan. He also served as the 14th USTRANSCOM deputy commander from 2015-2017.

"I enjoyed my time at RIT," he said. "It was both academically and physically challenging in a way that helped shape a passion for lifelong learning."



Tiger Love



Sarah Butler '08 (graphic design) and Bradley Butler '10 MFA (fine arts studio) run Main Street Arts in Clifton Springs, N.Y. They both say they love working together.



Main Street Arts has shown the work of almost 90 artists with RIT connections since 2013.



The exhibition "Cultivate" features the work of eight artists, including five with RIT ties.

Main Street Arts becomes family affair

People often ask Bradley Butler '10 MFA (fine arts studio) and Sarah Butler '08 (graphic design) if they get tired of seeing each other.

The couple runs Main Street Arts in Clifton Springs, N.Y. Bradley is the gallery director/curator. Sarah is the gallery manager and graphic designer.

"We are always working, which is both good and bad," Sarah said. "We don't get sick of each other. We love being together."

The two have been together since high school after Sarah's cousin introduced them. They started dating when Sarah was a junior in Bloomfield, N.Y., and Bradley was a senior in nearby Manchester, N.Y.

From the beginning they shared an interest in art and graphic design. After high school, Bradley started as a graphic design student at Monroe Community College with plans to transfer to RIT. But when it came time to transfer, RIT professors told him he needed a stronger portfolio, so he stayed another semester at MCC and took more art classes.

In the process of beefing up his portfolio, Bradley decided he liked the tangible aspect of drawing. He changed his career goal to art teacher, got a bachelor's degree from Nazareth College and applied to RIT for graduate school.

At RIT, he became involved with Gallery 1, which turned him on to gallery work.

"RIT opened my eyes to the different possibilities with a creative degree," he said, adding that he worked in a print shop, taught as an adjunct at RIT and SUNY Brockport and pursued his own art after graduating.

When the position opened up to run Main Street Arts in 2013, Bradley knew he would be a good fit.

Meanwhile, Sarah originally wanted to be an art teacher, but after attending Monroe Community College for a few years, she transferred to RIT in graphic design. After graduating, she worked for six years at Finger Lakes Community College as a graphic designer before the gallery position opened.

In 2015, she got a master's degree from

the Maryland Institute College of Art in the business of art and design, which made her a good fit for gallery manager.

Since Bradley began working at Main Street Arts, the gallery has shown close to 90 artists with RIT connections. That includes alumni as well as faculty members.

The gallery not only shows art and sells art, but it has an artist residency program, where artists have access to studio space and host workshops.

Bradley and Sarah have many plans for the gallery, including converting the gallery to a nonprofit. They hope to expand the residency program and do more K-12 outreach. They have plenty of time to discuss those plans, even when they aren't in the office.

"It's pretty great to work together," Bradley said. "We talk about work all the time, and that makes work and life very connected. It is a good thing for the gallery and a good thing for us."

Mindy Mozer

1988



Katherine Baca-Bielinis '88 MST (FAA) and **Lorenzo Rodriguez-Tripi '76 (GAP)** are Print Club of Rochester board members and they were each recently honored. Baca-Bielinis won the Main Street Arts Award and Rodriguez-Tripi won the Arena Art Group Award at the 27th Annual Members Exhibition at the Rochester Contemporary Art Center.

1989



Dean Burrows '89 (KGCOE), '95 ME (KGCOE) was elected to the National Association of Manufacturers Board of Directors. The National Association of Manufacturers is the largest manufacturing association in the United States, representing more than 12 million people.



Gary Zeiger '89 (CAST) released his sequel novel, *Stingray: Prophecy*, in September through TholianWeb Publishing. It was released in paperback and ebook with an audiobook to follow and is available at GaryZeiger.com and amazon.com. His first book was *Stingray: You Can't Hide Forever*.

1990

Anita (Fragola) Weppner '90 (KGCOE) has accepted a quality assurance engineer position at McGard in Orchard Park, N.Y.

1991



Joseph Pennell '91 (CAST) was selected to be the commander for the Disabled American Veterans Department of New York on June 13, 2018.

1992

Donald Urmston '92 (SCB) was recently named as a founding member of the Hudson Valley Venture Creation Hub. He teaches entrepreneurship at SUNY Orange in Middletown, N.Y.



John Roman '92 (CCE) has been named as CIO of The Bonadio Group. He is responsible for overseeing all aspects of IT

services including management, operations, security and strategic planning.

Jake Hendrix '92 (FAA) recently released the motion picture *5See*. Visit jixavision.com for more information.

1993

John Lawrence '93 (CAST) has been accepted into the University of Wyoming Executive MBA program.



Joseph Brennan '93 (FAA) writes that Brennan Designs will be creating and building from a new studio. These pieces were named "The Omega 3" because they were the last pieces designed and built at his last studio. Learn more at brennandesigns.net.

1994

Christopher Dempsey '94 (CAST) is now the director of sales USA at McCormick & Company (Branded Foodservice Division). Previously he was director of sales USA at The French's Food Company. He lives in southern New Hampshire with his wife, Barbara, and their three children: Bella, 14; Ryan, 12; and Luke, 9.



Kirsten Waltz '94 (CIAS), '96 (CIAS) has joined SmithGroup, one of the nation's largest integrated design

firms, as a principal and leader of its Boston Health studio. She joins SmithGroup after a nearly 20-year career with Steffian Bradley Architects, formerly serving in the roles of studio manager, managing director and president of U.S. operations.

Alumna finds perfect solution to wedding planning



Arielle Link '13 used graphic design skills that she learned at RIT to create a wedding planner for the modern bride.

Arielle Link '13 (graphic design) saw a problem and came up with a solution.

The problem: People her age are putting all of their money and energy into planning over-the-top weddings.

The solution: A journal-sized wedding planner that provides weekly tips and inspiration to plan a wedding for less money at a slower pace.

"I don't think being stressed out and putting all of your energy and time into one day is a healthy way for a couple to start a marriage," Link said.

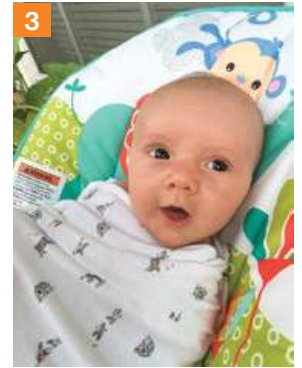
The Perfect Little Planner, created and designed by Link, comes in themes, such as rustic, edgy, beachy or romantic. Along with providing tips, the 52-week planner provides space for brides to take notes and add drawings.

Link researched wedding planning and then used her graphic design skills to create it. By day, she works in New York City as a packaging designer.

The planners are being sold on Amazon, Barnes & Noble online and at perfectlittleplanner.com.



Tiger Cubs



1 Olga Zilberbourg '00 (SCB) and David Grenetz '99 (CAST) gave birth to baby Zoe Leia Grenetz in July 2018. Her big brother, Bowie, recently turned 3½ years old.

2 Kelly (Schottler) Petersen '03 (CIAS) and her husband, Brent, welcomed a baby boy in November 2017. His name is Bernard Brent and everyone calls him Bernie.

3 Matthew Aggleton '04 (COS) and his wife, Jennifer, are proud to announce the birth of their first child, Michael, in May 2018. He goes by Bubs and has swept his parents off their feet.

4 Laurie (Jerome) Hedberg '04 (CIAS) and Mark Hedberg '04 (GCCIS) and their daughter, Rylie, are proud to welcome Ethan Jarrett Hedberg to their family. He was born in June 2018 in Rochester.

5 Jeffrey Conner '08 (CIAS) and his wife, Pamela, are excited to announce the birth of their son, Samuel, who was born in July 2018.

6 Edward Wolf '09 (KGCQE) and his wife, Elizabeth Ihidoy-Wolf, are excited to announce the birth of their daughter, Violet, in January 2018.

7 Jay Ruzicka '10 (CIAS) and his wife, Jacqueline, welcomed their daughter, Emma, in October 2017.

8 Ellen Toukatly '10 (CIAS) and Ryan Toukatly '12 (KGCQE) are proud to introduce their daughter, Meryl Grace Toukatly. She was born in December 2017.

9 Kara DeMichiel '11 (SCB) shares a photo of her daughter, Paige, in RIT gear.

10 Laurel Myers '12 MFA (CIAS) and her husband, Ryan, are excited to announce the birth of their son, Max. He was born in January 2018 and joins big sisters Chloe and Allison.



Charles Sadler '94 (CIAS) is delighted to be accepted into Goldman Sachs 10,000 Small Businesses growth program. He is expanding his business knowledge through the program at LaGuardia Community College. He hopes to continue the growth of King Garden Designs.

1996

Paul Armani '96 (COS) is currently lab manager for Severson Environmental Services.



Antony T. Rozwadowski '96 (CIAS) had his artwork selected by the Milwaukee Bucks to go into its new arena, Fiserv Forum. The professional basketball team had more than 1,200 submissions and only 32 were accepted. Rozwadowski and his wife, **Kelly (Cummins) Rozwadowski '96 (CIAS)**, run K Art & Design in Culpeper, Va.

1997



Theodore Hackl '97 (KGCOE) is an attending physician, ophthalmologist, at WTMA San Angelo, Texas. He has four children between the ages of 4 and 19. He is still into cars and bikes, is a private pilot and former engineer. He would love to hear from RIT classmates.



Rebecca O'Toole '97 (CIAS), '99 (CIAS) was diagnosed with breast cancer when she was 37. She started painting and her husband encouraged her to sell her paintings and donate a portion of every sale. Just

before her 40th birthday, she was diagnosed with leukemia. In the hospital for more than 100 days in six months, she found the only way to survive was to bring her canvases and paints into the room and paint. Her business, The Pink Frame, gives a portion of every painting sold to help other cancer patients.

1998



Tina Clark '98 (CAST) left the corporate world to start her own business after a long career in user interface

design and marketing. She has been slowly building a small specialty food business. She makes coffee syrup, a thick syrup made with real coffee and organic sugar, and other treats made with the coffee syrup.

1999



Nicolás Rubio '99 (SCB), '01 MBA (SCB) who founded Global Union at RIT, came back to campus for a visit in May 2011. He has been working at Revlon since 2007 in Caracas, Venezuela, as business development manager, Latin America export.

Andrew Pratt '99 (CIAS) is now a creative lead on the Google assistant personality team at Google. He lives with his wife, Sarah, and two kids in Alameda, Calif.



Sarah Petitto '99 (COS) completed her ninth year at St. Cloud State University and was awarded the highest teaching honor by the Minnesota State Board of Trustees. She is an associate professor in the department of chemistry and biochemistry. She and her husband have two children, Elena, 6, and Paxton, 3.

2000



Harold Morrow '00 (CAST) was promoted to division chief for Contingency IT at the Defense Logistics Agency. The Contingency

IT team develops and operates deployable, tactical communication capabilities tailored to the needs of the agency's global mission.

2001



Jennifer Tipton Beard '01 (COS) was promoted to program officer at Mozilla. She has been with Mozilla for more than two years working on grant programs in partnership with the National Science Foundation.



Kyle Skrinak '01 MS (CAST) is an IT manager for Duke University's Trinity College for Arts and Science. He is responsible for the oversight of Trinity College's web presence and content editor support. He maintains a professional website at <http://people.duke.edu/~kds38/>.

2002



Scott Zygadlo '02 MBA (SCB) accepted the position of director, enterprise project management office, with BayCare Health System in Clearwater, Fla. BayCare is a not-for-profit health care system offering a wide range of services at 15 hospitals and hundreds of access points throughout the Tampa Bay and central Florida regions.



Nicholas Berman '02 (CLA) is a single father of 10-year-old Jacob William Berman. He lives in Warwick, R.I., and works at the Electric Boat Quonset Point Facility, building Virginia-Class SSN nuclear submarines. This is his fifth year with the company as a pipe fitter and trained orbital welder.

2003

Matthew Poliniak '03 (CIAS), '08 MS (CIAS) was promoted to adviser in the production systems division at Canon USA.



Jonathan Kossar '03 (SCB) is COO and co-founder of perchn (perchn.com), the off-campus housing

website and mobile app. The tech start-up is an off-campus resource for communities near more than 200 campuses in 14 states, including RIT, and is growing with a goal of national reach.



Michael Hoag '03 MBA (SCB) is now living in Williamsburg, Va., and working as a supplies brand protection manager, systems and tools for Xerox Corp. He got married on July 7, 2018, and he and his wife, Francine, honeymooned in Sarajevo, Bosnia, and on the Croatian coast.

2004

Chad Tucker '04 (SCB) reached his 14th work anniversary at The Boeing Co. in July.

Timothy Trapp '04 (KGCOE) is now leading the quality engineering groups for Fisher-Price Brands and MEGA Brands at Mattel.

Ara Hagan '04 (SCB) writes that her company, Hagan Associates, is among the top winners of the 24th Annual Communicator Awards. Hagan Associates received the design features—overall design for print advertising and print-news-paper ad/insert for print advertising awards for its full-page ad on behalf of Shelburne Farms. Hagan is president and owner of Hagan Associates, a full-service marketing firm in Essex Junction, Vt.

2005



Felice Prindle '05 (CAST) celebrates the success of an international service project with 20 of her high school students. Prindle, who serves as the high school counselor at Bloomfield High School, led an international service project to the Dominican Republic this past school year. She and her students worked on a clean water initiative in the Jarabacoa region, laying and connecting pipes to bring clean water to nine homes.



Jennifer Treuting '05 (CIAS) was recently promoted to supervising producer at Nick Jr. She's been at Nickelodeon for nine years, creating short form content for kids and families across on-air, digital, YouTube and SVOD platforms, including producing Nickelodeon's first Alexa skill, the SpongeBob Challenge. She's also recently become the New York Chapter President of the Children's Media Association.

Marc-Anthony Arena '05 (SCB) recently released his first online video course, sharing the name of the book, *How to Protect Yourself from Your Computer*. Access the online course at teknosophy.com.

2006

Ralph Gleason '06 (CAST) is the owner of UnivantCorp.com, a business intelligence and analytics consulting company that specializes in consulting for Fortune 100 companies as well as developing applications for small business. He notes that they are hiring. He also announces the birth of his first granddaughter.

2007



Matthew Burrough '07 (GCCIS) completed his first book, *Pentesting Azure Applications*. In it, Burrough describes the steps that IT professionals can use to assess the security of their cloud computing resources and provides best practices for keeping their data safe. The book is published by No Starch Press and can be ordered at www.nostarch.com/azure or on Amazon.com.



Beekey Cheung '07 (GCCIS) has been a successful software consultant for the past two

years and is close to launching his own startup's new product, Maleega. It's an email client designed to work around how people think. It helps make sure people get to their important emails without needing to hit inbox zero.

2008



Joshua Kierpiec '08 (GCCIS), '11 MS (GCCIS) spent seven years in defense contracting

working on satellite ground systems. He moved to work for Uber for two years in the DevOps/SRE space managing the configuration and reliability of a 5,000-node machine-learning data center.

He is currently working for Blizzard Entertainment as a senior SRE in the classic games division.

2009



Amanda Weissman '09 (KGCOE), '09 MS (COS) and Brenda Lisitano '13 (KGCOE) joined leaders from the Society of Women Engineers to ring the Nasdaq opening bell on Aug. 8.

2010



Laura Carbonneau '10 (CLA), '12 (CAST) received her Master of Science in Sustainable Food Systems at Green Mountain College this past May. She is the new communications manager for Food Connects in Brattleboro, Vt.

Graduate's sculpture causes her to reflect on RIT



Julia Manson '17 MFA (metals and jewelry design) worked on this sculpture last year while teaching foundations courses at RIT. She is now a freelance artist and jewelry designer in Austin, Texas.

A recently constructed sculpture in downtown Rochester symbolizing hope and inspiration has special meaning to Julia Manson '17 MFA (metals and jewelry design).

For one, she is the piece's artist. But the tall steel sculpture's essence also brings Manson to happily reflect upon her time at RIT's College of Art and Design, where she grew as an artist in graduate school.

"This sculpture, in particular, comes back to

me personally," said Manson, from Bradenton, Fla. "It's about growth and moving forward and upward in life. I think that definitely relates to the experience I had at RIT."

The sculpture, named *Gateway*, was commissioned by Peter Landers, a co-owner of local office building 3 City Center, to create a structure with an "inspiring feeling."

Manson brought those emotions to life with the piece, which was installed in the spring outside 3 City Center.

2011



Molly Loar '11 (SOIS) marked five years as an employee of SPS: Swiss Post Solutions, working as a facilities and operations

associate based with client Digitas at its Chicago office. From October 2017 to present, she has also been selling her personal artworks branded as Studio Mollusk, showcasing her paintings with two Argo Tea Café locations in downtown Chicago.



Kaitlyn Werner '11 (SCB) got married this summer in Vernon, N.Y., to Cameron Stewart. By her side were seven alumni, including **Dani Walters '12 (KGCOE)**, **'17 MS (KGCOE)**; **Steph Schroeder '11 (COS)**; **Rachel Levine '13 (KGCOE)**; **Bruce Kynoch '13 (KGCOE)**; **Josh Stephenson '12 (KGCOE)**; **Tina Coppage '11 (COS)**; and **Kelly Appleton '13 (CHST)**.

2012



Elizabeth Stevens '12 (CAST), **'12 MBA (SCB)** has joined Erdman Anthony as a design engineer in the transportation core business

in the Rochester office.



Jacquelyn Schulman '12 (COS) and **Tyler Herrman '13 (GCCIS)** exchanged marriage vows after the two met in 2008, their freshman year, when they both joined the RIT bowling team. Guests included other RIT alumni including: **Tiffany Gundler '15 (KGCOE)**; **Kimberly Maier '14 (KGCOE)**; **Steven Kaiser '14 (KGCOE)**; **Philip Kulis '12 (CAST)**; **James Brown '14 (CAST)**; **Dave Gerhart '10 (SCB)**; **Kentrel Richardson '13 (CAST)**; **Todd Sigeti '12 (SCB)**; **Katie**

Haugh '11 (CIAS); **Sarah Jevons '14 (CLA)**; and **Daniel Vick '11 (KGCOE)**. The wedding took place on Nov. 4, 2017, at Valenzano Winery in Shamong, N.J.

2013



Nicholas Van Strijp '13 (SCB) and three other RIT alumni co-founders have just launched their first mobile app, Coupler. The app is now live on the Apple App Store and Google Play Store. The double dating app helps people in relationships meet other couples.

Cory Baker '13 (GCCIS) accepted a position with Secureworks, a subsidiary of Dell, in 2016 and earned his OSCP designation in March 2018.

2014

George Glessner '14 (SOIS) achieved certification as a hospital emergency coordinator from Augusta University. In September, he sat for his board certification exam from the American Nurses Credentialing Center. Having passed, he is now certified until 2020. He continues to work at Rochester General Hospital where he is the emergency preparedness manager.



Sarah Bono '14 (CIAS) is currently a UI designer at ESPN, where she works specifically on all ESPN fantasy products. For the past two and half years, she has been the only female in the ESPN product group. Last year, she pitched a concept to ABC and eventually led the design for a project that delivered an official "Bachelor Fantasy" game that followed along with the ABC show. Recently, she led the design on ESPN's first game to be released specifically for international consumption, *Fantasy Soccer!*

2015



Sarah Smania '17 (SOIS) and **Danny Cruz** got engaged on June 18, 2016. He proposed to her at Letchworth State Park prior to getting on a hot air balloon.



Tiffany Cable '15 (CAST) married **Bruce Jones '19 (CAST)** on May 27, 2018, at Highland Forest in Fabius, N.Y.

Keith Banks '16 (CAST) was recently promoted to a food and beverage coordinator position at the Walt Disney World Resort. He will be transferring to Magic Kingdom to work at Cosmic Ray's Starlight Cafe, which is known to be one of the busiest quick-service restaurants in the world.

2016



Katelyn Gunderson '16 (KGCOE) graduated from Georgia Institute of Technology with a master's degree in aerospace engineering in May 2018. She was hired by NASA Johnson Space Center as a mechanical/aerospace engineer. She will be supporting the Aircraft Operations Division in Houston.



Sarah Gabriel Isserlis '16 (CIAS) has launched a new company called Tutti. The company aims to bring unused space to musicians anywhere, anytime by matching venues with extra, unused space and musicians of all types through a community-driven app. The company will soon launch a test version of the app in San Diego, Calif. Find out more at tutti.space.

2017



Andrea Shaver '17 (CIAS) joined the RIT Alumni Association Board of Directors. She is excited to serve the university and its alumni in this new capacity.

Lucia Forte '17 (SCB) has joined Barton and Loguidice, a northeast regional engineering, planning, environmental and landscape architecture company. She is a marketing communications specialist for the marketing group in the firm's Syracuse office. Previously, she was a digital marketing analyst for ITX Corp in Pittsford, N.Y.

2018

Valerie Narr '18 MS (NTID) received a job in May as a substitute teacher at Cleary School for the Deaf on Long Island, N.Y.

Bridget Hamlin '18 (CLA) started law school at Ave Maria School of Law in Naples, Fla.



Melissa Zender '18 (CAST) has joined CPL, a full-service design firm. In her new role, she will assist the civil engineering team with a variety of

project types, including land development, site plan design and stormwater design.

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Efmajackson is a third-year student from Bronx, NY, majoring in Computing and Information Technologies. The recipient of the Alpha Phi Alpha Mu Sigma Endowed Scholarship, Efmajackson is also a New York State Arthur O. Eve Higher Education Opportunity Program (HEOP) student. He recently completed an internship in product management with Cengage, an educational services company. In addition, Efmajackson is **co-founder** of and UI **web designer** at eFinance Learn whose mission is to provide finance and investment learning opportunities to underrepresented individuals. An **avid volunteer**, Efmajackson also gives of his time and talents to organizations that include New York Cares, The Salvation Army, and American Cancer Society.

EE

“I am passionate about entrepreneurship, education and technology. I am on a journey to developing apps and designing products that will make a positive impact on people's lives. Without my scholarship and financial aid, it would not have been possible for me to start my journey here at RIT. Thank you to the many donors who make student scholarships possible.”

—Efmajackson Rosario '20



Drive progress.
Shape what's possible.
Transform the future.

In Memoriam

Alumni

- 1941**
Wanda (Daetsch) Grove '41 (FAA) July 13, 2018
- 1942**
Margaret (Wood) Campbell '42 (SCB) Aug. 7, 2018
Henry W. McIver '42 (FAA) June 29, 2018
Richard A. Proseus '42 (COS) April 27, 2018
- 1946**
Rudolf Dimuzio '46 (GAP) July 5, 2018
- 1947**
John Bicke '47 (GAP) July 7, 2018
Shirley D. Hess '47 (FAA) June 2, 2018
Vincent G. Lisanti '47 (GAP) May 23, 2018
- 1948**
Robert L. Bartels '48 (FAA) Dec. 21, 2017
- 1949**
Peter J. Geraci '49 (CCE) July 3, 2018
Eleanor (Sutherland) Reynolds '49 (FAA) July 13, 2018
- 1950**
Charles E. Grime '50 (FAA) April 29, 2018
Herbert A. Keeling '50 (KGCOE) June 21, 2018
- 1951**
Charles M. Blanken '51 (GAP) June 26, 2018
George J. Zavaski '51 (GAP) April 25, 2018
- 1952**
Arthur R. Kuchta '52 (GAP) April 17, 2018
- 1953**
Marlene H. Herr '53 (FAA) May 21, 2018
George J. Hatem '53 (GAP) June 18, 2018
- 1954**
Richard Cote '54 (GAP) June 28, 2018
Luke McKeever '54 (GAP) July 4, 2018
- 1955**
Jean C. (Pennings) Berndt '55 (SCB) Aug. 10, 2018
Joan (Martin) Morgan '55 (SCB) Sept. 4, 2018
Dean D. Zeeb '55 (GAP) May 15, 2018
- 1956**
Martha M. Bullock '56 (SCB) Aug. 3, 2018
- 1957**
Charles A. Bishop '57 (COS) June 15, 2018
Sam J. Campanaro '57 (CCE) July 14, 2018
- 1958**
Dominic J. Mazzaferro '58 (CCE) July 29, 2018
Dr. Chris F. Nilsen '58 (KGCOE) June 6, 2018
Gordon P. Taillie '58 (KGCOE) July 21, 2018
- 1959**
Peter J. Gmuer '59 (GAP) May 3, 2018
Margaret (McCarthy) Reynolds '59 (FAA) Sept. 4, 2018
Robert H. Sims '59 (CCE) June 27, 2018
Randall E. Stewart '59 (GAP) May 8, 2018
William Stockfield '59 (KGCOE) June 3, 2018
Dona (Frisbie) Stockton '59 (SCB) July 31, 2018
- 1961**
Frank A. Warren '61 (GAP) July 3, 2018
Dorothea Florack '61 (CCE) July 21, 2018
- 1962**
Irving Pobboravsky '62 MS (GAP) June 16, 2018
John G. Erne '62 (KGCOE) July 25, 2018
Fred J. Wilson '62 (KGCOE) July 29, 2018
- 1963**
Steven G. Plane '63 (SCB) April 24, 2018
Dorothy A. Rodecker '63 (SCB) May 7, 2018
- 1964**
George R. Fedigan II '64 (CCE) May 7, 2018
George H. Gelarie '64 (GAP) April 20, 2018
- 1965**
Vytyis V. Lelis '65 MBA (SCB) May 2, 2018
Helen B. Paprocki '65 (CCE) April 22, 2018
Naomi Whiting Towner '65 MFA (FAA) June 21, 2018
- 1966**
Raymond W. Jeffers '66 (KGCOE), '79 (CCE) Aug. 8, 2018
James K. Henderson '66 (GAP), '68 (GAP) April 18, 2018
Donald R. Mansfield '66 (CCE) June 6, 2018
- 1967**
Ronald M. Benedict '67 (KGCOE) May 6, 2018
Mark A. Renovitch '67 (SCB) June 16, 2018
- 1968**
Raymond F. Klafehn '68 (CCE) July 7, 2018
Duane J. McCoy '68 (CCE) July 14, 2018
Alfred S. Perry '68 (KGCOE) July 19, 2018
- 1969**
Marla B. Friedrich '69, '70 MFA (FAA) June 12, 2018
Carol A. Brooks '69 (CCE) June 8, 2018
Robert P. Westfall '69 MBA (SCB) April 16, 2018
Edward L. Franko '69 (CCE) June 2, 2018
- 1970**
William R. Wagoner '70 (CCE) July 9, 2018
Frank A. Dombrowski '70 (CCE) July 15, 2018
David J. DuFlo '70 (SCB) July 21, 2018
Derek J. Hatley '70 MS (KGCOE) July 8, 2018
Robert E. Marcellus Sr. '70 (CCE), '84 (CCE) June 5, 2018
- 1971**
Reginald P. Higgins II '71 (CCE) Aug. 5, 2018
Raimund A. Kirstein '71 (CCE) May 23, 2018
Brian K. Torrey '71 (GAP) July 26, 2018
John R. Vito '71 (CCE) June 6, 2018
Floyd J. Kreuze '71 MS (CCE) July 16, 2018
- 1972**
Vincent S. Parks Jr. '72 (SCB) June 11, 2018
Donald J. Wania '72 (SCB) May 9, 2018
Herbert G. Zink '72 (CCE) May 13, 2018
- 1973**
Kenneth J. Croft Jr. '73 (CCE), '85 (CAST) April 22, 2018
Calvin J. Domenico Jr. '73 (SCB) May 1, 2018
- 1974**
Raymond C. Cubitt '74 (CCE) Aug. 6, 2018
Carmelo S. Sciandra Jr. '74 (NTID) June 6, 2018
Margaret O'Connor '74 (FAA) July 16, 2018
- 1976**
Francis Dommick Franco '76 (NTID), '79 (SCB) May 3, 2018
Robert S. Peterson '76 MBA (SCB) May 13, 2018
- 1977**
John R. Scoville Jr. '76 (CAST) May 31, 2018
Nicholas Ingallina '77 (CAST) Aug. 8, 2018
Kevin Wolff '77 (FAA) May 15, 2018
- 1978**
Jay B. Covert III '78 (CLA) July 2, 2018
Richard Alan Momberger '78 ME (KGCOE) June 6, 2018
Annmarie Devine '78 (FAA), '81 (GAP) June 30, 2018
Dean Michael Szajna '78 (GAP), '79 (GAP) May 3, 2018
- 1979**
Ted Owen Timmons '79 (CCE), '82 MS (CCE) May 14, 2018
Marjorie Anne Thacker '79, '81, '82 (NTID) June 9, 2018
- 1980**
Ted L. Flanders '80 MS (CCE) May 27, 2018
Neil William Weiner '80 (GAP), '82 (GAP) May 1, 2018
- 1981**
Linda F. Klafehn '81 MS (CAST) May 15, 2018
Wayne Clifford Weber '81 (CAST) May 15, 2018
Malcolm K. Skipton III '81 MBA (SCB) July 11, 2018
Wendel L. Knoll '81 MS (CCE) June 11, 2018
Florene N. Hughes '81 MS (CAST) May 20, 2018
Cynthia Dawn Gardner-Skrypek '81 (GAP), '99 (COS) May 30, 2018
Hilary G. Marquis '81 MFA (FAA) May 17, 2018
- 1982**
Stephen Edwin Mench '82 (KGCOE) May 15, 2018
Charles Sawyer '82 (CCE) June 3, 2018
Tammy Shemanske '82 (NTID) June 24, 2018
- 1983**
Timothy S. Partridge '83 (SCB) April 14, 2018
- 1984**
Corinne A. Duroure '84 (CAST) June 11, 2018
Robert M. Weber '84 (NTID) July 31, 2018
Edi Cucinelli Hewa '84 (COS), '86 (COS) Aug. 9, 2018
Richard F. Hilimire Jr. '84 (CAST) June 29, 2018
- 1985**
Jorg A. Matull '85 (CCE) July 29, 2018
Levern Deruyter '85 (CCE) June 6, 2018
- 1988**
Barry Patrick Bergman '85 (NTID) Aug. 6, 2018
Robert G. Kaimer Jr. '88 (KGCOE) Aug. 9, 2018
- 1989**
Ralph G. Alloco Jr. '89 MBA (SCB) Aug. 9, 2018
- 1990**
Philip K. Elliott '90 (CAST) June 3, 2018
Randy L. Rosenzweig '90 (CAST) May 2, 2018
- 1992**
Craig Robert Moffitt '92 (SCB) May 12, 2018
Timothy J. Prezzano '92 (GAP) June 13, 2018
- 1995**
Joshua Michael Rosenheck '95 (CIAS) May 8, 2018
- 1996**
Cheryl Anne Whitney '96 (CAST), '97 MS (CAST) May 23, 2018
- 1997**
Ann M. Marusiak '97 (SCB) May 11, 2018
- 1999**
Amanda L. Piper '99 (CAST) June 5, 2018
- 2000**
Roderick J. Van Winkle '00 (COS) April 24, 2018
- 2001**
Sharon Wilcox '01 (CAST) May 12, 2018
- 2009**
Jonathan S. Sato '09 (GCCIS) June 2018
Reid D. Smith '09 (CAST) July 11, 2018
- 2012**
Farouq Achoui '12 MS (CAST) June 2018

Faculty and Staff

Catherine Carlson, honorary trustee, Sept. 27, 2018

Doug Coffey, faculty member for 37 years in the College of Liberal Arts, July 24, 2018

Vernon Davis, one of the original faculty members at NTID, Sept. 5, 2018

Francis "Bud" Kearns, professor of accounting in Saunders College of Business, Aug. 3, 2018



Andy Franklin '75 took this photo in October 1972. Franklin's photos of campus life from the early 1970s are on display at University Gallery through Dec. 21. "I recall RIT with great fondness," he said. "It was a great place to be."

Photo by Andy Franklin

Alumnus recounts college days with candid photos from yesteryear



Andy Franklin

As a senior producer for NBC News, Andy Franklin '75 (photojournalism) has a résumé that includes working with some of the broadcast titans of American TV journalism.

Yet he has a more personal accomplishment connected to RIT: Franklin amassed one of the largest single collections of images of student life here during the early years of the still-new Henrietta campus.

"I wanted to capture the kind of photographs that Henri Cartier-Bresson produced—decisive moments of real life, with humanity and occasional humor,"

recalled Franklin, referring to the famed French humanist photographer. "RIT paved the way for me to do that."

Franklin came to campus in 1971 as an art major before switching to photography. From that point, he was rarely without a camera, regularly capturing candid images of campus life.

While at RIT, Franklin worked for *Reporter* magazine and for the yearbook *Techmila*, where he was editor-in-chief in 1974-75. A number of his images appeared in those publications, but many others remained unprinted until his exhibit of 30 pictures on display at University Gallery on the RIT campus through Dec. 21.

Franklin worked for many years on *NBC Nightly News* as a producer, writer and as a

senior producer for international news. He has had an ongoing role in NBC's political coverage and was a founding producer at MSNBC, where he produced the archival program *Time & Again* with Jane Pauley. He helped produce the NBC special, "Tom Brokaw: The First 50 Years" and recently has worked with Brokaw to produce a series of reports on the 50th anniversary of the year 1968.

The photo exhibit has enabled him to hark back to his RIT days as "a great laboratory for all kinds of interests."

"I recall RIT with great fondness. It was a great place to be," he said. "I made some good friends and some lasting memories."

Rich Kiley



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Scott wanted to make a gift of impact to RIT, so he gave shares of stock to the university to create a Charitable Gift Annuity (CGA). During his retirement, the fund will pay tax-free income to Scott or his family, and the remainder of the fund will transfer to RIT.

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—Scott Hecker ’65, business administration

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RIT



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