View from the Top
Globe-hopping PwC exec Bob Moritz '85 is at the peak of his profession

PLUS
- Burgeoning Business
- Buffalo to Bogota
- Cashing In
More than 800 alumni returned this year for Oswego’s Reunion. They celebrated their alma mater with good friends, great memories and some of the best sunsets in the world.

Let’s make next summer’s party even bigger! Join your friends and classmates at Reunion 2013!

Everyone is welcome, but special events are planned for these milestone classes and groups:

- 75th - 1938
- 70th - 1943
- 65th - 1948
- 60th - 1953
- 55th - 1958
- 50th - 1963
- 45th - 1968
- 40th - 1973
- 25th - 1988
- 10th - 2003

Football Alumni

Psi Phi Gamma
Alpha Sigma Chi (ASA)
90th anniversary
Alpha Delta Eta
Delta Chi Omega/TKE
Delta Kappa Kappa
Sigma Gamma
Pi Delta Chi
Phi Lambda Phi
Beta Tau Epsilon
Omicron Xi
Omega Delta Phi
Theta Chi Rho
Phi Sigma Phi

If you are interested in being part of the Reunion 2013 planning committee, please contact us at (315) 312-5559 or email us at reunion@oswego.edu.

To plan a mini-reunion for your group or organization, please let us know by Oct. 15.

Sign up to be a Reunion Class Volunteer!

It’s a great opportunity to

- Network with classmates
- Plan the weekend’s activities
- Have fun!

Please contact the Alumni Office or sign up online by Oct. 1, 2012, to join our volunteer team.

Reunion Hotline: 315-312-5559
E-mail: reunion@oswego.edu

Watch for registration materials in the mail this spring!

Check the website for more groups and for the most up-to-date information:

oswego.edu/reunion
View from the Top

An Oswego business degree earned Bob Moritz ’85 a peak position at PwC, as chairman and senior U.S. partner.

PLUS: 4 Steps to Your Own Personal Brand

Burgeoning Business

From Wall Street to Main Street, Oswego business graduates are everywhere.

ALSO: International Faculty, Students Provide World-Class Opportunity

Willock Professor to Teach Next Generation of Financial Experts

Alumni Provide Margin of Excellence for Accounting Program

Club Invests in the Market, Members’ Futures

Buffalo to Bogota

Marianne Matuzic Myles ’75 has come a (very) long way in her 35-year career as a U.S. diplomat.

Cashing In: Alumna makes a living saving money

Lauren Cobello Greutman ’03 cut out extra expenses by clipping coupons, closing credit cards and caching cash — and so can you.

PLUS

Campus Currents
Sports
Calendar
Class Notes
Weddings
In Memoriam

ON THE COVER: PwC leader Bob Moritz ’85 pauses for a portrait in Rich Hall, the state-of-the-art home of the School of Business. He was recognized by the Beta Gamma Sigma honor society on his visit to campus in April, when he also took some time to speak in classes as part of the Alumni-In-Residence program. Photo by Susan Kahn.
President’s Desk

As I write this, 10 faculty members from our School of Business have just departed for Turkey, where they plan to make new professional connections that will down the road benefit our students. This is just one example of the kinds of projects going on in this dynamic school, which we feature in this issue of the magazine with stories reviewing its 20-year development and profiling one of our most accomplished business alumni, Bob Moritz ’85.

SUNY Oswego recently received our most positive Middle States reaccreditation review in memory (see p. 3), and our School of Business radiates the sense of vibrancy and success you would expect from a vital part of our strong institution. Commitment to students, internships, field experience and service — these are areas that shone in our institution’s reaccreditation review, and they are all particular strengths in our School of Business.

The external team of evaluators appointed by our accreditor commended Oswego for our culture of assessment, and our business school in many respects led the way on campus in marshaling metrics to guide academic planning and development. They commended us for our international programs, and our business school is in the forefront of establishing dual degree programs with Chinese universities, bringing international scholars to campus, leading entrepreneur research abroad and exploring new opportunities for overseas partnerships. They commended our capital improvements, and, indeed, the renovation of Rich Hall as a home for our School of Business was one of the first big successes in our ongoing campus-wide renewal program.

We have recently launched the SUNY system’s first multidisciplinary cooperative education program, and accounting in the School of Business was our pioneer. The school’s MBA program joins hands with other disciplines on campus to offer five-year joint degrees, the newest to win approval involving Oswego’s renowned broadcasting program.

The School of Business partakes of the vigorous, can-do spirit that permeates SUNY Oswego and that characterizes so many of our alumni, as you can see in stories throughout this issue. Enjoy!

Deborah F. Stanley
President

FROM the Editor’s Pen

Although the magazine comes out in August, I am writing this column in June, right after Reunion Weekend. More than 800 alumni returned to campus for four days packed with good food, great friends and memories galore. The days are long — I’d be fibbing if I said my feet didn’t hurt! But what we — your alumni staff — take away from that weekend is a renewal and re-energizing of our passion for our profession.

Personally, I am always thrilled to hear your stories of relationships with professors cultivated, lifelong friendships forged and romances that bloomed right here on the shores of Lake Ontario.

It’s not too early to start thinking about two great Reunions coming up — Return to Oz IV is slated for Sept. 27 to 29, 2013. Register now for a Sept. 29, 2012, Kick-off Party in New York City (oswego.edu/returntooz). And Reunion Weekend 2013 — June 6-9 — is already in the planning stages (oswego.edu/reunion). Volunteer for the Reunion planning committee, get in touch with your friends and come back to campus for a great time. We’ll be waiting to welcome you … and the Oswego alumni magazine crew will have our notebooks and cameras handy to record your inspiring stories!

Michele Reed, Oswego Editor
Oswego re-accredited by Middle States Commission

The Middle States Association’s Commission on Higher Education reaffirmed SUNY Oswego’s accreditation in July, following a two-year self-study and external review process.

A team appointed by the commission to examine SUNY Oswego and how it fulfills its mission conducted a campus visit in April and praised the college in a report to the campus community.

“You should be really proud. You’re doing a great job … You care about student success, and it shows.”

— Dr. F. Javier Cevallos, President of Kutztown University in Pennsylvania and Chair, Middle States team of external evaluators

College President Deborah F. Stanley praised the college community, the campus reaccreditation steering committee and especially its co-chairs, Dr. Julie Pretzat and Dr. Elizabeth Dunne Schmitt, for the successful conclusion of the multiyear preparations for the college’s reaccreditation.

“This is certainly the most positive 10-year review our campus has had, and it testifies to the hard work and dedication of our faculty, staff and students in all that we do as a community of learners and teachers,” said Stanley, who has been president at Oswego since 1997.

“You care about student success, and it shows,” Cevallos said.

Accreditation by one of the regional accrediting bodies ensures that a college is offering an education of sound quality that adheres to recognized standards as well as making the institution eligible for federal funding.

Every 10 years, the Middle States Association of Colleges and Schools Commission on Higher Education reaccredits SUNY Oswego. Prominent in the reaccreditation process are the campus self-study and the external review. The entire reaccreditation process helps evaluate SUNY Oswego’s progress over the past 10 years and inform plans for the future.

— Julie Harrison Blissett
THE OSWEGO ALUMNI ASSOCIATION WELCOMED Yvonne Spicer ’84, M ’85 as this year’s mistress of ceremonies at the Commencement Eve Dinner and Torchlight Ceremony May 11.

“You are deeply immersed in the digital native generation,” she told 700 students, faculty, staff and family gathered for Commencement Eve Dinner. “Many of the jobs you will have, have not been invented yet.”

Spicer is vice president of advocacy and educational partnerships for the National Center for Technological Literacy based at the Museum of Science, Boston.

Agreement to bring dozens of South Korean students to SUNY Oswego

A South Korean university will send dozens of students to SUNY Oswego in January as the most visible example to date of the college’s increased recruitment of international students.

Hankuk University of Foreign Studies in Seoul held ceremonies in February for 200 first-year students potentially destined to study for three more years at seven SUNY colleges. Of those, 53 students have been admitted, contingent on success this year, to spend their final three years at Oswego, starting in spring 2013.

“Partnerships such as this one, designed to facilitate degree-seeking transfer students from outside the United States on 1-plus-3 (years) and 2-plus-2 programs, are gaining traction,” said Joshua McKeown, director of international education and programs.

“We have multiple agreements, starting with China and Korea, and the HUFS program is the first to bear fruit in such a substantial way.”

Jerry Oberst ’77, associate director of admissions, represented SUNY Oswego at ceremonies in Seoul to kick off the series of agreements between Hankuk and SUNY colleges.

SUNY last June announced plans to increase international enrollment by 14,000 students over the next five years, to approximately 32,000 across all 64 campuses.

— Jeff Rea ’71
Oswego repeats national distinction for community service

For the second straight year, SUNY Oswego appeared among the select group of schools named to the U.S. President’s Higher Education Community Service Honor Roll with Distinction — a list Oswego has made every year since its 2006 debut.

The Corporation for National and Community Service bestowed the “with Distinction” designation on 110 colleges around the country for 2010-11. The overall honor roll includes 513 colleges this year. Oswego was one of three SUNY schools on the distinction list, along with Cortland and Geneseo.

Alyssa Amyotte, coordinator of the college’s Center for Service Learning and Community Service, said the breadth and depth of involvement in initiatives — from President Deborah F. Stanley and other administrators to professors to student organizations — was key to repeating on the prestigious list.

“We see so much support, in the number of administrators, faculty members and students, even when the support is as simple as a professor encouraging students to get involved,” Amyotte said. “The interest among students here is amazing, much of it from positive word of mouth.”

When Laura Hess Brown ’84 began offering students a service learning option in an introductory gerontology course in 1998, only a couple of other Oswego courses challenged students to get out in the community to apply what they were learning in class.

Between service learning courses, volunteering and other community involvement, more than 4,000 SUNY Oswego students contributed more than 430,000 hours of service last year, according to the honor roll application.

—Julie Harrison Blissert

Psychology major Kristyn Bermingham ’12 works with furry friends such as Hana, an Akita mix, at the city’s Oswego Animal Shelter as part of the service learning requirement. Oswego continues to add courses with service learning components as part of its commitment to community engagement.

CORRECTION:
A caption about Jasmyn Belcher ’06 appearing on p. 26 of the Spring 2012 edition of Oswego should have indicated segments she produces air on NPR’s “Morning Edition.”

JOSEPH COUGHLIN ’82, who is internationally known for his work in gerontology and public policy, received an honorary doctor of science degree from the State University of New York May 12 at Oswego’s 151st Commencement. Coughlin, the founding director of the Massachusetts Institute of Technology AgeLab, shared the words of an Oswego professor who deflected Coughlin’s gratitude toward future generations. “Perhaps the best advice I still carry with me from Oswego — give thanks to those who invested in you by being generous with others tomorrow,” Coughlin told the graduates and their families. The Oswego Alumni Association honored him with the Distinguished Alumnus Award in 2003, and he has been the keynote speaker at Quest, the college’s annual symposium of scholarly research and creative activity.
Lewis, Belt earn top SUNY-wide awards for teaching

SUNY HAS BESTOWED a 2012 Chancellor’s Award for Excellence in Teaching on two professors whose work has been transformative for decades of Oswego students: Tracy K. Lewis and John H. Belt.

Lewis, a multilingual teacher-scholar for nearly three decades and a pre-eminent expert on the literature of Paraguay, has taught Spanish, Portuguese, Spanish literature and more with patience, humor and creativity.

Belt, a teacher of technology design for 37 years at Oswego, has earned lifelong admiration among students in many fields for his groundbreaking and rigorous teaching methods in pursuit of making the world a more livable, sustainable place.

—Jeff Rea ’71

Glass guru
CORNING GLASS TECHNOLOGIES Chief Technology Officer and Augustine Silviera Jr. Distinguished Lecture Series speaker Peter Bocko ’75, left, met with students in Snygg Hall chemistry labs during his visit to campus in April. Bocko described a future of “ubiquitous connectivity” fueled by technology and glass that could support computers and applications virtually anywhere. This vision, outlined in the viral video “A Day Made of Glass,” is not without its drawbacks. “The technology is great, but at the same time we need to be responsible,” Bocko said.

See Corning’s YouTube hit, “A Day Made of Glass,” at oswego.edu/magazine/bocko
Former hockey standout makes great strides in Canadian community

While many students have the opportunity to play sports during their time in college, it’s merely a dream that it one day become a career. But for Meagan Big Snake ’11, this dream became a reality only months after graduation.

Former Oswego State women’s ice hockey player Big Snake landed a position as the project coordinator and coach for a new program, Greater Strides Hockey Academy, where Aboriginal Canadian youth get the opportunity to learn to play the sport.

During the day, she works full time as a finance clerk for Greater Strides partner Treaty 7 Management Corp., a nonprofit dedicated to Aboriginal community and economic development in Alberta, Canada.

In the evenings, Big Snake suits up and hits the ice as a coach and project coordinator for the Greater Strides team.

“It’s great to jump on the ice with kids who started off the same way I did,” said Big Snake, a member of the Siksika Nation of Aboriginal Canadians. “They look up to me as a role model. Yes, I went to university, I played hockey, and, yes, you can too.”

After graduation, Big Snake headed home to Alberta and applied for a summer job as a project coordinator with Greater Strides.

“After a four-day summer camp, they hired me full time,” Big Snake said. “They’re so helpful and they really care; it’s a kind-hearted community and corporation.”

Looking back at her four years at Oswego, the public justice major never imagined just how valuable her athletic coaching minor would be.

“I always knew I wanted to keep the game in my life, even if it was coaching,” Big Snake said. “I love coaching, I love playing the game. I didn’t think it was going to turn into a career.”

Big Snake hasn’t completely forgotten about her original major in school, though. One short-term goal she has is earning a master’s degree. Currently, she is looking into criminology at Simon Fraser University in British Columbia.

But for now, Big Snake feels extremely lucky in her position.

“I absolutely love this job, I could work here forever. It’s like a dream job for a hockey player.” —Emily Longeretta ’12

Events

| August 31 | National College Colors Day – Wear your green and gold* |
| September 21-23 | Baseball Alumni Reunion Weekend* |
| September 28-29 | Soccer Alumni Reunion* |
| September 29 | Return to Oz IV Kick-off Party, New York City* |
| October 19 | Oswego College Foundation Board of Directors meeting** |
| October 20-21 | Family and Friends Weekend |
| October 21 | Buffalo Bills game and tailgate reception* |
| October 24 | Dr. Lewis B. O’Donnell Media Summit** |
| October 25 | Washington, D.C., Alumni Gathering* |

* Office of Alumni and Parent Relations, 315-312-2258
** Office of University Development, 315-312-3003
Visit oswego.edu/alumni for complete listing.
Clemo named academic vice president

PRESIDENT DEBORAH F. STANLEY HAS announced the appointment of Lorrie Clemo to the position of provost and vice president for academic affairs.

As the college’s chief academic officer, Clemo is responsible for leadership in all academic programs across the college. She has been interim provost and vice president for academic affairs for two years.

“Dr. Clemo has energized our college’s academic planning and programs, inspiring and supporting our faculty and staff as they provide new and distinctive learning experiences for our students,” said President Stanley. “She clearly has a passion for public higher education and a real talent for harnessing our campus community’s intellectual energies and applying them to fruitful initiatives.”

In her earlier administrative positions at Oswego, she was instrumental in crafting the college’s current strategic plan, led development of the Global Laboratory network, helped initiate the Possibility Scholarship program, and spearheaded the campus-wide environmental sustainability program, which recently received a silver level rating in the Sustainability Tracking and Ranking system.

“I am honored and excited to have been appointed to this position,” the new provost said. “Oswego has an impressive legacy centered on academic excellence and a deep and rich dedication to faculty-student engagement — in all its diverse forms and multiple contexts. I am committed to working closely with faculty, staff and students to continue these wonderful traditions while pushing the boundaries of learning and strategic visioning in order to take something that’s great and make it even greater.”

Beyond Oswego, Clemo has been an American Council on Education Fellow and was appointed by Gov. Andrew Cuomo to the New York State Sea Grant Institute board of governors.

As president of the national Faculty Athletics Representatives Association from 2005 to 2007, she played a leadership role in developing the NCAA’s strategic plan that set into motion academic reform and redefinition of the role of intercollegiate athletics in higher education. She received the NCAA David Knight Leadership Award in 2008.

Locally, she serves on the board of On Point for College.

A graduate of Le Moyne College, Clemo resides in Syracuse with her husband, Dr. Steven Nicolais, a pediatrician. They have four children.

—Julie Harrison Blissert

Ska-infused rock band O.A.R. (Of A Revolution) performed as part of the Spring Concert Series at the Campus Center Arena and Convocation Center April 21.

OSWEGO • Summer 2012 8
SUNY Oswego makes list of ‘Best Value Colleges’

The Princeton Review and USA Today named SUNY Oswego to their 2012 list of 150 “best value” colleges and universities in the nation.

The list of 75 public and 75 private institutions appears in the book The Best Value Colleges: 2012 Edition.

Robert Franek of the Princeton Review said all the colleges on the list maintain excellent academic programs while also holding costs down or offering generous aid to students with financial need.

In its profile of SUNY Oswego, Princeton Review cites the college’s unique Oswego Guarantee, which promises undergraduates that their on-campus room and board costs will not increase during their four years of study.

The profile praises the college situated on the shore of Lake Ontario for its “picturesque setting” along with its “strong honors program,” “excellent study-abroad options,” and “wonderful connection to alumni” who help students find their way into careers.

Dan Griffin ‘92 of Oswego’s Admissions Office said, “Of course, I believe SUNY Oswego’s wide range of academic and extracurricular choices, accomplished faculty and spectacular lakeside setting make us one of the best institutions in the Northeast — having the Princeton Review agree is icing on the cake.”

— Julie Harrison Blissert

Broadcast majors Tyler Edic ’13, right, and Katherine Koehler ’12 completed a semester-long internship at the “Late Show with David Letterman” in New York City in June. Only 12 of more than 200 applicants from across the country earned coveted spots as interns for the show.

Find the Founder!

IN THE SPRING 2012 ISSUE, the founder could be found near the leg of the golfer on page 12. The grand prize winner of a College Store gift certificate and Sheldon Hall print is Sue Ann Simonson ’78. Winning Sheldon Hall prints are Kathleen E. Wilmott ’71, Sylvia Evans Torok ’72, Mark Briskie ’76, Richard Shaheen ’86 and Jennifer Loop ’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, King Alumni Hall, 300 Washington Blvd, Oswego, NY 13126. Entries must be postmarked by Sept. 15.

SAVE THE DATE

Athletic Hall Of Fame Induction

Plan now to attend the Oswego Athletic Hall of Fame Induction Luncheon

Saturday, Oct. 27, 2012

Congratulations to the 2012 Athletic Hall of Fame Inductees:

Mark Bowman ’83 – Wrestling
Donna Clark Gayne ’89 – Women’s Soccer
Sean Fitzgerald ’94 – Men’s Hockey
Richard Nelson ’69 – Men’s Tennis
Wally Yelverton ’77 – Men’s Track

For more information, please go to: www.oswego.edu/halloffame
Men's Ice Hockey

Afer falling one game short of the NCAA Division III Championship game for the second year in a row, one of the Lakers men's ice hockey team's goals was reaching the title contest in Lake Placid. Oswego State displayed consistency throughout the season to earn the No. 1 seed in the SUNY Athletic Conference Championships for the third straight season after posting a league record of 14-0-2.

The team later received an at-large bid into the NCAA Tournament where it defeated Elmira, 5-0, in the quarterfinals to advance to the NCAA Division III Frozen Four for the third consecutive year, marking a program first. Oswego State advanced to the second round after defeating Endicott College, 72-71 in overtime, and was seconds away from advancing to the Sweet Sixteen before suffering a double-overtime loss to Eastern Connecticut State University to finish the season at a program-best 26-4.

The Lakers went on a 17-game win streak during the year, earned the No. 1 seed in the conference tournament after posting the program's first undefeated SUNYAC season on record at 18-0, and will carry a 32-game conference winning streak into next year.

Men's Basketball

The Oswego State men's basketball team and first-year head coach Jason Leone rewrote the program's record books, as the Lakers won the school's first SUNYAC Championship since 1965 to earn an automatic bid into the NCAA Division III Men's Basketball Tournament. Oswego State advanced to the second round after defeating Endicott College, 72-71 in overtime, and was seconds away from advancing to the Sweet Sixteen before suffering a double-overtime loss to Eastern Connecticut State University to finish the season at a program-best 26-4.

The Lakers went on a 17-game win streak during the year, earned the No. 1 seed in the conference tournament after posting the program's first undefeated SUNYAC season on record at 18-0, and will carry a 32-game conference winning streak into next year.

Chad Burridge '12 wrapped up his illustrious career by averaging 16.8 points and 7.9 rebounds. Burridge led the men's basketball team to its second straight NCAA Division III Tournament.

Women's Ice Hockey

The Oswego State women's ice hockey team recorded the program's best ECAC West record at 8-8-2 to earn the fourth seed in the league playoffs, allowing the Lakers to host their first-ever home playoff contest.

The men's ice hockey defense posted a program-low 54 goals this season, en route to its third consecutive appearance in the NCAA Division III Frozen Four.

Chad Burridge '12 wrapped up his illustrious career by averaging 16.8 points and 7.9 rebounds. Burridge led the men's basketball team to its second straight NCAA Division III Tournament.

The Lakers' season ended with a loss to St. Norbert for a runner-up finish with a record of 24-4-2, but not before establishing a new defensive standard after allowing a program-low 54 goals.

Includes: 2012 Ice Hockey Championship, Paul Rodrigues '13, Andrew Hare '13, SUNYAC Player of the Year, National Association of Basketball Coaches East District Player of the Year, Eastern Collegiate Athletic Conference Division III Upstate Player of the Year, D3hoops.com East Region First Team, and First Team NABC All-American. He also added D3hoops.com East Region Player of the Year to his post-season accolades and was invited to play in the Reese's Division III College All-Star Game.

Includes: Chad Burridge '12 wrapped up his illustrious career by averaging 16.8 points and 7.9 rebounds. Burridge led the men's basketball team to its second straight NCAA Division III Tournament.

Includes: Oswego State men's basketball team and first-year head coach Jason Leone rewrote the program's record books, as the Lakers won the school's first SUNYAC Championship since 1965 to earn an automatic bid into the NCAA Division III Men's Basketball Tournament. Oswego State advanced to the second round after defeating Endicott College, 72-71 in overtime, and was seconds away from advancing to the Sweet Sixteen before suffering a double-overtime loss to Eastern Connecticut State University to finish the season at a program-best 26-4.

Includes: Chad Burridge '12 wrapped up his illustrious career by averaging 16.8 points and 7.9 rebounds. Burridge led the men's basketball team to its second straight NCAA Division III Tournament.

Includes: Oswego State men's basketball team and first-year head coach Jason Leone rewrote the program's record books, as the Lakers won the school's first SUNYAC Championship since 1965 to earn an automatic bid into the NCAA Division III Men's Basketball Tournament. Oswego State advanced to the second round after defeating Endicott College, 72-71 in overtime, and was seconds away from advancing to the Sweet Sixteen before suffering a double-overtime loss to Eastern Connecticut State University to finish the season at a program-best 26-4.
Oswego State did not disappoint, as it defeated Neumann, 3-0, in front of the home crowd for the program’s first playoff win to advance to the ECAC West semifinals. The Lakers nearly pulled off an upset, but fell to Plattsburgh by the score of 1-0, finishing the season at 11-14-2.

Swimming and Diving

The Oswego State men’s and women’s swimming and diving teams posted sixth- and seventh-place finishes, respectively, at the SUNYAC Championships in February with the Laker men recording 303 points and the Laker women posting 219 points.

Freshman sensation Jordan Prophet ’15 earned First Team All-SUNYAC honors as he stood on top or near the top of the podium in three individual events with three new school records. On the women’s side, Delia Reed ’12, Katie Flood ’14 and Katie Maye ’12 tallied a large number of points in the 100 breaststroke.

Women’s Basketball

The Oswego State women’s basketball team made its 11th consecutive SUNYAC postseason appearance after posting an overall record of 12-14 and a league record of 7-11.

At the start of the season, the Lakers captured first place at the Max Ziel Tournament with Kayla Ryan ’12 earning MVP honors. Ryan was also named to the NYU Classic All-Tournament team.

She closed out her four-year career as a Second Team All-SUNYAC honoree for the fourth straight season, becoming the third player in program history to receive all-conference recognition all four years.

Wrestling

The Oswego State wrestling team had several individual successes during a season that saw the Lakers finish 3-12 in dual meets.

Brad Mayville ’15 posted a record of 19-14 at 141 pounds, and was the highest-placing Laker at the ECWC Championships with the third-place finish. Captain Omar Santiago ’13 turned out a solid season at 133 pounds, finishing with a record of 21-9. In the heavyweight division, Kyle Sheridan ’13 produced the most wins on the team after posting a record of 23-11. Sheridan won his weight class at the RIT Invitational and garnered fifth-place honors at the ECWC Championships. Cameron Mills ’13 ended the year with a record of 16-3 for the highest winning percentage on the squad.

Indoor Track and Field

The Oswego State men’s and women’s indoor track and field teams finished seventh and eighth, respectively, at the SUNYAC Championships in February, while select members of the men’s squad tied for 50th-place at the ECAC Championships.

Da’Quan Coleman ’12 became the first Oswego State male track and field athlete since 2006 to win the ECAC Championships and earn First Team All-SUNYAC honors. Brittany DalCais ’15 became the first Oswego State female ever to win the pole vault at the indoor or outdoor conference meet en route to earning First Team All-SUNYAC recognition.

— Adele Burk
With lovingly prepared dinners, encouraging words and a willing ear, Josephine Tamilia sustained her family as they pursued their dreams.

So when Lisa Tamilia ’89 looked out over a sea of faces as she gave the keynote address at Honors Convocation in April 2010, she knew in an instant how she could best honor the memory of her mother, who had passed away in 2001.

As she addressed the hundreds of students being recognized for their academic achievements alongside their supportive parents, Tamilia was inspired to endow a scholarship for an Oswego student in memory of her mother.

“She was always encouraging … always there to believe in you,” Tamilia said of her mother.

An avid Syracuse University basketball fan, Josephine Tamilia was full of “happy energy,” according to her daughter.

A very sociable person, she loved cooking great Italian meals for family occasions.

She enjoyed international travel, and Lisa Tamilia cherishes memories of family trips to Italy when she was just 3 years old and Argentina when she was 5.

The Lisa Tamilia ’89 Alumni Scholarship in Memory of Josephine Tamilia benefits a School of Business student with financial need, who has overcome some obstacle or challenge on the way to a degree. Rather than tying the scholarship to a grade point average, Tamilia sought a student who was focused on achieving outside the classroom, giving back to the campus and community.

She feels the college found a worthy first recipient in Trevor Bacon ’15, a business administration major.

He is president of the Seneca Hall Council and a member of the new SUNY Oswego Investment Club, created with an endowment from Gordon Lenz ’58. Bacon was elected vice president of the Residence Hall Advisory Board and officiates at sporting events for Campus Recreation.

The son of a commercial loan officer, Bacon aims to follow in his father’s footsteps with a career in banking. He embarked on the road toward that career this summer, working over the break as a bank teller.

“I chose the right university and the right major,” Bacon wrote in his scholarship application. “The great community of friends I have and the relationship with my professors are a big part of my current and future success at Oswego.”

Tamilia credits Oswego with a role in her own success. Currently senior district sales manager for Erie Insurance Group, she is an active and generous alumna.

Tamilia is a member of the School of Business Dean’s Advisory Board and Alumni Sharing Knowledge program. She also has students shadow her on the job to gain important experience and networking opportunities, and serves as a trainer and mentor to the Students in Free Enterprise organization at Oswego.

She was a 2006 recipient of Central New York 40 Under 40 and now serves as a judge for the competition.

Through her daughter’s generous gift of an endowed scholarship, Josephine Tamilia will be able to support generations of Oswego students on the way to their academic dreams.

— Michele Reed

To learn more about creating a scholarship, visit oswego.edu/scholarship_endowment.
New Gift Club Levels Announced

ON JULY 1, 2013, OSWEGO will launch new levels in the President’s Circle, which recognizes Oswego’s most generous and loyal supporters.

It is the first time since the founding of the President’s Circle in 1984 that the levels will change. Current giving levels will remain in place through June 30 of next year.

Membership in the entry level of the President’s Circle will increase on July 1, 2013, from $250 to $1,000.

See the chart at right for the new gift club levels and their names.

Also changing are the recognition levels for gifts from $250 to $999. Gifts from $250 to $499 will provide admission to the Green Club, and gifts of $500 to $999 will designate members of the Gold Club.

“Our President’s Circle donors are the leadership supporters of the institution,” said President Deborah F. Stanley. “Their generous gifts truly make a difference every day for our students.

“Alumni participation in giving is key to the college’s success. Not only do your gifts make a powerful impact on our students’ lives, but your participation helps keep Oswego strong in the college rankings,” she added.

Donors may make their gifts to be used in areas of greatest need or priority, or designate their gifts to support scholarships, one of the college’s four schools, an academic department, or a specific organization or program.

For more information on joining Oswego’s philanthropic leaders, call 315-312-3003 or visit oswego.edu/giving/presidentscircle

New gift club levels
(effective July 1, 2013)

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<th>THE PRESIDENT'S CIRCLE</th>
<th>GREEN AND GOLD CLUB:</th>
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<td>$25,000+ Medallion Society</td>
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Nancy Busco Trabold Memorial Scholarship recipient Stephanie Gamboa ’12, second from left, met with scholarship founder Charles Trabold ’50, M ’53 and his daughters: Beth, far left, and Lisa ’04, far right. Betsy Oberst, associate vice president of alumni relations and stewardship, is pictured second from right.

Gamboa, the first-ever recipient of the scholarship, presented Charles Trabold with a piece of original artwork in gratitude this past April at King Hall. The award was established in memory of Charles’ first wife, Nancy Busco Trabold, who was a talented artist. The annual scholarship goes to a qualifying female art major.

See the impact of scholarships at oswego.edu/magazine/trabold.
Reunion Classes Set Giving Records

Reunion 2012 was a record-setting one for reunion class giving. All milestone reunion classes broke records and exceeded their goals, with the total amount from all reunion classes reaching $385,366.21.

The 50th anniversary Class of 1962 broke the participation record for 50-year classes, and the 25-year Class of 1987 and the 10-year anniversary Class of 2002 both broke the previous records for total dollars raised for their anniversary years.

“Reunion gifts are a special opportunity for our alumni to stretch their giving level in honor of Oswego and the role it has played in shaping their lives today,” said Joy Westerberg Knopp ’92, director of annual giving. “It has been a tremendous honor working with these Reunion classes and our wonderful alumni volunteers this past year. They should all be proud of their accomplishments.”

The 50th anniversary Class of 1962 won the Participation Cup for the highest percentage of donors, with 147 donors or 48.5 percent of the class chipping in to raise $37,620.23.

The Class of 1962 not only exceeded their first class goal of $30,000, but also their original participation goal of 35 percent.

Jack James ’62 and Ed Heinrich ’62 chaired the class’s giving effort, beginning in October 2011 with a committee of a half-dozen classmates. Both chairmen led by example, with Heinrich and his wife, Janet Albrecht Heinrich ’63, endowing a scholarship and James establishing a charitable gift annuity as leader of the Sheldon Legacy Society, those who have remembered Oswego in their estate plans.

“The success we had was nothing more than persistence, follow up emails, phone calls and note writing,” said Heinrich.

James explained the importance of supporting the college in honor of an anniversary year, saying, “Reunion giving makes a statement that alumni do participate in reunions, not just to gather back on campus to have fun, but also to make a worthwhile statement of our loyalty to our class and the institution.”

The Class of 1987, under the leadership of Reunion Giving Chair Lisa Marceau Schnorr ’87, skyrocketed past their $25,000 goal, raising $126,396, to break the $108,000 mark set by the Class of 1982 for their 25th Reunion.

The gift was boosted by a generous donation from a class member to establish a fund supporting international scholarships and initiatives at the college.

The Class of 1987 also carries the distinction of being the class which raised the largest senior class gift as students.

In addition, the 10th anniversary Class of 2002, under the leadership of Christopher Hockey ’02, surpassed their goal of $7,500 and broke a record by raising $13,162.64. The Class of 1998 set the previous record of $10,191.

Also successful in their fundraising efforts, garnering a total of $73,667.75 were the 20th anniversary classes, led by Fred Hinrichsen ’91 and Bob Hickey ’91, co-chairing the effort for the Class of 1991; Bill Schreiner ’92, leading the Class of 1992’s giving drive, and Nancy Smith Salisbury ’93 leading up the reunion giving effort for the Class of 1993.

“Gifts of all sizes truly do add up to make a difference for our students and these classes set a fine example for future classes celebrating their own Reunions,” said Knopp. “Their generosity will impact our students for years to come.”

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Reunion 2013 is set for June 6 to 9, and Reunion Giving years are 1963, 1988, 2003, the 35th anniversary classes of 1977, 1978 and 1979, and the 15th anniversary classes of 1997, 1998 and 1999. To become involved in Reunion giving efforts, contact the Office of University Development at 315-312-3003 or develop@oswego.edu, and to help plan Reunion events and encourage classmates to attend, contact the Office of Alumni Relations at 315-312-5559 or email reunion@oswego.edu.

— Michele Reed

Garrett Named to Oswego College Foundation Board

KPMG MANAGING PARTNER
ROBERT P. GARRETT ’83

began a three-year term on the Oswego College Foundation Board of Directors July 1.

A managing partner in the New York office since 2009, Garrett began his career with the Big 4 accounting firm in 1986 as a staff accountant and was elected to the partnership in 1996.

As managing partner, Garrett is responsible for overseeing the delivery of client service, driving cross-functional quality growth efforts, attracting and retaining key resources, and representing the firm and the New York office in the marketplace and community.

A David Rockefeller Fellow, Garrett serves on the Cardinal’s Committee on Charity and the Allendale Foundation for Educational Excellence board. He is also involved with the American Ireland Fund and Do It Garden State Volleyball Club.

He is a trustee for the KPMG Foundation and KPMG New York Foundation and serves on committees for the American Institute of Certified Public Accountants and New York State Society of CPAs. Garrett is also active with the RAND Center for Corporate Ethics and Governance and British-American Business.

Garrett has been active with the Oswego Alumni Association, hosting an office visit as part of the annual New York City Career Connections event that links alumni with current students.

Whited supports next generation

Through her generous endowment of two scholarships, Frances Moroney Whited ’44, is making an impact on Oswego students’ lives. She met last fall at King Alumni Hall with Moroney Family Newman Center Scholarship winner Barry Wygel ’12 and the John P. Moroney and Frances Murphy Moroney Merit Scholarship winner Jenna Chewens ’14.

Chewens is an elementary education major who is active in Mentor Oswego, tutoring middle school students. The daughter of Michael Chewens ’84, she has hopes to volunteer in Africa. Of her goal to have a career in education, she said, “I’ve known what I’ve wanted to do for a very long time.”

Wygel, who was very active in the Newman Center community before his graduation in May, noted that because of the scholarship he could use more of his time to give back to the Newman Center. “It’s great to meet someone that the Newman Center meant so much to,” he said of Whited.

The Rev. James Lang, former Newman Center chaplain, thanked Whited on behalf of the Syracuse Roman Catholic diocese, saying, “We are grateful for her dedication, not only to Oswego State, but also her vision for the future of the church.”

— Michele Reed

Frances Moroney Whited ’44, center, met with her scholarship winners Barry Wygel ’12 and Jenna Chewens ’14.
Bob Moritz ’85, chairman and senior U. S. partner of the Big 4 accounting firm PwC, pulled into Oswego April 16 to pick up the Beta Gamma Sigma business honor society honorary member award on his way back to New York from the Rock and Roll Hall of Fame inductions in Cleveland, where he was thrilled to see Green Day honored.

A drummer himself, who played in a band while at Oswego, Moritz has instead taken his Oswego accounting degree to a kind of rock star status in the business world.

“I never would have thought debits and credits would have gotten me here,” Moritz modestly told students in a Business Law II class. “I have sat on panels with Bill Gates, interviewed Presidents (George W.) Bush and (Bill) Clinton and stood on the red carpet at the Oscars.” His firm, formerly called Price-waterhouseCoopers, is probably most well known to the public as the people who count the ballots for the Academy Awards.

From his office in New York City, his work keeps him on the move, with travel occupying 70 percent of his time — anywhere from Washington, D.C., to Canada to South America, with occasional trips to Japan and China. He visits with CEOs of the companies PwC serves, holds town hall meetings with PwC members across the country and calls on lawmakers and regulators to give them his advice about the financial services industry.

But his journey to the pinnacle of the accounting profession in the United States all started with a bit of fatherly advice. “I was working in the stock room at a clothing store in high school and wanted to keep on working,” Moritz admits. “My father talked me into going to college.”

He chose Oswego because it “fit best” — he loved the look and feel of the place, and the people were friendly. He chose accounting as a major, because he had read in the guidance counselor’s office that partners made $90,000 — pretty impressive money 30 years ago — and he had shown an aptitude for math in high school.

The choice proved fruitful as Moritz earned his accounting degree and went on to a stellar career in the field, joining PwC right after graduation and working his way up the career ladder. Now he leads the U. S. practice of the international firm, which totals $9 billion in annual revenue.

There’s a solid business reasoning behind his focus. At PwC, the average age of employees is 27. “How do we make a work environment that’s a talent magnet?” he asks rhetorically. The firm wants people who are engaged, inclusive, having an impact and making a difference.

By fostering diversity, the firm ensures it is attracting the very best and by being seen as a company appreciating diversity, it can be a talent magnet.

His commitment to diversity stems from two personal experiences — the three years he spent on assignment in PwC’s Japan office, where as an American he was in the minority, and his time working in the firm’s human resources operation.

Now as chairman, he guides programs to create an inclusive environment, to mentor and sponsor diverse staff and to overcome unconscious biases.

Programs are designed to broaden horizons, like the one that brings hundreds of PwC employees to Belize to help build schools and teach people there.

Moritz is quick to point out that for any business to be successful, it needs innovation. For PwC that means being relevant to its stakeholders — the businesses it serves, the people it employs and the investing community. “So we listen to what they need and continually improve,” he says. “We aim to make lots of little improvements every day.”
Doing good is good business

Also important to Moritz, both personally and in his role as a business leader, is the notion of giving back.

He believes that giving back is a three-pronged effort: giving one’s time, doing pro bono work and making financial contributions.

As a firm, PwC focuses on youth education and financial literacy, inclusiveness and going green.

As leader, Moritz believes it is his responsibility to create an environment where people have the time and feel empowered to support causes important to them, to be a role model for his employees in ways to give back, and to demonstrate his own interest by developing his own personal story and passion.

Most recently, he put that into practice by making a significant donation to Oswego, of which half is designated for the Center for Accounting Research and Education, or CARE. The balance will be used for college priorities and where the need is greatest.

“Bob Moritz is a leader in the field of public accounting, and he is a lead donor to Oswego as well, supporting important initiatives that benefit today’s students,” said President Deborah F. Stanley.

“We are grateful for his generous gifts of financial support and time, as he shares his insight with students in our classrooms.”

“I am happy to be able to help Oswego and the School of Business, and I trust the school to use the money properly for whatever is needed,” Moritz says. “I hope it inspires other alumni who are fortunate enough to be able to give something back to do that — whether it’s financial support or sharing your time with students.”

PwC has been honored for its commitment to diversity, innovation and giving back. It regularly makes “best places to work” lists including those published by Fortune and Working Mother. The U. S. Chamber of Commerce honored PwC with its Corporate Citizenship Award for its commitment to community service.

But Moritz is the first to point out that while external recognitions are “nice to have, they are not the driver.” He believes that consistency and continuous improvement — doing better every single day — is what makes an individual great. Multiplying that by the continuous efforts of PwC’s 35,000 employees is what makes the firm great.

If he sounds like the first among equals, that’s the culture at PwC. The
company is unique in that the chair and senior partner is elected by all 25,000 partners who have one person-one vote balloting rights.

“Our culture is a partnership, where everyone is an equity owner. They can all be engaged, impactful, and feel like part of the process,” Moritz says.

**Eye-opening education**

Diversity, innovation, giving back — all these things have roots in Moritz’s Oswego experience as well. It was the first time he had met people from outside his hometown, who came from other areas and had different backgrounds.

The friends he made at Oswego probably made the biggest difference in his life. He played intramural sports and lived in Cayuga and Scales halls, serving as an RA his last two years to help pay for his education. “I have fantastic memories of the people I met there, my network of people I still interact with and vacation with.”

The RA before him was a role model for how he interacted with the students and the dorm director modeled team building. Moritz was especially tight with Tommy Lavalle ’85 and John Gary ’85, traveling together over spring break and spending Sundays in Syracuse for good home-cooked spaghetti and meatball meals.

Reminiscences of icebergs in the lake, 80 mph winds and huge snow banks round out his memories of campus.

As important as his financial support, Moritz knows, is the time he gives through the Oswego Alumni Association’s Alumni-In-Residence Program, where he is happy to speak in classes. While classes can give excellent academic and theoretical approaches to the work world, the stories Moritz and other alumni share give the students a flavor for the real world, he says.

“How do you share your experience with others so they realize they have potential and go and execute it?” he muses.

He also invests his time on the Oswego College Foundation Board of Directors. “In my work I get to see other schools and non-profit programs. If I can contribute even one little thing to help the foundation benefit the school and the students, I am happy.”

Oswego made a strong foundation for Moritz, who used it to build a towering career in business. Now he rolls up his sleeves to help current students build their own futures.

— Michele Reed

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**4 Steps to Your Own Personal Brand**

*By Bob Moritz ’85, Chairman and Senior U.S. Partner, PwC*

What do we mean by personal brand? I define it as your **unique promise of value**, or simply your reputation. It's how you present yourself to others; it's the quality of your work; it's the care you take on the big things and the small things. It could be about something as small as showing up on time, or taking the extra step to make a difference for someone. It's about the strengths you were born with, the skills you developed, and the choices you make now to create future opportunities.

Here are four keys to developing your own personal brand:

- **Tell your story.** Effective personal branding is based in authenticity. You need to know who you are and what makes you exceptional before you start to build and express your brand. Think about what makes you stand out: Which of your skills motivate you? Which get others excited about you? What do you want to be known for?

- **Value your passions.** To me, this is essential. In fact, I’d say that the “passion quotient” — or PQ — is just as important to me as the “intelligence quotient” — or IQ. It’s important that I surround myself with smart and interesting people who integrate their passions into what they do. For example, you wouldn’t know it to look at them, but two members of my leadership team make time for music. In fact, they perform publicly on the weekends — and we’ve even had them perform internally at large firm events. Another is a board member and extremely active in fundraising for a charity personally important to her. Another is an avid runner, who runs marathons. The list goes on. When you’re living in alignment with your values and integrating your passions into what you do, you inspire others to action.

- **Give back.** By contributing to a cause, especially when you give your time, you get to showcase your strengths and demonstrate your values. Giving to others can also provide you with new skills, new network connections and a true sense of fulfillment.

- **Stand out online.** You use social media in your personal life, but you need to make sure the social media tools you use, like Facebook, Twitter, LinkedIn and YouTube, are also helping you express your brand appropriately beyond your friends to a much larger audience. It’s important that when a potential employer or client “Googles” you, the search reflects the value you want them to see. We encourage people to do an “online audit” and adjust their online brand to best reflect their value.

Finally, it’s important to remember that brands are not stagnant. They require care and feeding.

Whether you’re a student, a young professional, or an established pro, it’s never too early or too late to assess the status of your personal brand and focus on what you can do to continually enhance it.
From Wall Street to Silicon Valley and from the nation’s capital to Main Street USA, accomplished graduates of Oswego’s School of Business make a name for themselves and their alma mater. Oswego diplomas hang on the walls of corporations, small businesses, and public and private entities alongside their Ivy League colleagues — here and abroad. There is no surprise about that, no accident. We have heart, we are bullish and we are on the cutting edge. The evidence is everywhere.

Twenty years since its founding as a School of Business and a decade after earning its first AACSB accreditation and moving into a new home in Rich Hall, Oswego’s School of Business is bullish. New programs, student and faculty award winners, a global focus, stellar CPA pass rate and generous, distinguished alumni — like our cover subject, PwC Senior U.S. Partner and Chairman Bob Moritz ’85 — are points of pride for the School of Business.

A steady stream of recruiters comes to campus to grab Oswego’s grads for accounting firms and other opportunities. Part of that is due to the school’s impressive pass rates in the CPA exams, with 2011 scores that compare very favorably with schools like Pace, Hofstra and Syracuse universities and the SUNY centers at Albany and Binghamton, according to Professor Chuck Spector, chair of the accounting and finance department.

Opportunities for students to get involved have blossomed in recent years, including Students in Free Enterprise (SIFE), the Financial Management Association, Investment Club and Beta Alpha Psi. Students visit Wall Street, prepare tax returns for local citizens and educate middle school students in financial literacy.

“Students have always been involved in leadership positions within the college,” said Dean Richard Skolnik. “But these increased opportunities allow students to develop their organizational skills, through networking and interacting with their peers.”

And those students are proving all the involvement was worth it, racking up honors and achievements for their school. Most recently, students in Oswego’s Beta Alpha Psi chapter received one of four $5,000 ethics awards nationwide for their work on the practice of ethical behavior in the accounting, finance and information technology professions. Oswego produced Beta Alpha Psi competition winners in 2009, 2010 and 2011. From 2006 to 2011, the School of Business had a
Business
Student Chancellor’s Award winner each year. And the SIFE team has won the regional business projects competition three years in a row.

The school itself has won accolades, and has been included on the Princeton Review’s Best Business Schools list since its inception. In 2009, it was included on the Princeton Review’s list of the 15 graduate programs with the best preparation in accounting.

To keep ahead of the curve and meet the needs of regional businesses, the school is continually developing new programs. The Risk Management and Insurance major was the first of its kind in SUNY when it was launched in 2009.

Always a strong MBA program, Oswego’s new online MBA serves professionals where they live, and currently has 15 enrollees.

They are part of the dramatic increase in enrollment since the Association to Advance Collegiate Schools of Business (AACSB) accreditation visit in 2002, with undergraduate students growing from 1,108 in fall 2002 to 1,460 in fall 2011, an increase of 31.7 percent. Graduate enrollments have increased even more dramatically, thanks to a planned growth in the program, from 59 to 112 graduate students, for an increase of 89.8 percent.

New home for school
Alumni who took classes in drafty Sheldon Hall or the campus school facilities in Swetman Hall would be amazed at the transformation of Rich Hall into a state-of-the-art home for the School of Business.

“What we did was look at the major traffic centers in the program or unit and designed the building around the philosophy of interaction.”

— Lanny Karns

“The facilities would astound people,” said Spector. “They were designed with input from the faculty members” to best serve the needs of students and professors alike.

Lanny Karns was the first dean of the School of Business, and participated in the planning with faculty members and architects.

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Business through the years

1969
Business Administration concentration first offered in Economics major.

1974
Department of Business Administration established, becoming part of the Division of Professional Studies. Bachelor of Science in Business Administration first offered.

1976
B.S. in Accounting added.

1980
B.S. in Management Science offered.

1981
Business Administration Department moves into Swetman Hall.

1983
B.S. in Marketing added.

1987
Master of Science in Management added.

1992
Business Administration Department reorganized into School of Business.

1992
Lanny Karns named first dean.

1994
B.S. in Human Resource Management added.

1995
B.S. in Finance first offered.

1996
Dean's Advisory Board formed.

1997
MBA program begins.

1999
B.S. in Management Accounting added.

In 1996, Dean Lanny Karns convened the first School of Business Dean's Advisory Board. Consisting of community and alumni business and industry leaders, the group provides advice and assistance to the dean in matters like curriculum enhancement, development of new initiatives, and overall program development.

Patrick Murphy '74, the first chair of the advisory board, said the group “holds a lot of passion for the school.”

He praised the board’s work over the years, especially in the first AACSB accreditation process and the work to upgrade Rich Hall as the School of Business. “There was a dedicated campaign by the advisory board to create engagement and high levels of support and involvement,” Murphy said.

Current Advisory Board Chair Michael Durney '83 agreed that the philanthropic contributions of alumni elevated the Rich Hall project from a building to enhancing the school.

“We put our stamp on the School of Business, giving it a home,” he said.

He is proud of alumni involvement in mentoring students, participating in the School of Business Alumni Symposium and speaking in classes, and hopes the board can foster more such involvement in the future.

“I would like to find ways to enhance the preparedness of students whether by mentoring or classroom participation,” he added.

“The strength of the alumni network and where our people ended up — from a success standpoint — is a real testament to the school,” Durney said.

—Michele Reed
International Faculty, Students Provide World-Class Opportunity

It’s international education, but with a twist. The exchanges that the School of Business makes involve ideas and bring a global focus to campus.

This past academic year, five visiting scholars brought their unique insights to business classes, giving students a world-class opportunity. “This increases international exposure for our students,” said Dean Richard Skolnik. “It prepares them for the workforce of the 21st century.”

The program extends the reach and enriches the reputation of the business school, which also has an agreement to offer degrees in three courses of study to students from Zhejiang Sci-Tech University in Hangzhou, China.

“Oswego’s business school is one of the best in the SUNY system,” said Shusheng Sun, visiting from the Wuhan University of Science and Technology. “[It] is relatively small compared to many other schools, but students and faculty have a very close and harmonious relationship.”

Nergis Aziz of Suleyman Sah University in Istanbul, Turkey, said she intends to continue work with Oswego faculty when she returns home.

“I came to Oswego] for the teaching experience, but also for the research,” said Honglin Yang, an associate professor at Hunan University in China.

The school welcomed another Chinese scholar, Jun Ma from the Shenyang University of Technology, and Nermine Atteya from the Modern Academy for Computer Science and Management Technology in Cairo.

Atteya said leadership, motivation, mutual respect, cooperation and collaboration were paramount to her experience.

“SUNY Oswego has a lot of privileges in addition to its uniqueness. It is characterized by the diversity of professors, staff and visiting scholars,” she said. “The work climate is healthy, positive and focuses on interpersonal relationships.”

Yang praised the care put into making students successful.

“Using the heart to teach each student impresses me so much,” said Yang. “All faculty and staff devote their time and energy to developing students’ abilities and skills.”

By all counts, time spent at Oswego left a major impression on these scholars, but for reasons beyond complex subjects like organizational structure studies and quantitative analysis for management.

“It was an unforgettable experience for me,” said Ma. In addition to his teaching and presenting at Quest, he also organized student badminton and pool tournaments.

“I think it is significant to value people regardless of their ethnicities, religious preferences, lifestyles and points of view … Diversity just enriches mutual understanding,” said Aziz. “It is a great opportunity to live all together in the colorful world where each color contributes to peace and friendship.”

Since 2007, Oswego has hosted more than 60 students from Zhejiang Sci-Tech University. A recently inked two-plus-two agreement allows ZSTU students to finish degrees in business administration, human resource management and marketing at Oswego.

— Shane M. Liebler

2001 – Alumni returning for the first Alumni Business Symposium included, from left, Jim Dowd ’89, Kurt Pomerene ’92, Russ Findlay ’89, Donna Bradley ’89, Derrick Salisbury ’90 and Gary Hughes ’90.

2003 – The School of Business dedicated a new home in Rich Hall.

2011 – Jeff Gibbs ’80, a vice president of Biogen Idec, speaks with students as part of the annual School of Business Alumni Symposium. Several graduates each year share their success stories in classes.
Karns remembers learning about the concept of “floorscaping,” which was becoming popular in academic and business buildings at the time.

“What we did was look at the major traffic centers in the program or unit and designed the building around the philosophy of interaction,” Karns said.

Faculty offices were built in interdisciplinary clusters, surrounded by classrooms and informal spaces designed to facilitate collaboration.

Every classroom is a “smart” classroom, boasting modern instructional technology, and no two rooms are the same. There are tables for accounting students to work at, a horseshoe-shaped classroom and other classes where the desks can be moved to make different configurations.

The enhancements are all thanks to the generosity of alumni and other donors, who supplemented the state funds used to renovate the building, raising more than $1 million to jumpstart the college’s $24 million Inspiring Horizons campaign and adding the technology that took the business school to the next level.

Alumni are key

Probably the most obvious point of pride for the school is its alumni.

Karns praised alumni for their involvement in the first AACSB accreditation process, completed while he was dean.

“Their observations were incredible and their willingness to be involved and be available during the accreditation — especially during the first accreditation team visit — was amazingly contributory to everything,” Karns said.

Skolnik enumerated four ways alumni benefit current students:

- Alumni provide students with a model for professional success, inspiring them with the evidence that success is possible through hard work.
- They create opportunities for students to demonstrate their ability through co-ops and internships.
- Alumni give back financially to support the program, endowing centers of excellence and scholarships for business students.
- Finally, alumni enhance the profile of Oswego, providing external validation for the program, the dean said.

“The goal of alumni is to help try to make the school better today than when they went to school,” said Michael Durney ’83, chair of the School of Business Dean’s Advisory Board.

A mural created by Oswego students hangs at the entrance to Rich Hall, showing the paths of commerce leading out from Oswego to the wide world beyond. With Oswego alumni making their mark in the corner offices and board rooms of businesses across America and around the globe, it’s illustrative of a vision to never stop rising, to always be bullish and to keep striving to change the world. ●
Alumni generosity has meant a margin of excellence for the School of Business, supporting learning both inside and outside the classroom. Graduates’ gifts have created the Marcia Belmar Willock ’50 Endowed Visiting Assistant Professorship of Finance. It was the largest gift, exclusive of bequests, in the school’s history and its first endowed professorship. With the fund now fully endowed, the School of Business is pleased to announce the first Willock scholar.

Mary Tone Rodgers arrives this month to take on duties of teaching, advising and mentoring the next generation of financial experts.

“What I hope to do is impart to students the willingness to question the models — all the financial predictive models that we use on Wall Street that we took as bible. Those models don’t work in times of crisis nearly the way we relied on them to work,” Rodgers said.

“I want to impart to the next generation a sense of humility rather than arrogance — willingness to question our behaviors and reliance on computers,” Rodgers added.

“I am so delighted,” Willock said of Rodgers’ appointment, during a phone interview from her home in Maine. “She has done a great deal and her experience sounds tremendous.”

Speaking of the difference this professorship will make in students’ education about financial matters, Willock added, “I see this as opening up a new door to the future.”

“We are thrilled to have Mary Tone Rodgers join our faculty,” said Dean Richard Skolnik. “She brings the best of both worlds — solid research background and experience in the field to benefit our students.”

Rodgers was a financial services executive with Merrill Lynch Pierce Fenner and Smith for 30 years, rising to the rank of vice president of asset management. A Chartered Financial Analyst, she earned her doctorate in professional business studies from Pace University, and holds an MBA in finance from the Kellogg School of Management at Northwestern University and a bachelor’s degree in economics from Carleton College. She still maintains a private consulting business, managing $20 million in assets for individuals and nonprofits.

When the dot-com bubble burst in 2001, Rodgers became fascinated with

Marcia Belmar Willock ’50 gave $1 million to fund Oswego’s first endowed professorship.
what earlier crashes in history can teach investors today. Her studies led to J. Pierpont Morgan, and creation of the corporate bond market.

Rodgers is excited to be teaching in New York state where there are treasure troves of historical documents related to the world of finance, including records of local institutions like Pathfinder Bank. “I want to talk with community leaders … bridging what our university can accomplish and community needs,” Rodgers said. “I want to get our students jobs – not just jobs [but] great jobs.

“I want to open up some great pathways for them. I have contacts down in Manhattan and I want to cultivate long-term relationships with financial colleagues in our region too.”

Her enthusiasm for her field and her new position is contagious.

“I’m excited and humbled by this position,” Rodgers said. “I want to make sure that Oswego’s reputation and Marcia Belmar Willock’s reputation are only enhanced by the kinds of work we can do with this extraordinary gift to the university.

“I think she’s a woman who understands the power of the financial markets. But she’s also a woman who understands there have been holes in the way financial education is delivered — in those two things she and I are on the same page.”

—Michele Reed

OSWEGO’S ALREADY GREAT ACCOUNTING PROGRAM CAN ONLY GET BETTER, thanks to alumni support through the Center for Accounting Research and Education, or CARE.

The center, which aims to financially support student and faculty development within the five-year accounting/MBA program, received a huge boost recently with an extremely generous gift to the program from PwC’s U.S. chairman and senior partner, Bob Moritz ’85.

Moritz’s donation will enhance CARE’s mission to support faculty research, diversity initiatives, continuing professional education, community outreach, social responsibility and ethical training in the accounting field.

Fostering diversity is important to Moritz, who makes that a focus of his leadership at PwC.

CARE funds enable high school seniors from underserved populations to explore possible careers in accounting at a four-day summer residency program Oswego sponsors in collaboration with the New York State Society of Certified Public Accountants.

The program, in its third year, has already inspired some students to enroll at Oswego to pursue an accounting degree, said Dean Richard Skolnik.

CARE funds the participation of underrepresented students in a summer math camp on campus, which sets the stage for future success by giving them a head start on math skills so important to the profession.

CARE also supports a workshop for community college faculty and advisers to improve the transfer of underrepresented students to Oswego.

Jeff Gibbs ’80, vice president of Biogen Idec, was an early supporter of the CARE program.

“I think Oswego provided me with an excellent education and as a result I feel I’ve had a good career,” he said at the time. “I wanted to give back.”

With accreditation from the Association to Advance Collegiate Schools of Business, the School of Business supports an award-winning chapter of Beta Alpha Psi, a national accounting honor society for seniors and graduate students. A major CARE initiative helps send students to the Beta Alpha Psi national conference each year.

Donations to support CARE may be made to the Oswego College Foundation, 215 Sheldon Hall, Oswego, NY 13126 or at oswego.edu/givenow.
Club Invests in the Market, Members’ Futures

SUNY OSWEGO HAS LONG DISTINGUISHED itself as a center for hands-on learning. That tradition continues as the School of Business and the Oswego College Foundation are providing $100,000 for the student-run Investment Club to purchase S&P 500 securities.

It’s an adventurous endeavor for a school of Oswego’s size, one undertaken with a portion of the generous gift of Gordon A. Lenz ’58. The longtime insurance executive endowed a fund to begin the SUNY Oswego Investment Club.

The roughly 20-member club plans to put forth 10 to 12 investment proposals this coming semester, incoming President Matt Hausman ’13 said. The club was finalizing its structure and by-laws for most of 2011-12, its first full year of operation.

The club, sponsored by the School of Business and using funds provided via the Oswego College Foundation, includes a faculty advisor, the school dean and an advisory board with two seats reserved for experts, preferably alumni.

“The alumni give us a lot of different perspectives,” Hausman said. “They’re able to guide us in the right directions.”

“I think just getting familiar with what the stock market is all about is a big benefit of the program,” Lenz said. “They’re learning what to stay away from and what to invest in.”

“It’s not easy to make money,” he added, a lesson that club members will be able to learn with minimized risk.

“Learning those lessons early is going to help them in their lives,” Lenz said. “As long as you learn from your mistakes, it’s OK to make [them] . . . as long as you don’t make the same mistake twice.”

In addition to the advisory board and heavy faculty involvement, the operating agreement includes safeguards that help reduce the risk of loss. For example, no one investment can exceed 4 percent of the total investment fund.

“A lot of other schools have funds set up or use foundation money to invest,” Hausman said. “I don’t think a lot of people had the chance to build it from the ground up like we did.”

Hausman, who hopes to grow the group to 40 members in its second year, said the club brings priceless real world experience that gives students the edge in competitive industries. The intangibles have great value as well.

“We have full faculty involvement,” he said. “It’s not like they’re standing in the classroom speaking to us, they’re sitting among us . . . It’s like they are each one of the members.”

“We’re both showing the effort and we’re all in it together.”

Based upon the Oswego College Foundation’s spending policy, a percentage of annual income will go to support the School of Business’s Finance, Insurance and Risk Management program and any remainder will be reinvested.

—Shane M. Liebler
Buffalo to Bogota: AROUND THE WORLD IN 35 YEARS WITH MARIANNE MATUZIC MYLES ’75

When Marianne Matuzic Myles ’75 left her home near Buffalo to come to Oswego after high school, she was “a bit scared as all freshmen are” of moving so far from home and not knowing anyone.

The journey she embarked upon that day in 1971 would be just the first step of a lifelong adventure that would take her literally around the globe as a U.S. ambassador.

In a career spanning more than three decades, Myles would represent the United States in Italy, Colombia, Uruguay and most recently, the Republic of Cape Verde, just off the west coast of Africa. She would negotiate a trade agreement that helped open China to the U.S. markets and control the embargo of goods to adversary nations.

The journey brought her full circle this spring when Myles, who is now dean of the State Department’s School of Language Studies in Washington, D.C., returned to campus as keynote speaker at Honors Convocation in April.

But it all began with that three-hour drive east on I-90 to a certain “friendly college” on the shores of Lake Ontario.

A little bit of home made the transition more bearable. Myles was surprised to find a classmate from Mt. Mercy Academy, Patricia Weart ’75, living just a couple of doors down in Hart Hall. The two young women helped each other adjust to life on campus and eventually became roommates.

Marianne Matuzic Myles ’75 oversees 600 teachers and more than 2,000 students as dean of the Language School of the Foreign Service Institute in Washington, D.C.
Myles’ formative international experience came in college. In her second year at Oswego she would study abroad in Madrid as part of Oswego’s Spanish program.

The late Richard Hyse, emeritus professor of economics, pointed Myles in the direction that would become her life’s work. He was her first economics teacher and sparked a passion in the young student looking for a major. Hyse’s course in comparative economic systems looked at the Soviet Union, China and other countries, and fueled a love of global economic policy that led Myles into the Foreign Service after crossing the stage in Laker Hall.

Jose Perez, who was the head of International Studies at Oswego in the 1970s, served as a mentor and counselor. “I am indebted to him as well,” Myles says. Through Perez, she met international students who impressed her with a motivation for learning so strong that they left their homes and traveled across the world for an American education.

In her senior year, Myles took the Foreign Service exam on a snowy winter’s day that almost discouraged her from making the drive to Syracuse. Just six months after graduation, she embarked on her new career, with her first assignment in Bogota, Colombia. She followed that with three years in Italy, working to open trade opportunities for American companies.

Another bit of Oswego experience served her well in the diplomatic corps. In Waterbury Hall, Myles spent hours learning to play bridge from fellow student and first husband, Peter Kunkel ’75, when she “should have been studying.” The game is played in many different places around the world, and the common bond of bridge helped her make new friends wherever she was posted during her career.

After earning a master’s in public administration at Harvard University, she represented the United States in Paris at a multilateral organization that controlled the export of high tech products to adversary countries that might use them in the manufacture of weapons. Her portfolio included semi-conductors, a fairly new technology at the time.

“I was scared as heck; I didn’t know anything about semi-conductors,” she admits. “But I did a lot of research — being prepared is the key to being a leader.” Myles learned all she could about the products and negotiated a deal protecting U. S. interests.

Later she would represent her country at the World Intellectual Property Organization in Geneva, a United Nations-based group that controls the patenting of products worldwide.

Learning to Learn

Myles attributes her ability to succeed in these assignments to her Oswego education. “Whatever you are doing, you need to be constantly expanding your horizons,” she told students in classes during her spring visit to campus. “Be open to all kinds of possibilities and don’t freeze yourself in time.”

Now Myles oversees 600 teachers and 2,000 students studying 70 languages at the Language School at the Foreign Service Institute in Washington. Foreign service officers attend the school to learn the languages they will need in their overseas postings.

While much of her international work dealt with trade on a massive scale, Myles found ways to positively impact the lives of people in the countries she visited. In Cape Verde, she was active in getting help to improve the daily lives of women and girls. Many girls in that African country cannot attend school because uniforms are required and that is expensive. If a family must make a choice to outfit a boy or girl for school, they will choose the boy while the girl stays home.

“Whatever you are doing, you need to be constantly expanding your horizons.”

—Marianne Matuzic Myles ’75

Hear Marianne talk about her water project at oswego.edu/magazine/myles
Myles worked through a contact of her current husband, retired Foreign Service Officer Stan Myles, to secure a donation from a Texas philanthropist. She took the gift to a women’s co-op, which then purchased cloth and sewed the uniforms. Thus the benefit was two-fold: creating employment for women as well as helping girls attend school.

Because there is no water system in the rural parts of Cape Verde, girls had to haul water for the family morning and night. In one village, they would walk 11 kilometers (about seven miles) hauling heavy buckets and arrive at school exhausted and unable to focus on their studies. Myles negotiated with a non governmental organization, or NGO, for the money to drill a well and pipe water to the village so that the girls could spend their mornings getting ready for a productive day in class instead of hauling water. “That donation directly freed the girls to get a better education,” she says with a happy smile.

Secretary of State Hillary Rodham Clinton has made it her mission to focus in a special way on women’s issues, and she has encouraged ambassadors to be aware and try to bring about positive change for women.

One change in particular animates Myles as she discusses it. By bringing together all the embassies in Cape Verde led by women ambassadors — an impressive total of six out of 12 permanent embassies — as well as several professional Cape Verdean women, Myles was part of a movement to combat domestic violence in the country.

“There were no shelters for victims of domestic violence and perpetrators were usually not penalized — it was seen as a husband’s right to beat his wife,” she explains.

The group included some women jurists who agreed to craft legislation to protect victims of domestic violence. Through their efforts shelters are being created and offenders prosecuted.

A moment of satisfaction for Myles was when she saw on the news a high profile husband convicted of beating his wife being taken to jail.

“Women judges, lawyers, police officers, educators and private citizens came together in a commitment to make it all happen,” she says, pride evident on her face.

“Now hundreds, and eventually thousands, of women can feel empowered and protected, because now we have this law,” Myles adds.

“I’m jazzed by it.”

Myles has traveled to 85 countries, logged millions of miles in the air and on land, and affected the lives of thousands of people on four continents.

And to think it all started with a journey of 150 miles down the Thruway to a little place called Oswego.
Six years ago, Lauren Cobello Greutman '03 and her husband, Mark, an Oswego native, were living in Charlotte, N.C. They were $40,000 in debt from credit cards, school loans and car payments and were underwater with their mortgage. They worked opposite shifts and no longer had a home phone or cable television. They were living paycheck-to-paycheck and couldn’t make ends meet.

Now they are debt-free and planning their first vacation in 10 years, thanks to the money-saving strategies Lauren Greutman developed. And she is sharing them with the world in her new role as an entrepreneur, blogger and owner of the website IamTHATlady.com.

As a student at Oswego, Greutman admits, she spent freely without thinking of the consequences.

“I would go shopping all the time and use my credit card,” she said. “I ate out all the time and then didn’t have money to buy books.”

Although her parents, Julie Roberts ’75 and Rick Cobello ’73, helped pay the majority of her college education and she worked part-time during school to have some extra money, Greutman’s spending began to add up.

“I am not frugal by nature,” she said. “I was in a lot of debt … and had to work hard to retrain my brain. I actually was very stupid with my money in college.”

But that period six years ago was the worst.

Greutman worked six nights a week as a waitress, even though she wanted to be home to tuck her baby into bed. After taking a closer look at her family’s budget, she realized they were spending $1,000 a month on groceries and eating out. She knew if she could cut that down to $200 a month, she could quit her job.

Greutman began to clip coupons, look at store ads more closely and plan meals. After about two months, she had reached her goal and was able to stay home while feeding her family on $50 a week or less.

“We just bought the basics so that I could make dinner and we could eat,” she said. “It took a lot of planning, but it was worth it.”

The Greutmans moved back to Oswego because they missed family members and the community.

They also saved money by buying a smaller, less expensive home in Oswego and sticking to their budget.

Greutman, 31, is now a mother of three and an entrepreneur who teaches
others to save money. She shares money-saving tips, advice and strategies with hundreds of thousands of people on her websites, “I Am THAT Lady” and “Gluten-Free Couponing,” on Facebook and Twitter, and at money-saving seminars.

Greutman recently held two sold-out money-saving seminars at The Post-Standard newspaper in Syracuse, where she discussed budgeting for a household, managing and organizing a coupon collection, how to make coupons work for you, menu planning using her “free and cheap” system, how to play the “drugstore game” and ways to make extra cash at home. Her goal was to teach participants how to cut their grocery, household and toiletry expenses in half.

“I wish someone had inspired me to do what I am doing now but I didn’t have a passion for what I am doing today while I was in school,” she said.

“I had a rough first year at Oswego State. Moving out on my own and learning how to support myself was difficult,” she said. But she loved her public justice major and played field hockey her first two years on campus. She also was a Student Athlete Mentor.

Greutman said she learned some important life lessons in college.

“I learned that you have to work hard to accomplish something,” Greutman said.

A sociology class at Oswego taught her about human behavior and how to communicate with people. “This was a great help for me and I continue to use the principles in my business today,” she said.

Greutman became a drug and alcohol counselor for two years after graduation. “My passion for helping others save money came after years of struggling to be disciplined with money,” she said. “College provided me with the tools to learn how to work hard.”

Thinking back to her college days, Greutman says she would have done a few things differently. For starters, she said, she would have used coupons because she had more free time then.

“I would have learned not to spend money like water, but try to make it last longer by being smart with it,” she said. “I wouldn’t have eaten out that much. And I wouldn’t have purchased things on credit cards and racked up credit card debt.”

The one smart financial decision she made in college was the result of a lucky trip to Turning Stone Casino. She won $80 on the roulette wheel, and instead of spending the money, she used it to pay her rent. “That was an early sign of discipline with money,” she said.

Greutman often returns to campus. Her sister Jenna Cobello Kain ’06 followed in the family tradition and also graduated from SUNY Oswego. When the weather is warm, Greutman said, she frequently drives through campus on the way to Bev’s Dairy Treat. She’s gone back to watch the field hockey games in the fall. And she’s shown her 6-year-old son Seneca Hall, the residence hall where she lived her first two years at Oswego.

Greutman said she remembers that her parents first brought her to visit Oswego when she was 9.

“That day I said that I wanted to attend there,” Greutman said, “and I did.”

Lauren Cobello Greutman ’03 used to spend freely and paid the price when she fell into debt. Today, she spreads the word about living with balance. “I’m not frugal by nature,” Greutman says. “I had to retrain my brain.”

Lauren Cobello Greutman ’03

Who: Greutman, 31, of Oswego, is a money-saving expert and entrepreneur

Family: Husband, Mark Greutman; 6-year-old son, Andrew; daughters, Hannah, 2, and Kaylee; 1. Mother, Julie Roberts ’75. Father, Rick Cobello ’73. Sisters Jenna Cobello Kain ’06 and Caitlin Cobello Aldridge of Troy; a brother, the late Rick Cobello.

Education: Bachelor’s degree in public justice from SUNY Oswego, 2003.

Hometown: Saratoga Springs

Past work: Drug/alcohol counselor, Mary Kay sales director, coupon seminar instructor and owner of That Lady Media, a company she founded in 2011

Alumni and friends enjoyed reminiscing, dining and dancing at Reunion Weekend — Oswego’s annual Family Reunion! Check out more of the fun from Reunion 2012 in the photo gallery at oswego.edu/reunion. Planning is already under way for Reunion 2013 — June 6 to 9. For more information or to volunteer, visit the website.

Big hugs were a common sight throughout Reunion Weekend, including at the “Come as You Were BBQ” at Fallbrook.

A close group of Alpha Sigma Chi sisters reunited on campus, some visiting for the first time since graduating 50 years ago.

Members of the 50th anniversary Class of 1962 donned their freshman-year beanies at the “Come as You Were BBQ” at Fallbrook.

Many Oswego “Family Reunion Dinner” guests were all smiles at the Campus Center Arena and Convocation Hall.

Phi Lambda Phi sisters enjoyed the “Come as You Were BBQ” at Fallbrook.

There were many options for family fun during Reunion Weekend, including the “Picnic on the Lake” behind Johnson Hall.
Making the Most of Retirement: Alumnus Takes Teaching Ministry to Africa

JERRY JONES ’67, M ’71 IS DRIVEN BY FAITH. And faith has driven him in some interesting directions over the years: a teacher, a taxman, a caregiver, a world traveler.

He’s held more titles in 10 years of retirement than he ever did as a professional, including literally selling the farm to become headmaster of a private elementary school for orphans in the southern African nation of Malawi.

One of the poorest nations in the world, Malawi is home to more than a million orphans. The AIDS virus affects one in six adults, Jerry says.

Jerry and his wife, Linda, braved the harsh conditions — including 125-degree heat — to work for free in heed of their religious calling, but also for the rewards.

“They were the most wonderful kids I’ve ever worked with,” says Jerry, who started his career as a math teacher before landing a government job. “They were so grateful.”

Jerry stepped away from his job as manager in the Research Division of the IRS after 30 years as an analyst to purchase a piece of countryside he dubbed Redemption Farm and established a home for troubled young men in western Maryland.

After seven years as foster parents to more than two dozen boys, Jerry and Linda headed West on a classic post-retirement tour of America via RV. At a church in California, a fellow congregant introduced the idea of missionary work in Africa to Jerry.

“It’s been an ongoing adventure,” Jerry says.

He currently volunteers as part of Celebrate Recovery, a national Christian ministry dedicated to helping people who struggle with addictions.

“There’s an awful lot of teaching with this mentoring,” Jerry says. “Oswego did a great job of teaching me how to teach.”

— Shane M. Liebler
HOWARD GORDON ’74, M ’78, EXECUTIVE ASSISTANT to Oswego President Deborah F. Stanley, received the National Association of Presidential Assistants in Higher Education 2012 Award for Distinguished Service at the organization’s annual conference this past March in Los Angeles.

Gordon is a member of the NAPAHE board. He was recognized for enhancing the presence of the organization in the higher education community, contributing to the association’s development and overall progress and serving as a role model and mentor to new presidential assistants.

He has been executive assistant to President Stanley since 1996. Gordon is also the college’s special assistant for social equity and senior Title IX coordinator. Previously, he served SUNY Oswego as an assistant dean of arts and sciences and a counselor in the Office of Special Programs, now the Office of Learning Services.

He received a SUNY Chancellor’s Award for Excellence in Professional Service in 1991.
Alumni Bookshelf

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


Anna Bellantoni Napolitano ’60 tests the limits of mathematical knowledge with Algebra Cross Number Puzzles. The book includes 20 puzzles intended to entertain and educate. AuthorHouse, 2012.

Jon C. Whalen ’66, M ’68 and his son, Bernard, co-wrote Justifiable Homicide. After the New York City mayor is assassinated, his brother — an NYPD cop — a detective and a rookie officer seek justice in this fictional thriller. Self-published, 2010.

Paul Ferguson ’69 tells the story of a delusional serial killer and the detective determined to catch him. Ferguson adds some twists to his first novel, Killing the Dead. 2QT, 2011.

After a violent nationalist uprising in 1950s Puerto Rico, two men conspire to assassinate “Give ’em Hell” Harry Truman in To Kill a President by George L. Colon ’71. The thriller interweaves the story of the aspiring assassins with two officers on the side of law and order. iUniverse, 2011.

Michael O. Logusz ’77 captures the terrain, tactics and terror of colonial-era battle in his historic text With Musket & Tomahawk Volume II: The Mohawk Valley Campaign in the Wilderness War. Logusz attempts to capture the feel of the campaign as American citizens on the rough frontier form themselves into an army in this follow up to volume one, which covered the Wilderness War’s Saratoga campaign. Casemate, 2012.


N E W S M A K E R

NEW YORK CITY-BASED START-UP
NIMBLETV has named cable and broadband industry veteran Lou Borrelli Jr. ’77 as its new chief marketing officer.

Borrelli has been involved with the media technology company since last year, serving as an advisor and investor. He’ll now oversee all aspects of NimbleTV’s marketing, including communications, strategy and business development.

NimbleTV offers a kind of boxless Slingbox and DVR service, allowing cable, satellite and telecommunications TV subscribers the ability to stream their video content on numerous digital devices.

Borrelli previously served as president and CEO of NEP Broadcasting, an international provider of outsourced teleproduction services critical to the delivery of live sports and entertainment events.

Prior to joining NEP, he was senior VP of broadband for America Online, responsible for developing AOL’s High Speed Broadband business plan, managing the commercial launch of AOL High Speed Cable to Time Warner Cable customers, and developing distribution partnerships for AOL across the cable television and telecommunications industries.

Lou Borrelli Jr. ’77

PHOTO PROVIDED
Oswego Is No. 1 for Top 10 Asian Entrepreneur

MATH GAVE CHRISTINE (NÉ HUONG) DO ’80 a common language to share with her peers and Oswego’s pioneer computer science program gave her a place to excel.

An Inc. Magazine top 10 Asian entrepreneur in each of the past two years, Christine came to America at 17 as a refugee of the Vietnam War. Today she owns and operates Washington, D.C.-based Soft Tech Consulting, which works with several federal agencies developing, supporting and securing software.

Determining that a math-based discipline would be the best way around her language barrier, Christine came to Oswego after one year of high school in the Finger Lakes town of Phelps.

“At the time, computers were just in their beginning," Christine recalled. "There weren’t many colleges offering computer science in New York.”

Professor Christine Semeniuke and Dr. Mao, along with then-department chair Robert Sebesta nurtured Christine’s love of computers that helped her develop a career that began at Unisys.

“Once you have the foundations of computers, you can build on that,” she said.

Christine started Soft Tech in 1996 as a one-woman shop and finally expanded in 2005.

“I feel so honored to be able to help the federal government to do things more efficiently,” she says. "They are passionate about their missions.”

And she is passionate about her work — 16 hours a day, seven days a week as she describes it. “I’m always in front of a monitor,” she says.

A front-runner in her industry, Christine gives equal credit to her team and the place where her professional dreams began.

“It is one of the gems of the [state] university system,” Christine says of Oswego. "And I am proud to have been a part of it.”

— Shane M. Liebler
Those of you who read my column know that my best daily “thinking time” is on my 6 a.m. walks with our rescue dog, Bo. So my inspiration for this issue’s column came on one of my recent walks. Volunteering has been such an important and satisfying part of my life over the years — civic organizations, the PTA, church, my alma mater, our local Humane Society to name just a few. So what better theme than to talk about the myriad of volunteer opportunities we offer for Oswego alumni.

First, though, I am delighted to welcome the newest member of our alumni team, LeAnne St. Gelais '07. LeAnne returns to her alma mater from her most recent position at Syracuse University. With LeAnne’s arrival, we are now fully staffed in the Alumni Office to re-ramp up our regional events network as well as our other alumni initiatives. We invite your involvement as a volunteer — in helping us relaunch our regional programming, in our GOLD (recent grad) initiatives, in our flagship Reunion Weekend program, in our many career programs for current students, such as ASK and Alumni-In-Residence or in internship and co-op opportunities for our students.

The support of our global network of more than 77,000 Oswego alumni truly enhances the experience of our current students from the day they arrive on campus until they are newly minted graduates launching their careers.

The Oswego Alumni Association sponsors many programs that help prepare students for success following graduation. These include student programs through our Future Alumni Network (FANs) that promote spirit and pride, career awareness programs such as Backpack to Briefcase and New York City Career Connections, Senior Class programming and more.

Following graduation, our GOLD (Graduates Of the Last Decade) programs, regional events network and the Alumni Sharing Knowledge (ASK) Program all continue to help recent graduates stay connected to their alma mater and to find success in their careers and local communities.

Volunteering with the Oswego Alumni Association and assisting current students is one of the most valuable ways you can support your alma mater. You can help to foster a mutually beneficial and satisfying alumni/student connection and demonstrate your pride and commitment to SUNY Oswego at the same time! If you are interested in the many volunteer opportunities available through the alumni association, please visit oswego.edu/alumni/volunteer.

We welcome your involvement and look forward to hearing from you and to seeing you soon! And just maybe you’ll see me out walking Bo one morning!

Betsy
Return to Oz IV Moved to Next Year

DUE TO CIRCUMSTANCES BEYOND the control of the Oswego Alumni Association, Return to Oz IV has been postponed for one year, until Sept. 27-29, 2013.

The volunteer planning committee decided to postpone because nearly every accommodation in the Oswego area is booked September 2012 due to maintenance at a nearby nuclear facility.

The committee will continue the momentum of Return to Oz IV planning with a Kick-Off Party in New York City next month — on Saturday, Sept. 29, 2012, at the Houndstooth Pub, 520 8th Ave., in Manhattan. Register for the kick-off by Sept. 21 at oswego.edu/ReturnToOz. Check back often and watch the alumni association’s social media channels at facebook.com/oswegoalumni and twitter.com/oswegoalumni for updates.

NEWS MAKER

JOHN BARKER ’96 HAS BEEN NAMED DEAN of undergraduate and graduate students at Tufts University.

Barker has overall responsibility for enhancing the undergraduate and graduate student experience in the School of Arts and Sciences and strengthening the integration of university-wide undergraduate and graduate academic and co-curricular initiatives.

Prior to his appointment, Barker served as founder and director of the University of Miami’s Office of Academic Enhancement. Barker has worked in the past as faculty master for one of the University of Miami’s residential colleges and as an adjunct faculty member in the university’s Department of Educational and Psychological Studies, part of the Miami School of Education.

A political science and history major at Oswego, Barker holds a doctorate in higher education from the University of Rochester.
Backpack Journalist Traces Career Path Back to Oswego

It’s quite a hike from Oswego to Denver, but Emmy-winning “backpack journalist” Kevin Torres ’06 has always kept his WTOP-TV experience close.

A backpack journalist takes photos or videos for stories, and then produces them in addition to reporting and editing.

Nominated for a total of three, the KUSA-TV reporter won the Emmy award for “best live reporter” in the Heartland Region, which covers markets in five states including Colorado.

While working on his degree in broadcasting and mass communication, Kevin was very active in WTOP-TV from the moment he got accepted.

“I wanted to be a TV reporter since I was 4 years old,” Kevin says. “Oswego allowed students to get involved with WTOP as soon as you were a student. At SU, you had to be a junior. It was the best decision I made when it came to my academics.”

Fueled by a love for hiking and traveling, Kevin began dreaming of working for KUSA-TV back in high school. The NBC affiliate located in Denver ranks as one of the best in the country. In 2009, after working three years with WSYR-TV NewsChannel 9 in Syracuse, his dream became a reality, and he moved to Colorado.

“While at Oswego, I had three professors who really influenced me,” Kevin remembers. “One was Jerry Condra. The next was Ron Graeff — his broadcasting reporting class was excellent and taught me all the fundamentals. [Now dean] Fritz Messere ’71, M ’76 was [another]. He was just an excellent professor who helped and really inspired me.”

—Emily Longeretta ’12

ON THE WEB:
Watch some of Kevin’s coverage of the July 20 Aurora, Colo., shootings at oswego.edu/magazine/torres
1) Most underrated residence hall at Oswego: Hands down, Johnson Hall! Most people thought it was corny it being a “freshman” dorm, but it was one of my best college experiences! We created a Johnson Hall family and I’m still friends with most to this day (thanks to Facebook!).

2) Most overrated place in New York City: Probably Empire State Building. It’s nice to see the view of Manhattan, but seriously, you might as well pay for a helicopter ride to tour the borough, it’s cool and you get to see it all up close! But, if you must go with a top view, I’d prefer “Top of the Rock,” the observation deck at Rockefeller Center.

3) Most enjoyed student activity: Hands down (er, actually up) … RITMO LATINO! Entertaining the audiences at Latino Student Union, Black Student Union, etc. dinners and even performing at neighboring schools like Syracuse University were the highlights!

4) Key communication studies course: COM 100 (or was it 101?) – it’s been years so I can’t recall, but you get all the basics and from there you’ll know what track you want (e.g. general communications or broadcast, etc.).

5) Best advice you can give: Definitely look into internships, especially within your career of choice! It’s the best way to get your foot in the door as well as network for future contacts! Best thing I ever did!

6) Favorite Latina entertainer: My favorite singer is Ana Gabriel! She is amazing! Half Mexican and half Japanese! But my overall fave entertainer is Johnny Depp (he’s not a Latina, although I’m sure he can very well play one if needed).

7) NBCUniversal show you love: NBC’s “The Voice” (My future husband Blake Shelton is in it, duh!!!).

8) Technology you could do without: iPhone! I still have a Blackberry!

9) Old-school item you can’t let go of: My VHS tapes! I have a few videos from May Day weekend when we created those fun music videos. They probably provide you a cool link to download now, but in my day it was all about the VHS tapes!

10) Great way to help your community: Ask your school/work if there are any community partnerships that you can participate/assist with. If not, ask your local community church or community centers (e.g. senior service centers) how you can participate in helping the community. Or, you can always participate in local walks/runs like an AIDS walk, breast cancer walk, MS walk, etc. ●
Let’s Get Social!

JOIN THE CONVERSATION wherever you are. Show your Laker love whenever you want. Be a part of the Oswego Alumni Association social media and participate however you want.

Facebook Get a good look at our Throwback Thursday photos and share your memories each week on Facebook. Who knows? You might even be in one.

Follow facebook.com/oswegoalumni for the latest news, discussions and events.

Twitter Share your interests on Twitter by tagging tweets with #oswegochat. A growing Twitter list of alumni and the “SUNY Oswego Alumni Daily” digest show you what’s trending among your fellow graduates.

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Amanda Whitney ’04 and Erison Rodriguez ’05, M ’09 were married July 30, 2011, at Turning Stone Resort in Verona. Pictured, back row from left, are: José Rodriguez ’06, Amel Tejada ’05, Yonnel Olivo ’00 and Gabriel Almanzar ’05. Pictured, front row from left, are: Jason Martinez, the bridegroom, the bride, Juan Vera ’01, Dinapoles Gonzales ’00 and Anniel Calderon ’09. Amanda is supervisor of advisory services for CadaretGrant, a dealer/broker company. Erison is program manager for ProAct, a health care division of Kinney Drug.

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Andrea Zielinski ’08 and Robert Pagano III M ’09 were married last September. Pictured, back row from left, are: Rachel Skinner Harvey ’09, Kris DeSpain ’08, Kari Buschle DeSpain ’08, Oswego School of Business Dean Richard Skolnik, Richard Daddario ’07, Business Professor Chuck Spector, Ashley Wood ’10, Steven Shlotzhauer ’10, Brent Danega ’04, Erica Alexich Danega ’07, Steven VanNostrand ’85, Liza Winans ’08, Ann Marie VanNostrand ’87, Mike Kelly ’08, Christine Fleischman ’08, Dan Tascarella ’07, Robert Pagano Jr ’84, Finance Professor Emerita Florence Kirk and Gurdeep Skolnik of International Education and Programs. Pictured, bottom row from left, are: Megan Scala ’08, Mike Fleck ’06, Jim Nugent, Robert Reeves ’79, Diane Donnelly ’10, Jason Comack ’07, Chris Hill M ’09, the bridegroom, the bride, Lauren Spetts Scherz ’08, Carissa Herry ’10, Joel Monahan ’09 and Ron Tascarella ’06.
Casey L. Reed ‘09 and Charles T. Button ‘09 were married July 30, 2011, in Amherst. The bride is the daughter of Lynn Smolinski Reed ‘76. Casey earned her master’s in higher education and student affairs from Buffalo State College in May and Charles earned his master’s in education from Niagara University.

Kristen Marie Nuzback ‘01 married Brian Shoemaker Nov. 12 at St. Madeleine Sophie Church in Guilderland. Pictured from left are: Eric “Chewy” Vaughn ‘00, Allison Shoemaker Beauchemin ‘09, the bride, the bridegroom and Colleen McGovern Zimmer ‘01.

Carrie Stewart ‘08 and Joshua Conway were married Sept. 25, 2010, in Manlius. Several Oswego alumni attended a reception in May 2011, including Heather Mae Demko Collins ‘07 and Ashley Ann Lowe Martin ‘09.
Emily DiClementine Shaughnessy ’36 of Newburgh, Ind., died Nov. 17, 2009. She taught for many years throughout New York state and later in Kingsport, Tenn. Emily was predeceased by her husband, Edward ’37. She is survived by a daughter, two sons, 11 grandchildren and 16 great-grandchildren.

Edward Fellows ’42 of Palm Coast, Fla., died Dec. 17. He received his master’s degree from New York University. Following graduation, Ed worked for the U.S. Army Air Corps until he moved to Huntington. He taught industrial arts at Toaz Junior High School and supervised industrial arts and home economics department for District 3 until his retirement in 1977. Surviving are two sons, Robert ’73 and Donald; a daughter, Nancy; and eight grandchildren.

Stanley Segal ’42 of Oswego passed away Feb. 27. He served with the U.S. Army Air Corps from 1942 to 1945. A child protective caseworker for Oswego County, he served as deputy commissioner, retiring in 1979. Stanley is survived by two daughters; a son; and four grandchildren, including Kristen ’09.

Richard Bardeschewski ’43 of Sandy Pond died Feb. 4. A veteran of World War II, he was a mechanic while stationed in the Philippines. He ran Bower Printing Co. until 1977. Surviving are his wife, Norma; three sons; two daughters; 10 grandchildren; and 10 great-grandchildren.

Betty Reid Stevens ’43 of Copake died Feb. 5, 2011. She taught at the Roeilff Jansen School for more than 30 years. Betty was predeceased by her husband, James ’41. Surviving are a son, a daughter and four grandchildren.

Arthur Jones ’44 of Fulton died Feb. 2. Art served in the U.S. Army during World War II. He earned a degree in mechanical engineering at Syracuse University. He was an engineer for General Electric for 26 years. Following his retirement, Art was assistant city engineer and commissioner of water and sanitation for the city of Fulton. He is survived by his wife, Janet.

Elizabeth “Pam” (Mead) McGlen Burgdorf ’46 of Fair Haven passed away Feb. 7. She taught in the Hannibal Central School District until she retired in 1979. Pam is survived by her husband, Charles; two daughters; a son; and several grandchildren and great-grandchildren.


Shirley O’Dell Sinclair ’50 of Rome died Feb. 22. She taught in the Rome City School District for 20 years. Shirley is survived by a daughter, two sons, six grandchildren and five great-grandchildren.

Robert Burnside ’51 of Watkins Glen died Jan. 2. He served with the U.S. Navy during World War II. Bob worked briefly for Ingersoll-Rand and taught at Northside High School before accepting a position with the newly formed Xerox Corp. in Rochester. He later worked for Kodak. After retiring, Bob served as a Schuyler County legislator and a Town of Dix councilperson. Surviving are his wife, Beverly, and four sons.

Tatjana Gorin Fanelli ’51 of Bristol, Conn., passed away March 11. She is survived by her husband, Michael ’51, and three children.

Julanne Amidon Kieffer ’52 of Brantingham died April 6. She taught in Syracuse, Liverpool and Port Byron, and later ran her own nursery school. Judy is survived by her husband, John ’51; three daughters; a son; 12 grandchildren; and two great-grandchildren.

Elizabeth Taylor Mandra ’52 of Atco, N.J., passed away March 14. Liz had been a teacher in the Rochester area, as well as an artist and writer. She is survived by her husband, Louis “Lindy” ’51; two children; a son; and three grandchildren.

Anthony Sommella ’53 of Yorktown, Va., died April 20. He also earned a master’s degree at Oswego. Tony served with the U.S. Air Force in World War II and the Korean War. He taught for 31 years at Estee Middle School in Gloversville. He was the Director of the Gloversville Adult Education Program for many years. Surviving are his wife, Elizabeth; three daughters; six grandchildren; and a great-granddaughter.

Gerald Friends ’55 of Sodus Bay passed away June 18. Jerry served with the U.S. Coast Guard and began his career as a teacher in Cazenovia. He later returned to Oswego as the assistant dean of students. He went on to serve as guidance counselor and principal of Castleton-on-Hudson Elementary School in the Schodack Central School District. Jerry is survived by his wife, Barbara Hart ’53; three sons, Barry, Todd and John; and 11 grandchildren. A memorial service will be held at 1 p.m. Sept. 1 at the North Rose United Methodist Church in North Rose. Donations can be made to the Gerald J. Friends Scholarship for Schodack Students, in care of the Oswego College Foundation, 215 Sheldon Hall, Oswego, NY 13126.

William Alvut ’57 of Fairport passed away Oct. 10. He received a master’s of fine arts degree from the Rochester Institute of Technology and was a teacher for more than 20 years as well as a contractor and master carpenter. He is survived by his wife, Sue; a son; five daughters; and 12 grandchildren.

Joseph Crisaulli ’57 of Oswego died May 8, 2011. Prior to retiring, Joe had taught music at Oswego High School and previously on Long Island. He owned and operated the 1850 House Restaurant in Oswego for many years. He is survived by a brother.

William Johnson ’57 of Port Richey, Fla., passed away Dec. 6. He is survived by his wife, Barbara Fleming ’58.

Robert Maher ’57 of Rochester died Jan. 8. He was a veteran of the U.S. Army. Bob taught special education at Edison Tech for 36 years, retiring in 1992. Surviving are his wife, Patricia; two daughters; two sons; and five grandchildren.

Donald Wilcott ’57 of Redlands, Calif., passed away Nov. 9. He served with the U.S. Marine Corps. Don built a real estate and development business in California. He is survived by his wife, Sue, and a son.

John Buchanon ’58 of Westville Center died March 30. Jack continued his education at SUNY Potsdam and SUNY Plattsburgh. He taught industrial arts and driver’s education in the Salmon River Central School District from 1958 until his retirement in 1991. Surviving are his wife, Elizabeth ’59; a daughter, Donna; three sons, Bruce, Brian ’86 and John; and five grandchildren.

Roy Mathison ’58 of Lindenhurst died Feb. 17. He was a veteran of the U.S. Army. Roy was a teacher and principal in the Lindenhurst district for 32 years, retiring in 1990. He served as a village trustee from 1988 to 1996 and as mayor from 1996 until 2000 when he retired from public office. Surviving are his wife, Gloria; two sons, Roy and Chris ’88; and a daughter, Karen.

Joseph Giambo ’60 of Altamont died March 14. Prior to his retirement, he was director of pupil personnel services in Schenectady. He had previously served as house principal at Farnsworth Middle School in Guildeler. Joe is survived by his wife, Mary Anne; three daughters; and six grandchildren.

Bernard Staub ’60 of Bradenton, Fla., died Nov. 3. He served with the U.S. Marine Corps during the Korean War. He earned a degree at the University of Florida and taught in the Liverpool School District.

Edward Gorno ’61 of Lawrence, Mass., passed away Jan. 28. He earned a master’s degree at SUNY Albany. Ed was a teacher, principal and director of personnel for the Hudson School District before returning to his hometown to serve with the Oswego City School District, first as personnel director and later as superintendent of schools. Ed is survived by his children, Edward “Ned” ’88 and Catherine
Evans '90; three grandchildren; his sister, Margaret McKinstry '65; and his brother, Kenneth '67. Gifts in Ed's memory may be made to the School of Education at SUNY Oswego, 215 Sheldon Hall, Oswego, NY 13126.


Francis Dahill '62 of Akron passed away Oct. 13. He was a school counselor and psychologist at Maryvale High School in Cheektowaga for 32 years, retiring in 1999. Surviving are his wife, Brenda; a daughter; and a granddaughter.

Janet Merritt Heller '62 of Poughkeepsie died Aug. 30, 2010. She is survived by four sons, a daughter, 13 grandchildren; and six great-grandchildren.

Nicholas Pucciariello '62 of Bayville died Sept. 7. He is survived by his wife, Eleanor Kaminski '62; two children; and three grandchildren.

Garo Mavian '65 of Ponte Vedra, Fla., died April 16, 2011. He had worked at AT&T and Citibank. He is survived by his wife, Nancy Butters '65; a son; and a daughter.

Barbara Buckley Dolan '67 of Bridgewater passed away Feb. 13.

Sharon McKane Rockhill '67 of Port Kent passed away Nov. 21, 2010. She earned her master's degree at SUNY Plattsburgh. She began teaching in the Salmon River Central School in 1967, and later took a position at Peru Central School, where she taught until her retirement in 1999. Sharon is survived by her husband, Gary; a daughter; a son; and three grandchildren.

Corinne Banton Hemstreet '69 of Chagrin Falls, Ohio, passed away Dec. 23. After raising her family, she returned to Oswego to complete her bachelor's degree. She taught in the Central Square School District. She completed a master's degree and served as a reading consultant and curriculum consultant before retiring in 1986. Corinne is survived by her husband, Robert; two daughters, Anne Burr and Maryellen Smith '74; a son, Robert; and two grandchildren.

Gary Docteur '72 of Tonawanda passed away Jan. 15. He was an assistant district manager of the Buffalo Social Security office. Surviving are his wife, Cynthia Castor '72; a daughter, Nicole; and two brothers, Gerald and Kenneth '65.

Wesley Proctor '72 of Oswego died April 3. He worked at the James A. FitzPatrick power plant for more than 28 years, retiring in 2007. Wes is survived by his wife, Deborah; a son, a daughter; and a grandson.

Margaret Switzer '75 of North Syracuse passed away March 2. She graduated from St. Joseph's School of Nursing in 1942. Peg served with the U.S. Navy during World War II. She earned a master's degree from SUNY Institute of Technology at Utica/Rome. She was the coordinator of the Syracuse City School District's Practical Nurse Program at Central Technical High School for 20 years, retiring in 1985. Peg is survived by four children, five grandchildren, and nine great-grandchildren.

Frank Musacchio '76, M '78 of Oswego died March 19. He is survived by his wife, Janet, and a son.

John “Jack” Tyrie '78 of Oswego passed away May 14. He taught social studies at Hannibal Central Schools for 33 years and had been an adjunct professor of education at Oswego since 2007. Jack served as an Oswego Town Council member and town supervisor. He is survived by his wife, Patricia Greene '78; two daughters; a son; and three granddaughters.

Anthony Darcangelo '80 of Rome died March 23. He received an associate's degree from SUNY Canton in 1978. He was a customer service representative for Rome Strip Steel Co. for the 20 years and was a city of Rome councilman for the 6th Ward. Surviving are his wife, Shelley; a son; and his parents.

Frederick Potter '80 of Haymarket, Va., died Feb. 18. Fred founded Information Resources, a company which evolved in to an alternative fuel powerhouse for global conferences, consulting and publications. He later sold the company to Hart Energy, where he continued to work as a consultant. He is survived by his wife, Michelle; three sons; a daughter; his mother; and sister, Ann Collins '80.

Frank Wodarczyk '80 of Bridgeport died March 18. He earned a master's degree from Syracuse University and taught in the Syracuse City School District and at Living Word Academy for many years. He is survived by his father, Donald. Seth Lyon '82 of Poughkeepsie passed away March 14, 2010. He was an adjunct professor of physics at Dutchess Community College. He taught technology for the Hyde Park Central School District for 10 years and the Wappingers Central School District for two years. He and his wife, Mary, ran a used book business for 15 years. Surviving are his wife and a daughter.

Deborah Kunitz Christensen '87 of LaGrange died Nov. 4. She is survived by her husband, Keith, and two daughters.

Linda Wellman Tynan '88 of Fayetteville died Feb. 3. She is survived by her husband, Peter, and two sons.

David Lennon '90 of Phoenix passed away March 17. He was an environmental laboratory manager for Upstate Laboratories for more than 20 years. David is survived by his wife, Christine; and his parents, Mary and Harry '63.

Bridgeott Lefancheck 'M '91 of Baldwinsville died Feb. 29. She was a teacher in the Port Byron School District for the past 25 years, most recently teaching kindergarten. Bridgett is survived by her husband, Michael, and four children.

Julie Carlo '93 of Akron passed away April 18. She is survived by her parents, Raymond and Sharon; a sister and a brother.

Robert Fain '95 of Irondequoit died Sept. 9. He received his master's degree from the Rochester Institute of Technology. Rob worked in radio and television news in Syracuse, Ithaca, Elmira and Rochester as a broadcast journalist. He received an Emmy Award from the National Association of Television Arts and Sciences in 2006 for a documentary he produced while working as news director at WROC-TV in Rochester. Rob is survived by his wife, Lisa; a daughter; a stepson; and a grandson.

Christina Rugelis '97 of North Syracuse passed away Feb. 11. She was employed by Liberty Mutual Insurance Company. Tina is survived by two children.

Douglas Schelleng '98 of Saratoga Springs died March 4, 2011. He is survived by his wife, Heidi.

Cherie Dunsmoor '03 of Oswego passed away June 18, 2011.

Dawn Blasczak '06 of Clyde passed away Jan. 19. She received her doctorate of veterinary medicine in May 2011 from Ross University School of Veterinary Medicine in St. Kitts. Dawn is survived by her parents and step-parents, two brothers, a sister, a step-brother and a step-sister.

Millard Beckwith, retired recreation department manager at Oswego passed away July 18, 2011. He served with the U.S. Army in World War II. “Beck” retired from Oswego in 1988. He is survived by two children, two grandchildren, four step-grandchildren and four great-grandchildren.

Tracy Stepien, a student accounts clerk at Oswego passed away Feb. 22. Tracy had been employed at Oswego since 2000. She is survived by her husband, Robert; two sons; one stepson; one stepdaughter and four grandchildren.
Capitol Career Had Oswego Roots

By Marc Heller ‘90

For more than 14 years, I walked the halls of the U.S. Capitol as the eyes and ears of the Watertown Daily Times, until the Northern New York newspaper became the latest to close its Washington bureau March 31. But my roots in journalism reach into the halls of SUNY Oswego, where I spent four years as a reporter and editor at The Oswegonian.

Much of my early, rough education in journalism came at the ‘Gonian, at that time disconnected from any academic department and without a faculty advisor to guide our judgment.

After covering the Student Association Senate and other adventures, I graduated and started working at the The Pallas-dium-Times. I covered City Hall until 1992, spent too many nights and too much money downing Molson beers at Old City Hall.

My sadness is personal when I lose a job. But I’m also sad for Northern New York, which loses the connection that comes with local media representation in Washington. The Times had a long tradition in Washington. Alan Emory was the correspondent from the Eisenhower administration to the Clinton administration. I tried to keep the Times on the radar in D.C., sometimes in a dignified way, and sometimes, well, not.

In 1998, when Charles E. Schumer, then a congressman from Brooklyn, was running for Senate for the first time, I took a trip up to the state to tag along on the campaign. I had to meet him and his staff at National Airport in Washington, and I was running a little late. I came into the terminal for private flights and was told our plane was already on the runway and I should get out there fast. So I lugged my bag onto the tarmac and huffed and puffed up to the plane, a puddle jumper with its propellers already spinning loudly and the door closed.

I yanked the door open, yelled that I was from the Water-town Daily Times, and saw Mr. Schumer and several aides turn their heads at me, stunned.

“You’re in the other plane,” one said — the press plane, it turned out — which wasn’t out there yet. “Sorry,” I said. I waved goodbye, closed the door behind me, and walked back to the terminal.

I’ve had fun stories over the years: the Amish being exempt from the national health insurance mandate; the odd proposal to use the Obama economic stimulus for a dairy herd reduction; breaking the story that Kirsten E. Gillibrand, then a House member, was Gov. David Paterson’s choice to replace U.S. Sen. Hillary Rodham Clinton.

I flew on Air Force One with Bill Clinton when he came to Alexandria Bay to campaign for his wife in her Senate race in 2000. And I flew on Air Force Two a few years ago with Vice President Joe Biden, who came to Watertown to campaign for Bill Owens after U.S. Rep. John McHugh became Army secretary.

In 1994, the decision was made to send a reporter and photographer to Haiti with soldiers from Fort Drum who were to replace the Marines who had occupied the country after the coup against President Jean-Bertrand Aristide. When the reporter who was supposed to go realized his passport had expired, I — the reporter on staff with a valid one — got to go instead.

The danger signs for the Times’ Washington bureau started several years ago. We stopped covering the political conventions in 2004; like many small newspapers, the Times decided many hundreds of dollars spent for hotels, meals and flights didn’t justify the feature-type stories.

On the other hand, we carried on where many other papers larger than the Times gave up. When I arrived in 1997, newspapers in Fort Wayne, Ind.; Bangor, Maine; Portland, Maine; New Haven, Conn.; Allentown, Pa.; Norfolk, Va., and other cities all had one-person bureaus here.

The Watertown Daily Times Washington bureau outlived them all and has given me something to be grateful for.

Marc Heller ‘90 now covers agriculture policy, legislation and regulation for Bloomberg BNA in Washington, D.C.
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Thank you!
"I can't imagine a curriculum that would prepare me for life as well as the Industrial Arts program at Oswego from 1950 to 1953," says Kenvyn Richards '53. "I learned so much that was practical and it has served me well for the last 60 years." It served him so well, that he made it his life's work, first teaching in the public schools in the Middleburgh School District and later as professor of industrial arts, now called technology education, at his alma mater.

While teaching at Middleburgh, Richards decided to return to Oswego for his master's. His thesis adviser, Professor Emeritus Charles Phallen, convinced him to earn a doctorate. When he finished his studies at the University of Maryland under the Defense Education Act, an opening at Oswego made it possible for Richards to return once again to the college he loved — this time as a faculty member.

His career at Oswego would span 15 years, from 1969 to 1984. He served as a student teacher supervisor and taught methods courses as well as those in woodworking and graduate studies.

Two sabbaticals changed his life. One, an opportunity to teach in public schools in Australia, would spur his lifelong love of travel, including visits to each state in the Union and every continent except Antarctica. The other sabbatical, to the SUNY College of Environmental Science and Forestry to study wood science, fed his love of forestry. Today, the arboretum this Cornell master forest owner carefully tends on four acres in nearby New Haven, is home to 85 different species of trees. His two passions sometimes collide, such as when a chestnut oak acorn gathered on a scouting trip to the Gettysburg Battlefield became a tree in his yard.

Richards was an active faculty member, serving on the Public Ceremonies Committee and as a delegate to Faculty Assembly. He takes the most pride in his former students and their accomplishments, including Tom Simmonds '84, M '88, who is associate vice president of facilities at Oswego.

As an undergraduate, living in Splinter Village with his young family, Richards helped found the first cross-country team. After starting as a club sport, he circulated petitions to make it a team and can recall running up to then Student Council President Herb Van Schaack '51 in the hallway of Sheldon Hall, to give him the paperwork. He would later coach cross-country at Middleburgh, and one of his outstanding runners later won the Atlantic Coast Conference Championship.

An active member of his community, Richards devoted two decades to adult scouting leadership and 10 years as a 4-H committee member. He volunteered for 27 years with the Dollars for Scholars program in nearby Mexico, N.Y., helping to raise more than $325,000 in scholarship money for local high school seniors. He served on the Mexico Board of Education for 14 years, including eight as president, before retiring from the board in 1994.

Always an outdoorsman, Richards is a proud member of the Adirondack Forty-Sixers, having climbed 46 peaks over 4,000 feet. He loves gardening and woodworking, but most of all he enjoys spending time with his wife of 62 years, Jane, and their children, Amy '73, Douglas, Patricia, Audrey '81 and David. The family Oswego tradition continues with one of Richards' nine grandchildren, Scott '05.

A loyal alumnus, Richards was honored by the Oswego Alumni Association with its Lifetime Award of Merit in 1994.

— Michele Reed