One Day:
Countless Students’ Lives Transformed!

with Passion & Purpose
The Campaign for SUNY Oswego
Connect to the Alumni Network

Don’t miss out on the latest news, events and connection opportunities from SUNY Oswego! Update or add your email today at alumni@oswego.edu.
25 Years of Welcoming Torchlight

Since 1989, incoming freshmen and transfer students have lit their candles from the Torch of Learning in the Welcoming Torchlight ceremony, a bookend to the longer established Commencement Eve Torchlight tradition.

A Day to Remember

SUNY Oswego celebrates the public launch of its historic $40 million campaign, With Passion & Purpose, with a day full of memorable events on Oct. 16.

'Tomorrow' Starts Today

SUNY Oswego’s new strategic plan ensures that the college remains relevant and worth students’ investment.

The Last Word

Award-winning author Diana Abu-Jaber ’80 shares an excerpt from her soon-to-be-released memoir, Grace at the Table, including an important moment at SUNY Oswego.

PLUS

Campus Currents
Calendar
Class Notes
Alumni Bookshelf
Weddings
In Memoriam

ON THE COVER:
Clockwise from upper left: Members of the “The Tomorrow Show” production crew Christy Somers ’15, Josh Kay ’15 and Justin Dobrow ’17, Telefund student callers Marcus McFee-Walters ’17 (foreground) and Matthew Davout ’17, early risers to be part of the live, on-campus “Today” show broadcasts; and Rooline Cineus ’15, a biology student featured in “The Tomorrow Show” broadcast. Photos by Robert Mescavage Photography, Tyler Edic ’13, Taylor Clock ’15 and Charles Wainwright.

Cover design by Jennifer Broderick.
As we welcome 2015, it is clear that SUNY Oswego has never been as strong as it is today. We provide exceptional opportunities for our students to realize their full potential and their individual destinies—they are immersed in hands-on, minds-on learning in the traditions first established by our founder Edward Austin Sheldon, with extraordinary faculty and staff who also mentor and guide them on their paths.

With the passing of 2014, we reflect on our accomplishments and the challenges we’ve overcome. And we’ve got a lot to be proud of! On Oct. 16, I was enormously pleased to publicly announce 

**With Passion and Purpose: The Campaign for SUNY Oswego**, our most ambitious effort to date with a goal of raising $40 million, and we are well on our way to reaching our goal. The events of that day, along with our many other successes, emphasize a recurring theme in Oswego’s history. SUNY Oswego is meant to be here—our campus, exceptional programs and signature experiences.

The daylong celebration of the 20th Anniversary of National Poetry Month in April, national broadcasts of on-campus news, and presentation of a Presidential Medal to its founder, Louis A. Borrelli Jr. ’77, and an honorary doctorate to renowned newsman Charlie Rose; a wildly successful 24-Hour Challenge, sponsored by ESPN “SportsCenter” Anchor Steve Levy ’87, which raised nearly $200,000 from 1,163 donors in a single day; and “The Tomorrow Show,” a live student webcast co-hosted by Steve and me, featuring our accomplished students and faculty discussing Oswego’s exceptional programs and signature experiences.

The Oswego Alumni Association, Inc.

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The Fund for Oswego

OSWEGO Alumni Magazine is printed on recycled paper with inks that are non-toxic, contain no heavy metals, and are composed of bio-derived renewable resources ranging from 25-40% (as a percentage of total ink weight).

IN HONOR OF THE

20th Anniversary of National Poetry Month in April, we invite all alumni to submit a poem by Feb. 1 to be considered for publication in the OSWEGO Alumni Magazine and alumni web site.

For submission guidelines, visit alumni.oswego.edu/poetry call 315-312-2258 or email alumni@oswego.edu.

OSWEGO Alumni Magazine

OSWEGO is published three times a year by the Oswego Alumni Association Inc., King Alumni Hall, State University of New York at Oswego, Oswego, NY 13126. It is distributed free of charge to alumni, friends, faculty, staff and families of current students, with support from The Fund for Oswego. Printed January 2015

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President’s Desk

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- national broadcasts of on-campus segments for the Weather Channel’s “Wake Up With Al” and NBC’s “Today” show with our loyal alumnus Al Roker ’76;
- the 10th Annual Dr. Lewis B. O’Donnell Media Summit, moderated by the award-winning writer, journalist and media critic Ken Auletta ‘63, and the presentation of a Presidential Medal to its founder, Louis A. Borrelli Jr. ’77, and an honorary doctorate to renowned newsman Charlie Rose;
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Take Advantage of Opportunities, ALANA Alumni Panelists Urge

The value of an Oswego education began to pay off for Emmanuel Cruz ’09 from the day he moved into his residence hall freshman year.

“I talked to my roommate’s father when he came to campus to move his son in,” said Cruz, who was part of the Sept. 22 alumni panel for the ALANA Student Leadership Conference. “And he said, ‘Hey, I know you’re a marketing major. There’s an opening in our office. Do you want to stay at our house over the winter break and just come and intern for us?’”

The alumni panel was part of a weeklong conference for ALANA (African, Latino, Asian and Native American) student groups and organizations. The Student Leadership Conference, which began 28 years ago, helps students develop leadership skills and an understanding of ALANA cultures.

Highlights of ALANA week included:

- Fashion Show
- Unity Peace Walk
- Mini-Carnivals and Festivals event
- “Collections of Expressions” open mic night
- Cuban drummer and composer Dafnis Prieto and his Si o Si Quartet

The alumni panel featured Cruz, Adam King ’11 and Rufaro Matombo ’12. They spoke to a crowd of about 75, nearly half of whom were freshmen. Cruz, King and Matombo also visited several classrooms and made presentations through the Oswego Alumni Association’s Alumni-In-Residence (AIR) program.

Matombo, a professional DJ, credits working on the student Media Summit team for connecting him with the marketing director for WBLS, the No. 1 adult contemporary radio station in New York City. That relationship led to an internship.

While his experience at WBLS opened doors, it was his participation in student organizations that helped him to get through those doors.

“All these things make me more marketable,” Matombo said. “The minute you leave here, that is what it’s all about. What makes you different from the next applicant that’s right under your resume?”

King, now a paralegal with a New York City law firm, advised students to diversify their skills now to make themselves more attractive to job recruiters later.

Each panelist urged students in the audience to use the resources and opportunities at Oswego.

As an undergraduate, Cruz was an admissions tour guide for four years, leading prospective SUNY Oswego students around campus. The experience led him to work in the admissions office at St. Gregory’s University in Oklahoma, Hartwick College in Oneonta, N.Y., and the SUNY system. In the fall, he started a new position as the New York City regional admissions counselor for SUNY Oswego.

“You never know where the opportunities are,” Cruz said. “The person who is your roommate could actually be the person who helps you land your first internship opportunity, and that’s part of being in a living and learning environment like Oswego.”

—Edwin Acevedo M’09
Fulton Savings Bank Scholarship Enters 17th Year

Since 1998, Fulton Savings Bank has been helping the brightest local students make their college dreams a reality.

The bank awards seniors with the highest GPAs from all high schools in Oswego County and the Baldwinsville Central School District with $500 a year for four years to attend SUNY Oswego.

Kaylee May ’15, who earned the scholarship at J.C. Birdlebough High School in Phoenix, N.Y., said the money helped make the cost of living on campus less intimidating.

“My college career has been much more fulfilling than it might have otherwise been without this scholarship,” May said. “I have been able to live on campus for the past four years, making connections and taking advantage of the endless opportunities SUNY Oswego offers.”

Nancy Ellis, vice president for Fulton Savings Bank, said $247,250 has been paid out to SUNY Oswego students since the program started in 1998. The bank also provides two-year awards to the top students from the 10 high schools who attend Cayuga Community College. If those students continue to Oswego, so does their award.

“Those are the districts that our banks serve,” Ellis said. “That’s where most of our customers come from, so we did this to benefit our customers going to our area colleges.”

The program is one of several ways Fulton Savings Bank gives back to its local communities. Scholarship recipients have even worked at the bank during the summer break, Ellis said.

“We’re really pleased with the scholarship program,” Ellis said.

Ellis said the bank awards about $2,000 a week to local nonprofits, not including the scholarships. The bank also gives to such organizations as Catholic Charities, Kiwanis, Camp Hollis and more.

“If given the opportunity I would express my sincerest appreciation for allowing me, through this scholarship, to make the most of my academic career and have the opportunity to make my mark within the SUNY Oswego community,” May said.

—Edwin Acevedo M’09

Participating districts
Fulton Savings Bank has awarded $247,250 in scholarships to SUNY Oswego students who attended high school from these school districts.

- Altmar-Parish-Williamstown
- Baldwinsville
- Central Square
- Fulton
- Hannibal
- Mexico
- Oswego
- Phoenix
- Pulaski
- Sandy Creek

Four Named to Oswego Alumni Association Board

The Oswego Alumni Association welcomed four new members during its October meeting on campus. Each will serve a three-year term, expiring in 2017.

Edgar Ames ’68 is a retired school administrator with more than 40 years in education. He is active in his local community as a volunteer. At Oswego, he was a member of the first Oswego State men’s ice hockey team, a member of the Oswego Men’s Ice Hockey Hall of Fame and is active in Beta Tau Epsilon alumni activities. He resides in Liverpool, N.Y.

La-Dana Renee Jenkins ’94 is owner of Career Calling LLC and a faculty member at the Borough of Manhattan Community College. An expert in career development, she has been active as a Return to Oz reunion volunteer, a NYC Career Connections volunteer and an Alumna-In-Residence. She resides in Staten Island, N.Y.

Dana Segall Murphy ’99 is a major accounts manager of Abacast, an end-to-end streaming and monetization platform for broadcasters, webcasters and podcasters. She has been active in SUNY Oswego’s Communication Department.

Jennifer Rodriguez

From left, Edgar Ames ’68, Dana Segall Murphy ’99, Dr. Raelynn Cooter ’77 and La-Dana Renee Jenkins ’94

The Campaign for SUNY Oswego
New Faces on Campus

William Bowers joined the Office of Research and Sponsored Programs as associate provost for research development and administration. He holds a B.S. in biotechnology from Rochester Institute of Technology and a Ph.D. in microbiology and immunology from the University of Rochester, both in Rochester, N.Y. His most recent position was associate director of research at Vaccinex Inc. in Rochester, N.Y.

Jerri Drummond joined the Division of Student Affairs and Enrollment Management as associate vice president for student affairs and dean of students. She holds a B.S. in political science from Frostburg State University in Frostburg, Md., an M.S. in guidance and counseling, with an emphasis in student affairs from Southeast Missouri State University in Cape Girardeau, Mo., and a Ph.D. in student affairs administration and research from the University of Iowa in Iowa City. Her most recent position was dean of students at Rhode Island School of Design in Providence.

Jill Bettinger Pippin ’95 joined the Department of Extended Learning as dean. She holds a B.A. in communication from SUNY Oswego and an M.B.A. in business from Franklin University in Columbus, Ohio. Her most recent position was dean for continuing education at Jefferson Community College in Watertown, N.Y.

Alumnus Jay Beberman ’89 Helps Two Students Attend Bloomberg Sports Summit

Two SUNY Oswego students attended the Bloomberg Sports Business Summit Sept. 4 in New York City, with the help of Managing Editor of Sports at Bloomberg Jay Beberman ’89.

Beberman, one of Oswego’s generous and supportive alumni, covered the costs for Gabriela Santos ’15 and Joshua Kay ’15 to attend the annual conference that brings together sports industry leaders to discuss the latest happenings and trends in the sports business. This year’s summit featured many notable sports figures, including Carmelo Anthony of the New York Knicks, NBA Commissioner Adam Silver and NHL Commissioner Gary Bettman.

“This ranks up there with one of the coolest experiences of my life,” Kay said. “The field of sports broadcasting is something that I want to break into, so being able to converse with some of these professionals really gave me hope for the future. It was a great experience.”

Santos and Kay attended several panels and heard about the experiences of a variety of people in the sports industry. The panelists discussed their jobs and the future of their companies. The students also networked with attendees and employees of Bloomberg News.

“It was truly a great opportunity to be able to sit in on a professional summit,” said Santos, the assistant student event director of the Dr. Lewis B. O’Donnell Media Summit, the production director for WNYO 88.9 and the vice president of the National Broadcasting Society.

“I was able to network with multiple people and learn about different fields in broadcasting, business and communications,” she said. “The entire event was very impressive overall. Jay Beberman was extremely generous and showed us around, introduced us to many different people and answered all of our questions.”

Beberman decided to sponsor two Oswego students for the Bloomberg Summit after his experience on campus last fall as a featured panelist at the 2013 Dr. Lewis B. O’Donnell Media Summit. He said he was extremely impressed with how the student organizers managed the event and thought they could benefit from participating in a large-scale similar kind of event.

“I loved participating in last year’s Media Summit,” Beberman said. “It was an eye-opening experience. I could not get over the professionalism of all the students involved.”

Beberman hopes to continue to send Oswego students to the Bloomberg Summit in the future.

Jay Beberman ’89 (center) helped bring Gabriela Santos ’15 and Joshua Kay ’15 to the 2014 Bloomberg Sports Summit in New York City.

“We could certainly do this annually,” Beberman said. “I loved my time at Oswego. It prepared me for the real world. I hope I can do a small part to help current students reach their goals and dreams.”

—Luke Parsnow ’15

with Passion & Purpose

The Campaign for SUNY Oswego
Snapshots: Faculty Research and Creative Work

Turtle Monitoring

Peter A. Rosenbaum (right) of the biological sciences faculty has won a U.S. Fish and Wildlife Service grant to lead a multidisciplinary team to monitor elusive bog turtles at sites in Wayne and Seneca counties. The $58,000 grant, “Population Monitoring and Habitat Monitoring for the Bog Turtle at Two Sites in the Prairie Peninsula and Lake Plains Recovery Unit of New York,” gives Rosenbaum and three to four dozen students the opportunity to continue a research interest of more than a quarter-century and to intensively assess a rediscovered bog turtle site and a historically well-known one as part of a large, multistate monitoring project.

Watershed Poetry

Laura Donnelly (left) of the English and creative writing faculty recently released “Watershed,” an award-winning poetry collection whose genesis is a story of observation, practice and perseverance. “Watershed” earned the 2013 Cider Press Review Editors Prize and was published by the company. In this collection, Donnelly finds inspiration in the often-overlooked work and experiences within women’s lives—ranging from her mother studying Darwin’s finches to ongoing challenges facing women artists.

App Against Anxiety

Karen Wolford (left) of the psychology department recently won a $50,000 National Science Foundation I-Corps grant, titled “Self-Adherence and Self-Motivated Training for Dealing with Post-Traumatic Stress: A Smartphone Solution,” to assist in the development of a mobile app to help people with anxiety disorders. First offered in 2011, I-Corps grants seek to help entrepreneurs—such as human-computer interaction graduate student Arthur Delsing ’13 M’15, a former student and now a colleague of Wolford’s—bring technological innovations such as the stress-reduction app to market.
A $99,000 grant from the National Institutes of Health will help chemistry faculty member Kestutis Bendinskas, James MacKenzie of the biological sciences department and three undergraduate students advance understanding of how low levels of lead affect children’s cardiovascular health. Building on the work of a previous $1.8 million, multi-institutional NIH grant, Bendinskas is trying to identify how environmental lead in very small amounts—from lead paint chips, piping, gasoline and other manmade sources—damages the circulatory systems of children.

Children’s Heart Health and Lead

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AJUR at Oswego

Kestutis Bendinskas of the chemistry department recently rose to editor of the American Journal of Undergraduate Research, a peer-reviewed, open-source publication for student scholarly and creative work in a wide variety of fields. Provost Lorrie Clemo accepted the role of first sponsor of the multinational journal on SUNY Oswego’s behalf.

Joining Bendinskas on the independent journal’s production team are Anthony Contento of biological sciences faculty as assistant editor, Rose Throop of publications as art and copy editor and Daniel Laird ’00 of Campus Technology Services as webmaster for the journal’s site, ajuronline.org. The editorial board includes several faculty members from SUNY Oswego: biological sciences faculty David Dunn in physiology, Poongodi Geetha-Loganathan in developmental biology and Peter Newell in microbiology; Lisa Seppi, who specializes in art history; Steven Skubis in meteorology; and as an honorary board member, Clemo.

Events

Visit alumni.oswego.edu for complete listing.

February 7 Reunion 2015 Planning Committee Meeting*
Week of February 23 Scottsdale, Arizona
Alumni & Friends Event*
Week of February 23 Los Angeles, California
Alumni & Friends Event*
Week of February 23 San Clemente, California
Alumni & Friends Event*
Week of February 23 Laguna Beach, California
Alumni & Friends Event*
March 6 Syracuse Crunch Game in Syracuse, N.Y.*
March 11 Lunch and Learn Webinar*
Week of March 23 Orlando, Florida
Alumni & Friends Event*
Week of March 23 Naples, Florida, Alumni & Friends Event*
March 25 St. Petersburg, Florida
Alumni & Friends Event*
March 28 Oswego Alumni Board of Directors and GOLD Leadership Council Meetings*
April 18 Reunion 2015 Planning Committee Meeting*
Week of April 20 Chicago, Illinois, Alumni & Friends Event*
April 23 Washington D.C., Alumni & Friends Event*
April 24 Oswego College Foundation Board of Directors Meeting**
May 15 Commencement Eve Torchlight Ceremony*
May 28 NYC Alumni & Friends Event*
June 4-7 Reunion 2015*
June 6 Oswego Alumni Board of Directors Meeting*
August 3 Emeriti Luncheon**
August 7 Brew at the Zoo in Syracuse, N.Y.*
August 21 Welcoming Torchlight Ceremony*
August 28 Green and Gold Day 2015*
September 19 Mets vs. Yankees Game in New York City*
September 25-26 Soccer Alumni Reunion*
December 3 Holiday Social in New York City*

Check Out Our New Campaign Pages:
Alumni.oswego.edu/campaign
* Alumni and Parent Relations, 315-312-2258
** University Development, 315-312-3003

alumni.oswego.edu
**Police Chiefs Reunite to Recognize Former Top Cop**

SUNY Oswego honored former University Police Chief Tom Ryan ’74 M’99 recently by dedicating the police communications center in honor of him and his wife, Lynda Ryan ’86. The Ryans, both Oswego alumni, are generous supporters of The Fund for Oswego.

Tom Ryan’s legacy carries on in the officers who succeeded him since he retired in 2002. The next three chiefs—Larry Jerrett ’87, Cynthia Adam M’09 and current Chief John Rossi—are all people promoted by Ryan at some point.

“That’s such a good feeling, to know that other people had the same faith that I had in people who I knew would be good leaders,” Ryan said during a brief ceremony for about two dozen people.

Besides his three successors, college President Deborah F. Stanley and SUNY’s police commissioner R. Bruce McBride ’70 M’73, who oversees police and security on all 64 SUNY campuses, attended.

McBride said dedicating the communications center is a fitting way to honor a man who set a great example for all SUNY police departments. He called Oswego “one of the pace-setters for the State University of New York police.”

President Stanley said Ryan moved the department toward improved relations between students and police, seeking a more collaborative approach to public safety. “Tom was a consummate law enforcement professional,” Stanley said. “He always placed the safety of our students first.”

Ryan served 13 years as chief and earned respect from his former officers, as well as from students, faculty and staff, as Chief Rossi attested.

“I valued the way Tom ran our department, the way we fit into the campus as a whole and his dedication to the safety of the students,” Rossi said. “I appreciate Tom’s leadership over all these years, because I try to lead the same way that he does.”

The college’s police station, located just north of Glimmerglass Lagoon on campus, was redesigned for University Police while Ryan was chief.

25 years of leadership—SUNY Oswego’s four University Police chiefs stand in order of when they served (from left): Tom Ryan ’74 M’99, 1989 to 2002; Larry Jerrett ’87, 2002 to 2006; Cynthia Adam M’09, 2006 to 2012; and current Chief John Rossi.

—Edwin Acevedo M’09

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**Find The Founder**

In the Summer 2014 issue, the Sheldon statue can be found in the middle left section of the Bruce Coville ’73 photo on page 7. The grand prize winner of a College Store gift certificate and Sheldon Hall print is Aaron Domuracki ’00 M’08. Winning Sheldon Hall prints are Nancy Bleichfeld ’82, Sue Wylie Gardner ’99, Charlie Gray ’61, Vanessa Vair Reitz ’06 and John Sober ’70. A tiny replica of the Sheldon statue, pictured here, is hidden somewhere in this issue.

Find the Founder and send us a letter or email with the location and page number, your name, class year and address. We will draw one entry at random from all the correct answers and the winner will receive a $25 gift certificate to the College Store and a print of Sheldon Hall. The next five entries drawn will receive Sheldon Hall prints. Send your entry to Find the Founder, King Alumni Hall, 300 Washington Blvd., Oswego, NY 13126, or email findthefounder@oswego.edu. Entries must be postmarked or emailed by Feb. 15.

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**Oswego Quits**

**Tobacco Free**

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oswego.edu/OzQuits

OzQuits@oswego.edu

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**OCM PSG**

**Eagle's Nest**

Winter 2015
New Freshmen, Transfer Students Share in Welcoming Torchlight

One of SUNY Oswego’s most revered traditions greeted more than 2,000 of the newest students as the glow of hundreds of small candles moved like waves throughout the Marano Campus Center.

The Commencement Eve Torchlight tradition started in the 1930s. SUNY Oswego added Welcoming Torchlight in 1989, and on Aug. 22 the incoming freshmen and transfer students shared in the 25th year.

“This ceremony, which passes on to you the Torch of Learning, begins your academic career at Oswego,” SUNY Oswego President Deborah F. Stanley told the crowd of mostly freshmen and transfer students. “You are joined this evening by your faculty and staff members, who will undertake your journey of learning with you – for we are truly a community of learners.

Students were welcomed by Nicole Schnorr ’15, who served as emcee for the event. Tucker Sholtes ’15, president of the Student Association, lit the Torch of Learning with President Stanley.

Anja Godlewski-Dykes ’15 greeted the newest students by recalling her own experience three years ago. She said she remembered how sudden it felt at first to be away at college. But she added that fellow students, faculty, staff and even alumni made her feel welcome, as they will for this year’s students.

“As many of you are about to begin your first year of college, I am about to begin my last,” Godlewski-Dykes said. “I only have one more year here at SUNY Oswego. One more year of making memories. One more year of Oswego sunsets. All of you have years to enjoy these things, and I’m telling you they will be the fastest years of your life.”

She also encouraged new students to participate in campus activities. She urged them to take chances, meet people and make friends and memories.

“In a few years you will be where I am,” Godlewski-Dykes said. “A senior in college, welcoming new students, giving them advice and having to reflect on your time here at Oswego. I am very proud of everything that I have accomplished so far, and I hope that in a few years you will be, too.

“Oswego will open many doors for you, but it’s up to you to walk through them.”

—Edwin Acevedo M’09
Alumni Share Career Advice at ‘Pizza with Professionals’

Sandy Woodman ’03 and Nicole Andersen ’05 shared their journey from undergraduate life to their current corporate level careers at Enterprise with students during Pizza with Professionals in September in King Alumni Hall.

Pizza with Professionals gives students the opportunity to sit down with successful alumni and discuss what it’s like to enter the career world. It’s a relaxed, comfortable setting where students can ask questions, network and enjoy a hot slice.

Woodman and Andersen welcomed questions from students with majors ranging from journalism to accounting. Students’ questions varied from advice on résumés to interview tips to specific questions about Enterprise.

Woodman said that Enterprise is one of the largest employers of college graduates. As upperclassmen prepare for life as future alumni in a competitive job market, companies that often hire for entry-level positions are certainly on students’ radars.

“Interview skills, interview skills, interview skills,” Woodman stressed to students. Enterprise is a company that promotes from within the organization. Therefore, Woodman and Andersen have gone through the interview process many times to get where they are in the company now.

Andersen advised students to attend career fairs on campus to make connections, and to visit Career Services to get résumé writing help.

“It’s great what the campus has to offer you,” Andersen said. “You can’t ever be too prepared.” Andersen also encouraged students to be open about any weaknesses they have when entering the workforce.

“Show what you’re doing to take the initiative to improve yourself,” Andersen said. “It’s important to welcome constructive criticism and not take it personally. Ultimately, it’s going to make you better.”

Overall, Woodman and Andersen both encouraged students not to limit themselves. Many undergraduates feel they have a set track they need to stay on in order to be successful. Woodman, who started off wanting to be a judge and even attended law school, said that’s not always the case.

“Don’t be afraid to branch out,” Woodman said. “You may be a little scared at first, but if it’s a risk worth taking, you’re going to be glad that you did.”

—Brittany Sperino Horsford ’14

College Celebrates Green and Gold Day

Students, faculty, staff, family, friends and alumni showed their Oswego Pride on Green and Gold Day, Aug. 29, 2014. Dozens of Oswego-proud supporters posted selfies in their favorite green and gold gear. Campus members gathered for a group photo near the Marano Campus Center.

Students Learn to Let Go of Limits at Class of 2015 Senior Orientation

Senior Orientation 2015, sponsored by the Oswego Alumni Association, informed and inspired students as they learned what to expect in their last year at SUNY Oswego. Guest speaker and GOLD Leadership Council Member Steven DiMarzo ’11 highlighted his own experiences as both an alumnus and a student.
SRC Scientists Gain ‘Business Acumen’ through Customized Oswego MBA

SUNY Oswego has teamed with SRC Inc. to deliver a customized MBA degree program to employees of the research and development company at its North Syracuse offices.

More than 30 SRC employees began taking classes toward the master of business administration at SRC, from pre-MBA foundational courses to electives and core classes.

“Recent enhancements to our leadership model are setting expectations for technical experts to have an equal understanding of what it means to run our business—what we call business acumen,” SRC officials said.

“Having an MBA program on-site makes it easy and convenient for our busy professionals to participate and gain this intelligence.”

A conversation last year between college President Deborah F. Stanley and SRC President Paul G. Tremont set the program in motion.

On-site coursework—Ding Zhang, professor of marketing and management at SUNY Oswego, teaches a course in operations management as part of a customized MBA program at SRC Inc., a North Syracuse-based research and development company.

“President Tremont reached out to us and our nationally respected MBA program among his efforts to develop SRC’s staff, build internal strength and add to the professional toolkit of SRC scientists,” Stanley said. “We were more than happy to work with him. We pride ourselves on the flexibility of our MBA programs and we moved quickly to begin offering classes at SRC.”

Last spring, the program got under way with an operations management course delivered at SRC as well as online pre-MBA classes. SRC pays employees’ tuition.

Richard Skolnik, dean of the SUNY Oswego School of Business, said cooperation between business and education brings regional gains.

“Initiatives like this help Central New York respond to a changing economy,” Skolnik said. “The SUNY Oswego-SRC collaboration is a case in point: SRC employees develop new skills and perspectives, SUNY Oswego faculty interact with talented professionals and SRC organically develops managerial and leadership potential.”

—Public Affairs
SUNY Oswego’s Start-Up NY Plan Wins State Approval

Empire State Development has approved SUNY Oswego’s Start-Up NY campus plan. The college can now begin reviewing applications from businesses interested in partnering with the college in the Start-Up NY initiative.

“Advancing our academic mission while creating jobs for our region is an exciting opportunity for our college, which is already an economic anchor in Central New York and the largest employer in Oswego County,” said college President Deborah F. Stanley.

Oswego’s newly approved plan designates more than 9 acres of land and nearly 10,500 square feet of office space as Start-Up NY tax-free zones for business development.

Gov. Andrew Cuomo in October 2013 launched Start-Up NY, providing major incentives for qualifying businesses to relocate or expand through affiliations with colleges and universities. Businesses have the opportunity to operate free of state and local taxes on or near academic campuses. Their employees will pay no state or local income taxes for 10 years.

The key qualification: The company must add new jobs, providing an economic lift to the surrounding community without endangering nearby competitors.

In Oswego, parcels along Route 104 near Romney Field House and near the Lake Ontario shore to the west of the main campus join space in the SUNY Oswego Phoenix Center and the Syracuse Tech Garden in the college’s initial efforts to attract new or expanding businesses to strengthen the regional economy and boost opportunities for students and faculty.

Leveraging academic strong suits at SUNY Oswego, the college plans to target innovation-oriented industry sectors: advanced manufacturing, robotics, information technology, automation control systems, sustainable and green processes, energy-related manufacturing, electronics and computer software, telecommunications and telemedicine.

For more information, visit Oswego.edu/startupny or startup.ny.gov.

College Founder Descendant Donates Family Heirlooms

Marianna Seipts, the great-great-granddaughter of SUNY Oswego founder Edward Austin Sheldon, came to campus on Sept. 9 to donate a few family heirlooms, including a handmade, double-woven coverlet and horn- and bone-handled utensils and cutlery that were used by Sheldon’s mother, Laura Austin Sheldon. While she was on campus, she met with Penfield Library Director Barbara Shaffer and Betsy Oberst, associate vice president of alumni relations and stewardship, who accepted the donations on behalf of the college. Seipts said the wool used in the coverlet was from the sheep raised by Sheldon.

Please note: This image is not the hidden image of the Sheldon statue for the Find the Founder feature.

SUNY Oswego Boosts Diversity, Geographic Draw with Incoming Class

This fall nearly 2,200 new students started classes at SUNY Oswego—more than 1 in 4 from traditionally underrepresented groups and the most in history from outside Central New York. About 1,420 freshmen with a mean high school GPA of 90 and average SAT of 1,100 and 750 transfer students enrolled, a large class but a bit fewer than last year’s boom of just over 1,500 freshmen and nearly 800 transfers, according to SUNY Oswego Admissions Director Dan Griffin ’92 M’00.

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Please note: This image is not the hidden image of the Sheldon statue for the Find the Founder feature.
Informatics, Engineering to Benefit from SUNY Grants

The college will work toward a new master’s program in biomedical and health informatics in computer science and continue to advance its engineering programs with the help of two SUNY High Needs Grants.

Gov. Andrew Cuomo recently announced awards for SUNY’s workforce development programs at 37 colleges and universities, including $85,800 toward Oswego’s planned interdisciplinary graduate degree in informatics and a $62,600 continuation award for engineering.

Isabelle Bichindaritz of the computer science faculty, in her third year developing the new master’s degree program, said Central New York hospitals and economic development organizations have supported Oswego’s effort, certifying there is need for a recruitment pipeline for workers skilled in health information technology and integration of health systems.

Integral to the grant application and program development is an option for the degree program’s all-online course delivery—including virtual labs and software accessibility—as well as a more traditional in-person program at the SUNY Oswego Metro Center in Syracuse and on the main campus. Busy health care professionals also could fashion a hybrid online/in-person program.

The grant will help hire faculty and staff and purchase hardware, software and equipment to provide intelligent solutions for such tasks as testing potential health care treatment paths suggested by analysis of patient data or integrating portable devices data in clinical workflows.

—Public Affairs

College Leads Project on Transfers’ Degree Attainment

SUNY Oswego won a nationally competitive “First in the World” grant of $2.8 million to lead an innovative program to spur degree completion rates among underrepresented transfer students.

Teaming with On Point for College and Mohawk Valley and Onondaga community colleges, Oswego’s four-year grant was one of 24 awards announced under the U.S. Department of Education program, which supports innovation in higher education aimed at helping more students access college and complete a degree. Nearly 500 applications were submitted for the grants, part of President Obama’s agenda aimed at keeping college affordable and improving educational outcomes.

Oswego will target more than 1,100 underrepresented and underprepared students who stand to benefit from higher education. The program will encourage community college students to raise their sights to a bachelor’s degree and help them transfer to Oswego and succeed once there, with the goal of increasing both two-year and four-year degree completion rates.

“We’re thrilled to receive federal support for a collaborative effort that targets some of the most vulnerable members of the Upstate New York community, and we are grateful to Congressmen Dan Maffei and Richard Hanna and Senators Kirsten Gillibrand and Charles Schumer for helping us win this highly competitive grant,” said SUNY Oswego President Deborah F. Stanley.

Lorrie Clemo, vice president of academic affairs and provost at SUNY Oswego, heads up the four-part “Transfer Gateways and Completion” program for improving transfer students’ success and persistence to a bachelor’s degree.

The collaborative effort involves aligning coursework between the community colleges and Oswego in targeted degree programs, advisement and support for students in the program, a transfer bridge camp before they start classes at Oswego, and dual enrollment—enrolling students simultaneously in a community college and Oswego.

“We will begin immediately with our plans to target low-income, first-generation, two-year college students to help them transfer seamlessly on the path to a four-year degree,” Clemo said.

—Public Affairs
ATHLETICS

Can’t Make It to the Game? Get Results for Lakers Sports Via Text (and More)

SUNY Oswego Athletics recently added text message alerts for Lakers fans who want latest results of their favorite teams. Just fill out the online form at oswegolakers.com to receive an access code sent to your phone, then choose the sports teams you want to follow.

All men’s and women’s sports are included. The text service joins other social media options that include Facebook, Instagram and Twitter.

Sports Information Director Michael S. Bielak said that the Athletics Department began to fully utilize the capability to send text updates last spring.

“When we began to push it last year, we went from about 21 subscribers to now about 110,” Bielak said. “We are trying to grow that even more now that a new year is upon us.”

These social networks give access to any breaking news, in-game updates, post-game recaps, feature stories and images involving the Athletics Department.

SMS (Text Message) Alerts enables fans to:
- Follow specific sports
- Receive information, such as schedule changes, for each selected sport
- Receive a halftime (if applicable) and post-event update with score and notable student-athlete performances

Visit oswegolakers.com to access:

FACEBOOK
- Provides a place for fans to interact
- Features stories, images and videos throughout the year

TWITTER
- Provides a place for fans to interact
- Has the most extensive in-game updates, giving fans pertinent information throughout most of SUNY Oswego’s home events
- Features stories, images and videos throughout the year

INSTAGRAM
- Gives fans a visual account of the Athletics Department

—Edwin Acevedo M’09

SUNY Honors Oswego Athletics for Community Service

The State University of New York Chief Student Affairs Officers and the Office of University Life presented Oswego Athletics with the Outstanding Student Affairs Program Award for Athletics during a ceremony in October in Saratoga Springs, NY.

The award recognizes the Lakers community service program, which is based on four objectives:
- coordinate and monitor all events and projects supported by Lakers athletic teams,
- increase awareness of community service events and programs,
- assist local and national charities’ fundraisers and
- help local needs as requested.
SUNY Oswego Recognizes the 2014 Class of Athletic Hall of Fame Inductees

Seven former standout athletes at SUNY Oswego have been inducted into the college’s Athletic Hall of Fame.

During a ceremony on Nov. 8, the college officially inducted the following individuals:
- Mark Levine ’85, baseball
- Nancy S. Lobb ’83, women’s basketball and softball
- Sean McLaughlin ’00, men’s basketball and baseball
- Warren Jamie Ruth-erford ’85, baseball
- Gerald W. Vredenburg ’68, men’s lacrosse and soccer
- Edward Zorn ’63 (post-humous), men’s soccer
- Greg Preston ’78, another member of the 2014 Inductee Class for his achievements in men’s ice hockey, was presented his award during the Men’s Hockey 50th Anniversary Celebration on Saturday, Nov. 15.

The Oswego Alumni Association established the Hall of Fame in 2001 to perpetuate the memory of those persons who have brought honor, distinction and excellence to SUNY Oswego in athletics.

Student-athletes and the college’s Athletics Department are looking forward to all of the opportunities and benefits that a new turf field and stadium will bring starting next summer.

In September, the college announced the construction of an NCAA-compliant 225-by-360-foot all-weather synthetic turf field along with a press box, bleachers for 1,000 fans and full stadium lighting to be completed by the summer of 2015.

“Having a turf facility for our athletics program will be an invaluable resource,” said Director of Athletics Sue Viscomi. “Given the weather challenges, having a synthetic surface with lights affords us much more flexibility with both practices and games. It will provide our student-athletes the opportunity to compete on equal footing with our opponents.”

The $2.37 million turf facility will be located between the two game fields for soccer and softball, across Sheldon Avenue from Romney Field House.

Appel Osborne Landscape Architecture consulted for the project while Robert H. Law Inc. was awarded the bid and began preparations to the site in the fall. The college’s Office of Major Projects is overseeing the project with Bob Lloyd ’81 M’90 as project manager.

On the turf, lines for soccer, men’s and women’s lacrosse and field hockey will be permanently inlaid on the playing surface. The center logo will be Oswego State athletics’ word mark, which will stretch from just above one lacrosse offensive zone to the other.

Across from the bleachers, on the opposite side of the facility, will be a brand-new 16-foot LED scoreboard with a color electronic message display. Spread out on each side of the scoreboard will be two lighting structures, which will be mirrored on the bleacher side as well.

The improvements will dramatically increase opportunities to widen the visibility of field sports at SUNY Oswego, accommodating more fans at events and media to broadcast games.

—Public Affairs
EVERY DAY, DONORS MAKE A DIFFERENCE IN THE LIVES OF SUNY OSWEGO STUDENTS.

Some gifts have a very tangible presence on campus—like a memorial bench in a scenic spot along Lake Ontario shores, a refurbished café for students to grab a coffee and study, an indoor corridor that links buildings together to keep students dry and warm as they change classes or signage for the Shineman Center or Marano Campus Center representing our growing endowment.

Other donations provide the resources to ensure our campus is filled with the brightest minds and exceptional opportunities. These gifts create scholarships to recruit top students to SUNY Oswego, excellence funds that offer private college experiences at a public college price and endowed professorships that attract to campus the finest teacher-scholars and expert practitioners who deliver innovative and engaging curriculum.

Gifts of all sizes support the unique programs that make a SUNY Oswego education exceptional, including programs that bring together current students with successful alumni such as the Alumni-In-Residence (AIR) program, NYC Career Connections, Dr. Lewis B. O’Donnell Media Summit, the Ernst & Young Lecture Series, student travel and conference opportunities and state-of-the-art equipment.

Students are benefiting from this broad range of donor-funded spaces, programs and opportunities on a daily basis. Here’s a look at philanthropy in action on campus during a single 24-hour period.

The date is Thursday, Oct. 16, 2014—the public launch of “With Passion and Purpose: The Campaign for SUNY Oswego”—a day filled with Oswego pride.
The events of Oct. 16 begin at the stroke of midnight with the 24-Hour Challenge, a giving challenge sponsored by ESPN’s Steve Levy ’87.

**The rules:** If 750 alumni and friends make their gifts on this day, Levy will give $40,000 to *The Fund for Oswego.*

**00:00**

The Oswegonian News Editor Luke Parsnow ’15 decides to stay in the college newspaper office all night with his peers in order to do what is normally two days’ worth of work—putting a newspaper together—in a single day. He is busy designing the layout for Friday’s issue, which will feature the 2014 Dr. Lewis B. O’Donnell Media Summit—a cover story that can’t be written until after 4 p.m., a mere four hours from deadline.

**00:01**

Robin McAleese ’93 M’95 makes the first gift to *The Fund for Oswego*—only 749 gifts to go!

**00:26**

Brian Hurd ’94 M’00 shows his support for his alma mater from Australia, while most of the Oswego community sleeps. He tweets

@brian7n: @oswegoalumni It’s afternoon tea time in Sydney! Time to donate to the 24-Hour Challenge! #oswego24hr #oswegopride #campaign4Oz

**2:12**

Students are filling the Marano Campus Center for the live broadcast of “Wake Up with Al” and “Today” with Al Roker ’76, equipped with Oswego apparel and signs adorned with “Oswego Loves Al Roker,” “We Woke Up Yesterday to Be Here ‘TODAY,’” an oversized Roker head and the conventional “Hi, Mom!”
Michael Medina '16, a public relations student, wakes up at Oneida Hall where he is a resident assistant and gets ready for his day. About an hour later, he's at the Marano Campus Center, where he'll join staff and students from the Office of New Student Orientation to help with crowd control on the “Wake Up With Al” and “Today” show.

Medina is the first person in his family to go to college and came to Oswego through the Possibility Scholars program. Oswego led him to discover his interest in helping people more than crunching numbers, so he changed his major from math to public relations. His grades earned him the Presidential Scholarship, and he is optimistic about his future. “I am extremely grateful for all that SUNY Oswego has offered me,” Medina says. “All of the opportunities that have come my way as a student here allowed me to gain the necessary experiences to further my education. I look forward to what comes next.”

The cameras are ready. The lights are on. Roker, the Weather Channel and NBC crews, President Stanley and crowds of students are in place in the Marano Campus Center. There is an excited chatter of speculation as the campus eagerly awaits the big moment.

The Weather Channel producer counts down from five on her right hand then points to the crowd of students outside the Al Roker ’76 Television Studio. They cheer as “Wake Up with Al” goes live. “Good morning! Thanks for watching ‘Wake Up with Al.’”

Tomasina Boyd Boone ’93 cannot explain how she ended up in a place they call “Oz” twice in her life. At home in “Oz” (a nickname for Australia, which also shares her alma mater’s colors of green and gold), Boone reconnects to her “old Oz” in Oswego by participating in the 24-Hour Challenge. After making her gift online, she tweets:

“Tweets are cheap put ur $$ where your tweet is, I just did! @oswegoalumni #Campaign4Oz”

A native of Harlem, N.Y., and a former Oswego Alumni Association board member, she says SUNY Oswego became a safe haven that helped nurture her into the woman she is today—a successful entrepreneur who was not afraid to move abroad on a moment’s notice.

Bill Greene Sr. and Bill Greene Jr. of the Oswego Sub Shop present Roker with a tray of Al Roker subs, containing “ham, turkey, Swiss cheese, hot peppers, sweet peppers, onions, tomatoes, lettuce, oil and vinegar.” After the segment, Roker hands out about 20 of the famous subs to the students around him. “Today” posts a photo on Instagram of one of Roker’s trademark “selfies” with students in the Marano Campus Center. The photo is viewed thousands of times around the globe, advancing SUNY Oswego’s place on the world stage.
6:00
Between takes, Roker banters with the students outside the Al Roker ’76 Television Studio. “How many of you are meteorology majors?”

6:22
Roker introduces SUNY Oswego President Deborah F. Stanley and student storm chasers Molly Matott ’15 and Andrew Janiszewski ’15. Matott and Janiszewski describe their learning experience of traveling across the Midwest annually chasing severe weather systems with the SUNY Oswego storm chasing team. “We saw storms in their full glory. It was absolutely amazing,” Matott says.

6:22
Hundreds of thousands of people tune into the “Today” show each morning, including many Oswego alumni and friends. Deyadira “Betty” Diaz ’02 tweets:
@BettyDiazNBCU: Awesome to see #greenandgold represented on the TV screen in the AM with @alroker at Oswego @oswegoalumni #ProudAlum

6:25
Roker takes an on-air tour of the Al Roker ’76 Television Studio during a segment and meets some of the student broadcasters. He commends the students for their professionalism and jokingly warns them not to take his job. “This is all very state of the art compared to when I was a student,” he says.

7:00
The “Today” show goes live from the Rockefeller Center in New York City.

7:01
The NBC producer and crew are preparing Roker for his segment. Blaise Hill ’14, a senior broadcasting student, was selected to shadow the NBC crew as a production assistant during the morning broadcasts. Hill takes cues from Jackie Olensky of NBC, moving crowds of students, adjusting the set and running television wires throughout the Marano Campus Center. Hill knows that his involvement is not something every college student will experience:

“A lot of what we do at WTOP has helped me prepare for this role, but it’s eye-opening working with such a large-scale network.”

He was selected because of his role as student producer of the evening event, “The Tomorrow Show,” and his involvement with WTOP, the student-run, on-campus television station.

7:14
The “Today” show throws the segment to Roker, who stands in front of a crowd of cheering SUNY Oswego students. Roker tells the other cast members he’s back in town for the 10th Annual Media Summit, an event he helped rename in 2007 in honor of one of his Oswego mentors, former Communication Studies Department Chair Dr. Lewis B. O’Donnell. Roker gives his national weather report and closes the segment with his trademark lines: “That’s what’s going on around the country. Here’s what’s happening in your neck of the woods.”

7:25
Roker takes an on-air tour of the Al Roker ’76 Television Studio during a segment and meets some of the student broadcasters. He commends the students for their professionalism and jokingly warns them not to take his job. “This is all very state of the art compared to when I was a student,” he says.
8:00
The phone lines officially open for the 24-Hour Challenge. The Annual Fund staff members discover that 60 gifts came in since midnight to jumpstart the challenge and their workday!

8:01
One of the Media Summit panelists, 2005 Pulitzer Prize-winner Connie Schultz, makes a special visit to The Oswegonian office and talks about her experiences as a journalist, her work and how she has never seen such a student response like she has at SUNY Oswego.

8:19
Roker steps outside the Marano Campus Center to record some teasers for local news stations NBC 3 in Central New York, News 10 NBC in Rochester and WTOP 10-TV. A few students on their way to class stop to watch. Among them, broadcasting major Jaclyn Hart ’15 holds a sign saying “Al Roker Studios Gave Me My Start. Thank You.”

8:40
Roker introduces a pre-taped segment to the other “Today” show hosts, touring his old haunts during his time as a student. “I got to go around campus,” Roker says, “And you know what? Things haven’t changed much. No! They’ve changed completely. Take a look.” The crowd of students in the Marano Campus Center turn to the televisions around the room to watch as Roker tours the campus live on “Today.” Roker meets the young women living in his old room, 319 Onondaga Hall; visits WRVO, the on-campus NPR radio station in Penfield Library; and orders some lunch from the Oswego Sub Shop. “Back in the day, I could do two subs at a time,” Roker says, before the segment ends.

8:41
Emily Birchall ’15 is studying when the “Today” show clip from campus comes on the TV in the Wall Street Market in Rich Hall, home to the School of Business. Her father, John Birchall ’79, lived across the hall from Roker during his college days.

8:58
Student veterans Matthew Gordon ’16, U.S. Marine and cinema and screen studies major; Robert E. Lee ’17, U.S. Army and broadcasting and mass communication major; Ben Nordmark III ’15, U.S. Navy and medieval and Renaissance history major; and Kenneth Cisson ’15, U.S. Army and business administration major, along with Ben Parker, Oswego’s veteran services coordinator, are still smiling after chatting with Al Roker about his charity work with the U.S.O. and presenting him with a camouflage Oswego jersey during one of the breaks in the live broadcast. The veterans say they feel very supported on the campus and grateful for the efforts of alumni like Lt. Col. Mike Waters ’70 USAF (Ret.), who established a scholarship for veterans and created a Veterans Emergency Loan Fund. He also supported the Veterans Lounge Fund to give student veterans a place on campus to call their own. Col. Jack James ’62, USMC (Ret.) instituted a salute to veterans at the college’s annual Reunion, and sponsored pins to recognize alumni military service by branch. Pictured above are: Robert E. Lee ’17, Kenneth Cisson ’15, Al Roker ’76, Matthew Gordon ’16 and Fred Kalt ’17.

with Passion & Purpose
The Campaign for SUNY Oswego
Visiting Assistant Professor Marybeth Longo ’11 welcomes Career Connectors Cameron Jones ’09, an Emmy Award-winning producer of “Good Morning America,” and Shea O’Connell ’12 of VH1 into her BRC 235 Intro to Video Production. They have returned to discuss the current media landscape and share advice with students as part of the 2014 Dr. Lewis B. O’Donnell Media Summit, founded by Louis A. Borrelli Jr. ’77, chief marketing officer and investor, nimbleTV.

Megan Terry ’16 finds a spot in the Lake Effect Café, a relaxed and modern space within the Penfield Library supported by gifts from Carolyn and Lester Gosier ’37 and Marion Adam Narayan ’81 and Emeritus Professor Jack Narayan. The café was one of the first places on campus to be funded by donors. She opens her laptop to finish up a paper for her pedagogy and social injustice class. She will draw on the lessons from this class when she becomes an early childhood education teacher focused on children with special needs.

“You want to have options. And how you have options is you have a passion about what you want to do, because if you have a passion for something, you’re generally much better at it.”

Gibbs and alumni Tracy Chamberlain Higginbotham ’86, Patrick Murphy ’74, Curt Schultzberg ’87 and Kate Wilcox ’11 are on campus for the annual School of Business Symposium, co-sponsored by the Oswego Alumni Association, with support from The Fund for Oswego.

Curt Schultzberg ’87 stresses the importance of networking to students in Jin Pei Wu’s Management 495 class. His current job came through an introduction from a friend, who knew the CEO.

“You’re going to have a lot of jobs, and you’re going to have circumstances that are sometimes going to be difficult,” Schultzberg says. “And the way to get around all of that, regardless of whether you’re gainfully employed or not, is to always reach out to people. Network. Keep those lines of communication open with everybody.”
thousands of tweets, links and photos are posted and shared by excited students and community members. “@alroker” and “@sunyoswego” reach the No. 1 and No. 2 trending topics on Twitter in New York State.  

10:07

Alexander Blaise ’15 M’16, an accounting and economics major, comes to check answers on an Intermediate Micro Theory test in his favorite spot—the Teaching Resource Center on Penfield’s second floor, which was renovated, thanks to a gift from Dr. Barbara Palmer Shineman ’65 M’71, to include a study corner overlooking Lake Ontario. The informal library space provides him the comfort and quiet missing in his off-campus apartment. He expects that he’ll be spending less time here next semester when he begins a 25-hour a week paid internship at Firley, Moran, Freer & Eassa in Syracuse.  

10:25

Career Connector Stephanie Sweeney ’11 talks with students in Professor Woomi Shim’s COM 315 Design and Layout for Media class. After graduation, she spent a year in broadcast sales in Syracuse, N.Y., before heading west to manage social media for Copper Mountain Resort, near Denver. Soon after, she was promoted to public relations coordinator and regularly interfaces with such outlets as the New York Times, ESPN and NBC.  

10:33

Patrick Murphy ’74 has worked for many years in human resources, including such companies as Procter & Gamble, LEGO and others. He tells students in Human Resource Management 386, taught by Steven Abraham, that this is an exciting time to enter the workforce. “With the Baby Boomers migrating out of the workforce, I think there’s going to be a huge gap,” Murphy says. “So it’s exciting times ahead of you, and I think there’s going to be a ton of opportunity, and you’re being trained well here at the college to be ready for that in the future.”  

10:47

In the middle of the Charles L. Wiley ’22 Concourse, members of the student-run TV station, WTOP, take a break between the early morning activity with Al Roker and their next big event, the Red Carpet show, the live pre-show to the Media Summit. Then many will work “The Tomorrow Show,” the public launch of the college’s $40 million campaign. Behind the glass windows of the hallway, members of The Oswegonian look through their images from this morning, trying to find the best one to run in tomorrow’s paper. They joke about which person in the room will become famous and provide the naming gift for the newspaper’s office like Roker did for WTOP.  

10:56

Thousands of tweets, links and photos are posted and shared by excited students and community members. “@alroker” and “@sunyoswego” reach the No. 1 and No. 2 trending topics on Twitter in New York State.
11:00

Broadcasting majors DJ Manou ‘16 and Mike Rifkin ‘16 grab their seats for the “Let’s Talk Cleveland” panel in the Marano Campus Center auditorium. Moderated by Dr. Dave Moody, the panel features Steve Levy ’87, Pulitzer Prize-winning journalist Connie Schultz and Mission Broadcasting Inc. President Dennis Thatcher.

“Steve Levy is the reason I came to Oswego,” Manou says. “I absolutely want to meet him. It kind of makes you think that if he can do it, maybe it could happen for me, too.”

“Let’s Talk Cleveland,” an hour-long conversation weaves together national headlines about Cleveland with the experiences of each panelist. For example, panelists share their perspective on NBA star LeBron James’ 2010 primetime decision to leave the Cleveland Cavaliers for the Miami Heat and his less dramatic announcement that he was returning to his hometown team for the 2014-15 season. The conversation moves toward the Cleveland Browns’ Johnny Manziel, nicknamed “Johnny Football,” and on to “Chief Wahoo,” the controversial logo of Major League Baseball’s Cleveland Indians.

As the panel wraps up, Manou heads to the front of the room, and waits for his moment to shake hands with Levy, poses for a photo with him and tells the ESPN anchor that he inspired him to attend Oswego.

11:10

Tracy Chamberlain Higginbotham ’86 shares her career story with students taking Strategic Communications in Business, taught by Mary Toale. Higginbotham recalls how she went from being an assistant at an investment bank to starting her own company to founding Women TIES, an organization that helps other female entrepreneurs in New York connect with each other. “Everywhere in your career you should be taking a step up,” she says. “You might not know where you’re going. It’s when you look back behind you someday and see how it makes sense. You’ve connected all these dots along the way. It makes sense that every job has led to another job for me.”

11:44

Kate Wilcox ’11 shares a genius tip with students in Ashraf Attia’s marketing class: make your class projects count for bullet points on your resume. While she was advertising manager for The Oswegonian, she surveyed readers for a class project that became a 30-page booklet she could take on sales calls. After sharing the booklet with her biggest client, her sales went from $7,000 to $15,000 in one year. “That was huge, and that was an awesome experience to talk about,” Wilcox says.
13:22
Broadcasting and mass communication major Matthew Kraut '15 was at the front of the line for the 10th Annual Lewis B. O’Donnell Media Summit, waiting outside of the Marano Campus Center arena with Shinnell Burroughs ’15, a Presidential Scholarship recipient. “I was at the Media Summit for the past three years,” said Kraut, who has been at Marano since 5:15 a.m. for “Wake Up With Al” and the “Today” show. “Why mess with tradition?”

13:30
Public Relations student Brittany Sperino Horsford ’14 meets up with Public Affairs staff member Jeff Rea ’71 in the Eagle Beverage Hearth Lounge in the Marano Campus Center. She assists with the media who have shown up to interview Media Summit participants Ken Auletta ’63, Al Roker ’76, Charlie Rose, Connie Schultz and Dennis Thatcher. She is excited to gain experience in media relations and help run her first press conference. Local television stations set up cameras and lighting to record the interviews. After 20 minutes of Q&A, the panelists are whisked off for the start of the Media Summit.

13:46
At the request of student telefund manager Chris Magill ’15 via Twitter, Steve Levy ’87 walks across campus to Sheldon Hall to meet the 24-Hour Challenge telefund callers, accompanied by his college roommate Todd Sloth ’87.

13:51
The students are making calls as Levy steps into the telefund room. Steve chats with the callers, tweets about the challenge and takes photos with the students. “You put me on the phone with the next person that makes a gift,” Levy says. Sloth shows his support for his friend’s giving challenge by making his gift to The Fund for Oswego in person. “I just want to say thank you so much for donating,” Steve says over the headset to Todd Wakefield ’88, who makes a $1,000 gift to the challenge while Steve is in the telefund room. Throughout the day, the 35 student telefund callers will make 7,053 calls, securing 212 gifts for a total of $14,425.

14:43
Charlie Rose stands at the lectern wearing the academic regalia of a newly christened doctor of humane letters from SUNY Oswego. “Hello future alums and hello to people who are part of this magnificent university,” he says. Rose, a media icon who has interviewed world leaders, pop stars and Nobel laureates, had just received the honorary doctorate after being introduced by President Stanley and his close friend Ken Auletta ’63. He’s scheduled to participate later in the Media Summit, and he’s impressed with what he’s seen during his first visit to the campus.

“I am deeply honored to accept this,” he says. “First of all, this is a student-run event, which says a lot about the students here. It’s been a sheer pleasure to be introduced to this community by them, so I congratulate you once again.” He says he was flattered when Auletta called to ask if he’d accept the honorary degree from Oswego. He was doubly flattered when he learned the idea came not from Auletta, but from Stanley, who wanted to bring the PBS “Charlie Rose” host and “CBS This Morning” co-host to campus.

“I’ve had the great honor to get to know President Stanley today and more about you,” Rose says.
When the Media Summit started 10 years ago, there was no YouTube. Facebook was only available to college students, Google had just gone public and the first iPhone was still three years away.

Since then, traditional media have fought to survive amid an increasingly digital landscape. Pulitzer Prize-winner Connie Schultz, one of the panelists for this year’s Media Summit, tells the crowd of about 600 people—mostly students—that the industry desperately needs smart, young problem solvers.

“That’s one of the reasons I come to summits such as this, because I think the solution is in this audience,” Schultz says. “I think that you already know how you find news, how you process news, how you report news. I suspect you probably have some ideas for how you could be monetizing that.”

As the Dr. Lewis B. O’Donnell Media Summit celebrates its 10th year, newspapers, magazines and television stations are tightening their belts and journalists are struggling to find jobs.

The summit, held at Marano Campus Center arena, was organized around the topic, “Pros and Cons of the Digital Revolution.” It features a panel of luminaries including media icon Charlie Rose, media critic and technology writer Ken Auletta ’63. "Today" show co-host Al Roker ’76 and television executive Dennis Thatcher in addition to Schultz.

Speakers also have advice for students in the audience:

ABOUT PASSION: “The earlier you know where your passion is, find a way to be around people who do that,” says Rose. “You will find a way to contribute to that, and they will recognize what you can do.”

Thatcher says to get internships and touch as many people as possible. “You’ll find, whether you’re at a local newspaper, or a broadcast television station, radio station, everyone will be generous with their time,” he says. “If you’re interested, you want to do this for a living, and you’ve got passion, people will sit down with you and tell you what it’s all about and how to get from one place to the next.”

ABOUT PURPOSE: “I think it’s really important, and now is a perfect time, to make a list of what you stand for,” says Schultz. “It’s really important to know your own values. It can be your journalistic values. This is who I am. This is what matters to me. Because you’re going to be challenged on that a lot, more so than I ever was when I got into this profession. I do think there are opportunities at smaller publications, but not in the numbers there used to be. But there’s no such thing as a small job.”

As the Media Summit closes, President Stanley honors summit founder Louis A. Borrelli Jr. ’77 with a Presidential Medal for his service to the college.

“He’s helpful from the moment that students step on campus until and beyond when they leave campus,” Stanley says.

“He understands that the experience they gained, wide scope and varied experience, is really important. And he knows that they need a helping hand. We all need a helping hand along the way.”

Roker praises Borrelli for supporting SUNY Oswego, for expanding everyone’s understanding of the media and for enriching the college experience for Oswego students. “Without you, this wonderful summit might have started;” Roker says. “But I don’t think it would have the breadth and depth as it has.”
16:45
The Media Summit’s Career Connectors—Jeremy Donovan ’10, Derek Dunning ’09, Cameron Jones ’09, Shea O’Connell ’12, Stephanie Sweeney ’11, Kate Wilcox ’11 and Jeanne Yacono ’11—head to a nearby conference room to serve on a panel that will give students a more informal setting to ask questions relating to careers in communications. They speak to a standing-room only crowd of students who are eager to learn how to secure that first job out of college.

18:00
“The Tomorrow Show” Welcome Reception, hosted by the Sheldon Legacy Society, begins in the Marano Campus Center Activity Court. Sheldon Legacy Society Chair Jack James ’62 welcomes the guests before musician Jeff Sawyer ’87 returns to the keyboard for a few more tunes.

18:04
The Art Department hosts artist Edward Kelley who begins a molten-iron pour for an outdoor sculpture on a portion of lawn adjacent to Oneida Hall. His 10-foot-tall sculpture, “Bell Tower,” is one of five large pieces being featured in a two-year exhibition. Benjamin Entner of the Art Department and Rich Bush ’92 M’97 of the technology department say this iron pour is a significant teaching-learning demonstration for their students.

18:15
As gifts stream into the office, the Annual Fund staff members realize that they may be close to reaching the 750 donor mark. As they process the gifts, they confirm Richard Galvin ’70 earns the distinction of being the 750th person to make a gift to SUNY Oswego today. The college community has met Steve Levy’s challenge and has secured his $40,000 gift to The Fund for Oswego. They track down senior staff members who are welcoming “The Tomorrow Show” guests to share the good news.

19:00
Matthew Bishop ’14, who was hired immediately after graduation to direct and produce “The Tomorrow Show,” gathers his crew for final instruction. He has never been this calm before a broadcast, but he’s also never been as fortunate to work with this group of Professionals with GPAs. Not many 22-year-olds can say their first professional gig starred an ESPN SportsCenter anchor and a college president. He heads to the production truck to begin mic and camera checks.

19:15
Doors open for “The Tomorrow Show,” a live student broadcast production, hosted by President Stanley and ESPN’s SportsCenter Anchor Steve Levy ’87. The broadcast will highlight the signature programs and experiences of Oswego’s faculty and students. A few hundred alumni, donors, board members, faculty and students take their seats in the Marano Campus Center arena, which has been transformed into a TV broadcast studio with a news anchor desk and soft seating area for interviews with guests. Backstage, WTOP broadcast students prepare their equipment; attach wireless microphones to their guests and make last minute adjustments.

OSWEGO • Winter 2015
Bill Spinelli ’84, chair of the Oswego College Foundation Board, welcomes the in-studio audience and thanks his board.

As she finishes the last sentence, the footage soars over the Oswego Harbor, past the lighthouse, high above main campus, Rice Creek and the Shineman Center, swooping over the cupola and the Sheldon statue and eventually bursting through the north wall of the Marano Campus Center arena.

President Stanley and Levy walk onto stage in bomber jackets and parachutes, picking off the branches they’ve gathered during their journey over campus while the audience chuckles at their theatrical entrance. “I always said SUNY Oswego would take you to new heights, and we have, as you can see,” Levy jokes. President Stanley takes a moment to welcome Levy and the guests watching “The Tomorrow Show,” and officially announces the college’s $40 million campaign, With Passion and Purpose. “The good news is that we’re already at $31 million!” President Stanley announces over the cheers of the audience.

She goes on to thank two women whose gifts “have really stood out” during the past year and a half: Dr. Barbara Palmer Shineman ’65 M’71 and the Richard S. Shineman Foundation who donated $5 million to name the new Richard S. Shineman Center for Science, Engineering and Innovation in honor of her late husband and the founding chair of Oswego’s chemistry department; and the late Lorraine Marano, who left a $7.5 million estate gift to Oswego to primarily endow scholarships for first-generation students. The college recognized her generosity by naming the Lorraine E. and Nunzio C. Marano Campus Center in her and her husband’s honor.

More than 1,500 people from five countries and 27 states tune in to the live videostream as a countdown from 10 takes over the 11.5 by 22 foot screen that lines the back of “The Tomorrow Show” stage. A video of students in a variety of settings plays to the Commencement Eve Torchlight remarks of alumna Meghan Milewski ’11.

“Remember when you first landed on the shores of SUNY Oswego. You came into Oswego’s harbor as a small ship with an empty hull ... Remember to point your compass in Oswego’s direction and to return to its shore. Remember to give back to Oswego to help strengthen the vessels of future students and to allow Oswego to remain the guiding lighthouse that it once was for you.”
"May all who pass through the Richard S. Shineman Center for Science, Engineering and Innovation be devoted to helping others reach their stars," Dr. Shineman says in a video.

The video moves from images of students within the Shineman Center to the varied academic, social, cultural and athletic activities in which students participate within the Marano Campus Center.

"My dear friend Lorraine Marano was a highly educated woman who believed in the value of education and considered her gift a gift to the community," says Theresa Sugar Scanlon, trustee of the Lorraine E. Marano Living Trust. "She hoped to help keep a college education affordable for all students, especially those who are the first in their families to attend college."

President Stanley explains how the college will use the funds raised in the campaign, focusing in three areas:

- enhancing the campus resources, facilities and employees
- supporting students through scholarships, experiential learning opportunities and success programs
- protecting the college into the future by growing the endowment

At the news desk, President Stanley talks about the college's evolution from one classroom with nine students into today's campus with 8,000 students, 1,000 faculty and staff members and more than 110 academic degree programs. She highlights the three R's: reputation, rankings and relevance.

From his weather studio in New York City, Al Roker delivers his campaign forecast to "The Tomorrow Show" viewers: "We've got a sweeping front moving over the eastern seaboard region that's got the potential to pick up a lot of support for The Fund for Oswego. The outpouring of gifts could be heavy at times, especially in and around the Big Apple and across the lake-effect regions of Central New York.

"We love what we're seeing in the extended forecast for Oswego. I'd say this one is going in the record books—we're going to reach our historic $40 million goal with your help. That's what's going on around Laker country, and here's what's happening in our neck of the woods."

The show goes to "commercial," which features Jennifer Shropshire '86, Alumni Association board member and the national chair of The Fund for Oswego, saying: "SUNY Oswego ignited my passion for working in the arts."

In the next commercial, Sheldon Legacy Society Steering Committee Chair Jack James '62 promotes planned giving and his reasons for including Oswego in his will. "Those of us who can have a responsibility to give back in some way," James says. "Oswego gave us a lot. It gave us a great start in life."

A commercial for the School of Business touts its international accreditation, national rankings, online programs and unique five-year combined BS/MBA programs. In the last commercial, College Foundation Board Member Steve Doran '82 says, "At SUNY Oswego, I found purpose in academia and helping others."

President Stanley introduces her first guest, Dr. Damian Schofield, the director of the human-computer interaction program. Schofield explains his burgeoning field of study and brings along a robot to help. "What we study is what humans do with technology, not the technology itself," he says. For example, Schofield and his students work with seven NAO robots who have been used to help sick children who won't open up to their doctor, feel more comfortable discussing their illness. Oswego students also program them to dance, sing and act. The British-born scientist tells the president that initially he wasn't sure about accepting the offer of work, but the plans for the new Shineman Building changed his mind. "It's been a fantastic move," he says. "I sit in my office, look out over that lake and think 'I'm very lucky to be here.'"
Levy welcomes to the stage Dr. Mary Rodgers, the Marcia Belmar Willock ’50 Professor of Finance with more than 30 years of experience at the investment firm of Merrill Lynch, and Dianora DeMarco ’14 M’15, president of the Student Investment Club. “Not only does the Willock endowment bring me to campus,” Rodgers says, “it lets us bring students to the financial district in Manhattan.”

As the president of the student-run investment club, DeMarco helps manage a portfolio of $100,000 of top companies in the Standard & Poor 500. The fund was donated by SUNY Oswego College Foundation Board Member Gordon A. Lenz ’58 to give students hands-on investment experience. “We get to use the Bloomberg software, which is the exact same software used by brokers on the floor of the stock exchange,” DeMarco says. “The best part is that we’ve gotten to watch the portfolio grow from $100,000 to $130,000 in less than two years.”

“A shout out to all our alumni-athletes, if you make your gift today, it will also count toward the Lakers Athletics Challenge, sponsored by Dan Scaia ’68,” Levy says. “A member of the 1966 men’s championship soccer team and current Alumni Association board member, Dan has promised to give $25,000 to the Athletics Department if we get 400 alumni-athletes to make a gift between now and the end of the calendar year.”

Accomplished pianist and music professor, Dr. Rob Auler, joins President Stanley to discuss the passion for music, performance and self-expression that he and his colleagues share with their students. He is excited about the renovations to Tyler Hall and Waterman Theatre.

“We’re most excited about these new recording studios, brand new rehearsal spaces, brand new teaching spaces,” he says. “Personally, I’m excited that the Steinways are on their way. They’re being refurbished.”

President Stanley talks about preparing students for a globalized workforce and society. She explains that SUNY Oswego is recruiting more international students to study on campus and has created several programs, such as the Collaborative Online International Learning (COIL) courses, to ensure interaction between Oswego students and the global community. The Summer Scholars program and the Global Labs initiative bring SUNY Oswego students to the research facilities of our educational partners in locations across the globe. “These are rich experiences where students deal with the grand challenges of our time and work in laboratories around the world—usually at world-class universities, and explore, research and discover,” she says.
A video plays showing biology student Roodline Cineus '15 working with patients at a health clinic in Haiti and talking about how the experience has changed her. She joins President Stanley on stage to discuss her travel study experiences and her plans to become a medical doctor. “Going to Haiti gave me first-hand experiences and understanding of the health challenges of a country that is not as wealthy and fortunate as America,” she says.

“And for that, I have a deep appreciation of how the slightest care or the slightest concern can help change someone else’s life. And I’m really grateful that I had this opportunity. I am grateful for my professors, and family and friends who tell me over and over that I can change the world if I want to.”

Levy provides an overview of the more than 30 graduate degree and certificate programs at SUNY Oswego. He points out that donor-supported initiatives like the Fred ’81 and MaryLynn Barbero Festa ’82 Fellows and the Festa Graduate Assistantship in Men’s Hockey provide leadership and mentoring support for graduate students on campus. Kyle Laughlin M’15, who is the first student awarded the Festa Assistantship, shares his perspective on what the funding has enabled him to experience. “Every time I go into [men’s ice hockey] Coach [Ed ’83 M ’01] Gosek’s office, I learn something—whether that’s character development, integrity, the importance of leadership or getting a team to buy into a common goal,” he says. “I can take these things I learn on the ice rink and apply them in the business world and in the business courses I’m taking. And vice versa.”

Dr. Marcia Burrell, chair of the department of curriculum and instruction in the School of Education, builds on President Stanley’s introduction of the school and its roots in the objective learning methods that college founder Edward Austin Sheldon brought to campus 154 years ago. Today, School of Education students are involved in clinically rich programs, such as the Oswego Residency Initiative for Teacher Excellence (O-RITE), which puts students in classrooms for an entire year, developing lesson plans, co-teaching and experiencing what it’s like to be in the classroom.

“Our programs could not exist without our alumni who live in the area who take our students and mentor them,” Burrell says. “The faculty members are in the schools longer so we’re marrying the theory and the practice a little bit closer and earlier. So what happens is the faculty member learns, the student learns and the cooperating teacher learns and moves along this clinically rich path together.”

Chief meteorologist at the student-run WTOP television station Molly Matott ‘15 tells Levy about her experiences as SUNY Oswego’s mobile snow team coordinator on the NSF-funded Ontario Winter Lake-effect Systems (OWLeS) project. She organized student teams, managed equipment and participated in fieldwork to measure snow depth and density. “We went right into the middle of lake effect bands with 3 to 6 inches per hour,” she says.

She talks about her experience in the Midwest with the Storm Chasers and how they tracked tornadoes, and about her internship at Channel 9 news in Syracuse, N.Y. “My experience as chief meteorologist for WTOP has been a tremendous learning opportunity as well,” she says. “I’ve gotten a lot of hands-on experience on equipment you can use the first day. You don’t have to be a junior or a senior.”

Levy says that accessibility and opportunity to get involved are the hallmarks of a SUNY Oswego education. “We have world-class facilities, and you’re still able to use them as a freshman,” Levy says. “That is what puts Oswego on top of other institutions.”
20:40
“We have many, many students like Molly,” President Stanley says. “We hope to meet their expectations of SUNY Oswego. All the time, we’re changing and growing and offering more opportunities for our students to get that deep learning experience.”

20:42
The commercial break opens with College Foundation Board Member and PwC U.S. Chairman Bob Moritz ’85 saying: “SUNY Oswego ignited my passion for continuing to invest in my network—my network of friends and hopefully—six degrees of separation—many many other friends beyond that.”

The College of Liberal Arts and Sciences commercial boasts about its more than 40 undergraduate majors from American studies to zoology, interdisciplinary programs, dozens of minors and four graduate degree programs. The School of Communication, Media and the Arts showcases students performing, creating and reporting in classes and extracurricular activities. But the biggest commercial for this school tonight may be its students’ hands-on work on the live broadcast of “The Tomorrow Show.”

20:41
As the show heads into its last “commercial” break, a camera picks up live footage from inside the rented Time Warner Cable mobile production truck, where producer Matt Bishop ’14 and some of his student team are calling the show.

One student worker waves. Students have put in hundreds of hours to pull this show together and have learned to use some new professional equipment in between their classes, midterms and “normal” college responsibilities.

20:45
Campaign Chair Mark Baum ’81 shares his message to viewers through a video he recorded on campus during the first day of classes. “This is a defining moment for SUNY Oswego. Now more than ever, our Oswego family is dedicated to an inspiring global vision, intellectual vigor and affordable access to the highest quality education and overall experience.

20:46
President Stanley and Levy sit together on stage. “All day today people have been talking about the transformative impact of a SUNY Oswego education,” she says. “They’ve really done that by expressing their passion and purpose for what happened here and what happened thereafter in their lives. So you’re up, what about you?”

“SUNY Oswego gave me my passion for the media—to be able to tell stories, to be the go-between the public and the athletes themselves,” Levy says. “My purpose now is to help younger people in my shoes … I try to help all the kids, but especially those who studied here at Oswego.”

20:50
President Stanley offers a heartfelt testimonial asking others to support the college in its most ambitious fundraising effort to date and make their gift to The Campaign for SUNY Oswego. “Our goal is within reach, and only with your help can we be assured of the resources that will provide for Oswego’s future. Tonight I ask you to commit to just that—to SUNY Oswego’s future. To be a magnificent and meaningful part of it—with passion and purpose. Thank you!”
20:52

The lights go down on “The Tomorrow Show” set. Blaise Hill ’14, hired as an intern to produce the live broadcast, gives Matthew Bishop ’14 a high five and tells him, “This is the greatest show I have ever been a part of, thank you for bringing me in and giving me this opportunity.” Vice President of Alumni and Development Kerry Casey Dorsey ’81 and Campaign Manager Melissa Manwaring ’01 take a moment to stand with Matt and Blaise and reflect upon months of planning and preparation. They share a “we did it!” as President Stanley and Steve Levy ’87 join them for a team photo.

The curtains open to reveal the magnificently transformed ice arena into an elegant nightclub venue designed by Executive Producer MJ Herson and his talented crew of Herson Group Ltd. in Penn Yan, N.Y., who consulted on the campaign launch events.

21:09

Biological sciences major Christie Cockayne ’14 M’16 talks about her experiences with the SAVAC, the Student Association Volunteer Ambulance Corps, at one of the six kiosks that feature Oswego students talking about their unique experiences at the college. Beside her at the Internships/Community Service kiosk is public relations student and DKK brother Denvol Haye ’15 who says his experience volunteering at the Child Advocacy Center of Oswego County not only made him recognize his interest in working for nonprofits, but also helped him gain practical experience in putting together a PR campaign and organizing a fundraiser.

21:28

College Council member and former Alumni Association board member Saleem Cheeks ’01, a political science major who is a management supervisor at Eric Mower + Associates, swipes his credit card through a Square credit card reader attached to major gift officer Maryanne Cameron’s cell phone and makes his gift to the 24-Hour Challenge.

21:40

Pharrell Williams’ pop hit, “Happy,” fills the air, and a flash mob of a couple hundred students swarms the arena floor performing a choreographed dance. The live studio audience joins with President Stanley and SUNY Oswego students in dancing and singing along to the music.

21:45

Students from Del Sarte Dance and the Cheerleading clubs stand on stage and lead the flash mob and guests in a hand dance to Kernkraft 400’s “Zombie Nation,” which many people know as the sing-along song from hockey games “Woh oh oh.” Following President Stanley’s lead, the students blast confetti streamers of metallic green and silver high into the air over the arena floor.
As the Cast Party for “The Tomorrow Show” wraps up, friends Molly Matott ’15 and Bridget Jackson ’15 are glowing from the day full of activity. For Molly, that began with being one of two students featured on “Today” with Al Roker ’76 and then being interviewed by ESPN anchor Steve Levy ’87 who joked during the interview: “Do you want to know why Al Roker ran out of town today? She’ll have his job next week!”

The ringing endorsements from nationally recognized alumni and the national exposure of being featured in both broadcasts had Jackson calling Oct. 16 “Molly Matott Day.” Matott added, “I know. I feel like if I go to sleep, I’ll wake up and find out that this was all a dream!”

A highlight of the day for Jackson was reconnecting with “her alumna,” Joan Reinhart Cear ’80. They initially met at New York City Career Connections, an annual event sponsored by the Oswego Alumni Association. Cear encouraged Jackson to apply for a New York Women in Communication scholarship, which Jackson won. Jackson has since secured an internship at Kellen Communications, where Cear serves as vice president.

“This has been a fabulous evening, and it was great seeing Joan,” Jackson says. “She has been a great help to me. I can’t wait to be somebody else’s Joan Cear!”

By the start of the new day, a grand total of 1,163 donors crushed the 24-Hour Challenge donor goal and raised $143,584.33 for The Fund for Oswego. Their participation secured $56,161.40 in the challenge gifts of Steve Levy ’87, Michael ’83 and Joanne Snyder Durney ’84 and Andrea and Tim Barnhart ’02, bringing the total amount raised to $199,745.73!

Heads drooping, The Oswegonian staff finalizes the newspaper and submits the files via the Internet to the printers in Pennsylvania. The story and pictures of the Media Summit lead the front page. A long but historic day for SUNY Oswego is over and documented by this dedicated student team.

Stephanie Forman ’87 makes her second, and the challenge’s last, gift of the day in memory of Colleen Brunner ’90, who perished on Pan Am Flight 103 on Dec. 21, 1988, on her way home from a semester abroad in London. Forman’s gift will support the Free and Easy Forever Fund, an on-campus memorial honoring the lives of Brunner and fellow traveler Lynne Hartunian ’89, who also perished on Pan Am Flight 103, and Richard Caproni ’89 and Michael Hannan ’89, who died in the 9/11 attacks. “I don’t ever want Colleen to be forgotten,” Forman said. “I make this second donation tonight to show how important she is to so many of us, and to show my support for Oswego.”

Dominick Ianno ’95 knows it’s not too late to show his support. He tweets:
@dominickianno Made my donation to #oswego24hr tonight. Congrats on a great day and hitting your goal! @oswegoalumni

Writing and reporting by Margaret Spillett, with Edwin Acevedo M’09 and Tyler Edic ’13, and support from Brittany Sperino Horsford ’14, Luke Parsnow ’15, Matthew Bishop ’14 and Jennifer Broderick.

Molly Matott ’15 and Bridget Jackson ’15 chat about this historic day.

with Passion & Purpose
The Campaign for SUNY Oswego
The holiday classic, “It’s a Wonderful Life,” tells the story of what the world would be like if the protagonist, George Bailey, had never existed. A disheartened George, accompanied by an angel, travels back in time and begins to realize the impact that he has had on many people’s lives. At the climax of the movie, George reaches into his pocket for the flower petals his daughter Zuzu had given him, and experiences the biggest blow of all. If he never existed, then he never married, nor had any children. He would leave behind no legacy, no impact on the world.

Now, let’s imagine for a minute that SUNY Oswego never existed.

The thousands of teachers—educated since the college’s founding within Dr. Edward Austin Sheldon’s framework of employing applied learning techniques and finding ways to engage all kinds of learners—would never have reached the inside of the classrooms. Tens of thousands of school children would have missed the hands-on, minds-on lessons and the nurturing ways of SUNY Oswego alumni educators.

The region would not benefit from the new degree programs that educate the workforce for the in-demand jobs of today and tomorrow, such as the planned interdisciplinary degree in informatics and in engineering (see page 13).

Faculty members, like those described on pages 6-7 of this issue, would not be conducting their research that advances the understanding of subjects ranging from the impact of lead exposure on children’s health to the optimal habitat of bog turtles to using technology to help reduce people’s stress.

The School of Business would not be partnering with SRC Inc. to offer a customized MBA program to the scientists at the Syracuse-based company, nor helping those employees build their managerial and leadership potential (see page 11).

Our alumni would not be returning to campus to share their expertise and advice with current students, thereby giving those young people the confidence and acumen to succeed in their first jobs (see page 10).

Efforts to provide affordable, high-quality education to underrepresented and low-income students would be diminished in the region (see pages 12-13).

The college’s nearly 700 acres of lakefront property could have been developed into private homes or condos, removing one of the most scenic public spaces from the view of thousands each year. One can only imagine the number of Laker marriage proposals that happened along those shores—and the number of love
stories that never would have started without SUNY Oswego.

The local community would have missed out on hundreds of opportunities each year to visit art exhibition openings, concerts, lectures, sporting competition and campus events (see page 3).

Oswego County would be without the $179.4 million of economic stimulus created by the college, and the seven-county region would be deprived of $345 million brought in by the college. A total of 1,730 full- and part-time employees, plus an additional 3,236 part-time student employees, would need to find jobs elsewhere. And the catalyst for new job creation and business incubation would move to a different community (see page 12).

All in all, throughout its 154-year history, the college has touched millions of lives and has had an immeasurable impact on this world. Every day, members of our college community contribute to the progress of society and humankind. Yet, today, many people are beginning to question the relevance and the return on investment in American higher education.

For example, a recent piece in The Economist questioned whether the investment in college is worth the debt to students, whether higher education truly is the “gateway to the middle class.” The research firm PayScale estimates the financial returns on degree types at these institutions and concludes that “many students end up worse off than if they had started working at 18.”

With this turn in the conversation, SUNY Oswego has developed Tomorrow: Greater Impact and Success, a strategic plan that outlines a data-informed structure for future decision-making and investment.

“We are acutely aware that for SUNY Oswego to continue to thrive in the long run as a residential campus and to operate in the evolving enterprise of higher education, we must provide clear evidence of our enduring value,” President Deborah F. Stanley says in the opening of the plan.

“Going forward, we will directly tie our actions and results—the drivers and indicators referenced in Tomorrow—to the impacts derived from our work,” she says. “We will assess our activities and refine our actions accordingly to meet desirable outcomes tied to the public good. We will demonstrate our value not simply through the accounts of our students’ and graduates’ compelling experiences but also more irrefutably through empirical data.”

Based on the input of more than 250 members of our college community, alumni and other stakeholders over the course of several months, the strategic plan identifies five key areas of focus—or “impacts.” They are:

1) **Our students and graduates thrive and succeed.**
SUNY Oswego’s graduates are nimble, resilient, resourceful and inventive. They become active and loyal alumni with high levels of personal fulfillment and economic security. SUNY Oswego students and graduates provide their communities with intellectual capital, professional expertise and ethical service.

2) **Our education ecosystem is highly collaborative and engaged.**
SUNY Oswego’s unique education ecosystem is driven by devoted, passionate, diverse and talented faculty and staff who work collaboratively, resourcefully and creatively to enhance our dynamic course offerings, programs and research as well as the applied learning experiences we provide. They volunteer and contribute in the community and around the globe.
3) **Our communities and partnerships are enriched and supported.**

College faculty and staff partner with local, national and international communities, making an impact through research, community service and economic development for collective prosperity, equity, resilience and success. These efforts are in addition to the mutually beneficial partnerships between our students and external partners in service-learning, internships, co-operative education and community service initiatives.

4) **Our institution is highly effective and sustainable.**

Our proven institutional effectiveness results in increased resources, flexibility, academic capacity and institutional success.

5) **Our faculty, staff and students move the dial on grand challenges.**

Our work contributes to finding solutions to the grand challenges of our time.

For each of the five impacts, the plan outlines the "performance drivers" or calculated actions that campus members will complete to achieve the desired impact. The performance drivers will be updated or changed based on assessment.

The plan then stipulates the measures or "key indicators" by which the college will gauge its success. These data points will provide a snapshot of progress toward achieving the five impacts.

For example, the first impact focuses on SUNY Oswego’s efforts to enroll, retain and graduate dynamic and diverse students and support them as they become active and loyal alumni.

One performance driver helping to attain this impact is to provide diversified outreach programs to increase alumni engagement and lifelong affiliation with the college. This driver’s success could be indicated through alumni attendance at on- and off-campus events, or alumni engagement with students through such programs as Alumni Sharing Knowledge, Alumni-In-Residence or New York City Career Connections.

Another performance driver for that impact is planning for, recruiting and retaining a highly diverse, prepared and talented student body. The key indicators of success might include such data as enrollment of students from top selectivity groups (high GPAs, class rank and SAT scores), diversity of declared majors, gender and ethnicity/race of students, international student enrollment or the permanent residence of students.

“We inhabit a world full of promise and challenge, desire and need, peace and crisis, a world waiting to have its natural and human bounty replenished, nourished and enriched to remain viable and beneficial to the future,” President Stanley says. “In this world, SUNY Oswego’s mission and impact are more relevant and necessary than ever.”

Circling back to George Bailey, his kindness and generosity to others led the people in his community to come to his aid when he needed it. The value—or impact—of his life can be seen through his friendships with others, or as the angel, Clarence, says, “Remember no man is a failure who has friends.”

So, too, the impact, or relevance of SUNY Oswego can be seen in the graduates who have been transformed by their education and pass that torch of knowledge along through their interactions with others, setting off a ripple effect that cannot be contained.

SUNY Oswego contributes to the common good by empowering our students and alumni to live ethical and meaningful lives and build a better world.

—Margaret Spillett
Alumna’s Memories Revived on Broadway

As a 7-year-old girl in 1935, Naida King Rasbury ’51 made her Broadway debut in the classic American opera “Porgy and Bess.” Nearly 80 years later, she strode the red carpet on opening night for the Broadway revival that would later win the Tony Award.

When she learned the 2012 revival was in the works, she emailed the producers, told them that she was in the 1935 original and asked if they were headed to New York. Not only were they returning to New York, the producers wanted her to be there.

“They invited me to bring a guest to the opening, and the guest was my husband, of course,” says Rasbury, who now lives in Florida.

“We went from the opening to the after-party that was given at a hotel with hundreds of people,” she continues. “After a while, when things began to thin out, many of the cast members sought me out, talked with me and asked me about the original.”

Rasbury grew up in New York City. Her mother sang in a choir led by Eva Jessye, whom George Gershwin hired to be musical director for “Porgy and Bess.” When her mother learned that children were needed for the cast, she sent for Rasbury.

“I auditioned for Rouben Mamoulian and George Gershwin, and after that, they said I was in,” Rasbury says. She had a small supporting role, who made a doll dance to music, led the residents of Catfish Row to a church picnic on nearby Kittiwah Island and hid from a police officer in a basket of laundry.

She later attended the High School of Music & Art in New York, and met Oswego recruiters James Moreland, the freshman class advisor, and Golden Romney, head of the department of health and physical education. She applied to Oswego and was accepted, then joined a half dozen other freshmen on an overnight train from Manhattan to the lakeside campus.

“Most of the professors I had there, I loved,” Rasbury says. “They taught me things that I still carry to this day in terms of education, my vocation and the way in which I live. I don't think you find a lot of people today with the same kind of dedication as these folks had at that time.”

She finished with a degree in elementary education. “The impact was that I became a teacher instead of just another singer,” Rasbury says. “To become a good teacher, I learned that preparedness was the key to being in charge of your classroom at all times, and later in life, being prepared for any job. I was well-prepared to teach in a New York City public school where some tenured teachers were not in charge of their classrooms.

“I give Oswego the credit for really preparing me to be in charge of all of the changes that have come about in my life.”

—Edwin Acevedo M’09
Former Oswego State Goalie Scores as ‘Prolific Writer’

Coach George Crowe built SUNY Oswego’s first hockey team by recruiting Canadian athletes, including Ottawa goalie Paul Ferguson ’69. That team established Oswego as a power hockey school by winning the 1964-65 championships.

Fifty years later, at Reunion 2014, Ferguson recalled his college days. “I was a history major, spending a lot of time in hockey practice,” he said. “I was the drummer in The Edge of Darkness with Charles ‘Chip’ Alexander ’69, Vic DiDominick ’70 and Sam Domicolo. We kept getting better and better; soon, we had a gig every night.”

After graduation and a year of professional ice hockey, Ferguson settled in England, land of his birth, working in immigration at Heathrow Airport. In 1985 he founded an immigration consulting service, which he sold in 2006.

“That year, I went upstairs to my office every day to write. At the end, I had a book,” he said. Killing The Dead, a thriller whose characters are named after some of the author’s Oswego classmates, is under consideration by several London film production companies. Read a synopsis of the book on his website, www.pferguson.co.uk.

Calling himself a prolific writer, Ferguson said his second mystery, A Father’s Duty, is nearing completion, and he’s finished It’s Not Funny, a short film that will make the rounds of festivals.

Ferguson and his wife, Bernadette, frequently travel with their two adult sons to vacation spots in Spain, France and Greece. “Oswego provided the foundation for a life I couldn’t have imagined as a teenager,” he said. That foundation had a shaky start, however.

“I was on campus two weeks, getting more homesick every day,” Ferguson said. “I called my father and asked to go home, but he said no. I was heartsick. But, within days, I made friends, found people who shared my interests and came to enjoy the city.”

Grateful his father forced him to stay, Ferguson adds, “I’m also thankful that Coach Crowe looked north to build that first hockey team.”

—Linda Loomis ’90 M’97
Mickey (Michael) Donnelly '72 will be inducted into the Waterloo (N.Y.) Athletic Hall of Fame after guiding the Waterloo cross country team to 14 Wayne-Finger Lakes cross country championships and 14 Section V cross country titles. Over that span, he coached 11 Section V individual champions. Donnelly was inducted into the SUNYAC Men’s Cross Country Hall of Fame in 1996. He and his wife, Karen, have four grown children: Kelly, Julie, Patrick and Leann, all of whom he coached during his career.

Susan Feola Wain '69 of Scottsdale, Ariz., travels on humanitarian missions for the Kenyan Children Foundation. Her next trip is scheduled for February.

Catherine Gaffney Rogers '72 recently published her short story “After Three Tangos” in the Gettysburg Review Spring 2014 issue.

Charles Durante '73 was elected “Rookie Teacher of the Year” by the faculty of Lake Technical College in Eustis, Fla. He is in his second year of teaching in accounting operations.

Roger Thompson '73 of New Hartford, N.Y., loved track and field at SUNY Oswego, but his most memorable moment at Oswego was meeting his wife, Emalyn Witte Thompson '73. He is the founding father of Zeta Chi Zeta and has two children and two grandchildren.

Judith A. Weber '74 is a benefits compliance manager, and was named a 2014 Professional Woman of the Year by the National Association of Professional Women. Judith was recognized with this prestigious distinction for leadership in health benefits administration services. Judith holds a bachelor’s degree in education and mathematics. She has demonstrated immense expertise in her field.
Zoology Researcher, Author Models Teaching Methods After Oswego Professor

For **Steve Sheffield '78**, SUNY Oswego was, at first, just another college—far enough away from his home in Syracuse. That is, of course, until Sheffield met Al Lackey, then a zoology professor at SUNY Oswego, who jump-started Sheffield’s passion for zoology.

Not knowing what career path to pursue, and two years into sampling courses, Sheffield enrolled in an invertebrate zoology course spring semester of his junior year.

The professor? Al Lackey.

“He challenged us,” Sheffield says. “The way he taught and the difficulty of the class pushed us to do well.”

Lackey and his students would travel to Williamstown, NY, 20 miles east of Oswego, to conduct surveys and assessments on mammals, reptiles, amphibians, grasses and shrubs. Students learned sampling techniques and how to take field notes.

“Lackey took care of the logistics,” Sheffield says. “He would drive us out to our field work with question, while recognizing students who were interested. He went the extra mile.”

Since graduating from Oswego, Sheffield has completed plenty of his own field studies, researching lead and pesticide exposure and effects on small mammals, including those that live in grape vineyards in Xinjiang, China.

Sheffield eventually turned to academia, earning a Ph.D. in zoology, with an applied aspect in environmental toxicology. Now as a professor in field biology for 10 years, Sheffield hopes to influence his students at Bowie State and Virginia Tech the way Lackey did.

“I get my students out in the field,” Sheffield says. “They get to trap mammals and experience field-related activities that were provided to me by Dr. Lackey.”

To influence future zoology students and researchers, Sheffield has been working on a book, *The Mammals of Maryland, Delaware, and the District of Columbia*, which will be published in 2016. Sheffield hopes the book will inform and provoke interest in field biology all over the country for years to come.

“Without the professors I had at Oswego, I wouldn’t be where I am today,” Sheffield says.

—Ryan Haas ’15

**Steve Sheffield ’78** (right) and Dr. Ma Ming, a member of the Chinese Academy of Sciences, pose at the 4,000 meter mark in the Tran Shen Mountain range outside of Urumqi Xinjiang Province, People’s Republic of China.

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**Steven Olsen ’75** works as a general practice attorney for Olsen & Olsen Law Office. He resides in Bainbridge Island, Wash.

**Mary Eta Schneider ’75** was welcomed as the new treasurer for the SUNY New Paltz Foundation.

**Al Roker ’76** announced the launch of Al’s Weather Rokies App, only available on the App Store. The game merges the NBC “Today” show co-anchor’s love of animation, the weather and his interest in technology, by creating a fun, cartoon-style game that incorporates real-time weather.

**Patricia M. Intini Martin ’77** will implement the U.S. Fulbright Project, “One Woman at a Time,” in Cyprus, to prevent domestic and intimate partner violence. This nine-month legal research and community collaboration will help abused women obtain access to the legal system, human dignity and privacy.

**Walt Wasilewski ’77**, an adjunct instructor in the department of Newspaper and Online Journalism at Syracuse University’s S.I. Newhouse School of Public Communications since 2000, had his book, *Open the Eyes of My Heart*, recently published through Upstate Medical University in Syracuse. The book features interviews with 17 spiritual care volunteers about their experiences caring for patients at the hospital. He retired from the (Syracuse) Post-Standard in 2007. He and his wife, **Mary Dromgoole Wasilewski ’75**, live in Liverpool, N.Y.

**Denise Jochem-Robertson ’78** was appointed director of improvement at InterFaith Performs of CNY. She previously worked as an advertising and marketing associate at St. Joseph’s Hospital Wellbeing Center, and as adjunct instructor of advertising and marketing at Le Moyne College in Syracuse, N.Y. Denise earned a bachelor’s degree in English/writing arts and holds a master’s degree in company administration from Le Moyne College. She resides in Minoa, N.Y.


**Cynthia J. Reed ’78** was named dean of the Northern Kentucky University College of Education and Human Services, effective July 15, 2014. Cynthia currently serves as the Emily and Gerald Leischuck Endowed Professor of Educational Leadership and the director of the Truman Pierce Institute at Auburn University.

**Steven Shrager ’78** is the director of audit services for the NYS Office of Alcoholism and Substance Abuse Services. Steven resides in Slingerlands, N.Y., with his wife, Linda, and two daughters, Leslie and Samantha.

**Marianne Wunder Gaffney ’79** was hired as the new superintendent of the PreK-8 Linwood (N.J.) School District in July. She lives in Sewell, N.J.
Alumni Bookshelf

We celebrate and share the success of Oswego alumni authors, illustrators and recording artists, who may ask their publisher/distributor to send a copy of the work to the Oswego alumni office to be considered for this column and our website, where cover photos of all works in this column will be displayed.

Pearl Itzkowitz Wolf ’51
*Dying to Teach.*
Golden Age Press, 2014.

*Dying to Teach,* a romantic suspense novel, has been described as “a nail-biting suspense” by *New York Times* best-selling author Shelly Noble. It begins when teacher Gigi Giovanni is summoned from New York City to San Francisco to read the Last Will and Testament of her colleague, Christine Newall. Gigi is shocked to learn she was also named the executor of Christine’s estate and guardian of her sister. When Gigi discovers that someone has been embezzling money from Christine’s estate, it poses a threat to her own life. The bodies pile up around Gigi as she delves deeper into the mystery.

Anthony N. Botta ’74
*Stumps in the Outfield.*
Lulu Publishing Services, 2014.

Set in the exciting time period of the ’60s and ’70s, Botta’s memoir recalls experiences ranging from his innocent childhood in Brooklyn, NY, to his early first marriage. The casual, witty narrative is both heart-warming and poignant. He weaves references to current events, American culture, and most notably, popular music throughout his story. Botta does not presume to teach life lessons to his reader, but would rather amuse and entertain through reflection on his own life.

Peter J. Bourke ’75
*Sea Trials: A Lone Sailor’s Race Toward Home.*

Three years after his wife’s death, Bourke bought a boat—even though he had never learned to sail. In 2009, Bourke entered the Oldest Singlehanded Trans-Atlantic Race at age 58. *Sea Trials* is the account of those 40 days of racing on his 44-foot sailboat Rubicon. Told with grace, insight and humility, the book inspires the reader to tackle challenging endeavors as well as squarely face life’s emotional challenges and find the courage to live a fully engaged, authentic life.

David Chill ’77
*Post Pattern.*

Burnside, a former college football star back in the day, has recently left the LAPD following a scandal and has started his own private investigation agency. After someone fires a shot at a football player from a rival university, Burnside takes on the case, which leads him into both the underbelly and the aristocracy of Los Angeles. As he unravels a complex series of baffling leads through the investigation, Burnside also comes to grips with a betrayal from his past that keeps returning to him, no matter how much he tries to avoid it.

Walt Wasilewski ’77
*Open the Eyes of My Heart: Stories of Spiritual Care Volunteers Serving at Upstate University Hospital.*
Upstate Medical University, 2014.

The book offers stories of Upstate University Hospital patients and the spiritual care volunteers who serve them. The diversity that the spiritual caregivers bring to this ministry meshes perfectly with the diverse needs and faith traditions of our community and the workings of the Spirit in our lives.

The book was published through a generous grant by the Friend In Deed program of the Upstate University Foundation.

Laura J. Stegmaier ’83
*Mystery of the Rising Island.*

This must-read tells a tale of 11-year-old psychic Ling-Ling Turner as she seeks the paranormal truth behind all sorts of bizarre occurrences in Briarwood Cove. From floating stink piles of muck on Lake Tahaso to mysterious attacks at night, Briarwood Cove is certainly in disarray. It’s up to Ling-Ling and her friends Chloe, Jada and Pablo to return the town back to normalcy.

Robyn E. Parker ’86
*Redesigning Courses for Online Delivery: Design, Interaction, Media and Evaluation.*

Volume 8 of the Cutting-Edge Technologies in Higher Education, *Redesigning Courses for Online Delivery* uses a four-phase approach to inform thinking, inspire creativity and structure decisions to drive the development of high-quality learning experiences. This informative read moves educators past simply digitizing courses for online delivery and focuses on creating more interactive and engaging experience for students and teachers.
Fred Floss ‘79 Finds Career in Finance Rewarding

Fred Floss ‘79 works hard to ensure that low- and middle-income families in New York State are better off.

Floss is the executive director of the Fiscal Policy Institute, an independent, non-partisan “think tank” of researchers tasked with improving the well-being of New Yorkers by analyzing the state budget and tax policy.

Floss has served as director of the Buffalo Fiscal Stability Board since 2009 and was recently reappointed director by New York State Governor Andrew M. Cuomo. Additionally, Floss is the co-director of Buffalo State’s Center for Economic Education.

He grew up outside of Buffalo, N.Y., and studied English at SUNY Oswego before earning a Ph.D. at the University at Buffalo. He has been a professor in economics and finance at Buffalo State College since 1983.

“I love to teach,” Floss says. “I had a great time working with my professors as a student. It’s really rewarding watching students figure things out for themselves, when they say ‘Oh, I get this now.’”

More than 20 years after he graduated, Floss reconnected with one of his former professors, Bill Scheuerman, professor emeritus of political science, while serving as vice president of academics of United University Professions, the union that represents faculty and professional staff throughout SUNY. Scheuerman served as president of UUP at the time, and together, they worked to negotiate a new contract for UUP.

Tax and policy analysis, writing proposals and negotiating contracts can take months or even years, but Floss says he is often reminded about the positive impact he has on his community.

“After we negotiated the last contract with UUP, an adjunct professor approached me crying,” Floss says. “She hugged me and told me her young child would have died if we had not negotiated for her insurance. That moment alone made all of our hard work worth it.”

—Tyler Edic ’13
executive vice president and general counsel with CA Technologies and has spent 18 years with IBM Corp. Amy earned a B.S. degree in business administration from SUNY Oswego and a J.D. from Western New England School of Law.

Mike Juliano ’86 was named director of sales of Greater Media’s Detroit based-properties, including WRIF-FM, WCSX-FM and Detroit Sports 105.1. The broadcast executive recently served as the director of sales at Entercom Boston.

Peter B. Kruppenbacher ’86 received an Excellence in Teaching award in May from Pennsylvania College of Technology, where he is an assistant professor of building construction technology. He is working toward a master’s degree in educational development and strategies from Wilkes University.

Terri Roney ’86 has joined Bousquet Holstein PLLC as counsel in the Real Estate Practice Group. Terri resides in Skaneateles, N.Y., with husband, Mark Roney ’88.

Ross Goldberg ’88 is the senior director of marketing for Sanofi, a multinational health-care company that produces and markets innovative therapies. Ross resides in Congers, N.Y.

Meredith Kuhn Kelly ’88 has had the experience of a lifetime traveling around the world with her 19-year-old son, Aidan, who was selected to the 2014 Olympic U.S. men’s luge team. Aidan finished 24th in a field of 39 senior world-class athletes. He has his sights set for Pyeong Chang, South Korea, in 2018. Meredith will be ready to pack her bags to cheer him on once again.

Anthony M. LaPinta ’88 was named to the 2014 edition of New York Metro “Super Lawyers Magazine.”

Thomas (Tommy) Gaebel ’89 joined thousands of other riders for AIDS/LifeCycle – the seven-day, 545-mile bike ride from San Francisco to Los Angeles in June.

He has lived in Los Angeles for the past 23 years and is a senior art director at an advertising agency in southern California.

Susan Curran Muench ’89 is proud to be celebrating the 10-year anniversary of her interior design business and the launch of her new website: www.vipinteriordesign.com.

Michael J. Flynn ’90 of Greenlawn, N.Y., joined the Orange Regional Medical Center Foundation’s board of trustees in Middletown, N.Y. Michael is vice president of commercial banking at M&T Bank, where he is responsible for all facets of banking relationships, including depositary, lending and investment services.

Gregory W. Gribben ’90 was promoted to associate director of media at Pinckney Hugo Group. She resides in Manlius, N.Y.

Gayle Brosnan-Watters ’89 earned a Ph.D. in psychology and works as an assistant professor at Arizona Christian University, where she loves spending time with colleagues and students. While attending SUNY Oswego, Gayle was involved in the Non-Traditional Student Union, Student Senate and the Parking Committee. Gayle resides in San Tan Valley, Ariz., with her husband, Otis Kinney. She makes quilts for cancer patients through a church group.

Paul Bashaw ’91 was named corporate director of global sales by Benchmark Hospitality International, a hotel management company. Paul will oversee and lead the company’s global group sales initiatives, supporting properties across the country and offshore. He is a past recipient of Benchmark Hospitality’s prestigious Sales Leader of the Year Award. Paul will operate out of Benchmark’s southwest regional offices in Scottsdale, Ariz., where he also resides.

Elizabeth (Beth) Carrasco ’91 is proud to be celebrating the 10-year anniversary of her interior design business and the launch of her new website: www.vipinteriordesign.com.

Kelly Arnold ’92 is the new senior vice president and senior
Sarah Michelle Argus ’12 took her degree in graphic design to New York City, where she will finish a master’s degree from the Pratt Institute. Her talent has already gotten the attention of Barnes and Noble, which chose her work as part of its line of back-to-school stationery. Her designs adorn a pencil pouch, and her work was part of the summer, right before fall, we went in and pitched them at their corporate office in New York. The story behind that is kind of crazy.

OM: I like crazy. Tell me about that.

SA: Like I said, we had no idea who these hypothetical Barnes and Noble people were. We were told to create a nice presentation. We did know they were going to have a projector. That’s all we knew.

So, I created this really nice Keynote presentation. And we get to the meeting, the buyers are late, we can’t get the computer to work, and the projector wouldn’t connect to the PC. It was just bad luck from the start.

But I had learned over the past not to just rely on digital technology and had three paper copies of my presentation printed off. It wasn’t anything fancy. It was just quick printed from my computer at home, but I brought them just in case.

OM: Excellent! That’s the Oswego education right there!

SA: It is the Oswego education! So that’s how I presented my stuff. And I was the only person to bring paper copies. I stepped up to the plate and they’re like, “Well, we have another meeting in 30 minutes, and there are seven of you. So you have about three minutes to present your idea.” I had 20 ideas to present in three minutes! It was scary as hell, to be honest. My heart was beating so fast that I don’t even remember how I got through the presentation.

I walked out thinking, “Oh my god, that was one of the craziest and most exhilarating experiences of my entire life.” Then I got an email saying they liked one of my designs, and that’s how the whole thing started.

OM: So I’m sure you told all your friends. Did everyone instantly buy it?

SA: It was a very rewarding experience to see something I had worked so hard on, on the Barnes and Noble website. So I took a picture and I Instagrammed it, probably within the first 10 seconds of knowing that my stuff was on the market. All of Brooklyn, that’s where I live right now, was sold out within two weeks.

OM: How did your art evolve from high school to Oswego?

SA: Oswego taught me everything. I thought I was hot (stuff) because I knew all the programs. I remember my class with Amy Bartell ’86, Introduction to Graphic Design, and I realized I knew nothing. Sure, I knew what programs did and how to play with them, but she was the one who really taught me how to hone my skills and how to really use the programs.

—Edwin Acevedo M’09
award ceremony at the Yogi Berra Museum in Little Falls, N.J.

Bernadette Besaw Mrz M’95 earned an M.S. in management, but became disabled in 2009. While residing in Hannibal, N.Y., Bernadette remains active in the Oswego County Humane Society and Women’s Network for Entrepreneurial Training.

Kenneth G. Slentz ’96 was recently named superintendent of the Skaneateles (N.Y.) Central School District. He oversees the management and operation of the 1,500-student district.

Julie Burgess Covey ’97 was named executive director for The Ontario Bays Initiative, a nonprofit organization that conserves land in Jefferson County off eastern Lake Ontario. Julie lives with her husband, William Covey ’98, in Dexter, N.Y.

Stacey Cummings ’97 M’03 is now principal at Genesee Elementary School in Auburn. The district is implementing a new reading program upon her recommendation called Superkids. The program prompts students to read, listen to and write text independently; then students go online and discuss reading assignments with classmates.

Elisabeth Dunbar-Donavon ’97 is the director of annual giving for the Illinois Institute of Technology.

Kate Kohl Kenney ’97 is the director of client services for ProNexux LLC management consulting firm. She resides in Spencerport, N.Y., with her husband, John Kenney ’98.

Tiffany Marg Ryan ’97 of Greenfield Center, N.Y., is part of the business development team for Saratoga Springs Fingerpaint. Her account experience includes work with Lantheus Medical Imaging, Saratoga Hospital, GlaxoSmithKline and Abbott Laboratories.

Michael Cassidy ’98 is the chairman of the board of directors for the multinational company Undertone. He was previously the CEO and transitioned to a non-executive chairman position.

Allyson Myers Mooney ’98 opened her own business, Lifestyle Organization, in spring 2014. Allyson works as a professional organizer, and volunteers her time to help students with their resumes and employment building skills at SUNY Cortland’s Career Services.

Diana Comerford ’99 was promoted to director of project management at Eric Mower & Associates. Previously, she held the position of program manager. She resides in DeWitt, N.Y.

Cathleen Pringle Cassidy ’00 works as an attorney for Oshans Frome Wolosky LLP. Cathleen and her husband, Doug Cassidy ’99, welcomed their first child, Eleanor, in November 2013.

Michael Ferraro ’00 joined Proxy Mosaic, a proxy advisory firm in New York City, as the director of sales. Michael brings more than 15 years of sales, operations and client management experience to his new role.

Christie Tribuzzi Joseph ’00 is a human resource compliance manager for Ingram Micro in Buffalo, N.Y. She resides in West Seneca, N.Y., with her husband, Tim, and daughter, Gianna.

Mark Schermerhorn ’00 is the new athletic director for Jordan-Elbridge (N.Y.) Central School District. He leads the athletic department, consisting of more than 30 teams in more than 20 sports. Mark will serve as acting assistant principal for the 2014-2015 academic school year.

Jaclyn Secora Trzaska ’00 and her husband, Ed, are proud to announce that they adopted a daughter, Maddi, from China in 2013.

Joseph DiGiovanni ’01 was named assistant principal for the Rye (N.Y.) City School District. He resides in Goshen, N.Y.

Stephanie Jesmin Francione ’02 works as an evaluator for Western Governors University in Huntersville, N.C., where she lives with her husband, Thomas J. Francione ’02.

Robert Bernhard ’03 opened and operates Bonaparte Saw Shop and Rob’s Pro Shop from his home in Harrisville, N.Y.

Jeffrey Collier ’03 was promoted to senior digital manager at pinchney hugh Group in Syracuse, N.Y. Jeffrey was previously an interactive developer in the agency’s interactive services department. He resides in Camillus, N.Y.

Brian Drake ’03 proved to be a true fantasy football guru last season, as he was crowned fantasy football champion in his league. He defeated Mark Holzhauer ’04, Don Keohan ’01, Jeremy Sinclair ’01, Mark Gastin ’01, Brian Dwyer ’02, Daniel Dempsey ’04, Jim Hartmann ’03 M’07 and Wayne Frick ’02.
Matthew Smith ’03 is an associate professor at Colgate University, where he also serves as head of user services in the university libraries. Matthew began his Colgate appointment in January 2014, after having spent seven years serving as services librarian at SUNY Sullivan County Community College. He also taught a semester-long course designed to assist first-year students in making a successful transition to college life by focusing on academic as well as interpersonal skill enhancement.

Jillian Beroza ’04 of Commack, N.Y., is the communications and marketing manager of the Department of Neurosurgery at Mount Sinai Health System in New York City. She works with leading neurosurgeons, physicians and scientists who pioneer new techniques and improve clinical outcomes for patients with brain tumors, spinal disorders and other neurological disorders. Jillian was a sister of Alpha Delta Eta sorority.

Jamie Stack Leszcynski ’04 was promoted to senior account manager at ABC Creative Group in Syracuse, N.Y. Jamie joined the company in July 2010 as an account manager and media supervisor.

Jaci Luszczek Craft ’04 is the assistant athletic director and women’s basketball coach at Russell Sage College in Troy, N.Y. The women’s basketball team at Sage won its first conference championship and earned a spot in the Division III NCAA Tournament.

Lisa Sharpe ’04 works for the American Cancer Society as the director of the Making Strides Against Breast Cancer walk in Syracuse, N.Y.

Erik Gauthier ’05 was named president of the Guilderland (N.Y.) Chamber of Commerce Board of Directors. She holds a bachelor’s degree in political science and political relations from SUNY Oswego and is in the process of earning her MBA from Excelsior College. Erika lives in Duanesburg, N.Y., with her husband, Michael, and son, Randy.

Peter Lutz ’05 has joined the Xsentials team as an architectural draftsman to help coordinate the design and building of AV systems. Peter earned a bachelor’s degree in industrial arts education from Oswego and a master’s degree in architecture from the University of Colorado at Denver.

Alexander DeRosa ’07 was promoted to senior video production manager at Pinckney Hugo Group in Syracuse, N.Y., where he currently resides.

Benjamin O’Connor ’07 was appointed pastor for the Lycoming (N.Y.) United Methodist Church. He is a certified candidate for ordination as an elder in the United Methodist Church and has spent the majority of his life in Oswego County.

Magdalini Georgiadis ’08 M’10 resides in Fulton, N.Y.

Edwin Acevedo M’09 was named the associate director of alumni and development communications at SUNY Oswego. He resides in Skaneateles, N.Y., with his wife, Rev. Naomi Annandale, and their two children.

Karen Ferguson ’09 joined Oswego Health as director of the newly created Oswego Health Foundation. Ferguson brings extensive fundraising experience to her role at Oswego Health. She most recently worked as the executive director for the Cystic Fibrosis Foundation’s Central New York chapter.

Jenna Barr ’10 M’11 was promoted to tax senior and Jessica Wiestner 10 M’11 to audit senior at Dannible and McKee LLP in Syracuse, N.Y.

Technology Management Graduate’s One Word: Plastics

After developing an innovative new wet wipe container closure design during his internship in Currier Plastics’ quality assurance department, Tom Maloney ’09 found himself in front of some of the company’s largest clients.

“They put a lot of faith in me as an intern,” says Maloney, who was hired by the Auburn, N.Y., based company as a result of his technology management degree. He is now a business development manager at Currier, a comprehensive custom design, injection molding and blow molding facility.

“I’ve always felt prepared,” Maloney says. “Everyone here has been very supportive of me. It’s a great place to work.” Maloney is among several SUNY Oswego graduates working at Currier, including the Vice President of New Product Development, Gary Kieffer ’80, who helped Maloney land his internship.

Currier Plastics designs and manufactures products around the northeast, mostly in the amenities and personal care packaging industries. The majority of its customers are within a 400-mile radius of the company, but Maloney attends sales meetings with clients as far away as Chicago and North Carolina.

“I call upon my coursework at Oswego almost every day,” Maloney says. Technical writing and drawing, manufacturing, communication and business classes all contribute to his ability to speak effectively with clients, Maloney says. His advice for students: “Pay attention to what you are learning in class! You never know when you’ll need that information.”

Maloney, who played on the men’s lacrosse team and volunteered with the Student-Athlete Mentors program as a student, attends lacrosse alumni reunions and maintains many of the friendships he made at Oswego. Maloney spoke to campus employees as part of an alumni panel, about the impact that faculty and staff members make on students, at the President’s Opening Breakfast in August 2014.

“There have been a lot of amazing changes on campus since I left—both in the physical campus and with the academic and athletic programs,” he says. “I have a lot of Oswego pride as an alumnus.”

— Tyler Edic ’13
Sarah Hannon ’11 and George Hamar ’12 were married May 24 in Woodlawn Beach State Park, Blasdell, N.Y.

Trevor Marsteller M’11 is an advanced staff accountant in the audit and accounting department at Firley, Moran, Freer & Eassa in Syracuse, N.Y. He has experience in the private sector and public accounting. Marsteller earned a bachelor’s degree from Syracuse University and an MBA from SUNY Oswego.

Shaylyn MacCracken ’12 coached the Charlotte Valley Central School’s girls varsity soccer team in fall 2014.

John Murphy ’12 was just a young child when he asked for his first guitar and he hasn’t let go of it since. Currently, John plays in the Nashville-based funk band Dynamo, along with drummer, Nathan Felty ’12.

Ann Decarr ’12 is a direct support professional for Herkimer ARC. She resides in Ilion, N.Y.

Kenneth Sturtz ’12 is a reporter for The Post-Standard in Syracuse. He lives in Mexico, N.Y.

Danielle Bondy Colon ’13 and her husband, Nikolas, welcomed their first child, Sophia Ann, on May 15, 2014.

Julia Kulaya ’13 is the wardrobe assistant at Two River Theater in Red Bank, N.J. She attended SUNY Oswego on a presidential scholarship. She now resides in New York, N.Y.

Matt Phelan ’13 joined the tax department at Dannible & McKee LLP. Matt previously worked as a graduate assistant at SUNY Oswego and holds a bachelor’s degree in accounting.

Jacob Pucci ’13 is the restaurant reviewer and food writer for Watertown Daily Times in Watertown, N.Y. When Jacob isn’t working, he can be found exploring the vast North Country and sampling the food and drink of the region.

Bryan Schumacker ’13 was named production assistant at WCNY. He resides in Liverpool, N.Y.

Paige Treen ’13 is a client relations specialist at M3 Placement & Partnership in Hew Hartford, N.Y. At M3, she focuses on helping professionals attain their career goals by understanding their strengths and experiences. As a student, Paige was a sports information aide in SUNY Oswego’s athletic department.

Jessica Bodoh ’14 joined Dannible & McKee LLP in the firm’s tax department. Previously, she worked as a bookkeeper at R. E. Masonry Inc. in Fulton, N.Y.

Matthew Bolton ’14 of Chestertown, N.Y., is the executive chef at Friends Lake Inn and an associate professor and director of the culinary arts program at SUNY Adirondack. Matthew has apprenticed under retiring Professor Bill Steele for two years and was recognized as one of the Best Chefs in America for 2013 and 2014.

Andrew D. Metz ’14 has been commissioned as a second lieutenant in the U.S. Air Force after completing the Air Force Reserve Officer Training Corps program. Andrew is the son of Peter Metz, of Manlius, N.Y., and Donna Lansing Metz ’86, of Fayetteville, N.Y.

Samantha Schroeter ’14 was hired to CPEX Real Estate Services’ operations team. Samantha will assist with marketing and administrative tasks. She received numerous awards for her achievements in college athletics and held multiple leadership roles within the athletic department while at SUNY Oswego.

Adam Shear ’14 works as a digital media production assistant for The Bill Cunningham Show. He lives in Roslyn Heights, N.Y.

Oswego Pride. Thanksgiving. These two seemingly unrelated random thoughts are both on my mind as I write this issue’s column.

Thanksgiving is a time when we celebrate family and the many blessings in our lives. I think often of how thankful I am for the privilege to work at SUNY Oswego, engaging members of our Oswego Family in all of the good things happening on our campus, and in helping our current students.

Our incredibly bright and dedicated students will make our world a better place. They are passionate about their work and they find purpose in what they hope to do and become. And like generations of Oswego students who came before them, they love Oswego and their experience here.

Oswego Pride fills my days here. Pride in our students, for sure. Pride in what we can accomplish all working together. Pride in our alumni, many of whom I count as friends. Pride in the knowledge we can change lives with what we do here.

October 16 was a day full of Oswego pride as we launched the public phase of our ambitious $40 million fundraising campaign With Passion and Purpose.

Loyal alumnus Al Roker ’76 returned to campus once again to showcase his alma mater and to work with and provide opportunities to our current students. Our good friend Steve Levy ’87 sponsored a 24-Hour Challenge to secure the most donors ever in a single day, as we publicly launched our campaign.

Our annual Dr. Lewis B. O’Donnell Media Summit, founded by Lou Borrelli ’77, provided a classic example of our founder’s hands-on learning model. Today, we call it experiential learning, but the bottom line is it’s been about learning while doing since 1861.

And “The Tomorrow Show,” hosted by college President Deborah F. Stanley and the multi-talented and always supportive Steve Levy, showcased many of our accomplished, passionate, articulate students, faculty and staff and their work.

What a day! Oswego Alumni Association board president Keith Chamberlain ’87 summed it up best: “SUNY Oswego was the place where we went, but now, it’s the place where people want to go. I’m so proud to say Oswego State is my alma mater.”

You are all a part of what we can do here every day. You show your pride in giving back, paying it forward and helping our current students. I am thankful for all you do, and we look forward to bringing our message of passion and purpose on the road to you in coming months.

Betsy
Joe Merrihew ’09 and Karyssa Merrihew were married Aug. 2, 2014, in Tupper Lake, N.Y. Joe works as a technology and engineering teacher for Saranac Lake Middle School, and Karyssa works as an English teacher for Malone High School. Pictured from left, back row, are Colleen Wanamaker ’09, Carol Merrihew ’73, Amanda Merrihew ’12, Karyssa Merrihew, Joe Merrihew ’09, Jessica Osorio ’11 and Hannah Charland ’13. From left, front row, are Bryan Easton ’09, Joseph Farrell ’09, Peter Wanamaker ’09, Connor Kelly ’09, Leif Sorgule ’09 and Conor Hogan ’09.

Matt Wolf ’08 and Megan Lewis were married on March 25, 2013, at the Muckenthaler Cultural Center in Fullerton, Calif. Both Matt and Megan work as ABA Child Autism Therapists. Matt Wolf ’08 and Ryan Scott ’12 (Best Man) were both the goalies from the SUNY Oswego 2007 NCAA Championship hockey team.
Claire Luckner ’09 and Adam Hasho were married June 7, 2014. Pictured from left are Kristin Hall ’09, Deborah Hertz ’08, Mark Martin ’09, Claire Luckner ’09, Katrina Timm ’09 and Joseph Leopold.

Elizabeth O’Brien Gumaer ’34 of Niskayuna, N.Y., died May 5, 2014, at the age of 100. She taught in the Watertown, N.Y., area and worked as an accountant for the federal government. She is survived by four children and three grandchildren.

Alfred Johns ’42 of Webster, N.Y., died Sept. 15, 2014. He was an elementary principal in the Webster School District for 38 years, retiring in 1978. He is survived by his wife, Ruth, three daughters, six grandchildren and 11 great-grandchildren.

Ruth Neuhoff Handler ’45 of Seaford, N.Y., died April 16, 2014. She is survived by two children and three grandchildren.

Gerald Oot ’46 of Rantoul, Ill., died Nov. 4, 2013. He served in the Army Air Corps during World War II. He worked at Chanute Air Force Base for 37 years, retiring in 1980 as a training specialist. Gerald is survived by three daughters, a granddaughter and a great-granddaughter.

Joseph Cmaylo ’48 of Verona, N.Y., died Aug. 20, 2014. Joseph had taught in the Vernon-Verona-Sherrill (N.Y.) School District for 38 years prior to his retirement. He is survived by three daughters, a son, 10 grandchildren and six great-grandchildren.

Robert Rushforth ’48 of New Paltz, N.Y., died April 4, 2014. He served with the U.S. Army during World War II. Robert earned a master’s degree at SUNY New Paltz. He taught for 36 years in Yonkers, Dover Plains, Poughkeepsie and Spackenkill, retiring in 1985. Surviving are his wife, Daisy, a son, a grandson and two great-grandchildren.

William Andriette ’49 of Amherst, N.Y., died March 22, 2014.

Ruth Jawitz ’50 of Silver Spring, Md., died June 28, 2013.

Mary Garde Ruelius ’50 of Houston, Texas, died June 8, 2014.

Barbara Dempsey Herlosky ’51 M’82 died May 19, 2013. She taught for 40 years in the North Syracuse (N.Y.) School District. Barbara is survived by her husband, John, three sons and three great-grandchildren.

Louis Mandra ’51 of Atco, N.J., died Aug. 11, 2014. He served with the U.S. Marines during World War II. He later flew jets as a Naval Aviator and spent 30 years with Naval Intelligence and the Naval Investigative Service. He was a marketing executive with New York Insurance Company for 30 years. He was predeceased by his wife, Elizabeth Taylor ’52. He is survived by two daughters, a son and three grandchildren.


Ernest Parry ’51 of Sims, N.C., died Nov. 23, 2013. He served with the U.S. Army during World War II. He earned a master’s degree at the University of Maryland and a Ph.D. at the University of North Carolina at Chapel Hill. Ernest had been president of Forsyth Technical Community College in Winston-Salem, N.C., and retired as president of Wilson Technical Community College in Wilson, N.C. He is survived by a daughter, a son, five grandchildren and three great-grandchildren.

Robert Rathbun M ’51 of Chazy, N.Y., died March 21, 2013. He served with the U.S. Navy during World War II. Robert earned a master’s degree at Oswego. He taught for 32 years at Chazy (N.Y.) Central Rural School. Surviving are his wife, Priscilla Hawkins ’51, four children, 10 grandchildren and six great-grandchildren.

Robert Rice ’51 of Conway, S.C., and Redfield, N.Y., died Aug. 26, 2013. He earned a master’s degree at Syracuse University. He served with the U.S. Army during the Korean War. He taught for three years in the Onondaga Nation School, then for 26 years in the West Genesee (N.Y.) Central School District, retiring in 1983. He is survived by his wife, Helen, two daughters, two sons, six grandchildren and three great-grandchildren.

Alice Woodworth ’51 of Oswego died Sept. 9, 2014. She taught for many years in Pittsford, N.Y., before returning to Oswego after her retirement. Alice is survived by a brother, Charles.

Kenneth Eaton ’52 of Auburn, N.Y., died May 30, 2014. He was a teacher for 32 years, having taught in the Skaneateles (N.Y.) Central School and Onondaga BOCES. Ken is survived by his wife, Jean, four children, 13 grandchildren and five great-grandchildren.


Jeremiah McDonnell ’52 of Tallahassee, Fla., died April 2, 2014. After college, he served in the U.S. Navy as a jet fighter pilot. He earned a master’s degree at Syracuse University. He taught for many years, retiring from Red Hook (N.Y.) Central School. After retiring, he was the executive director of Cuneen-Hackett Cultural Center in Poughkeepsie, N.Y. Surviving are his wife, Cora, a son, a daughter and two grandchildren.

Richard Omundsen ’52 of Lancaster, Pa., died May 17, 2014. He earned a master’s degree at Columbia University. He had been a teacher and an elementary school principal. He is survived by two daughters, two sons, two foster sons, 13 grandchildren and five great-grandchildren.
Charles Stebbins ’52 of Nanuet, N.Y., died June 16, 2014. He served with the U.S. Navy during World War II. He was employed by the NYS Department of Education prior to retiring. Charles is survived by a daughter, a son and three grandchildren.

Donald Sweeney ’52 of Los Angeles died Aug. 24, 2014. He served with the U.S. Marine Corps during World War II. He earned a master’s degree at Syracuse University and his Certificate of Advanced Study at SUNY New Paltz. He began his 38-year career as an educator teaching in Baldwinsville, N.Y., then became a principal in Hudson, N.Y., and Kingston, N.Y. He retired in 1987. He is survived by his wife, Anne Tormay ’51, two daughters, a son and seven grandchildren.


Patrick “Jack” Lawless ’53 of Seattle died Aug. 19, 2014. He was a veteran of the U.S. Navy. Jack taught for 21 years and was a novelty and food concessionaire until his retirement. He is survived by his wife, Yvonne, two children and four grandchildren.

Edward D’Angelo ’54 of Hamden, Conn., died June 3, 2014. He earned a master’s degree at New York University and his Ph.D. at SUNY Buffalo. Over his 52-year career as a teacher, he taught at SUNY Buffalo, the University of Missouri at Kansas City, the University of Bridgeport, the University of New Haven, and for the last 15 years of his career, at Quinnipiac University. Edward is survived by his wife, Margery Reynolds, a stepdaughter, a stepson and three grandchildren.

James Graves ’54 of Sherrill, N.Y., died March 17, 2014. He taught industrial arts technology at Vernon-Verona-Sherrill (N.Y.) Junior High School from 1955 until his retirement in 1987. He was also co-proprietor of Silver City Contractors. He is survived by his wife, Dawn, 10 children, 23 grandchildren and 22 great-grandchildren.


Kenneth Sherman ’54 of Liverpool, N.Y., died Sept. 6, 2014. He served with the U.S. Navy. He taught at West Genesee (N.Y.) High School until his retirement in 1984. He then served as an adjunct professor of math at Onondaga Community College. He is survived by his wife, Anne MacDonald ’53, and a large circle of extended family and friends. Memorial contributions may be made to the Kenneth and Anne Sherman Scholarship, c/o Oswego College Foundation Inc., 215 Sheldon Hall, State University of New York, Oswego, NY 13126.

Elbert Gardner ’55 of Bristol, R.I., died Aug. 18, 2014. He served with the U.S. Navy. Elbert earned a master’s degree at Penn State. He worked for the NYS Department of Labor until his retirement in 1989. He is survived by his wife, Dorothy Shin ’56, two children and four grandchildren.

Fred French ’60 of Canastota, N.Y., died Sept. 5, 2014. He began his career teaching industrial arts technology in Little Falls, N.Y. Then he moved to Long Island and taught at Cold Spring Harbor and Half Hollow Hills, where he was also assistant principal. After moving upstate, he was the principal at Cincinnatus High School, then an instructor at SUNY Morrisville and later the principal at New Life Christian School in Hamilton. Fred is survived by his wife, Beatrice DeStephen ’61, five children, Lynn Herbert, Ruth Hanson, Susan Rosati, Christopher ’91 and Adrienne Butts; 14 grandchildren and eight great-grandchildren.

Ruth Heins Haws ’60 of Baldwinsville, N.Y., died Aug. 5, 2014. She had been a teacher at Genesee Hills Elementary School in DeWitt, N.Y. Ruth is survived by her husband, George, a daughter, two sons, seven grandchildren and three great-grandchildren.

Arlene Madalena Weyer ’60 of Endwell, N.Y., died June 13, 2013. She was the Class of 1960 historian. Prior to her retirement, she taught at Seton Catholic Middle School. Arlene is survived by two daughters, two sons and three grandchildren.

David Lonergan ’61 of Central Square, N.Y., died July 18, 2014. He earned a master’s degree at Syracuse University. He was a teacher at Paul V. Moore High School in Central Square. David is survived by his wife, Michelle, three daughters and seven grandchildren.

Bernice Silver Tobin ’61 of Trumbull, Conn., died Aug. 5, 2014. She taught in New City and Jericho, N.Y., before moving to Trumbull. Bernice taught in the Trumbull School District from 1974 until her retirement in 1999. She is survived by her husband, Ephraim, two children and six grandchildren.

Suzanne Shepherd DeBoy ’62 of New Milford, Conn., died April 1, 2014. She taught in Cheektowaga, N.Y., and in New Milford. Surviving are her husband, Robert, a daughter, two sons and six grandchildren.

Stanley Glover ’62 of Newburgh, N.Y., died July 30, 2014. He served with the U.S. Army during the Korean War. He earned a master’s degree at SUNY New Paltz. He had been an industrial arts teacher in the Newburgh City School District. Surviving are three daughters and eight grandchildren.

Joseph Zecher ’62 of Chittenango, N.Y., died July 28, 2014. He served in the U.S. Army during the Korean War. He taught in the Chittenango Central School District for 26 years, retiring in 1989. Surviving are his wife, Nancy, four daughters, a son and eight grandchildren.

Marilyn Burkell Roth ’63 of Hacienda Heights, Calif., died Aug. 15, 2014. She is survived by her husband, J. Robert Roth ’64.

Raymond Izen ’64 of Las Vegas died June 20, 2013. He taught in New York State for more than 32 years before retiring and moving to Las Vegas where he was a pre-need counselor for Palm Mortuery for 17 years. He is survived by his wife, Brenda Glaser ’67, four children and nine grandchildren.

Judith Nolan ’64 of Auburn, N.Y., died June 16, 2014. She taught in the Auburn City School District prior to her retirement. She is survived by her brothers, Martin ’72 and Mark.

Barbara Smith Sinard ’65 of Cerritos, Calif., died May 13, 2014. She taught in the Cypress School District for more than 30 years. Barbara is survived by a son, Gary.

Robert Snow ’65 of Atlanta died March 7, 2014. He earned a master’s degree at Oswego then taught in Spring Valley, N.Y. He had a 47-year career in the financial services industry, beginning in 1967 as a manager with Francis I. DuPont & Co. He later worked with E.F. Hutton & Co., Prudential Securities, Donaldson, Lufkin, Jenrette/Credit Suisse First Boston, Legg Mason and BB&T Scott Stringfellow. Surviving is his wife, Carolyn.

Eugene Dziedzic ’67 of Utica, N.Y., died May 14, 2013. He earned a master’s degree at Syracuse University and pursued post-graduate work at Colgate University. He taught at Whitesboro High School for 34 years, retiring in 2001, and was an instructor of Polish-American studies at Utica College for several years. Eugene is survived by his wife, Nancy; two sons and two granddaughters.

Ronald Costello ’69 of Wantagh, N.Y., died Aug. 14, 2014. He earned a master’s degree at St. John’s University. He was an industrial arts technology and driver’s education teacher at Paul D. Schreiber High School in Port Washington, N.Y., for more than 30 years, and was an acting assistant principal and department chair until his retirement in 2002. Surviving are his wife, Linda Ann, and his daughter, Christina Lynn ’05.

Paul Susco ’70 of Syracuse, N.Y., died Aug. 16, 2014. He was in sales, working for Iroquois Door and Hilti Fastening, as a GM of an Andersen distributor, and as a Keller Williams realtor. Paul is survived by his wife, Sandra, three sons and three grandchildren.

Robert Stapleton ’71 of Syracuse, N.Y., died June 3, 2014. He earned an MBA at Chap-
man College. He was employed by the NYS Office of Mental Health for 37 years and retired as deputy director for administration at Hutchings Psychiatric Center in 2011. He is survived by his wife, Beth Wallbridge, and two sons.

Colleen Cunningham Petruso ‘72 M’79 of Liverpool, N.Y., died Sept. 9, 2014. From 1972 until her retirement, she taught in the Liverpool School District. Colleen is survived by her husband, Richard, four children and nine grandchildren.

Bruce “Gary” Rathbone ‘72 of Burlington Flats, N.Y., died July 17, 2014. He was a veteran of the U.S. Navy. Gary began his teaching career in Harrisville, N.Y. before returning to his hometown, where he taught at both Otsego and Herkimer County BOCES. He is survived by two daughters, two sons and eight grandchildren.

Edith Johnson Clover ‘73 of Baldwinsville, N.Y., died June 1, 2014. Before returning to college, she was the first women’s page editor at the Baldwinsville Messenger. She earned an associate degree at Onondaga Community College. Edith was a teacher in the Baldwinsville School District. Surviving are two daughters, a son, five grandchildren and three great-grandchildren.

Benjamin Jaskula ‘73 of Cherry Hill, N.J., died Aug. 14, 2014. He worked for Stone and Webster for many years and more recently at Golf Galaxy and the Fox Meadow Golf Course in Maple Shade, N.J. He is survived by a daughter.

Michael Miglionico ‘73 of Kerhonkson, N.Y., died July 13, 2014. He taught in Ellen- ville (N.Y.) Central Schools from 1973 until his retirement in 2007. He is survived by his wife, Elaine, a daughter, two sons and two grandchildren.

Cynthia Dschuden Warner ‘75 of Walth- ough, N.Y., died Aug. 14, 2012. She is survived by her husband, Steve.

Gregory King ’76 of Greenport, N.Y., died May 2, 2014. He had been a music teacher and a title examiner, and most recently worked for Land America. He is survived by two sisters.

Jeffrey Villeneuve ‘77 of DeKalb Junction, N.Y., died June 27, 2014. He is survived by his wife, Ann, two daughters, three stepchildren, two grandchildren and four step-grandchildren.

Susan Snyder Kirk ’79 of Oxford, Mass., died June 26, 2013. She earned a master’s degree at the University at Albany. Susan was a third-grade teacher for 17 years at A.M. Chaffee School and Clara Barton School in Oxford. She is survived by her husband, John ’79, and two children.

Oswego President Deborah F. Stanley.

Colleen is survived by her husband, Richard, four children and nine grandchildren.

Nadine Osborne ’79 of Liverpool, N.Y., died June 6, 2014. She worked as a systems analyst for Mutual of New York, Carrier and National Grid. Nadine is survived by her husband, Peter, and two children.

Nadine Faber King ’80 of Aquebogue, N.Y., died May 17, 2014. Nadine had been an office administrator at Suffolk County Historical Society in Riverhead and East End Seaport Museum and Foundation in Greenport. She is survived by her husband, Eugene, and three children, Jacqueline King-Present, Kayla ’13 and Daniel.

Kenneth Pick ’80 of Niskayuna, N.Y., died Aug. 16, 2014. He earned a master’s degree from the University at Albany. He had a 30-year career in public service as a demographic analyst, most recently for the New York State Senate/Assembly Hispanic and Puerto Rican Task Force. He is survived by his wife, Carmen, and a son, Kyle.

Gerald Kilmartin ’81 of New York City died May 27, 2014. He had been employed at Bryant Park Restaurant. He is survived by four brothers.

Karen Madden ’87 M ’94 of New Haven, N.Y., died July 31, 2014. She was a teacher at New Haven Elementary for 27 years. Surviving is her husband, Dickie Bateman.

Richard Einhorn ’92 of Bayside, N.Y., died July 2, 2014. He is survived by his wife, Nancy, and his son, Michael.

Mary Christine Stanley Birdsall ’95 of Oswego died June 5, 2014. Prior to retiring in 2013, she was employed with Oswego County’s Planning Department. Surviving are her husband, Michael; a son, Scott; a daughter, Amy; a grandson, Matthew; and her siblings, Catherine Augliano and Ron Wallace, Thomas [and Connie] Stanley, and Michael [and SUNY Oswego President Deborah F.] Stanley.

James Mullin ’96 of Mahopac, N.Y., died May 27, 2014. He was a major in the U.S. Army, stationed at Fort Hood, Texas. He served two tours in Korea and two tours in Afghanistan. James is survived by his daughter, Quincy, and his parents.

Jon Southwell ’98 of Houston, Texas, died Aug. 21, 2012. He was vice president of tax and assistant treasurer for the Rowan Companies. He is survived by his wife, Kimberly, and two sons.

John Fabbri ’04 of North Syracuse, N.Y., died July 20, 2014. He was employed by Crouse Hinds and the Syracuse City School District. John is survived by his wife, Carol, a son and a daughter.

Kimberly DeGroat Hilliard ’04 of Morrisville, N.Y., died July 8, 2014. She was a property manager for Conifer Realty in Rochester. Kimberly is survived by her fiancé, Robert Newman, and a daughter, Ariana.

Holly Walsh Gardner ’08 of Auburn, N.Y., died June 19, 2014. She was a NYS Certified Alcohol and Substance Abuse Counselor at Credo Community Center for the Treatment of Addictions. Holly is survived by her husband, John; her mother, Marguerite Smith; and three stepchildren.

Sean Demerchant Jr. ’14 of Halfmoon, N.Y., died April 24, 2014. He was a marketing major with a minor in economics. He is survived by his parents, Sean and Tricia, and a brother, Joshua.

Alexandra Parry ’14 of Halfmoon, N.Y., died June 8, 2014. She was employed by Whole Foods in the specialty food sales division. She is survived by her parents, David and Terry; and a sister, Nicole.

Steven Wileck ’14 of Ballston Lake, N.Y., died May 10, 2014. He was an accounting major. Steven is survived by his parents, Stanley and Linda; and brothers, Nicholas and Justin.

Ronald Engel, Associate Professor Emeri- tus of Biology, died Sept. 7, 2014. He earned a bachelor’s degree from Baldwin Wallace University, and a master’s and Ph.D. from Ohio State University. He had previously worked at the Rice Creek Biological Field Station and retired from the biology department in 2002. He is survived by his wife, Helen, a daughter and a son.

Lawrence Perras, Senior Business Advio- sor in the college’s Small Business Development Center in the Office of Business and Community Relations, died Sept. 11, 2014. He served in the U.S. Army from 1975 to 1980. Larry earned a bachelor’s degree from the University of Central Florida. He is survived by his wife, Teresa, two sons and three grandchildren.

Robert Rock, Professor Emeritus of Health and Physical Education, died June 22, 2014. He served aboard the USS Amsterdam during World War II. He earned bachelor’s and master’s degrees at Springfield College and a Doctor of Education from Teachers College, Columbia University. He served as Oswego’s dean of student affairs/vice president for student Affairs from 1963 to 1978. He retired from Oswego in 1981. He later was a professor of counseling at C.W. Post of Long Island University. He is survived by his wife, Shirley, a daughter and a son.
Diana Abu-Jaber ’80 shares an excerpt she adapted from her new memoir, Grace at the Table, slated to be published in spring 2016 by W.W. Norton. Her novel, Birds Of Paradise was awarded the Arab-American National Book Award. Her novels, Origin, Crescent and Arabian Jazz, and her memoir The Language of Baklava, also won several awards, including the PEN Center Award, the American Book Award and the Oregon Book Award. She teaches at Portland State University, but resides much of the year in South Florida, where she lives with her husband and her young daughter, Gracie.

Grace at the Table

It’s been my experience that the more someone warns you not to do something, the more you want to do it. You might become afraid or dismissive, but it’s still luscious as a dare.

My father, also known as Bud, forbids outright all dalliance but it’s still luscious as a dare. You want to do it. You might not to do something, the more you're a man, Dad.”

“My mother brought a rowdy gang of brothers. He was one of the youngest among a rowdy gang of brothers. He tells me, “My mother brought a pot of chicken to the front of the table and all those boys went crazy. They used to say, watch your fingers!” When it got down to the littlest boys the pot would be reduced to a few measly scraps. They fought over the fatty tail, they cracked open the fine bones and sucked the marrow from them like straws. He shows us these hiding places, the last succulent bites— “oysters” of meat secreted in the back. Over the dinner table he murmurs, a secretive smile, “Those are the best parts.”

I sit beside him as he combs the bulgur wheat. You have to search the bulgur so carefully, he instructs, pointing. The tiniest stones hide inside the grains. Bits of sand that look like bulgur. “That’s how life is!” he says with a swoop of his hand, mysterious. Always answering some other thing that no one asked.

When you cover the grains with water a starchy mist swirls up around your fingers: I see goats with fishtails, creatures from my relatives’ stories. Oryx, unicorn, fairies. The metamorphosis of cooking mirrors that of story-imagining. Learn to observe and the stories rise and explain things.

*Instead of going to dances and parties, I stay home and write. By the time I’m in high school, I’ve written four novels. In my junior year, I discover that somehow I have enough credits to escape.

Sixteen years old, enrolled at SUNY Oswego up the road, and immigrant cousins are everywhere, big Magnum P.I.

forward, his soft, thought-creased face tipped over the pages. He stops me later, story in hand. “I wrote down a few things for you here.” A page of handwritten notes. Eventually the notes go astray, but his advice remains: Graduate studies. Daily writing. Hone the craft.

Also, at the end of the comments, written in soft pencil: You better choose—because you’re a woman—between writing and having a family. I hope you’ll choose writing.

Gardener’s injunctions play over and over in my head. I accept his directives without question, not overly concerned; I believe the choice is already made. Writing is essential as a nutrient. And at 19, the idea of children is a distant planet.

Diana Abu-Jaber ’80 with her daughter, Gracie
Without them, I would not have learned so much from the media summits, the opportunities given to me through WTOP and the overwhelming support from alumni who encourage me every day.”

– Joshua Kay ’15, broadcasting and mass communication major Camillus, N.Y.

Learn more about how you can support students like Josh at alumni.oswego.edu/campaign.
The next time you hear the ceremonial trumpets at Torchlight or Commencement, you can thank Hugh Burritt.

Burritt, the former chair of the Music Department, is responsible for bringing music to SUNY Oswego ceremonies. The herald trumpets that play during public ceremonies are the original ones he bought 40 years ago.

Initially, the trumpets were only used for graduation. They were then added to Commencement Torchlight in May, and later used during Welcoming Torchlight in the fall.

“These ceremonial trumpets you don’t just go downtown and buy,” Burritt said. “I had a dealer I did business with. He was able to get a hold of these horns for me.”

Before Burritt spent 20 years with the music faculty at SUNY Oswego, he taught band to hundreds of children in the Oswego City School District. One of those students, Stan Gosek, would succeed Burritt as chair of the music department.

Burritt taught by day and played at night. Burritt’s talent with the trumpet led to an acceptance to the elite Julliard School, and later to gigs with Tony Bennett, Nat King Cole and Frank Sinatra.

Burritt had a love for jazz and played weekly gigs at the Three Rivers Inn in Phoenix, N.Y., during the 1950s and early ’60s. He also arranged for musicians to back up the top-shelf singers.

“We put together the band,” Burritt said. “They would tell us how many musicians they wanted. They all had their own books they carried around. We’d get the bands together and play these shows that would run for a week and a half.”

Burritt came to SUNY Oswego in 1968 to teach brass and basic music theory. He quickly brought his love for jazz to the department, creating the Jazz Lab Band, which the next year became Solid State.

Solid State performed popular shows downstairs at Hewitt Union in a venue called the Rathskeller. Designed and built by students, the Rathskeller included multiple seating levels, professional-grade stage and sound, murals and a bar.

Burritt also collaborated with the late Jim Soluri, who directed Oswego’s Statesingers. The two groups thrilled audiences for years by performing original arrangements of rock, jazz, gospel and show tunes.

Burritt made lifelong friendships at Oswego, perhaps most importantly his wife, Grace Mowatt, whom he met through working on the public ceremonies committee. Grace taught physical education and was the women’s swimming and diving coach.

Together, they endowed a scholarship. The Hugh and Grace Mowatt Burritt Scholarship goes to a student who is a member of a music performance organization on campus or to a wellness management major, a health science minor or a student involved in a campus organization or team, club or intramural sports.

The Burritts stay in touch with many former students, and their hope was that the scholarship would help future Oswego students to afford college. The relationships with people made the time at Oswego special, Hugh said.

“That’s my fondest memory,” Burritt said. “The students, the musicians, the concerts we put together. We had some pretty thrilling events.”

- Edwin Acevedo M’09