Oswego Goes Green

- Campus Efforts
- Alumni Protect the Planet
- How You Can Help
Fiery sunsets, a Caribbean steel band and warm friendships await you at Reunion 2008. Come back to Oswego to reconnect with old friends and meet new ones, thank a favorite faculty member or reminisce by the lake.

Everyone is welcome, but special events are planned for the following classes and groups:

- 1928
- 1933
- 1938
- 1943
- 1948
- 1953
- 1958 – 50th Anniversary Class
- 1963
- 1968
- 1983 – 25th Anniversary Class
- 1998
- Alpha Sigma Chi – 85th Anniversary
- Alpha Delta Eta
- Delta Kappa Kappa
- Theta Chi Rho
- Beta Tau Epsilon
- Delta Chi
- Sigma Tau

For the most up-to-date information on Reunion 2008 or to register for events:

Check out the Web site at www.oswego.edu/alumni/reunion
All events require advance reservations.

Watch for registration materials in the mail or call the Reunion Hotline at 315-312-5559 for a copy.
Alumni Protect the Earth 17
From a data diva helping companies go green to builders who take the planet into consideration, from a lawyer in the new field of environmental justice to an advocate for fuel-efficient transportation, Oswego alumni are making their mark in the movement toward sustainability.

Oswego Goes Green 24
Sure, green is our school color, but now it’s our environmental philosophy, too. See what your alma mater is doing to reduce its carbon footprint and to teach the next generation to respect the earth.

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ON THE COVER:
“Snowflake, Rice Creek” by Joseph LeFevre, Professor of Chemistry
President’s Desk

Do you remember what it was like on a beautiful spring day at Oswego, with the scent of cherry trees blossoming around Hewitt Union or the sound of waves crashing on the lakeshore? Wouldn’t you do all in your power to keep Oswego beautiful to show your children and grandchildren? This spring, our campus began a dialogue about just that subject: How are we going to preserve, not just Oswego, but our world for the next generation? When I became a signatory to the American College and University Presidents Climate Commitment, I pledged Oswego would take a good, hard look at how we treat the earth and what we can do to be better stewards of it.

I hope you enjoy the stories in this issue and hope they make you think. Each one of us, making small lifestyle changes, can have a big impact on our planet.

There’s another way many people acting together can make a big impact, and that is through Inspiring Horizons: The Campaign for Oswego. Oswego alumni and friends have been incredibly generous to Inspiring Horizons. From our campaign’s beginnings in September 2002 to October 2006 we met our original $17 million goal and raised our sights to $23 million. Now we have only a few weeks left in our campaign, which ends June 30, and we are right on track to reach our new goal.

The generosity of donors at every level has put our goal within reach and their continued support will help us attain it. Every gift counts. Please consider joining this historic effort before the sun sets on Inspiring Horizons: The Campaign for Oswego. And preserve the beauty and spirit that is Oswego.

Deborah F. Stanley
President

From The Editor’s Pen

A lot of paper goes into the making of this publication. We print 72,000 copies of this 48-page magazine, three times a year. That’s 33 tons of paper — a whopping 66,000 pounds! So when we were working on this “Oswego Goes Green” issue, we naturally asked ourselves: How could we extol the virtues of protecting the environment and use such so much of a precious resource? And so we took action. Now you are holding in your hands the first issue of Oswego printed on recycled paper. Sure, it costs more. But all of us on the Alumni and University Development staff felt that it was worth it. We moved from a 100 percent virgin stock to one that is 30 percent post-consumer recycled and Forest Stewardship Council certified for the inside pages and a 50 percent recycled (25 percent post-consumer waste) for the cover. We are taking our first steps and continually working toward a higher recycled content.

Using calculations on green-networld.com, that means your Oswego alumni magazine is now saving 168.3 trees per year. What’s more, we’re saving 68,834 gallons of water, 4,583 gallons of oil and 40,362 kilowatt hours of energy annually. Using recycled instead of virgin paper means that 5,811 fewer pounds of air pollution are generated and 30.3 cubic yards of landfill space will not be filled by waste paper. The next time I take a walk in the woods at Rice Creek Field Station or gaze out at Lake Ontario from a campus vantage point, I’ll be thinking about the trees and water our move to recycled paper saved. All of us here are pretty proud of that, and we hope you are, too!

Michele A. Reed
Oswego editor
There’s still time . . . before the sun sets on Inspiring Horizons . . .

As students we shared this magnificent vision of the Oswego sunset. Now, as alumni, we can share in another vision — a brighter future for our college and coming generations of Oswego students through Inspiring Horizons: The Campaign for Oswego.

The campaign officially ends June 30. But there’s still time for you to be part of this historic first campaign for our alma mater. Your gift to Inspiring Horizons can help change the face of campus — and the lives of students.

Whether you give your gift as unrestricted funds or support a fellowship program, departmental excellence fund, scholarship or the new Campus Center, you will directly touch students’ lives.

If you have already donated to the campaign, thank you! If you have not yet made a gift, there’s still time to make a difference. Inspiring Horizons blew past our $17 million goal and has raised more than $22 million toward our enhanced $23 million goal. But there’s still much more to be done. Please contact the Office of University Development at 315-312-3003 or e-mail give2@oswego.edu today.

Thank you for your support!
Joan Loveridge Sanbonmatsu, professor emerita of communication studies, began writing poetry at age 8 in the town of East Poultney, Vt. She first showcased her work at a craft fair in a two-room schoolhouse, and has nurtured the relationship with her “first love” ever since. Through the rhythm of poetry and the lens of an artist, she captures beauty, memory and heroism in haiku and narrative.

Sanbonmatsu’s mother and teachers encouraged her writing, which she often published in the high school newspaper poetry corner “Rendezvous.” In her senior year of high school, Sanbonmatsu discovered her “second love” when she entered and won a radio competition through the University of Vermont and decided to pursue a degree in communications at UVM. She hosted a morning radio show “Rise and Shine with Joan,” worked for a Burlington radio station, and was a member of a dance performance club, the University Players and the outing club. Interested in teaching English as a Second Language, she observed an intensive English class for students fleeing the Hungarian revolt, which in turn increased her desire to gain a more multicultural perspective.

As a junior, Sanbonmatsu spent six weeks in Paris and at the end of her senior year accepted an overseas position with the American Red Cross. “I graduated in June and found myself in Japan in July,” she said. “It was exhilarating.” Her unit covered as many as 7,000 miles each month to bring educational and recreational programs to active troops. Sanbonmatsu found opportunities to teach ESL, host a radio show and work in the photo shops during her assignment.

When she had fulfilled her 18-month commitment to the Red Cross, Sanbonmatsu traveled for a few months and decided that she wanted to go to graduate school to be a college professor. She completed her master’s degree at Ohio University. Her first professorship was at SUNY Brockport, where she met her husband and continued to teach while pursuing her doctorate at Penn State in the summer months.

Joining Oswego in 1977, she developed the first intercultural communication course in the SUNY system and the first female-male communication course in the state. She helped establish the multicultural general education requirement and fostered faculty-student cooperation. “I made every effort possible that if there were a program, there needed to be diversity in that program,” she said.

Sanbonmatsu’s students often commented on the life-changing empowerment they experienced through her courses.

After 24 years of teaching, Sanbonmatsu retired to have more time to write, travel, stay active, learn Spanish and give poetry readings. In April she gave a reading from her book *Imperial Valley Nisei Women*, a recounting of Japanese-American internment during World War II. The American Red Cross poet laureate will also read for its Overseas Association in June and for the Oswego ESL program in July.

Sanbonmatsu hopes her legacy continues to influence Oswego’s educational community. “If I have challenged the students to appreciate cultural and gender diversity with international perspectives; to think critically; to be a lifetime learner; to broaden their horizons by traveling inside and outside the United States; to record and write their family history; to take risks; to write haiku and poetry; to be involved in social change in their own way; and to hold onto their dreams, then I will be satisfied as a teacher.”

— Meagan Smith ’07
Oswego Helps ‘Focus the Nation’ on Environmental Issues

SUNY Oswego joined with more than 1,550 other colleges and universities Jan. 31 in “Focus the Nation,” a countrywide day of teach-ins about environmental issues.

Oswego students, faculty and community members heard a talk by a founder of Greenpeace International and a keynote address by an expert from SUNY College of Environmental Sciences and Forestry. They also learned about efforts by local governments and their own college to go greener.

“Focus the Nation’ is about movement, motivation, volunteerism,” said President Deborah F. Stanley. “All of us are being called to volunteer in this effort to seek knowledge, share knowledge and ultimately to have a positive effect on climate change for ourselves, but also for the future.”

Keynote speaker and Distinguished Teaching Professor Emeritus Peter Black of the SUNY College of Environmental Sciences and Forestry spoke on “Natural Resources’ Universal Pattern and Sustainability.”

He argued that humans use a disproportionate amount of the planet’s resources. The expectation is that humans should be a significantly smaller fraction of animal life for the system to be sustainable.

Also speaking was Patrick Moore, co-founder and former director of Greenpeace International, who broke with that group and now is a proponent of nuclear power.

He spoke on sustainability and nuclear energy. Moore joined the Greenpeace movement as an undergraduate in British Columbia. He was active in the group’s campaign against nuclear testing and worked to save the whales. In recent years he became convinced that nuclear power is the only way to provide the energy the world needs and simultaneously to reduce humankind’s carbon footprint. As a consultant, he now works to spread that message.

Oswego professors opened the day by sharing their knowledge of the causes and possible solutions to global warming. Kestas Bendinskas of the chemistry department gave an overview of conclusions by the Intergovernmental Panel on Climate Change, followed by a presentation by Al Stamm of meteorology on the effects of carbon dioxide and other gases on climate change. The panel included Alok Kumar of physics, Andy Nelson of Rice Creek Field Station, and Bob Ballentine of meteorology, moderated by Nola Heidelbaugh and Mike Pawlyk ’09.

Local government officials explored global warming from national, state and local perspectives, in a panel moderated by Bruce Altschuler and Tim Farnsworth ’09. Oswego Common Council Vice President Constance Rebeor Cosemento ’66 said the city was “on a recycling mission,” including mulching organic waste like leaves.

Former New York state Sen. Jim Wright ’71, who chaired the Senate Energy Committee for a decade, said that many choices to improve energy efficiency involve a greater cost. “We will have to make a number of difficult choices,” he said. “That is why days like this are important.”

SUNY Oswego and its Civic Engagement Coalition sponsored Oswego’s participation in “Focus the Nation.” Thad Mantaro ’98, Oswego’s civic engagement coordinator, organized the event with students of the college.

—Michele Reed
Messere, Pretzat to Lead New School

This semester, SUNY Oswego underwent its most significant change in academic organization since 1992, launching the School of Communication, Media and the Arts. The new school will be Oswego’s fourth school, alongside the School of Business, School of Education and College of Liberal Arts and Sciences.

The new school began in January and initially will include the existing departments of communication studies, art, music and theatre.

SUNY Oswego Provost Susan Coultrap-McQuin named Communication Studies Chair Fritz Messere ’71 as interim dean and Music Chair Julie Pretzat as interim associate dean. A national search for the deans’ positions will begin in the fall.

Messere has been a member of the SUNY Oswego faculty since 1976, when he ran an overseas program in London, England. He has a bachelor’s degree in English from SUNY Oswego, a graduate degree in communications, and also did postgraduate work at Cornell University in the fields of communication and science, and technology policy.

“My vision for the school is that within the next five years, we will become the best public school for the study of communication, media and the arts. I envision new performance and production spaces that will enhance the quality of the Oswego experience,” Messere said of his goals as interim dean.

“The creation of the new school is a formalization of what many of our students have been doing for years — finding interesting combinations of disciplines to suit their interests in the theoretical, historical and performance aspects of all the arts and communication,” said Pretzat.

Pretzat has been a member of the SUNY Oswego faculty since 1985, serving as chair of music since 2002. She earned a bachelor’s in music from Smith College, a master’s of music in conducting from the University of Michigan, and a Doctor of Musical Arts degree in choral conducting from the Cincinnati College Conservatory of Music.

“We are excited about the collaborative mission of the school and feel it positions Oswego well for development and grants,” said Pretzat. “We want to acknowledge that SUNY Oswego is the center for cultural life in the area and build on that strength.”

Both Messere and Pretzat encourage alumni to share their stories and become involved with the new school, whether they spread the word about the new school, offer an internship to a current student, come back to speak with students or share their information about cutting-edge technologies to help the school keep abreast with current trends.

“I am most proud of the great successes of our alumni. I get a tremendous kick out of hearing the many wonderful success stories that they share,” said Messere. ●

— Kristin Quinn ’08
Green and Gold

College Takes Positive Steps to Becoming a Greener Campus

Oswego’s school colors have always been green and gold, but recently the campus committed to being even greener.

President Deborah F. Stanley is a signatory to the American College and University Presidents Climate Commitment, and she has charged the college with making a positive change in the environment. During “Focus the Nation” Jan. 31, college officials and professors shared with the community some of Oswego’s climate initiatives.

“Our goal is becoming a zero emissions institution,” said Associate Vice President for Facilities Management Jerry DeSantis. “It’s a pretty daunting task. We use a lot of energy.”

DeSantis said the college is now taking steps to measure what its greenhouse gas emissions are, and then will act to reduce direct fuel use, indirect fuel use (such as electrical use and heating buildings) and the indirect impact the college community has (such as driving by faculty and staff, events held on campus and materials the institution purchases).

“Reversal of global warming is the defining challenge of the 21st century,” DeSantis said. “As an educational institution, we need to be all about that.”

Already the college has switched from No. 6 fuel oil, which is thicker and dirtier, to No. 2 oil, reducing the campus output of carbon dioxide and sulphur dioxide. As the institution’s major infrastructure systems become more energy-efficient, the college then will monitor energy use on a building-by-building basis. Finally, the campus will aim to use more renewable energy, including wind, he said.

Interim Director of Operations Mary DePentu focused on the college’s effort to reduce the amount of waste it generates. Last year 1,700 tons of waste left campus. DePentu urged college employees to have a discussion with their co-workers about ways to incorporate creative ways to recycle into their work lives.

Eric Foertch, director of environmental health and safety, spoke about the college’s efforts to reduce hazardous waste. He noted that in 2006 the college generated four tons of hazardous waste and by 2007 had reduced that to two tons. Practices by the biology and chemistry departments aided the reduction, he said, including conducting experiments in micro scale and switching to substances that are not hazardous. He also outlined ways to reduce substances like pesticides, electrical waste and batteries.

Technology Education Professor Thomas Kubicki is passionate about ways to inject messages of sustainability into classrooms. He is trying to build basic literacy in sustainability and promote it “so that it exponentially grows when students graduate and enter the world.”

Kubicki chairs the Climate Academic Steering Committee, a group of SUNY Oswego professors formed to make decisions that would impact sustainability on campus through the academic program.

— Michele Reed

Connections Count

Rich Wolf ’76, senior vice president of telecommunications and network origination services at ABC-TV, hosted students on a tour of the facility during the Oswego Alumni Association’s sixth annual New York City Career Connections in January. Wolf offered this piece of advice to students: “Get a little luck, a little opportunity, get your foot in the door and the rest is up to you.”

Bridge Out

HEADING TO CAMPUS THIS SUMMER or fall? Take note that Bridge Street will be without its namesake until November.

A detour is in effect while state crews replace the bridge spanning the Oswego River on Route 104. Travel to Reunion Weekend and other Oswego State events will be affected.

Visitors from the west should take the usual path and disregard detour signs intended for through-traffic on Route 104. Those traveling from the north, east and south need to use an alternate route.

Visitors from the east and south can take northbound 481 to the city of Oswego and make a left on Utica Street. Cross the bridge and continue to the second traffic light at West Fifth Street. Take a right and follow to Route 104 and make a left to head toward campus.

Travelers from the north can take westbound Route 104 to the bridge, make a left onto East First Street and turn right at Utica Street. Use West Fifth Street to reconnect with Route 104.
Metro Center Opening in Syracuse

OSWEGO STATE OPENS ITS METRO CENTER THIS MONTH IN SYRACUSE.

After about two years of research, the college leased 11,700 square feet in the Atrium, 2 Clinton Square, in December. The Metro Center will offer graduate courses as well as training and professional development opportunities for the young professionals working in downtown Syracuse, said Yvonne Petrella, director of Oswego’s Division of Continuing Education.

Among the initial graduate courses planned for the new center are “International Business,” “Introduction to Play Therapy,” “Introduction to Gerontology” and “History of Organized Crime,” she said.

James N. Jerose ’71 is the first director of the center. He previously served as senior vice president for marketing for PHP/Univera Healthcare, as senior director at RMSCO and in senior staff and volunteer roles at the Syracuse Chamber of Commerce where he earned the Century and Volunteer of the Year awards.

Jerose is an alumnus of Onondaga Community College, SUNY Oswego and the Syracuse University Newhouse School of Public Communications, where he earned his master’s degree and pursued additional postgraduate studies.

SUNY Oswego offers off-campus courses at many locations around Central New York and beyond. The college has operated the Oswego State Education Center in Phoenix at Oswego County’s industrial park since 1994.

Contact the Continuing Education Division for more information on Metro Center offerings at 315-312-2270 or ced@oswego.edu.

Alumni Survey Coming

Your Opinions Count!

The Oswego Alumni Association is sponsoring an Alumni Survey — and we want to hear from you! You’ll receive an e-mail this summer inviting your participation. But we can’t include you if we don’t have your e-mail! Please write us at alumni@oswego.edu to update your e-mail address. You’ll also receive the Lake E-effect monthly e-newsletter. As a way of thanking you for completing the survey, you will be entered into a drawing for some cool prizes!
The Oswego Hall Newman Center, a connection between SUNY Oswego students and the Catholic Church since 1934, will mark its 75th anniversary in 2009, and you can be a part of the celebration!

Established as the Newman Club for the Oswego Normal School by the Rev. Daniel Collins, the center found its current location on New Street in 1964. It celebrated its 50th anniversary in 1984 and was officially renamed for the Rev. Robert E. Hall, who served from 1948 to 1966.

A peer ministry program was developed in 1966 (and still exists today) to involve student members in the center’s outreach to the campus. Along with Mass and prayer groups, the Newman Center has hosted many events including homeless and elderly outreach programs, pre-marriage and theology courses, and music festivals.

Under current Director of Campus Ministry Michael Hoang Huynh ’98, the center also hosts coffee houses, open-mic nights and spaghetti dinners; fundraisers for the Alternative Spring Break, where students volunteer for groups like Habitat for Humanity; guest speakers and many other programs for Oswego students and the community.

If you were involved in the Hall Newman Center and would like to share your memories, or would like to be on the mailing list to receive more information about the 75th anniversary celebration, contact the Alumni Office by writing to King Hall, 300 Washington Blvd., Oswego, NY 13126; or send an e-mail to alumni@oswego.edu with “Newman Center” in the subject line.

— Jessica Skeldon ’09
Skolnik to Lead School of Business

Dr. Richard Skolnik has been named dean of the School of Business. A faculty member at Oswego since 1998, Skolnik was chair of the accounting, finance and law department and MBA director, and has served as interim dean since July.

“One of my main areas of focus will be external,” the new dean said. “We will be bringing together local businesses and alumni with students and faculty, and creating an environment of engagement.” Skolnik’s goals also include increasing diversity and global awareness among business students.

Skolnik said he enjoys the interaction between alumni and students, such as he witnessed when he attended New York City Career Connections, sponsored by Oswego Alumni Association.

The new dean noted that when he travels and meets alumni around the country, he is impressed by the number of alumni who want to give back to the college because they had such a great experience. “After launching successful careers, they want to connect with students and provide them with some of the mentoring they received here,” he said. — Michele Reed

Opera Celebrates 30th

The Oswego Opera Theatre is celebrating its 30th anniversary season this fall. The local opera company began in 1978 with the performance of “H.M.S. Pinafore” and has continued to feature numerous faculty and students of SUNY Oswego in its annual productions, including “Carousel,” above and at right. As part of the anniversary celebration, Oswego Opera Theatre will perform “Carmen” at the Waterman Theatre Oct. 30 and Nov. 2. There will also be an Anniversary Gala for members of the Oswego Opera Theatre’s 30-year run at the Foundry Nov. 1. For more information, contact Mary Lou Bjorkman by phone at 315-343-2908, via e-mail at concinnity3@yahoo.com, or visit www.oswegoopera.com on the Web. — Arlee J. Logan ’09

It’s in the Bag!

Reunion 2008 attendees will be able to show their school spirit all year long — on every trip to the grocery store. The Reunion Committee has chosen a reusable bag as this year’s favor. The dark green fabric bag sports an Oswego Green logo, holds more than typical disposable bags and is washable. We think other shoppers will be green . . . with envy!

...one more reason to come back for Reunion 2008 – June 6-8!
Currents

SUNY Oswego is taking advantage of the latest communication technologies to bolster security for students and faculty. As a member of the NY-Alert system, Oswego now provides members of the campus community the option of receiving emergency alerts via e-mail, a phone call or text message.

“This is an additional safety measure for the campus,” said Julie Harrison Blissert, director of public affairs. “We encourage everyone to participate.

Students have had the opportunity to sign up since September, and more than 5,000 have responded to date, according to Associate Director of Campus Technology Services Mike Pisa. Registration can be completed through a student’s myOswego account, where participants may include up to three contact numbers.

Although the Virginia Tech tragedy in April 2007 brought the issue of campus security to national attention, Oswego had begun preparing an emergency contact system months earlier. Blissert said that college officials are currently developing population segments such as specific hall residents and commuters to improve communication with the appropriate group.

Notices will be sent sparingly and will give specific instructions for optimal safety. Blissert anticipates that the most common use of the system will be for weather-related class cancellation notices.

“We foresee this center being a coordinating body for submitting grant proposals for our existing partners or for new partners who may step forward and express an interest,” Coultrap-McQuin said.

For SUNY Oswego, the effort dovetails with President Stanley signing the American College and University Presidents Climate Commitment, which pledged to promote sustainability and develop a long-range plan to reduce and ultimately neutralize greenhouse gas emissions on the campus. The center would also tie into the college strategic plan’s emphasis on developing solutions for problems facing the world.

— Meagan Smith ’07

College Offers Alerts

A $300,000 federal earmark secured by Congressman John M. McHugh will fund projects and help create the Center for Energy Education and Economic Solutions on the SUNY Oswego campus. The center is a collaboration of Oswego, Morrisville State, Cayuga Community College, the Institute for the Application of Geospatial Technology and other development groups. “With energy issues, especially in alternative energy, becoming increasingly important, we want to play a leadership role and the center will allow Oswego and our partners to do that,” SUNY Oswego President Deborah F. Stanley said. “This represents pooling resources, research opportunities and education to make tomorrow’s leaders more aware and engaged in energy issues.”

The three colleges and the IAGT have already partnered on a variety of efforts, and the funding allows the groups to coordinate and broaden their work, said SUNY Oswego Provost Susan Coultrap-McQuin. Since energy generation is a major industry in Central New York, the center also could play a key economic development role, she added.

“Especially with the increased interest in, and need for, alternative energy, this partnership will support economic development as well as promote energy independence,” Coultrap-McQuin said.

An educational emphasis will focus on identifying best practices in the energy industry and creating training modules on topics that could range from employing global-positioning technology for alternative-energy site selection to using biofuels for economic progress to mapping regional energy options and opportunities to optimizing use of methane digesters. In addition, an energy institute will be offered at SUNY Oswego for teachers this summer, she said.

The center will leverage the specialties of various partners and other groups depending on the project expertise required, Coultrap-McQuin said. Also, an advisory board will expand to include members of local industry and other entities interested in pertinent issues.

“We foresee this center being a coordinating body for submitting grant proposals for our existing partners or for new partners who may step forward and express an interest,” Coultrap-McQuin said.

For SUNY Oswego, the effort dovetails with President Stanley signing the American College and University Presidents Climate Commitment, which pledged to promote sustainability and develop a long-range plan to reduce and ultimately neutralize greenhouse gas emissions on the campus. The center would also tie into the college strategic plan’s emphasis on developing solutions for problems facing the world.

— Meagan Smith ’07
Learning Odyssey

WHILE THEIR FRIENDS SHOVEL snow or sat on the beach, 15 students traveled to Africa and France during winter break to observe the educational systems.

Students in the EDU301/501 course were given a unique experience for observation. The class spent two weeks in January seeing educational models at work in the African country of Benin and in Paris. “It will make you a better person, it will make you a more worldly person,” said Matthew Williams ’04, M ’06.

The course, “Schooling, Pedagogy and Social Justice in Paris/Benin,” studies differences and used class time and online discussion to address issues of education. The course is being offered again in the second quarter of the fall semester 2008. — Arlee J. Logan ’09

Bald for the Cause

The Laker lacrosse team scored big against childhood cancer March 5, when they raised nearly $17,000 for research. Lacrosse alumnus Vinny Garrison ’97, M ’00 and Coach Dan Witmer ’82 organized the second annual Oswego St. Baldrick’s Day event, which saw more than 75 Lakers (including the entire lacrosse team and soccer and hockey players), students, faculty and community members have their heads shaved to raise money for the cause. Joining in were Dominick Pike ’81 and his son, Christopher, a high school senior who raised more than $1,000. Here, lacrosse team captains Dan Heyman ’08, Mike Brewster ’09 and Dan Rogers ’08 are shaved by Ann Moore and Pamela Whaley of Joe’s Barbershop. Garrison has been organizing St. Baldrick’s Day events for the past four years, since he first attended an event in Pearl River, near where he teaches technology at Nanuet Middle School. His Pearl River event drew upwards of 280 “shavees” this year. “It’s a lofty goal when someone says, ‘I want to cure cancer.’ I can’t, but I can help someone else [do it],” said Garrison. “It’s fun, and it’s a great cause,” said Coach Witmer, who shaved his head for the second year in a row. — Michele Reed

Find the Founder!

IN THE FALL/WINTER 2007 ISSUE, the founder could be found seated on the ground near Eileen Hennessy Pratt ’82 in the “Silver Anniversary Class” photo on page 36. The grand prize winner of a bookstore gift certificate and Sheldon Hall print is Arleen Statnikoff Rudoy ’62. Winning Sheldon Hall prints are Irwin F. Coombs ’58, Sara Grunthaler Kunkle M ’04, Marge Jenes ’80, Bruce Fixman ’86 and Scott S. Benjamin ’90.

A tiny replica of the Sheldon statue pictured here is hidden somewhere in this issue. Find the Founder and send us a letter 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 Campus Store and a print of Sheldon Hall. The next five entries drawn will receive Sheldon Hall prints. Send your entry to Find the Founder, 219 Sheldon Hall, SUNY Oswego, Oswego, N.Y. 13126. Entries must be postmarked by July 1. —
Fall 2007 Sports

Women’s Soccer

The Oswego State women’s soccer team took great strides in 2007, improving its record by five wins and proving to be very competitive in the strong SUNY Athletic Conference.

In his first year as head coach, Brian McGrane led the Lakers to a 6-10-2 overall record and 4-6-1 SUNYAC mark, after the team won just one game in 2006. Oswego State’s offense scored 21 goals, a 16-goal improvement, and trailed in total scoring margin for the season just 25-21.

The Lakers’ biggest win of the year was a 3-0 shutout over the Plattsburgh Cardinals, a team that eventually ended up in the SUNYAC semifinals, and that victory was part of a four-game Oswego State winning streak.

Defender Brooke Sherman ’10 was named to the All-SUNYAC Third Team and Ashley Pople ’08 earned SUNYAC Player of the Week honors for the week ending Oct. 28.

Men’s Soccer

The Oswego State men’s soccer team maintained its tradition of playing a very difficult schedule and finished the 2007 season with a 6-10-3 record. Four of Oswego State’s losses were by one goal. Steven Tracy ’09 was named as the team’s defensive MVP and Felipe Cavalcanti ’11 was the offensive MVP.

A season-ending tie against eventual NCAA qualifier Union was among the highlights of the 2007 campaign, which included games against SUNYAC teams that went to the NCAA Tournament and the season-opening tournament at the University of Rochester.

Field Hockey

The Lakers were 2-14 in 2007 against a difficult schedule that included games against two teams that finished the season ranked in the top 12 nationally.

Defender Kayla Scalise ’08 was named to the All-SUNYAC First Team during the 2007 year and forward Brittany Roetzer ’11 was named to the All-SUNYAC Second Team.

Roetzer led the Laker team with five goals and 11 points on the season and forward Lauren Mastroian ’10 had 10 points.

Women’s Tennis

The Oswego State women’s tennis team showed great improvement in 2007 and improved its dual-meet record in addition to its finishing place at the SUNYAC Tournament. The Lakers were 6-7 overall and finished sixth at the SUNYACs.

Victoria Kulczak ’11 and Giana Marchese ’11 both earned impressive 11-4 singles records during the season and Marchese teamed up with Christine Burkhardt ’10 to go 10-4 in doubles play. Brigid McCarthy ’08 went 9-6 in singles play in 2007.

Volleyball

The Laker volleyball team turned in a record-setting season as three individual marks were bettered while the team went 14-20 on the season.

Heidi Armstrong ’08 set the all-time kills record for the Lakers with 1,403 over her four-year career. Armstrong was also named to the All-SUNYAC West Division Second Team following the completion of the season.

Amanda Cipriano ’09, a libero, broke the school record for digs in a match twice during the year, with 34 against St. John Fisher and then an impressive 38 digs in a match against Utica at the Oswego State Invitational. Cipriano now has 1,138 digs through three seasons heading into her senior campaign.
Oswego State picked up its biggest win of the year at St. John Fisher during Cipriano’s initial record-setting match. The Lakers lost the first two games of that match, but rallied to win in five games by scores of 21-30, 24-30, 30-28, 30-22 and 15-8.

Cross Country

The Oswego State cross country teams showed improvement during the 2007 season and had several notable finishes throughout the campaign.

The Laker men finished third at the Houghton Highlander Invitational and fourth in the very competitive Oswego State Invitational. Chris Reich ’08 finished fifth overall in a field of more than 120 competitors at the Highlander Invitational with a personal-best time of 26:49 and was named SUNYAC Runner of the Week.

Oswego State’s women’s team finished sixth at Houghton and in the season-opening meet at Buffalo State. Brittany Streeter ’11 was the top Oswego State finisher in all but one of the meets this past season. Renee Coe ’09 turned in a personal-best time of 24:53 on the six-kilometer course to lead the pack for Oswego State at the NCAA Mid-Atlantic Regionals hosted by New York University at Van Cortlandt Park in the Bronx.

Winter 2008 Sports

Women’s Basketball

Seniors Samantha Driscoll ’08 and Sarah Lombard ’08 became the seventh and eighth players in program history to record at least 1,000 points in helping lead the Oswego State women’s basketball team to a 15-12 record under first-year head coach Tracy Bruno.

Lombard earned Second Team All-SUNYAC recognition and Driscoll made the All-SUNYAC Third Team. The senior class, which also included Alaina Hannahs ’08 and Jess Collins ’08, finished with a winning record in all four of their seasons. A highlight of the season was a 74-58 win over Brockport on Senior Day at Max Ziel Gymnasium. The Golden Eagles eventually won the SUNYAC Championship and advanced to the NCAA Tournament. The Lakers finished the season strong, with 10 wins in their last 14 games.

Men’s Basketball

Oswego State’s men’s basketball team won 21 games and advanced to the SUNYAC Championship game, marking the third time in four seasons that the Lakers have passed the 20-win mark.

Senior guard Nick Perioli ’08 and junior Tommy Downing ’09 led the way for a Laker team that set numerous individual records. Perioli was an All-SUNYAC Second Team selection and a Second Team All-Region selection by D3hoops.com. He concluded his Oswego State career as the program’s all-time leader in assists (567) and steals (226), and ranks as the fourth-leading scorer in Laker history with 1,559 points. Perioli set the single-season record for steals with 72 and Mahamoud Jabbi ’10 set the single-season mark for blocked shots with 82.

Men’s Ice Hockey

The defending national champion Oswego State men’s ice hockey team finished the season with an 18-6-2 overall record and advanced to the SUNYAC Championship game, which they lost to Plattsburgh.

Ryan Ellis ’09 was named SUNYAC Player of the Year and was a First Team All-SUNYAC selection for the third consecutive year. He led Oswego State with 38 points and ranked among the nation’s top scorers. Ellis and classmate Brendan McLaughlin ’09 both surpassed the 100 career points milestone this season.

Goalie Ryan Scott ’08 joined Ellis on the All-SUNYAC First Team and finished his illustrious Oswego State career as the SUNYAC’s all-time leader in regular-season career wins with 36, and he is Oswego State’s leader in career shutouts (9), goals-against average (2.31), and save percentage (.915).

Peter Magagna ’09, Francois Gagnon ’09, and Rich Zalewski ’09 earned All-SUNYAC Honorable Mention recognition. Five of Oswego State’s six losses came against teams that qualified for the NCAA Tournament and four of those losses were against teams in the Division III Frozen Four.

Women’s Ice Hockey

The Lakers made a late push for the playoffs, but finished just outside of the ECAC Women’s West postseason field with an 8-16-1 overall record. Jessica Lister ’09 was named ECAC Women’s West Player of the Week on Feb. 5 and Erica Shapey ’11 received Rookie of the Week honors the same week, after Oswego State swept a weekend series at Cortland.

Lister led Oswego State in scoring with 15 points, and goalie Hilary Hitchman ’10 ranked among the top 20 nationally in save percentage.
Indoor Track and Field

The Laker indoor track and field teams combined to set new school records in eight events during the winter season. On the men’s side, Drew Camelio ’09 ran the 60 meters in 7.31 seconds, and Matt Mariani ’11 ran the 300 meters in 36.79. Chris McAllister ’09 set the school record with 3,431 points in the heptathlon and Ray Richardson ’11 tied the school record in the triple jump with a distance of 144.26 meters. On the women’s side, Heidi Armstrong ’08 threw 13.92 meters in the weight throw, setting a new record in that event. Three relay teams also set school records. They were the men’s 4 x 200 meters (1:34.55), men’s sprint medley relay (3:40.81), and the women’s 4 x 400 meters (4:14.55).

Swimming and Diving

Four men’s swimmers and divers qualified for the NCAA Division III Championship meet and will seek to continue the Lakers’ recent run of All-Americans at the national meet. Senior freestyle swimmer Greg Doyle ’08 as well as senior divers Kevin Morgan ’08 and Chris Dotson ’08 look to repeat as All-Americans. They were joined by freshman diver Shawn Merlin ’11 at the NCAAs.

The regular season ended with a third-place finish by the Laker men at the SUNYAC Championships and the Oswego State women finished in fourth place at the conference meet. Seven school records were broken at the SUNYAC Championships. Jenny Van Etten ’10 set three school records on the weekend. She swam 2:25.40 in the preliminaries of the 200 breast, setting a new Laker mark and also making the NCAA cut in that event. She also set records in the 100 breast (1:07.97) and 200 individual medley (2:11.76). Kara Sitnik ’11 turned in a school-record time of 2:11.63 in the 200 backstroke and also finished third in the 100 back with a time of 1:01.15.

Wrestling

Jake Taylor ’08 had a sensational senior season for the Oswego State wrestling team as he compiled a 29-9 overall record and had 25 wins by pinfall. That pin total led all NCAA wrestlers in all divisions. Taylor was joined in the NCAA Tournament by Derrick Smith ’09, who finished with an 11-4 record in an injury-shortened year that caused him to miss the first half of the season.

The Lakers were also named as an NCAA Division III Scholar Team by the National Wrestling Coaches Association. The list of Division III Scholar Teams is comprised of the top 25 academic programs in the country out of the 95 institutions that sponsor intercollegiate wrestling at the NCAA Division III level. Oswego State’s wrestling team ranked 24th nationally with a cumulative grade-point average of 3.166. — Joe Gladziszewski

JOIN US TO HONOR THE
2008 Athletic Hall of Fame inductees
at noon Saturday, Oct. 25, in the Sheldon Hall Ballroom.

- Joseph Bena ’64
- Bruce Boissoin ’70
- Frank Lisco ’65
- Ernie Luongo, Emeritus
- Kimberly Pace ’97
- Jeannine Muoio Salamone ’92

Call 315-312-2258 for more information, or register online at www.oswoalumini.oswego.edu/halloffame/
Reservations are required for the Induction Luncheon.

Goalie Ryan Scott ’08 is the all-time leader in SUNYAC regular-season wins, and leads Oswego State in career shutouts, goals-against average and save percentage.
When they were receiving their educations, Joseph Alexander Yacura '74 and Sharon Wilcox Yacura '74 both received financial help: Sharon was a Regents Scholarship winner while attending Oswego, and Joe was the beneficiary of a Rockefeller Foundation Fellowship when he was pursuing his master’s degree in business administration at Binghamton University.

In addition to their scholarship, the Yacuras try to help their scholarship winners in their careers. Joe offers them the opportunity for internships in his business, Supply Chain Management LLC, which has offices in New York City, Atlanta and Miami.

“It’s all based on the concept of mentoring,” he says. “I was fortunate in the early days of my career to have great mentors. They help you build skills, views, and offer another perspective.”

Joe remembers Shelly Goodman, who ran a hi-fi store in Oswego and taught at the college. A liberal arts/music major, Joe was also influenced by Dr. Joseph Henry, who taught music theory and composition, and Paul Rogers, the organ instructor. “I was amazed how fast he could play with his feet — coordinating the keyboard and pedals.”

After earning his MBA in financing/arts management at Binghamton, Joe went on to run the Binghamton area arena and arts complex, and then to earn two more master’s degrees. He was senior vice president at American Express and Bank of America before he founded his own business in 2003.

Sharon went on to earn her master’s in occupational therapy at the Medical College of Virginia and had a successful career in that field before devoting herself to raising the couple’s three daughters.

The Yacuras are still involved with the arts and several community organizations in Ridgewood, N.J., where they live.

A member of the Oswego College Foundation Board of Directors, Joe is enthusiastic about the new School of Communication, Media and the Arts, which spurred the couple to found their third Oswego scholarship.

“When you create a new school, you want to attract students. What better way than an incentive?” says Joe. He hopes other alumni will follow their lead and support the new school. “Sometimes you have to jump in and be the trigger, and other people will start to follow.”

— Michele Reed
Taylor Offers Challenge

As the College Wraps Up Inspiring Horizons: The Campaign for Oswego June 30, a prominent alumnus will be finishing up a special challenge.

During the Return to Oz III alumni of color reunion last fall, Errol Taylor ’77 announced he would match any gifts to Oswego totaling up to $15,000 by Return to Oz participants or those eligible to participate.

“I did this because I wanted to help jumpstart others to rekindle their association with Oswego as I did when I came to my first reunion for alumni of color,” said Taylor, who was the keynote speaker at the second Return to Oz in 2002.

Taylor is a partner in the New York City law firm of Milbank, Tweed, Hadley & McCloy, where he specializes in intellectual property law. The Jamaica native was named by the National Law Journal as one of the top 10 litigators in the country in 2003, and in 2006, he received an honorary doctorate from SUNY at Oswego’s Commencement.

He attributes a lot of his own success to his experience and education at Oswego. Taylor hopes his challenge will extend similar opportunity to future classes. “It’s an opportunity to help the school make that kind of success for the generations that come after us,” he said.

To participate in Taylor’s challenge, contact Kimberly Waters McGann ’95, director of annual giving, at 315-312-3003 or mcgann@oswego.edu by June 30.

— Shane M. Liebler

Be a Part of Inspiring Horizons

The end of Inspiring Horizons: The Campaign for Oswego is fast approaching. The campaign officially ends June 30. But there’s still time to join in this historic first campaign for Oswego.

Every day, we see evidence of how Inspiring Horizons has helped to change the face of campus — and the lives of our students. Whether a donor-sponsored fellowship program provided the opportunity of a lifetime or lectures paid for with a departmental excellence fund sparked an abiding passion, whether their education was made possible with a scholarship or they participated in student organizations at the new Campus Center, students’ lives were touched by donors to the campaign.

Inspiring Horizons has met its initial goal of $17 million and now has raised more than $22 million toward its enhanced $23 million goal. There’s still time to make a difference. Contact the Office of University Development at 315-312-3003 or e-mail give2@oswego.edu.

Scholarship winner Timothy Lanigan ’09 and his grandfather, Professor Emeritus of Music George Cuppernull

Emeriti Scholarship Awarded

The Emeriti Association awarded its first scholarship to Timothy Lanigan ’09. Tim is the grandson of George and Sue Cuppernull and a music major at Oswego. A presidential scholarship recipient and Honors Program student, Tim is active with the StateSingers and the Jazz Ensemble Chorus.

George Cuppernull, former SUNY Oswego band director, retired from the music department in 1987 after a 26-year association with the college. Tim’s mother Caren Cuppernull Lanigan ’77 also attended Oswego and his great uncle James Lanigan served as chair of the College Council. Lanigan Hall is named in recognition of James’ strong support of the university.

The $1,000 Emeriti Association scholarship is funded with interest accrued by the Oswego Emeriti Scholarship Fund and the Emeriti Life Membership account.

Tim expressed his appreciation at the Emeriti Luncheon in August. “Ever since I can remember, my grandfather was telling me about music,” Tim wrote in a letter to association members. “SUNY Oswego and the music school is a great place for me . . . having already established great relationships with peers as well as professors that I know will continue for the rest of my life.”

— Meagan Smith ’07
When he first came to Oswego, Matthew A. Jenal ’78 was impressed with the variety of options open to him. Now his gift to the Campus Center will welcome students coming to the Compass, where the range of options is gathered in one hub: advisement, internships, career services, all in one convenient place.

The lounge area outside the Compass will be named in honor of his generous donation of $50,000 to Inspiring Horizons: The Campaign for Oswego.

Jenal’s gift was made through a special connection with Oswego students. When he received his annual call from the Telefund, Jenal had a nice conversation with Rasheda Oakman ’09, student Telefund manager.

“I love talking with the alumni,” Oakman said. “I asked him about his career, his family.”

Jenal has a special respect for the student callers.

“I give them a lot of credit for doing that,” he said. “Hitting the phones and asking anybody for money. It hits your soft spot.”

In response, Jenal upped his pledge to $500. When he sent in his check, it was for $5,000. A little while later, he would make his gift of $50,000 to the Campus Center.

“I wanted to give where the need was greatest,” he said. “And I always worked at the Book Store and the Sweet Shoppe. I miss the comings and goings in the Union.”

Career Began at Oswego

At Oswego, Jenal majored in business and minored in computer science, when that discipline was just in its infancy.

“You had to wait for your turn at the key-punch machine on the first floor of Culkin, with your deck of computer cards,” he remembered. “It seems laughable now; it was so quaint.”

In the business department, Professor Chuck Spector inspired him. “He was a great instructor and he had that magical balance of great knowledge and genuine interest in the students and their welfare — plus he was funny as all get out,” Jenal said.

After Oswego, Jenal went to work at advertising giant Young and Rubicam in New York City. In nine years with the company, his duties ran the gamut of financial management, including the purchase of the headquarters building in Manhattan.

He earned a master’s of business administration degree at Pace University in New York City, going back to school nights after his work day at Y&R.

When another opportunity came knocking, Jenal was ready. In 1987 he was recruited to work for a hedge fund. His first day of work was Black Monday, when the stock market took a quick dive.

“That’s when hedge funds were specks on the investment landscape,” he said. “Nevertheless, it was a way of getting more involved in investments.”

Jenal joined his current firm, Cadogan Management, in 2001 as chief financial officer. In that span, he helped grow the firm multi-fold, devoting much of 2007 as point person for the ultimate sale of a majority stake of Cadogan to Fortis Investments, a Belgium-based financial institution.

— Michele Reed
For some people, concern for the environment can be a personal issue, an economic matter or a religious conviction. For Dave Palmer ’97, it is an issue of social justice.

“Some communities face a disproportionate impact of the environmental burden — the communities of color,” Palmer says.

An attorney with New York Lawyers for the Public Interest, he practices with a group of lawyers who take on issues that affect those communities.

Although environmental justice is not a new issue, the awareness in the larger community engendered by the current green movement and appreciation of environmental concerns in general, is helping, Palmer says.

Oswego Roots
Palmer’s career in activism can be traced to his days at Oswego. A graphic design major, he had no plans to pursue a career in law. But classes with professors like Cynthia Clabough and Paul Garland, and a senior seminar with Karen Bacon raised his awareness of social issues.

“[Bacon] pushed us to speak openly about our individual philosophies,” he remembers. “I felt really empowered, like maybe I really do have something important to say.”

He thought about how he could be a most effective advocate. “For me, it wasn’t through art; it was through activism.”

Palmer became involved in the New York Public Interest Research Group. For six years after graduation, he worked as an organizer and lobbyist on environmental and government issues with NYPIRG.

He began to see that to really make a difference, it would have to be in court and in the legislative chambers. “I felt a law degree could be a tool for social justice,” he says.

So he entered CUNY Law School and earned his law degree in 2006. Currently he is in the second year of a fellowship with Equal Justice Works, which provides funding for new attorneys interested in doing social justice projects.

“I’ve worked on legislative campaigns where the organizing and political advocacy wasn’t enough to win the day,” says Palmer. “But coupled with a legal strategy, we ended up victorious in the end.”

Focus on Schools
At New York Lawyers for the Public Interest, Palmer’s main area of concern is New York City schools being built on brownfields, contaminated areas taken over by the city and turned to new uses. Palmer represents community groups in their fight to ensure that the sites are properly cleaned up to be safe for the children.

“We work for free,” Palmer says of NYLPI’s modus operandi. “Our funding comes from private grants and partner law firms. Being able to provide a service and working very hard on their behalf, I quickly gain their trust.”

He drafts legislation and advocates for bills in the state Legislature and New York City Council that are more protective of children and communities. “The push to get stronger cleanups and make sure school sites are safe when built on contaminated properties puts me in a unique position to see where there are gaps in current policies,” he says.

While legislative headway takes a while, Palmer’s clients have won some significant victories on the local level, including stronger clean-ups on school sites.

His methods are not business as usual. “We have a theory of lawyering: community lawyering,” explains Palmer. “We work closely with the communities, and use a mix of community organizing, political advocacy and litigation.

“The idea is that ultimately it is the community calling the shots,” he says.
By Michele Reed

Why people do what they do is fascinating to Wendy Cobrda ’87. Now this data diva has found a way to put her love of marketing research to work for a greater good.

Cobrda is co-founder and CEO of Earthsense, an applied marketing company that surveys Americans and provides the data to businesses to help them understand consumer attitudes toward green products and eco-friendly companies.

“I was inspired to work in this particular market because it’s a real force — a movement. It’s a chance to change the world by becoming part of something that’s a lot bigger,” says Cobrda.

Earthsense conducted the largest consumer survey of its kind, polling 60,000 American adults on issues of environment and sustainability, and analyzed how those issues influence their purchasing and voting decisions.

One of the Earthsense findings was that people’s attitudes are far ahead of their actual behaviors. “A lot of people really want to do well, but don’t necessarily follow up on their measures,” Cobrda says. “They don’t always turn off the lights or shut off the water.

“They may talk the talk; they don’t always walk the walk.”

The Earthsense team, which includes co-founder Amy Hebard and business manager Kim Swanson, who also attended Oswego, provides the data and analysis to major manufacturers, Fortune 500 companies and media conglomerates, so that they can understand how to best market their products to benefit the bottom line and the planet.

The “Eco-Insights Survey” is being marketed to companies and key findings are available through a weekly electronic newsletter, Green Customer News.

The firm compiles the Earthsense Corporate Score, helping companies understand where they fit in, green-wise, in consumers’ consciousness.

By combining many different data sources, Earthsense is unique because it can give a more holistic view of consumers’ attitudes in the context of where they live.

Cobrda wasn’t particularly active in environmental issues as a student at Oswego, and didn’t picture herself heading a marketing firm. She was a broadcast major, who went on to work in New York City in ad sales and doing weather and traffic reports on air. After working in media research firms for a few years, she founded Catenate (which means to link together in a series or chain) where she used demographics, GIS mapping, modeling and survey research as a consultant to other vendors and to clients such as Turner Broadcasting, Experian, John Hancock and Hewlett-Packard.
“But as a consultant, you are essentially building tools for your clients; they own the intellectual property,” Cobrda says. “I had always wanted to create something that was my own — and my partner, Amy Hebard, wanted to do the same thing. I wanted to get the chance to learn more about things that intrigued me, and be able to fill what I see as a hole in the market for really actionable intelligence.”

Cobrda says she would not be classified as a “tree-hugger.” Her motivations for starting Earthsense were practical and idealistic at the same time. “I wanted to own my own product so that I could control how it was presented and how it was used, but I also wanted to create something that transcended the current standards. If I was going to create a tool, I wanted it to be the ultimate solution for marketers,” she says.

“I didn’t want to provide broad stroke trend information, but rather a really insightful view of why people vote, buy and act in ways that are good for themselves while being good for our planet.”

Since beginning Earthsense in 2006, Cobrda has seen a shift in her own attitudes. “I have read so many articles on organic foods, non-toxic cleaners and natural fibers, that I have really become very conscious of the choices I make each day for my family,” says Cobrda. “But I’m also very common-sense oriented. I compare prices; I look for value.

“I believe that we should all take small steps first, reward companies who make quality products for a fair price, and be aware of the issues.”

That mix of common sense and commitment to the environment is at the heart of her business.

“Our research is not about tree-huggers, but mass markets and adaptation of a new way of living with a kind of consciousness where we respect the earth,” says Cobrda.

“It’s a common sense approach to saving the planet — companies doing good while making money.”

Working for two technology companies so far in her young career has made Maureen Flynn ’04 very aware of environmental concerns. “Corporations are pushing now more than ever to ‘go green’ and Canon has made a serious commitment to the environment,” says the associate specialist of corporate social responsibility for Canon USA, Inc. in New York City.

Flynn serves as a liaison between Canon and partners including The National Environmental Education Foundation, Yellowstone National Park, PBS’s “Nature” series, Canon’s national environmental education science competition called Envirothon and the National Center for Missing and Exploited Children.

She also helps organize several corporate events and volunteer activities, including Canon’s annual Earth Day celebration, Clean Earth Crew events, and the annual Making Strides Against Breast Cancer Walk.

Clean Earth Crew is a team of Canon employees who volunteer their time in the local community for conservation activities involving parks, beaches and nature preserves. Last year more than 100 employees, friends and family members gathered to clean up Jones Beach State Park on Long Island.

“In the local community, Canon is making a difference by actually getting involved and getting our employees involved. Each year the Clean Earth Crew grows larger and larger as participants go back and spread the word to their friends and colleagues,” says Flynn. “It gives employees a sense of pride to be able to lend a hand to their local community.”

In 2007, more than 500,000 teenagers participated in the Canon Envirothon, a year-long learning process combining in-class curriculum with hands-on field experiences to demonstrate the role people have in important environmental issues.

Flynn joined Canon after working in grant making at Toshiba America Foundation, where she served as a member of Toshiba’s Social Contributions Committee responsible for sharing the committee’s activities with Toshiba’s corporate headquarters in Tokyo.

A loyal alumna, Flynn is involved with New York City Career Connections and Alumni Sharing Knowledge. “While working for both the alumni association and the development office, I learned as a student the importance of giving back to Oswego after graduation,” says Flynn.

Now she is taking her desire to give back to a higher level — benefiting the planet.

“Every aspect of this job has made me realize the need for environmental awareness,” she says.

— Michele Reed
A PLACE IN THE SUN
Oswego Prof Inspired Grad to Go Green, Build Big

By Shane M. Liebler

Green is great and bigger is better for an Oswego State alumnus whose ecological journey began on campus more than 25 years ago.

“A lot of it comes from Dr. Carlton Salvagin,” said Robert Gudger ’82, M ’83, crediting the emeritus faculty member and his solar home for inspiration. “I figured if he could do it up there in snowy Oswego, then I could do it in milder weather.

“I wanted to do it on a larger scale,” he said.

So Gudger built his 23-room, 8,200 square-foot, eco-home in 1983 on Long Island. The house that uses a combination of solar power and efficient insulation is almost completely off the grid.

“You don’t really have to have panels, you can build a super-insulated house that uses the sun,” Gudger said.

Newsday and other local media hailed it as the home of the future in the 1980s. Gudger remains proud of his creation in the more environmentally conscious culture of today.

“My conscience guided me more than anything else, because it’s the right thing to do,” he said.

The home draws most of its electricity from solar panels and a majority of its heat from a specially designed greenhouse with concrete insulation.

“It stays warm all the time,” said Gudger, who does not use any fuel to heat the home.

A wood stove acts as a backup. He rarely needs to fire it up, though.

Needless to say, Gudger is happy with the investment he made two decades ago. He uses the house as motivation for his middle school students in the William Floyd School District to “think big.”

Each school year, the technology teacher shows his students a slide show to generate interest in conservation.

“I always try to teach the kids responsibility,” said Gudger, who also coordinates his school’s environmental club. “It sets a tone; it sets a pattern for the rest of their lives.”

Though he’s been preaching the message to live a more sustainable lifestyle since well before hybrid cars and green homes became trendy, Gudger is pleased with the shift in public sentiment for the environment.

“I think it’s great,” Gudger said. “I’m so glad that it’s finally kicking in and people are coming on board.”

The full-time teacher also helps clients build green homes, roughly 14 since he started the consulting service as many years ago.

Gudger is currently working on an even larger home in which he plans to retire.

In addition to the obvious influence of Salvagin, Gudger fondly remembers the small classes and close-knit feel of SUNY Oswego, where he transferred after two years at SUNY Stony Brook. He earned bachelor’s and master’s degrees from Oswego before earning a doctorate from New York University.
Welcome Home
Alumnus Returns to Green House
By Shane M. Liebler

Frank Frazier ’79 loves Oswego for its people and its natural beauty. When he decided to move back to his college community, the Watertown native wanted to do his part to help preserve both.

Frazier wanted a peaceful place close to family, friends and the Buffalo Bills franchise of the National Football League. Fellow Oswego State alumnus and builder John MacDonald ’72 helped him find it.

After a few years of planning and construction, Frazier moved into his state-of-the-art environmentally friendly digs in the city of Oswego last October.

“I want to reduce my carbon footprint,” said Frazier, who in the past has recycled and conserved car usage by walking short distances. “And with that philosophy, why not follow those principles with the construction of my home?

“This is the only house I’ve had built,” he said.

Frazier returned to Upstate New York after he retired from the El Paso County Sheriff’s Department in Colorado Springs, Colo., where he worked for 27 years.

“I knew about the cold winters,” Frazier said. “I knew I wanted a house that was going to stand up to that, stand up to the high winds … some of the weather I experienced as an undergraduate.”

The energy-efficient measures range from the technological to the practical. For instance, the home’s position and ample large windows help it draw maximum heat from the sun.

Once the ultra-violet rays get into the home, the heat is trapped by heavy insulation. The walls are made of concrete; the foundation, stone. The radiant heating system integrated in the floor draws its heat from the hot water tank, which itself is an efficient model.

“The savings are built into the design,” MacDonald said. “Use what you have — it’s a very common-sense, basic concept.”

The annual heating cost was estimated by an energy auditor at $359. But for Frazier, MacDonald and Oak Forest Cottages partner Pat McCarthy, the project is about more than savings.

Using less energy means contributing fewer harmful byproducts, like carbon dioxide, to the environment. MacDonald and McCarthy created Oak Forest Cottages to take advantage of a growing “green” market and do some small part in fighting global warming.

As for Frazier, he’s back in the place he fell in love with nearly three decades ago. In addition to his new home, he appreciates the youth culture that campus brings to the area.

“I like being around the younger people,” said Frazier, 52. “I don’t feel like I’m 50, I feel like I’m 30.”

Frazier credits his Oswego education for all his success in law enforcement, which included work on high-profile cases such as the 1999 Columbine High School shootings. When he left for Colorado, Frazier wanted to accomplish two things: advance his career and extend his education.

“I believe Oswego helped prepare me for that,” said Frazier, who earned a master’s degree from the University of Colorado. “It all started at Oswego.”

Frank Frazier ’79, left, enjoys his energy-efficient “green” residence in Oswego. The newly constructed home creates a much smaller carbon footprint than older models, according to builder, John MacDonald ’72, right.
Peter Sorber ‘00, M ‘05 was ready to leave architecture behind. While living and working with his associate degree in Colorado, he struggled with the incon siderate practices accepted in construction. As development boomed out West during the 1980s, the bottom line took the highest priority with builders.

Outside of a few grants, there was very little incentive to build “green.” Solar power and other efficiency-improving technologies were considered too expensive for most contractors and clients.

“Just from the standpoint of the way the industry runs in terms of sustainability . . . There was a long struggle in my mind to stay in the business altogether,” Sorber said.

Eventually, Sorber would return to Central New York and earn his bachelor’s degree from SUNY Oswego while working with various firms.

In 2004, he joined with like-minded colleague Wayne La France to found Lake Architectural in Marcellus. The mission is consistent with Sorber’s personal obligation to keep sustainable development as a priority.

“I had an interest out there [in Colorado] and it’s kind of come full circle,” Sorber said.

Lake Architectural joins a number of other entities, including SUNY Oswego, in striving for standards set by the Leadership in Energy and Environment Design program. The nonprofit U.S. Green Building Council developed the LEED rating system as a way to encourage more energy-efficient building, both in new construction and renovation.

LEED-certified buildings lower emissions, reduce waste sent to landfills by using recycled materials, and conserve energy. Sorber said that thanks to programs like LEED, the public mindset is changing.

“It’s more universal now,” Sorber said. “Back then it was sporadic, finding someone willing to do it.

“It’s become a common theme throughout,” he said. “You’re finding cities weaving it into their codes.”

And more change will come as energy prices continue to rise. In addition, the technology is improving — and getting cheaper — each year, Sorber said.

Some of the common-sense principles practiced centuries ago, like orienting buildings for exposure to the most sunlight for warmth, have disappeared in the modern era thanks to the use of coal and oil for heating. Lake Architectural uses that ancient concept and some other earth-friendly philosophies.

Sorber hopes that the days of clearing acres of trees to build a subdivision are behind us now that the value of foliage is better known. Trees shade in the summer and allow sunlight through in the winter months.

“It drives me crazy to see a developer go onto a site and cut down all the trees,” Sorber said. “It was very illogical to me.”

Lake Architectural already works on retail and school projects in New York and nationally. Last year a satellite office in Charlotte, N.C., was opened.

With his company growing, Sorber finally feels he’s making a difference for future generations.

“I feel I’m in a profession right now that sees what it’s done wrong in the past and is taking steps to right those wrongs,” Sorber said, adding that awareness extends beyond the construction industry. “I enjoy seeing regular people getting on the bandwagon.”
A Sip, Not a Gulp

By Caroline K. Reff

Stephen Kushnir ’89, M ’92, is concerned about America’s dependence on foreign oil, as the cost of gasoline continues to skyrocket. He’s concerned that people hardly give a thought to how inefficiently they travel from place to place, and he’s concerned that those looking for an eco-friendly, fuel-efficient option are hindered by the steep cost to own one. Kushnir is so concerned, in fact, that he has taken it to the extreme!

Just over a year ago, Kushnir started eXtreme Alternatives, a Manlius company specializing in highly efficient, inexpensive, quality transportation options, including motorcycles that average 100 miles to the gallon and cost a fraction of the typical car or custom bike.

A motorcycle enthusiast since the seventh grade, Kushnir, who works as a middle school technology teacher, launched the business after he and his wife, Dina Cavallaro Kushnir ’91, M ’94, CAS ’02, decided to get back to street riding after years of off-road recreation. He began looking for a reasonably priced street bike but was shocked at how dramatically prices had increased when efficiency had not.

“Our bikes are a balance between efficiency and power,” he said of the 16 models eXtreme Alternatives offers. “They sip gas rather than gulp.”

Kushnir’s bikes cost no more than $3,600 and can get anywhere from 85 to 120 miles to the gallon — a sharp contrast to other motorcycles, which can be priced up to 10 times higher and get only 35 to 40 miles per gallon. A variety of models manufactured by American Lifan Co. make his bikes the perfect choice for most. The edgy look of the Café Commuter, for example, is popular with college students looking for low price and great gas mileage, as well as the ease of parking a small vehicle on a busy campus. The City Scoot is a scooter well-liked by seniors, who prefer this comfortable and accessible bike that does not exceed 65 mph. The Dual Sport Dynamo appeals to the “young and young at heart,” said Kushnir of the ideal model for on-road and off-road bikers looking to take it to work one day and on a camping trip the next.

While in favor of fuel-efficient vehicles, Kushnir doesn’t think American consumers are seeing any significant savings in trendy hybrids due to the initial high cost of the vehicles. He acknowledges that “the American public loves power and speed,” making motorcycle transportation “more in line with the American spirit than an eco-friendly car.”

His answer to the hybrid will soon be on the market, as Kushnir is about to launch a user-friendly, low-cost hydrogen cell, which can be connected to a traditional gasoline-powered vehicle to make it a hybrid with 25 percent more fuel efficiency. The product is safe to use, and “anyone with minor mechanical aptitude can install it,” he said. Filling the cell with water periodically is as simple as filling a car’s washer fluid tank, and the product allows the consumer “to see the cost value right away.”

Kushnir hopes to see a paradigm shift in American culture where people take a different view on transportation and oil dependence and seek out options that partner quality with affordability and earth-friendly technology with fuel efficiency. He acknowledges that the mindset of most isn’t likely to choose an alternative vehicle as a primary form of transportation, but he hopes some may start to select fuel-efficient vehicles like his motorcycles in place of a second gasoline-powered car or truck. He is optimistic that someday soon Americans might find this idea anything but extreme.
A Couple of Notes about Class Notes

- Oswego alumni magazine is happy to print news of alumni weddings and birth announcements — after the events. We cannot print wedding plans or news of pregnancies in Class Notes. Please send us word when the wedding occurs or the baby is born. The editor reserves the right to select wedding and other photos for publication based on available space and the quality of the photo. Digital photos must be of the highest resolution possible, usually a file size of 1 MB or larger. When in doubt, please write us at alumni@oswego.edu.

- Spouses! If you are sending in a news note about yourself, and your spouse is an Oswego graduate, please let us know what he or she is doing as well.
Members of the Class of 1962 (and Robin McAleese ’93, M ’95, seated at center) enjoy the “Come as You Were” barbecue at Reunion 2007, despite thunder and rain. This year’s Reunion Weekend is set for June 6 to 8.
Lois Frankel ’73 was selected for Maybelline New York’s 2007 Women Who Empower Through Education award. Lois and three other women were featured in the Nov. 5 issue of People magazine for their efforts to open minds and doors through education.

Lois is the founder of the Los Angeles-based Motivating Our Students Through Experience, or MOSTE, mentoring program, which partners middle school girls with professional women. Since 1986, the program has partnered with five Los Angeles-area middle schools to offer students one-on-one time with mentors, workshops addressing life skills such as study habits and personal budgeting, and organized group and extracurricular activities.

Maybelline New York presented Lois with a $10,000 award at the recognition event Nov. 1 in New York City. She was honored “for her commitment to providing inner-city girls with positive role models and creating a program that changes lives,” according to the MOSTE Web site.

As president of Corporate Coaching International, Lois is a highly regarded and sought out speaker, and is also a best-selling author. Lois donates a portion of the sales from her latest book See Jane Lead: 99 ways for Women to Take Charge at Work to support MOSTE programs and scholarships. She currently lives in Pasadena, Calif.
In an era when few women studied or worked in science, Margaret “Peggy” LaTulip Focarino '77 was a pioneer. She majored in physics at Oswego and went on to a three-decade-long career at the U.S. Patent and Trademark Office. She now serves as deputy commissioner for patent operations, responsible for the day-to-day work of the office and its 5,500 examiners, who handled 50,000 patent applications last year.

Thirty years ago, Peggy was one of those examiners, the only woman in a field of men. She was looking to join the federal workforce and the patent office seemed like a good fit with her Oswego degree.

She attributes her love of physics to high school teacher Michael Goldych, now a member of the Oswego College Council, and to Professor Emeritus of Physics John O’Dwyer.

"Dr. O’Dwyer was my mentor," Peggy says. "If I had had somebody different, I might not have stuck it out."

While physics majors were a small, close-knit group, there were no women among her contemporaries. The same was true when she joined the patent office, but she found the work interesting and challenging.

"The neat thing was granting a patent on something and seeing it in your everyday life," Peggy says.

She handled patents on solar technology back in the '70s and when traveling would see solar collectors on the roofs of houses.

There are many more women in the ranks of examiners now, 33 percent, as part of a diverse workforce where more than half are minorities or women. That’s not the only thing that has changed since Peggy first approved a patent. Back in 1977, examiners would go through stacks of paper applications and search rooms full of drawers for similar inventions. Now most of their work is done by computer.

The Patent Office, founded in 1790, is steeped in tradition.

“We are one of the few agencies with a basis in the Constitution," notes Peggy.

For all that tradition, the office is often in the headlines.

"Every day you see something written about intellectual property. Our agency is always in the spotlight," says Peggy. "We’ve done record-breaking years in quality and production, but continually look for ways to do it better."

— Michele Reed
Barbara Davis Wilson ’79

Barbara Davis Wilson ’79 is honored to be remembered as “The Black Dreamer,” and the first African-American majorette in Calhoun County, Mich., in the book Cameron, by Patricia Averill.

Cameron chronicles the evolution of Calhoun County over the course of integration following Brown vs. The Board of Education, and the deindustrialization of America. Averill profiles the lives of several graduates from her high school class of 1962, including fellow majorette Barbara, from Barbara’s first days as a majorette to the present.

Barbara has gone on to share her love of baton twirling at Henninger High School in Syracuse from 1994 to 2002, as coach of the Dance and Twirl Team, the Majorette Corps and the Dance Team.

“When I came to Henninger they had a marching band but no majorettes, so I went back to my mom’s house, found my baton and the rest is history,” said Barbara.

At Henninger, Barbara coached for free, as well as bought batons and cases for the girls with her own money. Many of the girls coached by Barbara attended college and continued with dance and batons beyond high school.

“That was my way of giving back to a community,” Barbara said, even though it was not the community where she grew up.

Barbara is now in her sixth year of teaching grades 9-12 keyboarding and sports/entertainment marketing at an alternative high school, Syracuse Renaissance Academy at Carnegie. The academy is for teenagers who have criminal records or difficulty functioning in a normal school setting, sent there to “get back on track,” according to Barbara.

“Everybody needs a chance, that’s my philosophy,” she said.

“I just try to encourage the kids.

“When I have a retirement party, I... want... all of my old dancers and twirlers to attend, to find out what they’ve done with their lives. To me, that’s important,” said Barbara.

— Kristin Quinn ’08

“Wilson Led the Way”
Class Notes

Attorney Daniel J. French ’87 was recently appointed to the state Commission on Public Integrity.

The 13-member commission was created in September to examine government ethics and lobbying issues. A former assistant U.S. attorney, French was recommended for the two-year term by state Attorney General Andrew Cuomo.

“They reached out to me and I accepted,” French said. “It’s an honor to serve.”

After graduating from Oswego with a political science degree, French went to work for former U.S. Sen. Daniel Patrick Moynihan. French earned his law degree from Syracuse University and began his legal career as an assistant U.S. attorney in the Northern District of New York.

He went on to teach middle school students and juveniles at a nearby correctional facility. He would also develop a home-schooling method for children.

“I learned to share your knowledge,” David says. “Those who share get more back.”

He worked with computers at IBM and had a radio program answering callers’ questions on a local public radio station. That evolved into a show on numerology, which in turn spawned a book, Finding Your Perfect Soul Mate of Business Partner: Finding That Perfect Someone Through the Science of Numbers. A tireless writer, David has penned seven self-published books, with seven more awaiting publication.

Eventually his career path brought him back to Charlotte, N.C., and the family business: DEW Electrical, which stands for Dedication, Empowerment and Work ethic.

They provide electrical engineering services for transportation, especially light rail systems. A new technology division is exploring solar power technologies.

Calling his time at Oswego “the best years of my life,” David encourages everyone to support the school.

“Give internships or hire students,” he suggests. “Ask yourself, what can I give back?”

— Michele Reed

David E. Smith ’87

One of the few Black Student Union presidents to serve two terms at Oswego, David was responsible for bringing Martin Luther King III to campus and, on another occasion, civil rights activist and former presidential candidate Jesse Jackson.

“It was an amazing event; we packed the Hewitt Union,” recalls David.

Former Oswego President Virginia L. Radley wrote a letter to help David get into law school at SUNY Buffalo. He would take that law degree to Westchester County, where he served as a prosecutor in the district attorney’s office until budget cuts changed his career path.

He went on to teach middle school students and juveniles at a nearby correctional facility. He would also develop a home-schooling method for children.

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— Michele Reed

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News Maker

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He went on to private Syracuse firm Green and Seifter and eventually founded his own practice with Lee Alcott in September 2006.

“The education I received at Oswego State really prepared me for my first job in Washington, D.C.,” French said. “It was certainly influential on my decision to go to law school.”

French-Alcott handles a variety of civil and criminal cases. The diverse client base includes large corporations and the Cayuga Indian Nation of New York.

Whether he’s sitting in the courtroom or on a state commission, French’s career keeps him occupied.

“Every day the phone rings and it’s always something interesting on the other end,” French said. “I’m just amazed by all the interesting stuff we get to work on.”

— Shane M. Liebler
A Hand in History

**Dave DeVillers ’89** had a close encounter with history. While working for the United States government on the prosecution of Iraqi war crimes, he was walking down a hallway in a Baghdad courthouse on the first day of evidence in Saddam Hussein’s trial, when he saw a Kurdish attorney he worked with. “Mustafa,” he called and tapped the man’s shoulder.

Except it wasn’t Mustafa. Dave had accidentally reached out and touched Saddam Hussein.

He greeted Saddam and they went on their separate ways.

Over the course of seven months, Dave would learn much about Saddam and his cousin “Chemical Ali” Hassan al-Majid, as the assistant U. S. attorney worked on the prosecution of Saddam, Ali and four other defendants in the case regarding Kurdish genocide. He interviewed Ali and survivors of the 1987 campaign to wipe out the Kurds.

The very first witness Dave and Mustafa interviewed had survived being buried in a mass grave with 150 other people.

During Dave’s time in Iraq, Saddam’s appeal was denied. Dave accompanied Saddam’s lawyer to tell him the news, three days before the dictator’s execution.

Dave doesn’t like to talk much about the dangers he faced in Iraq, but phone calls to his wife, **Julia Rozines DeVillers ’89**, were punctuated with the sound of shells exploding.

This was Dave’s second tour in Iraq. In 2004, he spent two months there investigating a foreign terrorist organization.

His career at home in Columbus, Ohio, has likewise been dangerous at times. Dave has worked on many trials involving organized crime, including murder and racketeering. His family was protected by SWAT teams for about a year. “We became good friends with the SWAT guys,” he jokes.

Even at Oswego, Dave knew he wanted to be a prosecutor. His wife, Julia, had known fellow Oswego students **Lynne Hartunian ’89** and **Colleen Brunner ’89**, who perished in the Pam Am 103 bombing in December 1988.

Dave told Julia at Oswego, “I want to prosecute war criminals.”

— Michele Reed

**Dave DeVillers ’89** (right) shares his experiences with a political science class at Oswego as part of the Oswego Alumni Association’s Alumni-in-Residence program.
Many only dream of being in the same room as celebrities like Eva Longoria, Oscar De La Hoya and Salma Hayek. **Elena Martinez ’90** lived the dream — and received an award in the process.

Elena is the staff folklorist for the non-profit City Lore, an organization that studies and educates people about the ethnic and cultural backgrounds of New York City communities. The organization won an ALMA Award last June at a star-filled ceremony in Pasadena, Calif.

Spanish for “spirit” or “soul,” ALMA was created by Hispanic advocacy group National Council of La Raza to recognize the accomplishments of Latinos in the entertainment industry.

City Lore received the award for “Outstanding Made-For-TV Documentary.” The film, “From Mambo to Hip Hop: A South Bronx Tale,” began as a project called Place Matters, which explored different places that were part of the Latin music scene in the past.

“There was this incredible history,” Elena said. “We decided it was a project worth making a documentary about.”

Funded by Latino Public Broadcasting, the film aired on PBS in September 2006. Elena said she was very proud to be honored for the work she and City Lore did on the project.

“TV and movies are nice, but documentaries actually report on issues going on with Latinos in real life,” she said.

Elena studies traditional culture and turns the results into projects at City Lore. Most recently, she was involved with a presentation at Hostos Community College about the culture of the South Bronx neighborhoods and the introduction of the Tito Puente Legacy Project exhibit.

Elena was an anthropology major at Oswego State, and went on to receive a master’s degree in anthropology and folklore at the University of Oregon. At Oswego, she was involved in the Women’s Center as well as the Peace and Justice Council.

Elena still has friends in Oswego, and visits at least once a year.

“After being in a place like New York City, it’s nice going back to a small town like Oswego,” she said.

— Jessica Skeldon ’09

**CORRECTIONS**

There was an error in a class note for Lauren Elbaum Duran ’95 on page 40 of the Fall/Winter 2007 issue. Her correct title is director of communications at The National Center on Addiction and Substance Abuse at Columbia University.

In the Fall/Winter 2007 Class Notes section, we ran the wrong birth date for the baby girl born to **Catherine O’Toole Padalino ’00** and her husband, David. Maria Elizabeth was born Sept. 23, 2006, in Syracuse.
Once all of our kids had left the house, the multiple electronic devices were no longer running 24-7, the showers weren’t continually draining the hot water tank and the washing machine wasn’t doing several loads per day. Only then did I step back and look at how Jerry ’77 and I could better conserve resources in our home.

So, I enthusiastically replaced the vast majority of our home’s light bulbs with compact fluorescent light bulbs. It took a bit of getting used to the difference in their “brightness” and how quickly a room lights up when they’re turned on. But I envisioned the electric meter on our house just spinning in reverse as we conserved so much electricity!

Never a fan of those flimsy groceries-spilling-all-over-the-car plastic bags that I know reproduced in my storage closet, I proudly purchased several reusable grocery bags that I absolutely adore. They hold more groceries — that don’t roll around in the car — and I no longer feel wasteful with those volumes of nonrecyclable plastic bags at home that I could never seem to “use up.”

I found out that leaving things plugged in (like cell phone or iPod chargers) — even when the device wasn’t in them being charged — continues to draw power. Now we unplug them!

When we went out to purchase a new vehicle, we deliberately avoided a few models that we liked that were not very fuel-efficient. When we were tempted because one of them was a particularly good deal with a rebate, even our kids said, “You don’t need a vehicle that big anymore!” They were right.

Just a few simple things and I felt we too were making our own small contribution to the earth’s sustainability and our use of natural resources.

Now it seems everywhere we turn this is a leading topic in the news. Newsweek recently featured a piece on college campuses going green. Oswego participated in the “Focus the Nation” initiative, a national day of teach-ins on global warming science, climate change impacts and realistic solutions. Even our own alumni, like those featured in this issue, are making a difference in their companies or their homes as they too “go green.”

Imagine my delight when one of our Reunion class volunteers suggested at a planning meeting that this year’s Reunion favor be an “Oswego” reusable grocery bag! Not only was it an “ah-ha” moment for me (as in “Why didn’t I think of that?!”) but it’s one more reason for you to come back for Reunion Weekend!

So, the message from all of us here at SUNY Oswego is: Please do your part in making the world in which you live a better place and help the environment with the many little things that you can do in your own daily life. And, as importantly ... come back to campus and see first-hand all the wonderful things that we’re doing here. We’ll even give you your own Oswego grocery bag!

Betsy Oberst
Career Developed at Oswego

Jacob Wright '00 is a founding partner of Action Developers, a Syracuse firm that builds, owns, manages, leases and operates properties nationwide. The company’s portfolio includes an extreme sports park in Van Buren. Wright plans to add a multi-million-dollar indoor water park, hotel and destination restaurant to the 50-acre property.

Q. Why did you decide to go into property development? What other careers did you consider prior to founding Action Developers?
A. I ended up in property development because the businesses I started never really made any money, but I always tied them to real estate and that’s what ended up being successful. In addition, real estate was something that I was interested in at a very young age; in grade school it was what I told my parents I wanted to do when I grew up.

Before Action Developers, I considered being a pharmacist and entering the psychology field.

Q. What’s a typical day like for you at work?
A. I usually work from 6 to 6, go home and hang out with the kids until bed time and then read from 9 to 11. I like my job because every day is different. Time management is important, so we have set up some good systems to maximize effectiveness.

Q. What do you enjoy most about your job?
A. Keeping everything moving forward all at the same time.

Q. Are there any SUNY Oswego experiences or people that had an influence on your career?
A. I believe my degree in psychology has actually been very useful working with employees and negotiating large deals that have created the success of the company.

Q. Any favorite Oswego memories you can share?
A. Walking to class and thinking that I might actually fall over from the wind. I don’t know why that is a favorite memory, but I thought it was funny at the time and it stuck with me.

Q. What are your plans for the future?
A. Work hard, have fun.

Q. Any advice for new Oswego grads?
A. Never sacrifice your integrity, work harder than the competition, read a lot and have a passion for what you are doing in life.

— Shane M. Liebler
A Success at the Bank and Beach

Carlos Dolmo ’99 graduated from Oswego State with a degree in business administration, but a lot of his time was spent on the wrestling mat. As it turns out, he was able to follow both career paths.

Carlos works as a business banker for J.P. Morgan and coaches wrestling at Yeshiva College and its high school in New York City. He also participates in many wrestling events, including the Empire State Games, which was held in his hometown of the Bronx for the first time last year.

Carlos has received multiple medals competing in the Empire State Games over the years. He also competes in the Sombo National Championship.

Sombo is a modern martial art focusing on self-defense without weapons. Carlos received a bronze medal in 2006.

For the past two years, Carlos has also been involved in the lesser-known style of beach wrestling.

“I figured I’d go ahead and try it out,” Carlos said. “And it was fun, I like it a lot.”

He traveled to Turkey in September to compete in the Beach Wrestling World Championship, where he was matched up against world-renowned players and ultimately awarded the bronze medal.

Before attending Oswego, Carlos went to junior college at SUNY Cobleskill for two years. After being recruited by several schools, he chose Oswego because of its size and reputation.

“I felt that Oswego had an up-and-coming business division,” Carlos said. “They were also the only one who had wrestling competitions in Florida, and I liked that too.”

The former Laker wrestling captain was key on the team, competing in the NCAA Division III Tournament and placing second his senior year. Carlos was chosen as an All-American both his junior and senior years in the heavyweight division.

Carlos was also involved in the Latino and the Black student unions during his time at Oswego. He has fond memories of his Oswego classmates and the athletic department, among them is his wrestling coach, Mike Howard ’90.

“Learning from him helped me become the best wrestler I could be,” Carlos said.

— Jessica Skeldon ’09
Stay on Campus for Harborfest

There’s still time to make reservations for the biggest party of the year! On-campus housing will be available for alumni who wish to relive their favorite Oswego memories by attending this year’s Harborfest, July 24 to 27.

Alumni will be housed in Hart Hall, according to class year, with a maximum of two adults per room. Alumni may begin checking in Thursday, July 24, at 2 p.m. and must check out by Sunday, July 27, at 11 a.m.

There is an early bird special of $50 per night for those making reservations on or before July 18. Reservations made after July 18 will be $55 per night. For those registering by July 18, refrigerators will be available upon request for an additional $10 for the weekend. Mattresses for children 16 years and younger will also be available to rent for $10 for the weekend. Linens for beds and towels will be supplied. The Centro bus will be running a convenient shuttle service from campus to the festival grounds.

Don’t miss the opportunity to attend this exciting Oswego tradition!

To make reservations, contact Allison Craine at craine@oswego.edu or visit http://www.oswego.edu/alumni/events_and_programs/harborfest.html.

— Kristin Quinn ’08
Success in the City

As associate editor at CITY magazine in New York City, Renee Lucas ’03 lives her “dream come true,” immersed in art, travel, couture fashion, interior design and all that is luxury. According to Renee, not a night goes by where she doesn’t have a dinner, fashion show or party to attend and cover for CITY.

Soon after graduating from Oswego, Renee got her start in magazine publishing as an editor at the City Eagle in Syracuse. After a year at the City Eagle, Renee was offered a job in public relations at Fairchild Publications in New York City.

“It was a really quick move, but the best decision I ever made,” Renee said of her transition to New York City.

Feeling that she wasn’t being challenged enough at Fairchild, Renee took a position at R. Couri Hay, which publicizes luxury clients.

“Within weeks I was attending high society and celebrity events, taking part in some of the world’s most expensive galas and having fashion designers give me dresses to wear,” said Renee.

While working at R. Couri Hay, Renee also did freelance writing, including a fashion column in Gotham magazine. Renee’s career in luxury publicity allowed her to travel to Miami Beach, Las Vegas and Venice, Italy, learning about art, couture and design. This knowledge helped lay the foundation for Renee’s current position at CITY magazine.

According to Renee, her job at CITY includes writing, editing, production, endless photo shoots, tight deadlines and late nights.

“The magazine becomes a collection of your thoughts, your likes and dislikes, and if you are writing something personal, it’s your heart as well,” said Renee.

At Oswego, Renee said it was the small class sizes and the help of her adviser, Professor Linda Loomis ’90, M ’97, which helped her gain the education to be a success in the world of media.

“Oswego also offered a great social environment. I was in Sigma Delta Tau and being part of a sorority introduced me to so many people who live in New York that I am still in touch with today,” Renee added.

As for living and working in New York City, Renee said, “New York allows you to be as creative, crazy and imaginative as you can be with your ideas, your clothing and your dreams.”

— Kristin Quinn ’08

The 1966 SUNYAC Champs

We incorrectly ran the photo of the 1965 soccer team labeled as the 1966 team on page 31 of the Fall/Winter 2007 issue. Here is the correct photo of the 1966 SUNYAC Championship team, as shown in the 1967 Ontarian. Thank you to all the soccer team members who called to let us know of the error.
Paul Freyer '04 and Katie Dinse Freyer '04 were married Nov. 3 at the Fulton Alliance Church. Their reception was held at Mohegan Manor in Baldwinsville. Alumni in attendance were, back row from left, Michelle Joyner ’04, M ’06, Hallie Meighan ’04, Mark Bauer ’04, the bridegroom, the bride, Mark LaFountain ’82, M ’87, CAS ’93, Debra Sanderson Freyer ’75, Walter Freyer ’73, John Kiereck Jr. ’03, Allie Tomic Kiereck ’03 and Mindy Hillenbrand ’04; and front row from left, Karen Valentino (geology faculty), Dave Valentino (geology faculty), Elisa Allen Duger ’05, Thomas Duger (attended 2000-2003), Jason Guild ’04, Jessica Mau ’03 and Ellen Freyer ’01, M ’07. Katie and Paul live in Homer. Paul received his master’s of science in geology from Temple University in 2006 and is currently employed as a scientist for O’Brien and Gere in Syracuse. Katie works in an events planning position for Cornell University Alumni Affairs where she is working on completing her master’s in industrial and labor relations.

Brooke Bly Hample '04 and Eric Hample were married Oct. 21, 2006, at the St. Alphonsus Church in Tupper Lake with reception following at the Hotel Saranac in Saranac Lake. Oswego alumni attending included, back row from left, Chrissy Cooper ’05, Marc Palmer ’04, Lisa Wallace ’04, Diane Eschbacher ’04, Jon Hart ’03, Melissa Hurley ’07, Stephanie Izzo ’05, Nadia Maroun ’04, middle row from left, Jamie Sykut ’04 and Lisa Cooper ’05; and front row from left, Kyle Konkoski ’03, Tara “Teeto” Buckingham ’04, the bride and the bridegroom. The couple honeymooned in Freeport, Grand Bahamas. Brooke and Eric met in Long Lake at the Blarney Stone Irish restaurant in the summer of 2005. Brooke is currently working for a doctor’s office in Long Lake, N.Y., and Eric works for Long Lake School District.

Stacey Dick ’99 (Phi Lambda Phi) and Todd Bichel were married July 21, at Sodus Point in New York. Oswego friends and family in attendance included, back row from left, Gene Bavis ’69, Danielle Swetman Waldon ’99 (Phi Lambda Phi), Mary Bradbury ’99 (Phi Lambda Phi), Patricia Bushart Dick ’70, Julie Wunder ’73, Carol Gould Walker ’65 and Fred Walker ’64. The reception was held at Sodus Bay Heights Golf Club. The bride is a sixth grade teacher at Aberdeen Middle School in Maryland. The bridegroom is a professional engineer and second lieutenant in the US Air Force Reserve. The couple resides in North East, Md.
Thomas Yates ’89 and Carol Schafer were married Nov. 3 at Church of Our Saviour on Park Avenue in Manhattan with the reception at The Prince George Ballroom. Alumni of Oswego in attendance included, back row from left, Patrick Carlsen ’90, Mike Avignone ’89, Mike Delaney ’90, Jim Smith ’91, Jim Delaney ’87, Rich Paul ’86; and front row from left, Robert Yates ’94, Kristine O’Shaughnessy ’88, David VerWeire ’90, Lindsay Bronson ’99, Steve Stelljes ’90, the bridegroom, Peter Kahn ’86 and Linette Ellis ’91. Both bride and groom work at Wachovia Securities in Manhattan and live in New York City.

Jeffrey Stedman ’98 was married to Sara Sullivan Stedman Sept. 15 in Buffalo. Oswego alumni in attendance were, back row from left, Greg Kuhn, Mark Rusinski, Mark LaRuez, third row from left, April Hubbard, Melanie Granat-Rusinski ’97, Maryanne Dolan-LaRuez ’98, the bride, the bridegroom, Jennifer Ribbeck, Jon Ribbeck ’98, second row from left, Dan Mulvey, Lori Fiorella-Mulvey ’98, Molly Quinn-Mecca ’98, Scott Keyes ’98, Ellen Dehoff ’97, and in front, Dave Mecca. Jeffrey is the coordinator of academic advising at SUNY Delhi and Sara is a New York state trooper. The couple lives in Oneonta.

Corrections
In the Fall/Winter 2007 edition, we misspelled the name of one of the bridegrooms. Matthew Bartley ’98 and Rachel Stewart ’00 were married Dec. 29, 2005, in Runaway Bay, Jamaica.
Alumni Bookshelf

This column celebrates the publishing success of Oswego alumni authors, illustrators and recording artists. Please keep us informed about new books and CDs by requesting that your publisher or distributor send a copy for the Oswego Alumni Bookshelf at King Alumni Hall.

In his latest book, Civil War Tours of the Low Country, David D’Arcy ‘89 depicts the struggles of soldiers, civilians and slaves of the South. Maps, historical quotes and more than 140 photos guide the reader from initial secession to Union occupation at Beaufort, Hilton Head and Bluffton, S.C. Schiffer Publishing, 2007.

Sanford “Sandy” Sternlicht ‘53 wrote Masterpieces of Modern British and Irish Drama, which was recently published in a paperback edition in English with Chinese notations. Greenwood Press, 2005.


Kay Benedict Sgarlata ‘65 chronicled the lives of the 224 members of her graduating class at West Genesee High School in her memoir, The Class of ’60. The book follows the classmates from growing up to present day. Pyramid Publishing, 2007.

Ronald Deisseroth ’34 of Honolulu passed away April 26, 2005.
Francis Kieper ’40 of Chappaga passed away July 28.
Marie Hildenbrand Kopp ‘40 of Lincoln, Neb., passed away Feb. 17, 2006. She is survived by her husband, Oswald ’40.
Mary Zahn ’43 of Baldwinsville died Oct. 18. She earned her master’s degree in library science and education at Syracuse University. Mary taught in Van Hornsville and Clinton before coming to SUNY Oswego, where she was a professor of education until her retirement in 1981.
Elizabeth Burden ’45 of Oswego passed away Oct. 27.
Thomas Richardson ’46 of Fort Myers, Fla. died Nov. 12. He served with the U.S. Army Air Corps during World War II flying combat missions in the European Theater. Thomas earned a master’s and doctoral degree at Columbia University. He spent 25 years in the New Jersey State College system as a professor, a dean and president. Thomas was President Emeritus of Montclair State University in Upper Montclair, N.J. He is survived by his wife, Jean.
Janet Turner Stamps ’46 of Williamstown died Sept. 21. She received her master’s degree from Hofstra University. Janet taught for over 40 years in the Williamstown and Camden School Districts, retiring in 1983. She is survived by four sons, three grandchildren, a great-grandson and her sister, Doris Beach ’48.
Alfred Rucci ’48 of Utica passed away Jan. 11. He earned a master’s degree from Temple University. Alfred began his teaching career in Pennsylvania before returning to Utica where he taught driver education at Utica Free Academy. He was later appointed as assistant principal at T.R. Proctor High School. Surviving are his wife, Orietta; four children; and seven grandchildren.
Philip Chieco ’49 of Utica died Sept. 25. He served with the U.S. Army during the Korean Conflict. Phil taught industrial arts in the Utica City School District. He is survived by his wife, Delores; a daughter; two sons; and eight grandchildren.
Armond Magnarelli ’50 of Syracuse died Feb. 8. He served with the U.S. Coast Guard from 1943 to 1946. Armond taught at Lyncourt School in Syracuse. He also hosted a Sunday morning Italian radio program. Armond was president of the school board of the Syracuse City School District as well as a member and former president of the Syracuse Common Council. He was inducted into the SUNY Oswego Athletic Hall of Fame in 2003. Surviving are three children and five grandchildren.
Howard Seidman ’50 of Lake Worth, Fla., passed away March 28, 2007. He is survived by his wife, Mona Langbart ’51; a daughter; and a son.
Gerald Skinner ’50 of Ormond Beach, Fla. passed away Nov. 21. He served with the U.S. Navy during World War II and was a retired commander with the U.S. Coast Guard Reserve. Gerald was an engineer for Johns Manville, an administrator in the Miami-Dade County School District and a real estate appraiser. He is survived by his wife, Shirley; a daughter; and four grandchildren.
Benjamin Canale ’51 of Fulton died Jan. 23. He served with the U.S. Army during World War II. Ben taught social studies at Fulton Junior High School for 34 years. He is survived by his wife, Francine; two step-children; his brother, John ’50; and sister, Mary Ghent ’60. He was
Frances Nichols '52 of Pulaski died Oct. 25 at the age of 101. She taught in Pulaski for 43 years, retiring in 1971.

Joseph Muolo '52 of East Northport died July 26. He served with the U.S. Navy during World War II. Joe taught in the Commack School District for many years, retiring in 1986. Surviving are his wife, Mary Louise; a daughter; and five grandchildren.

Richard Moshier '57 of Lake Worth, Fla., passed away April 6, 2006.

Art Perks '61 of Naugatuck, Conn., died March 20, 2007. He is survived by his wife, Nancy; a son; four daughters; and 11 grandchildren.

Martha Woodruff '61 of Hanibal passed away Sept. 28.

Catherine Germain '66 of Baldwinsville passed away Sept. 20. She taught for 22 years in the Baldwinsville School District, retiring in 1970. Catherine is survived by a daughter, a son, 13 grandchildren and 19 great-grandchildren.

Richard Proughty '67 of Syracuse passed away Oct. 9. He served with the U.S. Army in the Vietnam War. He worked in health services for the state of New York and recently for All Metro Health Care. Richard is survived by a brother.

Herbert Waggoner '68 of Suffern passed away March 26, 2006.


Ralph Marotta '70 of Johnstown died Aug. 3. He was employed by Denman and Davis in Albany. Ralph is survived by his wife, Sally; a daughter; a son; and four grandchildren.

Mark Lavanos '71 of Canastota passed away Sept. 19, 2002. He is survived by his wife, Jane Eng '70.

Derek Olson '71 of Fulton died Aug. 6. He was employed as a manager for National Grid. Derek is survived by his wife, Kathleen Chavoustie '71; three children and four grandchildren.

Marjorie Jean Gillespie Pietroski '71 of Liverpool passed away Nov. 25. Prior to returning to school in 1967, Jean was employed by Liberty Mutual Insurance Company and General Electric. She earned her bachelor’s degree in secondary mathematics, graduating magna cum laude. She also earned a master’s degree in education at Oswego in 1974. Jean taught mathematics at J.C. Birdleigh High School in Phoenix from 1971 until her retirement in 1991. Surviving are three children and five grandchildren.

Denise Gioffre '72 of Ridgefield, Conn., died March 20, 2005. She is survived by her husband, Anthony '72.

The Rev. Joseph Kuntharayil '73 of Pothy, Thalayolaparambu, India passed away Feb. 1. While at Oswego, Father Joe was an assistant at St. Mary’s Church. He was the director of Sevagram, an SOS village for children in Pothy.

Alan Parker '73 of Summersville, S.C., passed away Aug. 12. He is survived by his wife, Diane.

Steven Sommerfeld '74 of Rochester passed away May 10, 2002.

Thomas Crookes '76 of Mission Viejo, Calif., passed away Dec. 23, 2006. He is survived by his wife, Linda Tranten '75.

Dawn Elkin '76 of Vestal passed away Jan. 18, 2005.


Donna Harrington Brombacher '79 of Clinton died March 25, 2007. She was a day care provider in the Clinton area. Donna is survived by her husband, Garry, a daughter and three sons.


Michael Corey '80 of Kingston died Dec. 18, 2006. He was a software engineer for IBM, retiring in 2006. Michael is survived by his wife, Emilie; a son; and a daughter.

Vincent Fondarella '80 of Lake Forest, Calif., passed away May 11, 2005.

Kevin Kerrswell '80 of Baldwinsville passed away Aug. 25. He earned a master’s degree at SUNY Cortland. Kevin had been a teacher in the West Genesee School District. Surviving are his mother, Audrey; a sister; and a brother.

Debbie Hicks '81 of Martville passed away Dec. 1, 2006.

Kevin Burket '86 of Arlington, Va., died Sept. 1. He was employed with the Civil Division of the U.S. Department of Justice in Washington, D.C. Surviving are his father, Kenneth; and a sister.

Richard Palatsky '87 of Las Vegas died Feb. 7. He is survived by his mother and two brothers.

Barbara Haines '89 of Fulton passed away Nov. 24, 2005.

Benjamin Holland '89 of New York passed away Aug. 11, 2006.

Columbus Michael Grace '95 of Syracuse passed away April 21, 2004.

Craig Kindya '98 of Elmhurst passed away June 30.

Frank Robinson, Professor Emeritus of Technology passed away Oct. 1. He earned his bachelor’s, master’s and doctoral degrees from the University of Missouri. Frank came to Oswego in 1948 to teach in the industrial arts department, serving as the department chair for a number of years. He then served as vice president for academic affairs, retiring in 1982. Surviving are his wife, Betty; three children; three grandchildren; and two great-grandchildren.

In Memoriam Policy

Printing notices of alumni deaths is an important service of Oswego alumni magazine. In order to insure the accuracy of our reports, we require verification before we can publish a death notice—an obituary or a letter signed by a family member. Because the magazine is published only three times a year and we are working on an issue months in advance, there may be a delay of several months between the time we receive notification and the news is printed in the magazine. Thank you for your patience!
I often find myself walking through the woods, be it at a park near my home, in a friend’s backyard or here on the Tonawanda Seneca Nation Reservation. I suppose walking doesn’t quite describe what I do; wandering seems to fit.

When I was younger, my sister and I would spend hours in the woods behind my grandmother’s home, swinging from vines, playing on fallen trees or just wandering. The woods were our playground, a maze sporadically lit by the sun as it filtered through the dense trees. For me it was just another part of growing up; it never occurred to me everyone didn’t get to experience this.

Years later, I’ve broadened my scope of travel, seeing other countries and lifestyles, and I venture into the woods less and less often. I suppose because I grew up playing in the woods constantly that I sort of wrote it off as an adventure completed. But when given the opportunity, I gladly wander into the woods again, camera in hand.

Being away from all that the forest has to offer gave it new life for me, especially when I compose it as a photograph. At the edge of the woods a fallen tree lays in the sunlight, giving way to new flowers, a reminder of what I’ve been missing.

The forest is full of sounds: squirrels moving through the trees, wind rustling the leaves and now my footsteps crunching leaves underfoot. Making my way through the dense trees, I find an area of newer growth, thin trees push up to the patches of blue above, while still in the shadow of an old maple.

More has changed about the forest than the plants growing there, or, more directly, I have changed. I find myself looking over my shoulder, ensuring that I know the way out of the woods; I feel like when I was younger I always knew the way back. It makes it more obvious to me that I’ve lost contact with something that I used to enjoy nearly every weekend as a child, but now has lost my interest.

I’ve always considered myself environmentally conscious, recycling, cutting six-pack rings and picking up litter when I see it, but this is something different. It’s one thing to think of the environment as a whole, but to see it, to experience it, that makes you care. It’s important to work to save and protect nature, but it’s more important to understand why you are doing it.

The reason I care about the environment is that it was such a prevalent part of my childhood. I feel like if any part of it was destroyed that I would feel personally wronged. This is the reason that I still wander through the woods and enjoy it for what it is — pure — and I do my best not to look back.

Arlee J. Logan ’09 is from Gasport, N.Y., and is a journalism major with a concentration in photography.