

# OSWEGO

ALUMNI ASSOCIATION OF THE STATE UNIVERSITY OF NEW YORK AT OSWEGO ■ VOL. 44, NO. 2 ■ FALL 2018



# ON OUR CAMPUS

This photo was taken by staff member Matt Cummins during Reunion 2018, capturing a moment when alumni attendees rushed over to the lake's shoreline to catch a beautiful sunset.

You may download this image to use for your desktop background at: [magazine.oswego.edu](http://magazine.oswego.edu).

Submit your own campus photo to: [alumni@oswego.edu](mailto:alumni@oswego.edu)



# OSWEGO Alumni Magazine

Fall 2018  
Vol. 44, No. 2

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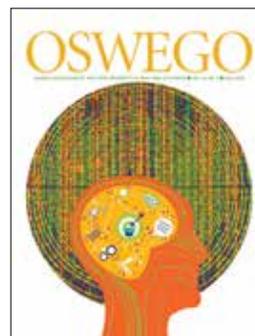
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## THE TECHNOLOGY ISSUE

This issue features stories about Oswego students and alumni who incorporate technology to make their mark on fields ranging from education, art and design, to security and marketing. Some offer predictions about technology and its impact on their field and throughout society.

Cover Art: **Asli Kinsizer M'19**  
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### Have news to share?

**Send us your news!** We want to hear about your new job, promotion, marriage, babies, visits with Oswego alumni or even just a change in your address.

Submissions received between Jan. 1-June 30 will run in our fall issue, and between July 1-Dec. 31 in our spring issue.

**To submit your class note**, email [alumni@oswego.edu](mailto:alumni@oswego.edu); call 315-312-2258, or complete the class note form online at [alumni.oswego.edu](http://alumni.oswego.edu). You can also mail submissions to the OSWEGO Alumni Magazine, King Alumni Hall, Oswego, N.Y. 13126.

**Please note:** Class notes included in the magazine come from a variety of sources, such as alumni submissions, news releases, social media posts, and news media reports.



### ONLINE EXCLUSIVES [magazine.oswego.edu](http://magazine.oswego.edu)

See exclusive content, including a video about the interesting items in the studio of iconic Technology Education Professor Dr. John Belt, additional photos and extended versions of some of the stories in this issue.

## From the President



When you think of the word “technology,” you might picture an iPhone or a computer or perhaps a machine in a factory. But technology—in its broadest sense—is the application of knowledge for a practical purpose. SUNY Oswego was founded on a similar pedagogical approach when college founder Edward Austin Sheldon introduced object learning and Pestalozzian-style teaching that focused on the uniqueness of each student learner and students using all of their senses to engage their brains. He sought to raise the institution to “its highest degree of usefulness.”

Today, we continue to encourage our students to apply their learning in a variety of settings and in very tangible ways. This kind of minds-on, hands-on learning bridges the gap between theoretical understanding with practical knowledge that prepares our students to be productive employees in their chosen professions and civic agents in their communities. We have a long-established strength in technology education (formerly industrial arts) and have hosted the annual Technology Conference for educators from across New York for the past 79 years. We introduced the multidisciplinary master’s degree in human-computer interaction—the first such program offered in the state. More recently, we are developing curriculum to incorporate more virtual reality/augmented reality, robotics, machine-learning, wireless and sensor technologies, and other emerging areas—with our students graduating with multiple job offers in hand.

As a campus, we work hard to ensure that our classrooms are equipped with the latest technologies and tools to produce graduates who enter the workforce ready to contribute. SUNY Oswego’s Technology Initiative Project grants fund academic initiatives that relate to improving student learning through the use of technology, primarily via innovative or trial initiatives. Recent examples include communication studies acquiring a portable television broadcast system, providing students real-world experience in broadcast journalism; new digital editing computers for the cinema and screen studies editing and post production lab; creation of a hybrid makerspace for students of studio and graphic design; and iPads to assist the Theatre Department’s move to a digital format to manage all productions.

Technology is changing the way every industry works. In this issue of *OSWEGO* Alumni Magazine, we look at how technology intersects with a variety of career fields. From artists to marketers to educators, Oswego alumni are adopting technologies to innovate and move their careers—and society—forward. Some alumni such as digital marketing entrepreneur **Jeff Ragovin '00** have the vision to predict what the “next big thing” is. Read about his remarkable success with the various marketing waves enabled by new technologies in a story on page 28.

Like the many alumni included in this issue, we keep an eye on the future, anticipating what new challenge or opportunity waits around the next bend. Just as technologies have developed on the inventions that came before, we will use our past success to fuel our future, always focusing on knowledge that will be useful in lighting the path to wisdom.

Deborah F. Stanley, President

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### Welcoming Torchlight Ceremony Celebrates New Students, Most Diverse Class in History

College President Deborah F. Stanley, student speaker **Boni Quatroche '19**, Student Association President **Omar van Reenan '19**, **Victoria Kammer '20**, faculty and staff shared the flame from the Torch of Learning with more than 2,000 first-year and transfer students during the annual Welcoming Torchlight Ceremony in the Marano Campus Center on Aug. 24.



Dr. Rodmon King

### College Hires First Diversity, Inclusion Officer

Dr. Rodmon King began his tenure as the college's first chief diversity and inclusion officer in July. He is responsible for implementing the college's strategic diversity and inclusion goals, while leading the cultivation, enhancement and promotion of an environment of equity and inclusion for all at SUNY Oswego. Reporting directly to College President Deborah F. Stanley, he is a member of the President's Council and provides counsel on all matters pertaining to diversity and inclusive excellence on campus.

King, who most recently served as associate vice president for academic affairs and diversity initiatives at Centre College in Danville, Ky., earned doctorate and master's degrees in philosophy from the University of Rochester and a bachelor of arts degree in religion and philosophy from Roberts Wesleyan College. Read more about him online at [magazine.oswego.edu](http://magazine.oswego.edu).

### Leadership Boards Welcome New Members

The Oswego Alumni Association (OAA) and the Oswego College Foundation Inc. (OCF), the governing bodies for the work of the Alumni and Development Division of the college, welcomed new members to their boards in July 2018.

Joining the OAA Board of Directors for three-year terms are:

- **Harry Bronson '82**, public justice major, a lawyer and NYS Assemblyman from Rochester, N.Y.;
- **Austin Byrd '10**, business administration major, assistant director of alumni relations at Florida Gulf Coast University in Fort Myers, Fla.;
- **Dresden Engle '88**, English/writing arts major, co-owner/managing editor of *Roc Parent* and *She Rocs* magazines and owner of Dresden Public Relations in Rochester, N.Y.;
- **Rufaro Matombo '12**, broadcasting and mass communication major, brand ambassador for Emmis Communications, social media and website manager for the Kips Bay Boys & Girls Club and professional DJ; and
- **Dr. Benita Zahn '76**, theatre major, news anchor at WNYT in Albany, N.Y.

The following have been named to the OCF Board of Directors for three-year terms:

- **Dr. Joseph F. Coughlin '82**, political science major, founder and director of the Massachusetts Institute of Technology AgeLab in Boston; and
- **Jeff Knauss '07**, public relations, co-founder of the Digital Hyve digital marketing agency in Syracuse and Rochester, N.Y.

### By the Numbers: Fall 2018 Student Enrollment

**Total Enrollment: 8,026 students**

- **7,125** undergraduates
- **901** graduate students
- Our **most** culturally diverse student population **ever**
- **4,256** live in on-campus residence halls



**28%** of total student body self-identified as Hispanic, Asian, African-American, Native American, Pacific Islander or multi-ethnic.

#### Incoming Class Stats:

- **1,500** first-year enrollment (sixth consecutive year enrolling more than 1,400 first-year students)
- **35.3%** of the first-year class identified as culturally diverse; highest in college history
- **24.7%** are STEM majors
- **36.7%** are from NYC and Long Island

#### Distribution by major:

- School of Business: **18%**
- School of Communication, Media & Arts: **11%**
- School of Education: **13%**
- Liberal Arts and Sciences: **41%**
- Undeclared: **17%**



Transfer Students: **680**  
International Students: **265**

## Chancellor's Awards Recognize Outstanding Campus Members



Rachael Bishop '17



Ian Evans '18



Stephanie Facchine '18



Zachary Hiris '18



Holly Reitmeier '17 M'18

A total of 10 individuals—five students and five faculty and staff members—received the State University of New York's highest recognition, the 2018 SUNY Chancellor's Award for Excellence.

The following students were invited to Albany to receive the Chancellor's Award for Student Excellence during a formal ceremony with SUNY Chancellor Kristina M. Johnson:

- **Rachael Bishop '17**, communication and social interaction
- **Ian Evans '18**, physics major
- **Stephanie Facchine '18**, zoology major
- **Zachary Hiris '18**, meteorology major
- **Holly Reitmeier '17 M'18**, human-computer interaction major



Melissa Arduini



Michelle Massaro Bandla '93



Cynthia Clabough



Dan Griffin '92 M'00

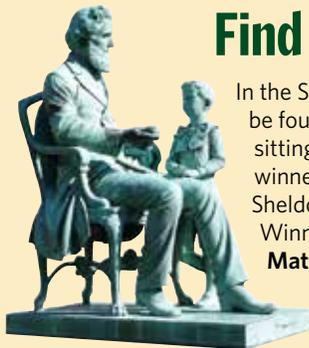


Stephen Rosow

The following faculty and staff members were also recognized:

- **Melissa Arduini**, administrative aide for MBA programs in the School of Business, Chancellor's Award for Excellence in Classified Service
- **Michelle Massaro Bandla '93**, director of EXCEL: Experiential Courses and Engaged Learning, and coordinator of first year programs, Chancellor's Award for Excellence in Professional Service
- **Cynthia Clabough**, professor and chair of art, Chancellor's Award for Excellence in Faculty Service
- **Dan Griffin '92 M'00**, director of admissions, Chancellor's Award for Excellence in Professional Service
- **Stephen Rosow**, political science professor, Chancellor's Award for Excellence in Scholarly and Creative Activities

## Find the Founder!



In the Spring 2018 issue, the Sheldon statue can be found in the middle of the photo of the class sitting on the flat rocks on page 15. Grand prize winner of a College Store gift certificate and a Sheldon Hall print is **Tracy Tobin Bottrill '97**. Winning Sheldon Hall prints are **Elizabeth Matthews Vienne '60**, **Louis Barone '64**, **Michael Byron '75**, **Anthony Fisher '05** and **Jeff Snyder '09**. A tiny replica of the Sheldon statue, pictured here,

is hidden somewhere in this issue. Find the Founder and send us a letter or email with the location and page number, your name, class year and address. We will draw one entry at random from all the correct answers and the winner will receive a \$25 gift certificate to the College Store and a print of Sheldon Hall. The next five entries drawn will receive Sheldon Hall prints. Send your entry by Feb. 1, 2019, to Find the Founder, King Alumni Hall, 300 Washington Blvd., Oswego, N.Y., 13126, or email to [findthefounder@oswego.edu](mailto:findthefounder@oswego.edu).

## New Curricula and Academic Programs

Last year, dozens of faculty and staff members worked collaboratively across disciplines to create new SUNY Oswego Signature Courses that launched this fall.

The courses provide opportunities for students to discuss engaging issues while developing critical thinking, information literacy and both written and oral communication skills. Each class focuses on a unique subject, but all classes are about intellectual curiosity, making campus connections and learning how to thrive in the SUNY Oswego community. Nine faculty developed the small seminar-style classes that were implemented in fall 2018:

- The Talking Dead: Understanding Life from Human Skeletal Remains (ANT 198)
- “Winter is Coming” Bringing Even Stranger Things: Narrative in Popular Television (COM 198)
- How New is #MeToo? The History of Gender Activism in the United States (HIS 198)
- BOUNCE Onto Campus: Laying the Foundation for a Lifetime of Good Health! (HSC 198)
- Snapchat, Terror Cells, and Six Degrees of Separation: The Mathematics of Networks (MAT 198)



Among the new academic programs SUNY Oswego offered this fall was the theatre department's dance minor.

- The Injustice League: Crime, Justice, and Inequality in Comic Books (PBJ 198)
- The Witches Are Hunting: Contemporary Feminist Activism in America (POL 198)
- Black-ish Mirror: A Study of Black Characters on Television (THT 198)
- Hakas, Hat Tricks, and Lambeau Leaps: The Theatricality of Sport (THT 198)

The faculty also continually updates SUNY Oswego's academic programs to serve employers' and market needs as well as students' goals. This year, the following new academic programs began:

- M.S. in Biomedical and Health Informatics
- B.A. in Philosophy, Politics and Economics
- Online version of the B.S. in Wellness Management
- Dance Minor

### 4.24 GIVING CHALLENGE

**Our Mission:** 424 Donors in 24 hours  
=\$24,000 in challenge funding



**The Result:**

787 donors in 24 hours=\$144,873, including \$24,000 in challenge funding from **Mike Caldwell '70 M'88** and \$10,000 from **Tim '02** and **Andrea Barnhart**

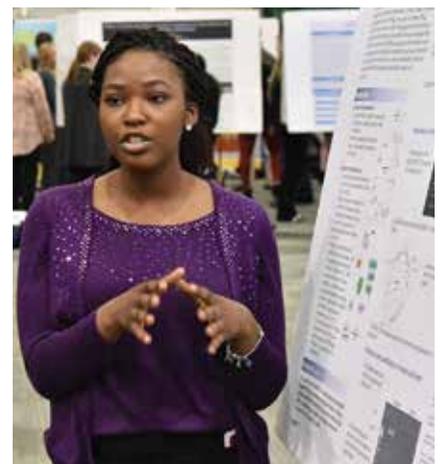
**Mission Accomplished!**

*Thank you to all who participated!*

## Annual Quest Debuts 3-Minute Thesis Presentations

Quest, the annual daylong academic symposium held in April, featured 397 unique presenters and co-authors who participated in 161 presentations and 70 panels, and displayed 77 posters. This year, Graduate Studies introduced a 3-Minute Thesis competition. The event supports students' capacity to effectively explain their research in three minutes or less utilizing language appropriate to a non-specialist audience. There were 12 participants and three winners.

Also debuting this year was the Quest mobile app, which had 319 downloads and included presentation schedules, locations and interactive modules that allowed participants to vote for their favorite 3-Minute Thesis, for example. Through Quest, the college recognizes the scholarly and creative work of our faculty and students, and encourages campus members to share their academic activities and collaborate with others outside of their departments.



Biology major **Anuoluwa Famotibe '18** of Liverpool, N.Y., presented on molecular cloning during 2018 Quest.



## Shineman Foundation Gives \$1 Million to Expand, Rename Summer Children’s Program

The Sheldon Institute, an on-campus summer enrichment program that serves over 130 Oswego County children in grades 2 through 10 annually, will continue in perpetuity to provide hands-on learning experiences in a range of subject areas, thanks to a \$1 million gift from the Richard S. Shineman Foundation.

The gift expands the institute, which was renamed the “Sheldon Institute for Barbara Shineman Scholars,” in honor of its founder, **Dr. Barbara Palmer Shineman ‘65 M’71**, an emerita professor of education who was instrumental in developing the institute. The gift also establishes an endowment that will generate \$40,000 annually—more than doubling the program’s operating budget, enhancing the learning experience, growing its reach and increasing access through scholarships.



*I am delighted but humbled that the Sheldon Institute will be renamed the Sheldon Institute for Barbara Shineman Scholars. I share this honor with many college students, creative committed teachers, college faculty and supportive staff members.*

— **Dr. Barbara Palmer Shineman ‘65 M’71**, pictured above at the podium



## Rankings Round-Up



### Top Regional Universities in the North

SUNY Oswego has once again earned a top 50 ranking in the 2019 “Top Regional Universities in the North” from *U.S. News and World Report*. Oswego moved up to 11th among public master’s-level universities in the North Region, tied for

48th overall, among institutions in the *U.S. News and World Report* ratings, based on rankings released Sept. 10. The college also kept its place on the A+ for B Students list.



### Best Value School

The college ranked eighth (first among public colleges) in the north on the list of Best Value Schools, which takes into account Oswego’s academic quality and “net cost of attendance for a student who received the average level of need-based financial aid.”



### Career Development Colleges of Distinction

SUNY Oswego was one of only eight colleges in New York state and 48 nationally listed in the 2018 Career Development Colleges of Distinction. The listing recognizes Oswego’s strong integrated career exploration and preparation, accessible programs and trainings, and career-centered staff.



### Best Campus Food

SUNY Oswego ranks first in the region and #13 in the state in Niche’s 2019 Best College Food in America guide. Niche.com places the college at #228 nationally, with an A-rating, out of nearly 1,400 schools. The rankings are based on meal plan costs and student reviews—no doubt heightened by the famous Oz Chicken Patty—which has its own Twitter handle (@OzChickenPatty).

## Two Alumni Receive Honorary Degrees at 2018 Commencement



Christene Barberich '91



Robert E. (Bob) Moritz '85

Two distinguished alumni of SUNY Oswego, **Christene Barberich '91**, global editor-in-chief and a co-founder of award-winning lifestyle media company Refinery 29, and **Robert E. (Bob) Moritz '85**, global chairman of PwC, received Honorary Doctor of Humane Letters degrees on May 12 at SUNY Oswego's 157th Commencement.

Barberich started the award-winning lifestyle media company in 2005 from an initial investment of \$5,000 and a 750-square-foot

apartment. Little more than a decade later, *Inc.* magazine placed the New York-based multimedia platform's value at \$500 million.

"Life will inevitably not unfold the way you're expecting it to ... It will be in those challenging, life-altering moments that you will wake up to your own life with courage and grace. And you will actively choose your own version of success," she told graduates during the Commencement ceremony for the College of Liberal Arts and Sciences.

Moritz has strived to boost the opportunities of others as he has risen to ever more responsible leadership positions at PwC. An internationally respected leader of a global network of more than 236,000 people in 157 countries, Moritz has encouraged innovation, welcomed different perspectives, challenged the status quo and led by example, emphasizing team over individual interests.

"What Oswego taught me ... potential has the possibility to be realized, and you're in a much better position than I ever was to realize your personal full potential," he said to School of Business graduates in his Commencement address.

Google's Head of Digital Imaging Group for Brand Marketing and Hardware **Jeff Hoefler '80** (featured on page 32) delivered the Commencement address to students in the School of Education and the School of Communication, Media and the Arts.



Olivia Botting '18



Kayla Murphy '18

## Two Graduates Receive 2018 Outstanding Senior Award

**Olivia Botting '18** of North Syracuse, N.Y., and **Kayla Murphy '18** of Amesbury, Mass., received the Oswego Alumni Association's 2018 Outstanding Senior Award during the Commencement Eve Torchlight Dinner and Ceremony on May 11 in the Marano Campus Center.

The Outstanding Senior Award was established by the 2005 Senior Class Planning Committee and is funded by alumna **Alice Massimi Crouch '02**. The Outstanding Senior Award recognizes graduating seniors who have been highly involved on campus while maintaining academic excellence.



### Nominate Outstanding Alumni for Recognition

Do you know an exceptional SUNY Oswego alum who deserves to be recognized? Nominate him or her for an Oswego Alumni Association award!

The OAA awards program was recently revamped to broaden the categories to reflect the growing diversity and talents of the 85,000 SUNY Oswego alumni.

There are several categories for which your nominee could be considered.

- **Distinguished Alumnus/Alumna Award** — the Alumni Association's most prestigious award, honors alumni who have achieved national or international recognition in their field.
- **Alumni Impact Award** — honors alumni who have had a significant impact on the college, the Oswego Alumni Association and/or SUNY Oswego students.
- **Lifetime Award of Merit** — honors alumni who have demonstrated a lifetime of both professional and civic leadership.
- **Community Service Award** — honors alumni for their outstanding achievement in service to their local, national or global community.
- **GOLD Award** — awarded to Graduates Of the Last Decade (GOLD) who have achieved career success and demonstrated significant volunteer service to their communities and/or the Oswego Alumni Association Inc. or the college.

**Nominations are due by Dec. 1** to be considered for the following year. Nominators are required to submit supporting documentation at the time of submission. Learn more at [alumni.oswego.edu/alumniawards](http://alumni.oswego.edu/alumniawards).

## Research Snapshots



Yulia Artemenko (second from right), a biological sciences faculty member, supervised the lab work of biology majors (from left) **Bianca Fernandez '18**, **Jack Marcucci '18** and **Allison Hearn '19** to study what triggers cells to migrate and to attach to a surface.

### Cell Movement and the Spread of Cancer

Supported by a \$300,000 National Science Foundation grant, undergraduate researchers are working with Dr. Yulia Artemenko of SUNY Oswego's biological sciences faculty to investigate how single cells determine where to move, which could have implications for why cancer cells metastasize—migrate away from a primary tumor.

The three-year NSF Research in Undergraduate Institutions grant supports Artemenko's and her students' efforts to use a model organism, a social amoeba, to study the molecular pathways that allow cells to move in response to different triggers, as well as the role of cell attachment to a surface in recognizing some of those triggers. These processes are highly analogous to what happens to cells in humans with cancers and other diseases.

### Fighting for Fens

SUNY Oswego faculty and student scientists are working to monitor and protect an environmentally sensitive Oswego County habitat of endangered species. They also plan to work with the Oswego County Soil and Water Conservation District to hold neighborhood education sessions about how people can alleviate some of the threats.

"We want residents of the area to understand there are things they can do to reduce their impact on the environment," said SUNY Oswego Professor Peter Rosenbaum, lead investigator on a series of projects to monitor and mitigate threats to a fen that is home to rare species, their favored habitats and, increasingly, invasive species. Fens are marshy peat lands with a near-surface water table; groundwater and surface runoff keep them wet.

The county's Soil and Water Conservation District administers a \$150,000 Environmental Benefit Fund created by the state Department of Environmental Conservation



Among the scientists working to monitor and protect environmentally sensitive Oswego County habitats for threatened species are (from left) Sandra Bonanno, Karen Sime, Sandra Doran and **Chelsea Springs '18**.

to benefit these rare habitats and the threatened species. The fund supports five research projects and one education program. Investigators include biological

### Smartphone Dependency

Computer science faculty member Caglar Yildirim researches nomophobia (fear of being without a smartphone) and other technology-related issues. His research agenda incorporates an interdisciplinary approach to studying how digital technologies affect human cognition, behavior and well-being, and how people can utilize digital technologies to actually support and promote human cognition and positive behavioral change, as well as improve overall well-being.



"That line of research includes some studies that actually look at how smartphone separation might affect our sustained attention performance," he said. "So if you're separated from your smartphone, are you thinking more about your smartphone and then that impacts your sustained attention performance or is it the other way around?"

sciences faculty members Richard Back, Eric Hellquist, Karen Sime and Rosenbaum, as well as independent ecologist Sandra Bonanno.

## Documenting Safe Haven Memories

A SUNY Oswego faculty-student team of Juliet Aires Giglio and **Mic-Anthony Hay '18** are producing a documentary to preserve the memories of cousins who were 7 years old when they had to leave Eastern Europe for Fort Ontario's Safe Haven to escape the Holocaust.

A Faculty-Student Challenge Grant from the college's Scholarly and Creative Activities Committee makes the project possible, providing the means for Hay, a journalism major, to do cinematography and editing for the documentary last summer, and for Riki (formerly Rikicia) and David Levi—both now 80—to return to Oswego for interviews from their homes in the New York metropolitan area for *A New Home in Oswego: The Story of Two Refugees*.

The Levi cousins and other family members were among the 982 European, mostly Jewish, refugees who were allowed into the United States as "guests" of President Franklin D. Roosevelt from August 1944 to February 1946. The stories the Levis tell are personal for Giglio, a screenwriter and faculty member of English and creative writing at SUNY Oswego. Riki Levi is her husband's mother; David, his cousin once removed.

"For 30 years I've heard the stories my mother-in-law has told about the time at Fort Ontario," Giglio said. "If Safe Haven



Juliet Aires Giglio, an English and creative writing faculty member, and journalism major **Mic-Anthony Hay '18** talked at Safe Haven Holocaust Refugee Shelter Museum in Oswego about locations for filming a documentary about the shelter.

had not been available for the Levis, my husband (Keith Giglio) would not be here. I want to preserve Riki's and David's memories on film."

Excited to move forward, Giglio immediately thought of one of her students, Hay, a photographer with more than 56,000 Instagram followers who has been working to sharpen his cinematography skills.

Besides the chance to build his resume and skills, Hay said, "I've been looking for the perfect way to give back to the college. I've

had great experiences here and I have so many mentors, so many people to thank. That's what also makes this such a great opportunity. I am grateful for the grant and the opportunity to work with Professor Giglio."

After graduating in December, Hay plans to become a freelance photographer and filmmaker.

The film will be available for viewing at [youtube.com/micanthonyhay](http://youtube.com/micanthonyhay).

## Prestigious Program for Public Service

With an interest in public service, political science and history major **Connor Breese '19** of Canandaigua, N.Y., participated in the prestigious Junior Summer Institute program at Princeton University through the Public Policy and International Affairs Program.



Connor Breese '19

The intensive seven-week summer program focused on preparing students for graduate programs in public and international affairs and careers as policy professionals, public administrators and other leadership roles in public service.

Breese took courses to prepare him to enter a top-notch public policy program. Participants receive access to a network of mentors and peers, a fee waiver for graduate school applications and a guarantee of a \$5,000 scholarship for programs to obtain a master's degree in public policy or international affairs.

## Developing the 'Next Great Idea'

**Ed Alberts M'92 M'97**, owner of Wired Telecom in Oswego, won the 2018 "Next Great Idea" Oswego County Business Competition, and received \$50,000 to expand his business in the county. Wired Telecom provides standardized IT and communication services for medium- and large-sized commercial franchise companies nationwide.



Ed Alberts M'92 M'97

The business grew out of necessity, as Alberts' other businesses could not find a reliable IT service. So, an in-house solution was developed and is now ready to be scaled into a business of its own.

Two other SUNY Oswego community members reached the finals in the competition as well: **Fabio Machado M'19**, a graduate student in SUNY Oswego's strategic communication program, with Charta, an app that would help younger travelers on a budget gain more authentic experiences; and **Kevin Spillett '15** and business partner Jake Metcalfe, who recently opened Oz Angling, a fishing and bait store in Oswego.

## Marketing Students Help NYS Volunteer Firefighters Recruit Millennials

As president of the New York State Association of Fire Chiefs, **John Sroka '66** understands firsthand how important volunteer firefighters are to the safety of New York state. Of the state's 1,665 registered fire departments, more than 90 percent rely solely on volunteers, so he turned to his alma mater to address falling numbers of recruits.

Sroka has been particularly concerned to see that the number of volunteer firefighters has dropped 14 percent in New York state in the past two decades, and those who remain are growing older—some too old to fight fires. Half of the fire service nationally is 40 or more years old, according to the National Fire Protection Association.

Sroka and his wife, **Sally Sodemann Sroka '66**, a longtime volunteer with the auxiliary fire services, reached out to SUNY Oswego to see if current students—part of the target demographic needed to fill the volunteer firefighter void—could come up with some ways to raise awareness about the need.

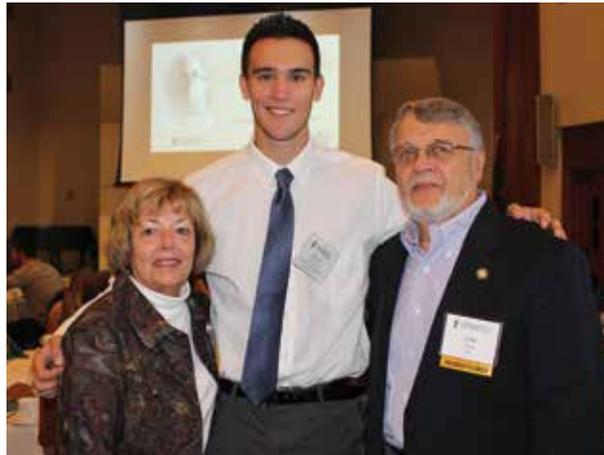
"When the problem arose during our meeting, I realized we don't do enough marketing to get new members—especially young people," John Sroka said. "We didn't really know how to recruit Gen X and millennials. How could we reach them and entice them to join the volunteer fire service?"

### 'Win-Win'

"Then I thought of Oswego and crafting a project that would give students a real-life problem to work on and gain some experience while also providing valuable assistance to our nonprofit organization," Sroka said. "It seemed like a win-win."

SUNY Oswego marketing professors Dr. Yilong Zheng and Dr. Napatsorn (Pom) Jiraporn agreed.

"I believe that learning has to go beyond textbooks, and this project allows students to engage in problem-based learning," Jiraporn said. "It's also a great way to promote volunteerism."



**John '66 and Sally Sodemann Sroka '66** posed with **Trevor Wilcox '18**, recipient of the scholarship the Srokas established for a student with financial need who wishes to pursue a career in teaching.

The faculty members recruited three students who are members of the American Marketing Association student group to work on the project and crafted a three-credit independent study to provide some structure.

"I figured it would be an interesting topic to cover, as every community has some form of volunteer fighters, and the lack of them could prove to be catastrophic," said business administration major **Garrett Coon '19**.

The students conducted a focus group with 15 members of the millennial generation—defined by the Pew Research Center as those born between 1981 and 1996—to assess their awareness and knowledge of volunteer fire service and to learn what incentives might be effective in recruiting them into service.

"Our findings suggest that millennials are aware of volunteer firefighting but haven't had a lot of exposure to it," said **Jia Xing "Sherry" Shi '19**, a psychology major with a minor in business.

Coon, Shi and marketing major **John Little '18** created an online survey of current volunteer firefighters to understand their perception of young adults and learn about their current recruitment and retention strategies. The project team hopes to

complete a larger-scale survey and possibly partner with some Oswego alumni with experience in digital marketing. The goal: to help implement a digital campaign to educate their target market and recruit them into the volunteer fire service.

### Earning Experience

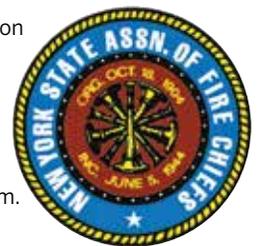
"I was able to gain hands-on experience in working with a team to solve a problem, conducting focus groups, designing surveys, presenting our findings to Mr. John Sroka and much more," Shi said. "These are all valuable experiences that I can put on my resume and talk about to potential employers."

And for the Srokas, the project has deepened a growing relationship with their alma mater. The couple recently revived their relationship with campus through a connection forged with Director of Major Gifts Jerry Jaworski.

Before returning for their 50th Reunion in 2016, the couple established the John '66 and Sally Sodemann Sroka '66 Scholarship for students with financial need who wish to pursue a career in teaching. They recently announced their intentions to include SUNY Oswego in their estate plans as well, and are now members of the Sheldon Legacy Society.

"We reconnected with Oswego, because we were grateful for the public education and opportunities we received," Sroka said. "The college is a great resource for our community, as is the volunteer fire service. We hope this project creates opportunities for students to get hands-on experience while also benefiting a critical community service. They are doing work that stands to save the volunteer fire service in New York state."

For more information on the New York State Association of Fire Chiefs, visit [nysfirechiefs.com](http://nysfirechiefs.com) or email [info@nysfirechiefs.com](mailto:info@nysfirechiefs.com).



## Celebrating the 32nd Annual ALANA Student Leadership Conference

The 32nd annual African, Latino, Asian and Native American (ALANA) Student Leadership Conference featured more than a week of events promoting cross-cultural understanding, education, networking, entertainment and storytelling. Highlights of the conference included participation by several alumni:

**Christopher McPherson '12**, social media manager, Fuse Media Inc.; **Moraima Capellan Pichardo '14**, freelancer reporter and photographer; **Alexis Salkey '18**, senior digital experience analyst, New York Life Insurance; **Sandra Michaca '13**, immigration attorney, Piemont Law Firm; **Sanjeev Kumar '15**, financial advisor, Bankers Conseco Life Insurance Co.; and **Aunrée Houston '00**, vice president of operations, programming sales, HBO. Other events throughout the weeklong conference included the ALANA Fashion Show; the Unity Peace Walk from City Hall in Oswego to campus; a concert with the Korean band Coreyah; ALANA Community Service Day; and the Collections of Expressions show.



Members of the Latino Student Union showcased the flags of Latin America during the ALANA Fashion Show.

## Seen on Social



**Brian Wood '91**, father of **Jenna Wood '17**

"Love the page. Love the pictures. My family and I have been going up there the past few years because my daughter went there for her college experience. Oswego is a little slice of heaven. Lake Ontario, the campus, downtown night life, and a lot of memories from my times there as well."



**Jennifer Saint Fleur '22**, ([jennyfromtheblock\\_14](#)) with Alumni-In-Residence speaker **Aunrée Jac Houston '00** ([@aunreejac](#))

[jennyfromtheblock\\_14](#) [#AunréeJHouston](#), I'm so glad to meet a broadcasting and theatre major, I really enjoyed the work that he does (works at HBO Quarters) nothing is ever impossible!! [#OswegoAlumni](#) [#Classof00@aunreejac](#)

[aunreejac](#) Great meeting you, Jenny. Keep up the good work!



**Martin Silverman '83**

([@MrSilverman116](#)), principal at Salinas Elementary School in Universal City, Texas, wore his Laker green and gold at the Judson Independent School District's Admin Summit with [#Oswegopride](#).



**Carolyn Schreivogl Borkowski '92**, ([@cborkowski18](#)), showcased 30 years of friendship with her Delta Phi Epsilon sisters in a tweet last summer.

"Thirty years of friendship from [#SUNYOSWEGO](#) and [#DeltaphiEpsilon](#) [#DPhiE](#) and going strong friends are the family we choose ourselves."



[facebook.com/oswegoalumni](#)



[@OswegoAlumni](#)



[@OswegoAlumni](#)



# 2018 ATHLETIC HALL OF FAME INDUCTEES

The following individuals were inducted into the Oswego State Athletic Hall of Fame during a ceremony over Homecoming Weekend in October.

## JOE CARRABS '04

Men's ice hockey | River Edge, N.J.

**Highlights:** Two-time All-America; two-time First Team All-SUNYAC; defenseman scored 20 or more points in three of his four seasons

## BARBARA VERDOLIVA CARROLL '93

Women's soccer | Oswego, N.Y.

**Highlights:** Top 10 in program history in single-game assists (3), single-season goals (16), single-season points (38); SUNYAC Western Division Most Valuable Player, SUNYAC First Team and NYS Women's College Athletic Association All-State Team

## GEORGE T. GELSOMIN '78

Golf | De Ruyter, N.Y.

**Highlights:** Honorable Mention All-America; part of the team that claimed its fifth consecutive conference championship title and seven-straight NCAA championship appearances

## PAUL NEWMAN '83

Wrestling | Patchogue, N.Y.

**Highlights:** All-America; All-SUNYAC; top five finishes at state and conference tournaments and eighth at the national championship

## MARK H. SERRON '81

Men's lacrosse | Canandaigua, N.Y.

**Highlights:** No. 1 in points (100) and goals (56) for Lakers single season; two-time All-SUNYAC First Team; second in career points (188)

## SHERI A. SMITH '91

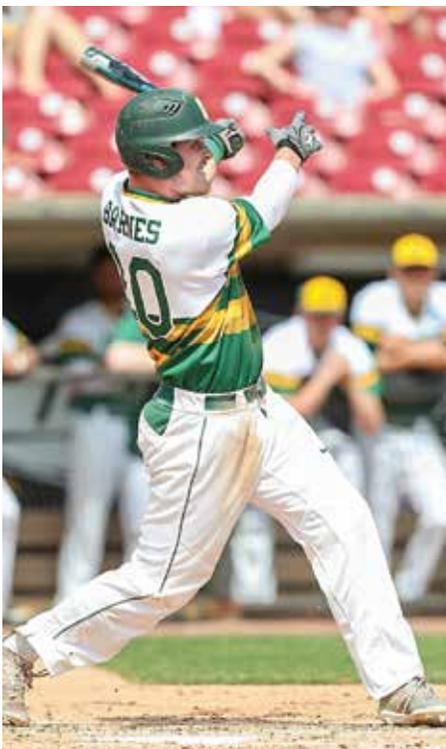
Women's basketball and softball | Erieville, N.Y.

**Highlights:** Top 10 in program history for average points per game (18.1), single-game points (40), single-game free-throws made (20-of-22), 3-pointers made (85), 3-point percentage (31.4) and free-throw percentage (73.4); two-time All-SUNYAC First Team. On the diamond, she was also a two-time All-Conference honoree, named as one of the five best outfielders in the league in 1989 and 1990

## GREGORY ARTHUR WILSON '68

Men's basketball | Mechanicville, N.Y.

**Highlights:** 2017 Upstate New York Basketball Hall of Fame inductee; averaging a double-double (24.5 points per game and 16.5 rebounds per game), No. 1 in Lakers single-season average scoring (28) and No. 2 in career scoring and rebounding averages; No. 1 in single-game scoring (39) and rebounding (31) at Utica College



## Men's Baseball Ends Successful Season at 2018 World Series



For the second consecutive year, the Lakers men's baseball team competed in the NCAA Division III Championship World Series in Appleton, Wisc., after being the No. 1 overall seed in the 2017 tournament. Our nationally ranked team's World Series run ended in an 11-4 loss to top-seeded Randolph-Macon College on May 26.

## Lakers Break Record...



### for Community Service!

The 24 Laker teams contributed toward a record **75** community service events or projects over the course of the 2017-18 school year, shattering the previous record of 60 events.



Stay connected to your favorite Lakers teams.

Visit [oswegolakers.com](http://oswegolakers.com) to access:

- Oswego Lakers Mobile App
- Live videostreams of games
- Facebook, Twitter and Instagram for each team

# Standing

## SUNY OSWEGO OUTSTANDING SENIOR ATHLETES



**Emma Geyer '18**  
of Liverpool, N.Y.,  
women's soccer



**Mitch Herlihey '18**  
of Nepean, Ontario,  
Canada, men's ice  
hockey

## ALL-SUNYAC ATHLETES ALL-CONFERENCE RECOGNITION



**Pitcher of the Year  
and Player of the  
Year**

**Rebecca Vilchez '20**  
of Franklin Square,  
N.Y., softball



**Player of the Year**

**Mike Dellicarri '19**  
of Congers, N.Y.,  
baseball



**Rookie of the Year**

**Kevin O'Donnell '21**  
of Cleveland, Ohio,  
men's lacrosse

## FIRST TEAM

**Mike Dellicarri '19** of Congers, N.Y.,  
baseball

**Robert Donnelly '18** of New City,  
N.Y., baseball

**Myles Kutscher '18** of Glen Cove,  
N.Y., baseball

**Teddy Phillips '17** of Cortland, N.Y.,  
men's lacrosse

**Angela Ponto '18** of Syracuse, N.Y.,  
women's lacrosse

**Brigid Regin '19** of Syracuse, N.Y.,  
women's lacrosse

**Teresa Shattuck '19** of Syracuse,  
N.Y., women's lacrosse

**Rebecca Vilchez '20** of Franklin  
Square, N.Y., softball

**Danielle Walker '19** of Baldwins-  
ville, N.Y., women's lacrosse

## SECOND TEAM

**John Barnes '18** of Greenwich, N.Y.,  
baseball

**Adam Burlew '18** of Thiells, N.Y.,  
men's lacrosse

**Bobby Emerson '19** of Lake Grove,  
N.Y., men's lacrosse

**Angela Frampton '19** of Corning,  
N.Y., softball

**Shaniece Gregory '20** of Laurelton,  
N.Y., women's outdoor track and  
field

**Toni Laneve '19** of Syracuse, N.Y.,  
women's lacrosse

**Tylea McCarthy-Walker '20** of  
Marion, N.Y., women's outdoor  
track and field

**Tim Schof '20** of Montgomery, N.Y.,  
men's lacrosse

**Carly Vreugde '20** of Lake George,  
N.Y., women's outdoor track and  
field

**Madelana Wrubel '21** of Yorktown  
Heights, N.Y., softball



# TECHNOLOGY &

## TEACHING



Classroom Tech

P. 16-21

## ART



3D Animation, Color, Digital Art and Voice

P. 22-25

## SECURITY



Keeping Connected and Safe

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## MARKETING



Waves of Success

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## DESIGN



Envisioning the Future

P. 32

## Enthusias-Tech Classrooms: Alumni Educators Bring Technology's 'Cool Factor' to Life

In Loudoun County, Va., a tiny village has been built using engineering software and a 3D printer.

The village's roads and bridges have been tested for vehicle safety using coded robotics—although the transportation engineers who conducted the testing are still years away from being old enough to legally drive.

That's because the architects, engineers and manufacturers of this replica community are only in the fourth grade.

"We have changed the path of learning here," said *The Washington Post's* 2018 Principal of the Year **Paul Pack '01**, principal of the STEM immersion school, Liberty Elementary. "Unlike traditional learning, consumption of information is not encouraged. Instead, students work together using technology to redefine learning experiences."

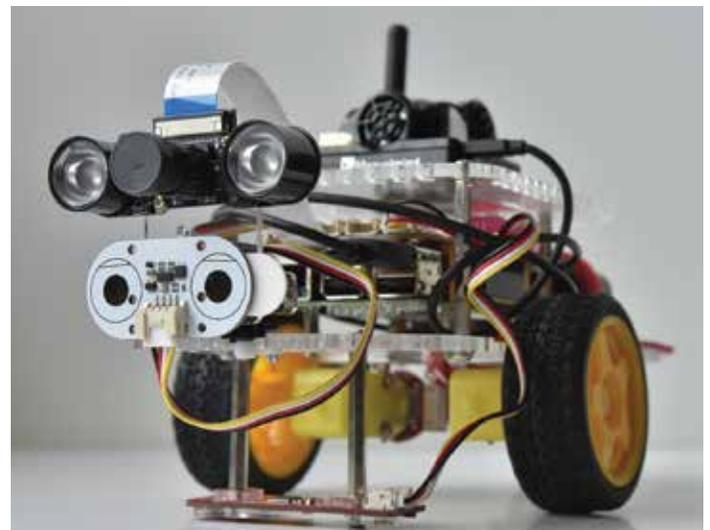
In today's classroom, technology is about being relevant, cutting edge, job-ready and progressively competitive.

And, it's also just plain cool.

From 3D printers to goggles that allow students to amble through the outback of Australia as a sensory experience, technology-heavy classrooms have no shortage of students willing to immerse themselves in the fast-paced world of applied science. And, educators have to work hard to keep up.

SUNY Oswego's technology-driven educators are doing exactly that. Paul started his career in the district more than 15 years ago; he was at the helm of Liberty's transition to a more STEM-friendly school. Paul converted Liberty's traditional computer lab into a SMART Lab that encourages students to work collaboratively with new technology.

"Seeing it play out in the classroom elevated even my expectations," Paul said. "Now, these types of projects are commonplace at Liberty. It was so eye-opening."





Paul Pack '01

## Part of an E-revolution

**John Sebalos '05**, director of technology for Pelham (N.Y.) Public Schools, has been a tech leader in downstate New York school districts for more than 12 years, working both with students and in staff development. In 2009, he was part of a grant program that received national attention on CNN for doing the unthinkable: 100 fifth graders were given smartphones to use in the classroom, at a time when many schools were confiscating and banning them.

"I was able to see how easy it was for them to collaborate," said John, who said that today's young students are not necessarily tech savvy—but they are usually "tech comfy"—fearless when it comes to using the newest gadgets and software. Where educators can be most effective, he said, is teaching them to use technology in a productive and meaningful way.

"We can be instrumental in harnessing their skills to be contributors to society, not just consumers of content," John said. It is, in fact, the trend; young people are becoming collaborative content creators through technological advances, and they can both connect and troubleshoot on a global level, he said.

For John, who credits his high level of involvement in Greek life at SUNY Oswego (Sigma Alpha Epsilon) for developing his soft skills and calls his student-teaching in Red Creek, N.Y., a high-

light of his time at Oswego, applying a passion for technology yields results: college-ready and work-ready students.

"I grew up analog but we were exposed to digital, and everyone just knew it was going to be huge—and huge in schools," he said. "Digital technology allowed me the opportunity to apply what I love in the classroom." *(continued on next page)*



John Sebalos '05



**Mark Quintana '94** was an intern on the floor of the New York State Stock Exchange when he realized his true calling: education and technology.

The Long Island native who graduated with an economics degree from Oswego decided to change direction and head to Florida, where he was an educator and ultimately earned a doctoral degree in child and youth studies. His career trajectory placed him in one of the largest public school districts

in the nation—Broward County—where he worked for years to integrate technology in the classroom.

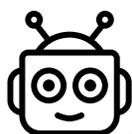
“Even as a budding administrator I tended toward the techie side,” Mark said. In 2014, he landed in a position that saw him serving the hardware and software needs of school districts on a national level as a senior education consultant for Promethean.

The classroom spaces that Mark helps districts design and build include equipment that is unrecognizable to those educated in the not-so-distant chalk-dusty eraser past: interactive and high-definition panels, whiteboards and trips to museums around the world via virtual reality, to name just a few updates in recent years.

“School districts know they need to offer state-of-the-art equipment for college and career readiness,” he said. The pressure to be continually progressive is made more difficult by the speed with which technology is outdated, and the cost to keep it current.

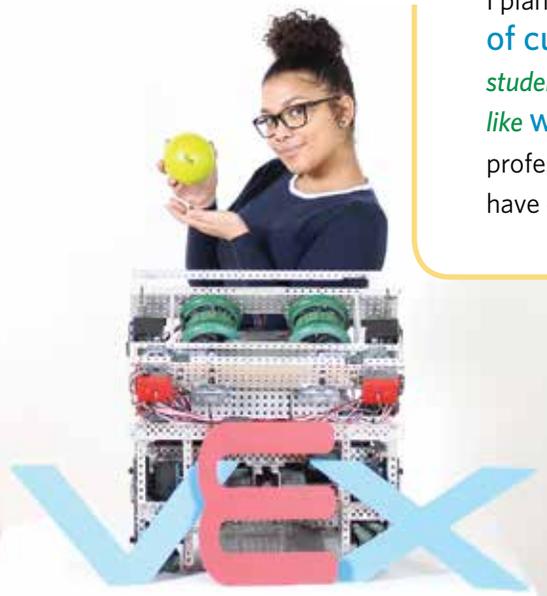
It has forced districts to be creative to keep pace.

“The world will move forward, and we can’t fall behind,” he said. “It’s really a national issue for us.”



“I plan to *light a fire of curiosity within my students and watch it spread like wildfire*, just as my professors at **SUNY Oswego** have done for me.”

—Alexis Williams '18



Alexis Williams '18



## 5 WAYS TO INTEGRATE TECHNOLOGY INTO THE CLASSROOM

**[1]** Use technology programs that allow the teacher’s role to evolve into that of facilitator, not the content expert nor the “sage on the stage.”

**[2]** Embrace students collaborating with and around technology.

**[3]** Have technology centers in the classroom.

**[4]** Accept that student cell phones can support teaching and learning.

**[5]** Model the use of technology for students and parents.

Provided by: **Dr. Mark Quintana '94**; see how he expands on each recommendation in our online exclusive content at [magazine.oswego.edu](http://magazine.oswego.edu).

And those who are just entering the field are expected to hit the ground running. Districts compete hard for the newest talent.

**Alexis Williams '18** was hired to be the technology teacher for the sizeable Manhasset School District in Nassau County, N.Y., before she’d even graduated in May 2018.

Alexis is teaching Robotics & Engineering as well as Design & Modeling for the district; she received five school district job offers before graduation and still receives phone calls for interviews from across the state.

“When they [school districts] hear you have a degree from SUNY Oswego, the opportunities become limitless because of its long, rich history in technology education,” said Alexis, who was active in VEX robotic training (see inset) during her time on campus. “I plan to light a fire of curiosity within my students and watch it spread like wildfire, just as my professors at SUNY Oswego have done for me.” ● —Eileen Moran



### Did You Know?

In 2017, SUNY Oswego received the first gift from National Grid for VEX Robotics training of regional middle school teachers. This training provided the needed kit and tools for the instructors to return to their students and create robotics teams. Those teams then returned to the Oswego campus for a competition. National Grid participated in the competition, and its continued support for this program is underway.

## Jumping Off the Page into the Minds of Children

When students at Oswego's Fitzhugh Elementary School became frustrated with the instruction booklets provided with robot-making kits, two alumnae made those instructions jump right off the page—a project that ultimately earned them international recognition.



**Carly Karas '12 M'14** (left) and **Patricia Tanner Terrance M'14** (right) were in the human-computer interaction master's program, working with young students on the topic of robotics using Lego Mindstorm Robots. Students learned the functions of a robot and were given the experience of building one on their own.

And that's when the trouble started.

The 2D-drawings in the instruction manuals—think IKEA instructions—weren't informative enough for the students to use.

"Manuals and diagrams can be really hard to translate into the real world for children," Carly said. "The manuals didn't include any text or much support besides single, static diagrams of how the robot should look at each step, and it requires a lot of spatial reasoning. We knew that in order to give these kids the best information on how these pieces are supposed to fit together, we had to give them dynamic tools."

So the alumnae used HP Reveal software to build augmented reality (AR) versions of the instructions. The result: the robots appeared to rise from the instruction page itself into a 3D-representation of the mechanics of putting them together, complete with voiceover instructions provided by the alumnae. Through augmented reality and an iPad, students were able to view the robot being pieced together from

all angles and listen to guidance. The build success rate was much higher. In fact, the team's work is still used by young students in the school today.

"It is interesting to see how far AR has grown since working on this project," Patricia said. "Technology and gaming have always had a tight bond. I am particularly proud, however, that Carly and I were able to make a case that this technology has a place in education, as well."

Carly traveled to Australia with Professor Damian Schofield to present their project at an international conference, and their work was subsequently published in the *Journal of Information Technology Education: Innovations in Practice* (See their published work in our online exclusive content at [magazine.oswego.edu](http://magazine.oswego.edu)). Patricia didn't attend the Australian conference for a good reason: She was working on a similar project in Brazil at the time.

Today, Patricia is a digital research consultant at Wells Fargo in Charlotte, N.C., and Carly is a user experience strategist and researcher for design studio P'unk Ave in Philadelphia, Pa. ● —Eileen Moran



Human-computer interaction master's degree candidates **Zhushun "Tim" Cai M'18** (left) and **Oliver Medonza '16 M'18** (right) are immersed in virtual and augmented digital environments in the college's first dedicated Virtual Reality (VR) lab in the Shineman Center, which includes state-of-the-art VR headsets and other VR technology.



## International Partnerships, Women Empowering Women In HCI Program



SUNY Oswego students participated in a Girls Who Code Vietnam workshop at Enouvo Space with a group of women interested in teaching girls how to do computer programming.

When a research group at Duy Tan University needed help designing new interfaces for medical virtual reality software, SUNY Oswego alumni and master's degree students hopped a plane to Vietnam.

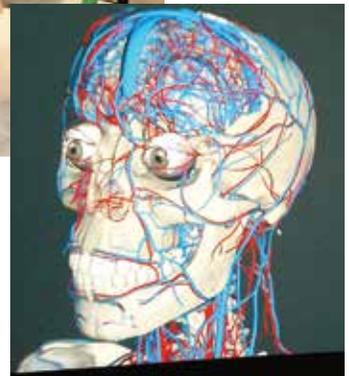


SUNY Oswego student **Tara O'Grady '16 M'19** (standing) helped other women programmers work through issues with their Python code while **Annie Reynolds '18 M'19** (left) manned the laptop for a presentation.

Among the seven students were **Annie Reynolds '18 M'19** and **Tara O'Grady '16 M'19**, who spent over two months in Vietnam in summer 2018, working on the mobile and desktop interfaces for virtual reality, mixed reality and augmented reality software geared toward students trying to learn anatomy and physiology.

"We would wake up at our apartment and ride our motorbikes across the Dragon Bridge to the university," Annie said. "We worked exclusively in Axure [software] for prototyping, creating the designs and interactions. We would use a whiteboard to discuss problems with functionality and design, and create new solutions."

The international experience was coordinated by Dr. Damian Schofield, who teaches in the computer science department and is the director of SUNY Oswego's human-computer interaction programs, in partnership with former SUNY Oswego Professor Jolanda Tromp, who is now based at the Vietnam university. According to Damian, it's just one of many opportunities for students to take their education to a global, hands-on level. And for Annie and Tara, it was an opportunity to take another passion abroad.



A visual of the interface for medical virtual reality software, which SUNY Oswego students helped develop.

# girls who CODE

Annie and Tara are the Oswego founders of a program called Girls Who Code, an extension of a national initiative with a single goal: to close the gender gap in technology. Beginning in 2017,

the pair has welcomed as many as 25 local high school girls to the SUNY Oswego campus on Sunday afternoons for lessons and fellowship surrounding coding, which is the foundation of computer programming to create computer software, apps and websites.

So when they traveled to Vietnam, Annie and Tara decided to run workshops so that a Girls Who Code group can be formed there, too.

"We worked with women on how to approach the fear of failure and instill confidence in young girls, exposed them to famous women in STEM fields to provide representation and gave them the tools to create their own clubs to teach young girls in Vietnam how to program," Annie said.

Girls Who Code is a program that yields results that benefit all of the science fields, Damian said.

"The evidence is overwhelming," Damian said. "The percentage of women who go into the science fields following their involvement in a club like Girls Who Code is 10 times the national average."

And according to Annie, who previously served as the president of the SUNY Oswego Women in Computing Club, the impact can also be much more personal.

In Vietnam, the students met a woman through their Girls Who Code workshops who touched them deeply. The woman used a wooden prosthetic leg to walk; it was among other injuries that had happened as a result of exposure to Agent Orange.

"She grew up in a very poor family and had to overcome a lot of obstacles in her life," Annie said. "She had learned how to program and other basic life skills. She was so excited to learn from our experiences. It was an honor to meet her. I cannot wait to have more women like her serve as representatives in tech fields for younger generations."

And the younger generations are stepping up to the challenge, Tara said. One of the teen girls in the Oswego club took on a very ambitious project: A GoPiGo robot car. Word of the project spread in the computer science department, and college students and faculty popped in on a Sunday club meeting to help her accomplish her goal.

"It really was impressive. She was programming the same robots that software engineer majors were working with," Tara said.

Tara, who was asked by Annie to help create the Girls Who Code club after Annie attended a conference, said the gender gap is glaringly obvious; most programming classes on campus have very few women.



SUNY Oswego students (from left) **Tara O'Grady '16 M'19**, **Annie Reynolds '18 M'19**, **Kristen Ray '18**, **Zhushun "Tim" Cai M'18** and **Noelle LeRoy '17** donned their virtual reality glasses to see a new version of the world around them.



Taking in the wonders of the country—including a rafting trip in the Red River Delta—were part of the experience for SUNY Oswego students.

"I only realized my love for tech when I came to college and often wish I had the exposure when I was younger," Tara said. "So being able to do this for young girls in the community is amazing."

Technology is universal, so to exclude women from the conversation is to lose half of the world's experiences, Annie said.

"It's a slow process to get women into tech fields because you're undoing years of doubts and stereotypes," she said. "Through STEM programs that reach a wide audience of all types of young girls, I am more confident that we can have more women in tech fields."

Sharing that confidence on an international level—including Vietnam—has its perks.

"We were living by the beautiful beaches with mountains in the background, riding through small towns nestled in thick green jungles, sitting on our rooftop deck, drinking world-renowned coffee, and enjoying the kindness and warmth of the people," Annie said. ● —Eileen Moran



## Artists Use Technology to Tell Stories, Enhance Artistic Vision



### Anti-Bullying in 3D: Okiemute Inweh '06

Olu is an alligator who goes on adventures with his friends, and together they send a 3-dimensional message of love and tolerance.

*Olu and Friends* is the brainchild of **Okiemute "Okie" Inweh '06** and Sean Brissett, co-founders and partners at Inway Studios, a content development studio with offices in New York City, Atlanta and Miami. Okie moved to New York City from Nigeria as a child and headed to art school in Miami, Fla., following his time in Oswego. Today, he independently produces 3D animated shows for children for television and online delivery—and operates 3D animation summer camps sponsored by the Miami Heat professional basketball team at Miami-Dade College in Florida and the city of North Miami Beach.

"The 3D animation camps show children the beginning stages of how favorite video games and animated movies are created," said Okie, who graduated from Oswego with a bachelor's in studio art. "Students learn the ins and outs of creative development from concept to execution."

Okie mostly uses Autodesk Maya in his own work, but he's also rooted in the traditional: sculpting and painting by hand. Starting out as a traditional artist laid the groundwork for the introduction of technology to his artistic vision, said Okie, who decided to attend Oswego after a visit to Tyler Hall, where he saw art on display.

"It's euphoric," Okie said. "Working with digital software has enabled me to create what I couldn't with my hands, and I can take it to the next level artistically, giving me the freedom to create whatever my imagination can fathom."



One of those projects is the 3D animated series for kids called *Olu and Friends*, inspired by the reptile common to Okie's new hometown. The pilot is set to release in 2019. The project merges his artistic vision with a strong anti-bullying message for children.

"The future of technology in art is everything and everywhere," said Okie.

See online exclusive content for links to Okie's work at [magazine.oswego.edu](http://magazine.oswego.edu). ● —Eileen Moran

### 3 FUN FACTS

about Colorist  
**Jenn Lee '12:**

[1]

Learning to ride her new motorcycle.

[2]

Brings orphaned kittens to work to bottle feed them as a volunteer with Furkids Atlanta.

[3]

Plays a "fair amount of video games, so not much has changed since Oswego."



ECG Productions held a contest for an Atlanta-area band to win a professional music video. See Jenn's color grading to the winner's film noir at [www.ecgprod.com](http://www.ecgprod.com). >>

*"I was given a lot of freedom with this one, and it was really great to just have fun and do some weird stuff."*

## In Full Color: Jenn Lee '12

**Color.** It can be the ingredient that changes the drab and boring into the brilliant and extraordinary. For **Jenn Lee '12**, it's where art and technology merge to tell a vibrant story.

Jenn is a colorist for ECG Productions in Atlanta, where she uses technology to colorfully enhance digital film. From music videos to commercials for such clients as Mercedes and Delta, Jenn artfully applies the hues that make a visual become vivid.

Jenn landed in the niche field of digital colorists after former SUNY Oswego Associate Professor of Broadcast Production Jane Winslow encouraged her to learn some of the tools of this highly technical trade. Today, Jenn uses software called Davinci Resolve together with a specialized control surface called Tangent Element Control Surface.

"My desk looks a little like a spaceship," Jenn said of the intricate console panels of buttons, knobs, balls and wheels that serve as the artist's tools.

Jenn, who was accepted as a member of the Colorist Society International in 2018, has a goal of taking scenes and building "subtle emphasis" on certain aspects: shadows on skin, the liquid in a glass, a

kerchief lying on the pavement—anything that enhances the story.

"I try to guide the viewer through the scene and show them what to focus on, hopefully without them noticing what I'm doing," Jenn said. "I'm a huge fan of really dramatic skies or big clouds that give you that feeling of being small, or that you are in some sort of magical world."

What are Jenn's favorite colors?

"I really like deep teals, blues and grey."

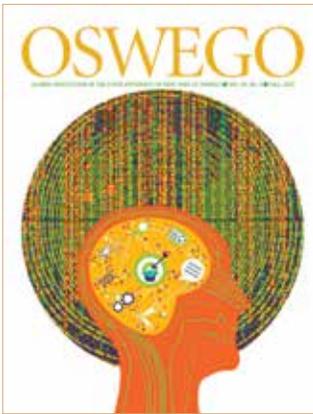
See online exclusive content for The Hearsay music video, an extended interview and examples of Jenn's work at [magazine.oswego.edu](http://magazine.oswego.edu). ● —Eileen Moran



**Jenn Lee '12** uses a keen eye and technical mastery to enhance digital film—like this example of a lighthouse (inset, "before" photo).



## Translating to Digital Art: Asli Kinsizer M'19



This edition of OSWEGO Alumni Magazine features cover art by international student and master's degree candidate, **Asli Kinsizer M'19**. With its rich palette and intricate designs, the cover reflects both SUNY Oswego students and alumni, Asli shared.

*"Portrayed on the top layer is a hard-working,*

*goal-setting silhouette. The background is a world formed by coding. When you start your college education, you dream of completing your classes with success and finding a job where you can advance more in your field. I believe that students here at SUNY Oswego are different, unique and work hard to achieve goals. There are many students from many different countries, and one of them is me. If you want to succeed further in your career after your graduation, you have to keep up with the current time and all that it provides to you with technology."* - Asli Kinsizer



Asli joined the SUNY Oswego community by chance: She traveled to Oswego in 2015 as part of the international Genius Olympiad, coordinated by Dr. Fehmi Damkaci of the Chemistry Department. A native of Turkey, she brought her Turkish high school students with her to compete in the annual project fair that draws hundreds of participants from more than 50 countries each year to compete in science, art, creative writing and architectural design.



*"I fell in love with the campus, the environment and the art department here in Oswego and decided to continue and advance in my career, and with that, my family moved from Turkey to Oswego. In Turkey, I was an AP Studio Art and an Art Portfolio teacher at a private high school. I have been teaching for more than 20 years. Along with teaching, I completed my first master's degree in graphic design in Turkey."* - Asli Kinsizer

Before arriving at SUNY Oswego, Asli only worked in traditional methods as an artist. It was at Oswego that she introduced Adobe Programs to her toolset, as well as screen printing.

*"I love to use screen printing to turn my digital works into traditional prints. At the end of the day, I rely on technology to share my artwork with peers and others or even create my online portfolio for exhibitions."* - Asli Kinsizer



Self-portrait of the artist, Asli Kinsizer M'19

Asli, who works as a graduate assistant in the Oswego art department, enjoys the cyclical nature of art and design, including creating new versions of old classics.

*"Everything's built like a cycle, especially in advertising. It seems to many young artists that art strays away from the traditional, then it returns even better than before. Something that I have noticed is how brands modify their advertisement to create similarities to prior ones. The 'rainbow or the colorful' version of the early Apple logo returned, or the classic Adidas Stan Smith shoes came back and gave the 'tbt-vibe' to the current time we live in."* - Asli Kinsizer

● —Eileen Moran

## Inner Voices: Jon Lipow '94



What do a friendly dinosaur, a European ambulance and an arrogant villain have in common?

The voice of **Jon Lipow '94**.

Jon is a voice actor for dozens of commercial projects requiring the sounds that make story characters, places and objects come alive. From motion pictures to video games like *Overwatch* to the animated series *Star Wars: Resistance*, which debuted this fall with Lucas Film Animation, Jon vocalizes the human and non-human sounds that enthrall audiences.

It's an art form that complements Jon's work as a comedian and composer of music—and one that remains in high demand both in conjunction with technology, and despite technology.

On any given day, Jon can be found in his Los Angeles studio, editing voiceover projects and auditions using Pro Tools software: cutting out breaths or plosives, clicks and pops, with ease and speed. Voice actors also use Source Connect software to send audio feeds anywhere using the Internet, providing a high-quality audio signal that is better than broadcast quality.

"It's remarkable," said the broadcasting major, who remembers a project from his college days that involved seamlessly cutting, editing and physically splicing together a ¼-inch audio tape.

"To imagine what the editors and producers had to do with physical tape media before digital recording and editing makes one really appreciate the advancements of technology," Jon said. In Jon's audio world, the advancements have replaced all of the expensive analog and digital hardware previously used to improve the sound of a recording, like equalizers, compressors and preamps. Now, they are often available as plug-ins or software equivalents, often at a fraction of the cost.

While robotic voices like Siri and Alexa continue to become more and more life-like, they remain nowhere near human enough to replace voice actors for many projects. Jon, whose resume encompasses *Robot Chicken*, *The Incredible Hulk* (2008), *Monster High*, *Guardians of the Galaxy*, *Batman Arkham Knight*, *God of War* and many others, believes that technology augments creative abilities and originality, rather than replacing it. Robot voices just aren't ready for prime time.

"The hard part is the inspiration, the creative process," said Jon, who grew up in New Rochelle, N.Y. Tech has become more intertwined with art than ever before, simply making the process of creating it easier, he said.

In addition to his voice acting, the Sigma Chi brother composes music. When he graduated from SUNY Oswego, his mom gave him the gift of an 88-key, weighted-action keyboard. It had several sounds and the ability to record multiple tracks and save them to a memory card.

Today, Jon, who was an on-campus production assistant at WNYO and board operator at WRVO, can use that same keyboard as a MIDI controller: Meaning he plugs it into his computer to access recording software like Logic Pro.

"I now have access to thousands of sounds and instrument libraries of such high caliber, it can sound almost like an orchestra recorded it," said Jon, who has created musical scores for short films and projects for clients like Turner Sports. "The digital canvas I have at my disposal is unbelievable."

It's a canvas that has grown and allowed him to adapt his career from a childhood love of music, comedy and voices—all with the support of his friends and extensive family, he said.

"I was born to do this," he said. "My family has always been totally on board."

And Jon's favorite voice? A diabolical villain named Lord Blackthorne.

"The bad guys really allow me to let loose," he said. "But I love being the good guys, too."

Hear Jon's favorite voice, read his thoughts on stand-up comedy, see the full interview plus check out some of Jon's projects online at [magazine.oswego.edu](http://magazine.oswego.edu).

● —Eileen Moran



The voice of **Jon Lipow '94** can be heard in dozens of projects. Hear them at [jonathanlipow.com](http://jonathanlipow.com)





## Securing Our Digitally Connected World



For the past 20 years, **Dane Coyer '80** has lived in the future.

*"In the startup world, I have to be thinking about what's going to happen next. What technology do we need, what new problems will need to be solved, what new problems will be created by new technology? I find it really fascinating and fun to live in the future like that."*

And the biggest challenge of today, he said, is cybersecurity.

He joined Netherlands-based Eclectic IQ to help large organizations like governments, financial services companies and healthcare systems protect themselves from cyberattacks and nefarious online behaviors. He recently launched the North American subsidiary for the company and now serves as general manager-North America.

"These organizations are awash in data but are starving for intelligence," he said. His company provides IT staff with software that allows organizations to contextualize the information and make sense of it.

"Our product looks for relationships between pieces of information to identify patterns or trends in the things that are happening," he said. "It's like putting more and more pieces into a jigsaw puzzle and all of a sudden you have a picture."

As the "Internet of things" takes a stronger hold, more people and more systems will be at risk of being attacked online.

"The Internet of things means that everything is going to have a networking and processing capability," he said. "Your phone, a drone, your thermostat in your home and even the food growing in a farmer's field—thanks to sensor technology—are part of the Internet of things. If they're part of the Internet, they're vulnerable to attack."

Despite the risk, Dane said he gets frustrated by people who lament such progress.

"I love disruption," he said. "[Industrial Arts Professor] John Belt used to say, 'Jump up and down, stick a finger in your eye. If you feel comfortable, you feel nothing.' It was his way of talking about disruption. Has anything ever advanced society by just being comfortable?"

The Oswego native said although he doesn't use much of his industrial arts coursework in his work today, his education forced him to take abstract, complicated concepts and boil them down into an idea that he could explain to a junior high student.

"That skill has served me very well," said Dane, who was a vice president of IBM before pursuing a career with startups, including as chief executive officer of SpaceCurve and president and chief executive officer of Wavestate Inc. "I've reinvented myself several times throughout my 40 years of working, but the ability to take a technical concept and communicate it effectively has been invaluable throughout my career." ● —Margaret Spillett

### Future Predictions:

**"Everyone thinks that technology has accelerated a lot recently, but I think we've only seen the tip of the iceberg. I think things are going to accelerate so much faster than we expect—in a nonlinear fashion. The rate of change is going to scare some people."**

—Dane Coyer '80

### Hot Topics Now and in the Future:

- **Artificial Intelligence/Automation:** There are several schools of thought about whether this is going to be a good thing or a bad thing. But it is going to happen, and it is going to displace tons of workers who will need to get new jobs. There's going to be social disruption, and what will that mean?
- **Autonomous Vehicles:** This is only a few years away—cars and drones. Drones will be able to drop off an online purchase at your front step, or apply pesticide or water a single plant in a farmer's field instead of a crop-duster spraying an entire field that may or may not need it.
- **Augmented Reality/Virtual Reality:** People will have difficulty determining what's real. Check out deepfake. With technology now, you can modify a video clip or photo, or even create a whole new human image that actually looks like someone—say a president or a famous athlete. It's completely fake, but looks legitimate. What will that mean to copyright and privacy issues?
- **Blockchain Technologies/Cryptocurrencies:** These will be necessary to authenticate images and transactions.
- **Cybersecurity:** As more things become connected to the Internet, we are more vulnerable to cyberattacks. This is the biggest problem we face today.

—Dane Coyer '80

## Staying One Step Ahead in Electronic Warfare



**Margaret McCormick M'17** works to protect military bases and soldiers from those who use technology as a weapon.

*"It's a pretty powerful feeling knowing that the work you're doing is helping to save lives. Our team is really motivated by the mission. It means something to them. I continue to be impressed every day by the dedication and devotion of our team to solving the most challenging problems that face the warfighter."*

Margaret is the director for the electronic warfare portion of the counter-unmanned aircraft system programs at Central New York research and development firm, SRC Inc.

With its corporate headquarters in Cicero, N.Y., SRC has honed a reputation for being at the cutting edge of electronic warfare, air surveillance and target detection. Just recently, the U.S. Air Force awarded SRC a \$57.5 million contract to provide systems that detect, identify and defeat enemy drones.

"Counter systems have always battled to stay one step ahead," Margaret said. "As methods for defeating different technologies are introduced, the enemy is working to exploit the next new technology. We need to anticipate what is coming next and focus efforts on developing the counter to it. It's a continuous cycle."

Margaret has worked for SRC for 25 years and earned an MBA in 2017 through a SUNY Oswego partnership with SRC. She joined the electronic warfare group as a software engineer doing development for some of its early counter systems, which date back to providing Counter Improvised Electronic Devices (CIED) in the early 2000s.

"The technology used in CIED was a natural fit for what is required in countering unmanned systems so our CIED systems were modified for this mission," Margaret said. "The concentration early on has been on drones, but the ability to operate equipment remotely or autonomously has moved quickly to other platforms (ground based and maritime applications), and as an organization we have resources that are devoted to those technologies as well."

As director, Margaret is responsible for overseeing product development, managing program execution and developing new technologies and business. Some of the work being done at SRC includes incorporating machine learning and artificial intelligence into SRC's systems. The major focus in this area is the training of software to analyze electrical signals that are received by the system to aid in identifying the type of device being operated.

"It's just the beginning of where we will go with these systems regarding machine learning," Margaret said.

Margaret holds bachelor's degrees in business management and marketing from Ithaca College, and in computer information science systems from Columbia College. And while she is a self-proclaimed tech junkie—"access to information at your fingertips whenever you need it is amazing"—she still finds time to disconnect.

"My husband and I enjoy spending time in the summer in the Thousand Islands, boating and golfing. In the winter time we like to ski at various mountains across New York," the Franklinville, N.Y., native said. "It's important to stay active."

● —Eileen Moran

**Future Predictions:**

**"I think we're going to see more machine learning in both unmanned aerial vehicles and counter systems. This will be game changing as each side becomes more intelligent. Instead of focusing all of our efforts on understanding how to defeat a particular technology, we need to be working on making our systems smarter so they can eventually make decisions for defeat autonomously."**

—Margaret McCormick M'17



# Waves of Success



Jeff Ragovin '00

A passion for weather and water led New York City native **Jeff Ragovin '00** to the shores of Lake Ontario. After all, he grew up watching America's favorite weatherman, **Al Roker '76**, extol his alma mater during *Today* show broadcasts.

Instead of majoring in meteorology as he initially planned, Jeff opted for broadcasting and mass communication, practicing his weather forecasts and journalism skills at the college's WTOP television station, WNYO radio station and *The Oswegonian* newspaper.

He was also involved in the Sheldon Leaders program and stood out to then program advisor **Robin McAleese '93 M'95** as someone who "came to college with a great deal of self-direction ... and leadership traits right from the start." Robin said Jeff knew even as a first-year student that he needed to get involved in clubs and organizations and to start making friends and building his network.

"I had such an amazing time, engaging in all of those experiences," Jeff said. A semester abroad in London during spring semester of his junior year fueled Jeff's desire to graduate and "get started in life."

Little did he know then, that 12 years after graduation, Jeff would be part of one of the largest company acquisitions in New York tech scene history—selling the social

media marketing platform, Buddy Media—a company he co-founded, to Salesforce for just under \$800 million in 2012.

## Catching the dot-com wave

Jeff's first job out of college landed him back in New York City, not at a news station but at a technical consulting and recruiting company.

"If I wanted to do weather on TV, I knew I'd have to start in a small market and work my way up into a mid-market to eventually, if I was lucky, make my way back to New York," he said. "I couldn't wait that long to return to New York. It was the late 90s and the Internet was booming. All these dot-com companies were raising massive amounts of money with huge valuations—some of them going public. To me, I was like, 'this is a wave I've gotta ride,' you know?"

And he did—placing product managers, developers and database managers at companies with huge trajectories. Then the 9/11 attacks happened.

College friend **Andy Niver '00**, who was roommates with Jeff during their semester in London, was working around the corner from the Twin Towers on 9/11, and after the attacks, he walked miles covered in soot to reach Jeff's apartment door.

"I spent the rest of the day with him, because that was the place that I knew and the friend that I had," Andy said. "Later that evening, the subways started running again and I went home. But we actually met the next day, went down to Union Square and reflected on what happened and took it all in like everybody else. We spent a fair bit of time together after that because we were close friends working through this horrible event. He's been a great friend."

From his workplace, Jeff saw the planes hit the towers; he saw the buildings burning the next day and still smoldering 30 days later. The event shook him to the core, and he realized quickly that he couldn't do as his boss asked. He couldn't call people who had lost so much and try to find replacements for their deceased coworkers only days after the incident.

For Jeff, that moment helped him bring into focus a value that has been defining for his career. "I did what I believed was morally correct, even though I knew I would lose my job as a young college grad with rent to pay," he said. "But morally I feel like I stood up for what was right to me and that was the most important decision I could have ever made. It was a turning point."

## Riding the email marketing wave

Jeff didn't have to wait long before he was in a new job, making twice his previous salary.

"I knew nothing about marketing, let alone email marketing," he said. "For me, the job laid the foundation of what was going to be the next five years of my career."

The company had been founded in the Silicon Valley and expanded into NYC, and Jeff learned a lot about web-based systems, corporate business and sales. He was recruited away by a competitor who offered him three times what he was making, and he would have more responsibilities and be stretched professionally.

He quickly realized it wasn't the right move for him or his career, as the company didn't seem ready for its planned expansion and he worried that the company would fail. But he did develop great sales experience and senior management skills.

"That was the winning ticket for me," he said. "I realized sales was about creating great relationships—building rapport. You're not just getting them to buy what you're selling, but they get to buy into you."

## Breaking waves

Combining his newly acquired knowledge of marketing and sales with his lifelong passion for weather, Jeff applied for a senior director position for weather.com. Around the same time, he launched a blog called Jeff's Weather, which featured an avatar version of himself that delivered the weather report in outfits matched to the daily forecast.

After eight rounds of interviews for the weather.com job, he learned that the company opted for someone with 20 years of broadcast experience.

**Jeff Ragovin '00** (far right) and Buddy Media friends (#buddies4life) celebrate their 10-year Friendship on a trip to Canyon Point, Utah.



"I was devastated," he said. "I was already planning my future—at the Weather Channel where I was going to be able to apply everything I learned post-college to my passion, and it didn't happen. What was I going to do now?"

## Surfing the search engine wave

Timing is everything.

Through a mutual friend, Jeff met the head of the search engine marketing firm, Acronym Media, at a social gathering. He interviewed and joined the company, which is located on the 55th floor of the Empire State Building and continues to be a leading search engine optimization and digital marketing firm.

At the time, search engine marketing involved optimizing websites by using keywords that would propel them to the top of a search return. He worked with big companies like Four Seasons hotels and Sirius XM Satellite Radio on improving their search engine marketing and online advertising.

"I said, 'OK, now I'm going to ride this wave,' and I had an amazing experience," Jeff said. "I got to work with some really great clients, and I still maintain relationships with those folks today."

After 3½ years or so, Facebook announced that it was going public. People would no longer need a dot-edu address to create an account, and Jeff realized the possibilities that opened up for marketers. He could get out ahead of this next wave, so he'd be in a great position to ride it.

"Search engine marketing is somewhat passive because people have to actually put in what they're looking for," he said. "But what if you're on Facebook—this is what my brain was thinking—and you say on your Facebook page that you enjoy fish-

ing or TV or sailing or reading books; what if now, an ad could be targeted to you without you searching for anything?"

## Cresting the social media wave

It was May 2007, and Jeff was wracking his brain trying to figure out how to move into the social media marketing wave while the rest of the world was still focused on search engine marketing.

Then he met Mike Lazerow.

"We were looking for someone to join Buddy Media and to lead sales," Mike said. "He'd been in search and email marketing and basically wanted to get into social marketing—which is what we were doing. And we met at a Starbucks on Park Avenue South. From the first time we got together, we just really hit it off. He's a really great guy—high energy and really knowledgeable, and it was like an immediate connection."

But Jeff had yet to meet Mike's business partner and wife, Kass Lazerow. Their first meeting was memorable.

Kass was sitting on the floor next to a pram that held their newborn baby—their third child—and she was drilling parts to build desks for the expanding company in between nursing. As chief operating officer of Buddy Media, she had hired and fired many salespeople who didn't deliver, so she said she didn't hold salespeople in that high regard.

"I was definitely standoffish and told him I didn't have time to do an interview," she said. The conversation unfolded something like:

**KASS:** I honestly don't have much time today for an interview as you can see. So, what makes you different from all other salespeople?

**JEFF:** I close deals and make clients want to work with me.

**KASS:** Yay, well I have heard it all before. And, have hired and fired thousands of salespeople.

**JEFF:** It's the truth. So, why don't you tell me something about yourself. One thing that you love.

**KASS:** The weather.

**JEFF:** Oh OK, interesting. Well, you should hire me, and I will prove you wrong. I guarantee you that I'll come in with a signed contract the first day of work.

**KASS:** Sure, buddy, great. There's just no way, but whatever. Good luck.



Following the exchange, Jeff gave his two-week notice at Acronym and began sending daily updates from his weatherman avatar to Kass. She adored the weather reports but they didn't cause her to change her mind about him, or other salespeople, for that matter, she said. But on his first day at Buddy Media, Jeff came in with a signed contract from a new client and dropped it on her desk.

"My thought was there was just no way that Jeff was going to work. We needed to get somebody very high up in sales," she said. "What I didn't know is that we were literally making a connection to one of the *best salespeople ever*. And from that moment on, the three of us have been best friends."

Together, they grew the company into the world's leading social media marketing platform that enabled big brands such as Ford, Hewlett Packard and L'Oréal to connect with more than a billion customers on Facebook, Google, LinkedIn, Twitter, YouTube and other social platforms.

During its development, the company had to pivot several times but managed to maintain service to their clients, and five years after its founding, Buddy Media sold to Salesforce—the largest cloud computing company at the time—for just under \$800 million.

"When we finally made that decision to exit, Salesforce was the best possible suitor," Jeff said. After the acquisition they stayed with Salesforce for three years to help with the transition and to learn from being part of a large publicly traded company.

### Positioning for the P2P marketing wave

Jeff left Salesforce to enjoy life after the acquisition. An avid angler, he spent three weeks or so fishing on his boat off the Hamptons on Long Island. He searched for a new idea to pursue—a bed and breakfast, a beverage company, a food company, a consulting agency—all ideas he considered.

He ended up launching Ragovin Ventures and began investing in and advising other entrepreneurs. One of those companies was Social Native, a marketplace of a quarter-million people across the globe who can receive a text at any moment asking them to create a photo or video for brands. With the shift of eyeballs from production quality content to user generated (e.g. Facebook being the largest publisher in the world, that doesn't make content), brands are now reimagining how they create branded content.

For example, Social Native might connect with their content creators (everyday people) and ask them to submit a photo for Coca-Cola that ties into National Taco Day. In turn, the brand earns a wide array of branded content that can then be used across various advertising channels—keeping their brand content fresh, relatable and, most importantly, authentic.

"In the early days of YouTube, it was crazy to think brands would place meaningful dollars behind a user-generated video, let alone create unique video content specific to the channel," said David Shadpour, founder and chief executive officer of Social Native. "But over time, education and adoption, almost every TV commercial today comes with a complementary YouTube takeover. Our business is very similar right now—If you walk into a big brand to meet with a senior-level executive and say, 'kids with iPhones can create great quality content,' you would almost seem silly."

But Jeff was an early believer in the idea.



*It's a super cool idea—a technology platform that connects the world of consumers with brands to create content.*

—Jeff Ragovin '00



"It's a super cool idea—a technology platform that connects the world of consumers with brands to create content," he said. Jeff introduced his clients from his past roles to this new way of marketing, and helped Social Native acquire more business.

With each success for Social Native, Jeff introduced David to a new potential client. "Over time, Jeff and I started spending so much time together that I asked him to join the company full time, and the rest is history."

Today, Jeff serves as chief growth officer and is an investor in Social Native.

"One of my big goals is trying to create a culture where people are excited and happy to come into work," Jeff said.

While David acknowledges that his business couldn't exist without the evolution of hardware technology like the iPhone that fits in a pocket and can create amazing photos and videos, he said that successful businesses are about the people.

"Anyone who has been an entrepreneur understands how truly terrible the grind is—living on an airplane, moving from city to city each week, constantly dealing with challenging situations," David said. "And here's Jeff who has already lived that. He built a massive business and had an exit. To know the pain and struggle and to come back to it, that's really just an example of how awesome Jeff is. He's the guy who loves what he does. He's the guy who everyone loves—billionaires to interns."

## Future Predictions:

**Everything is about social selling.** Everyone has the ability to influence purchase decisions, so the future of selling is through people. Imagine a world where brands are vying for consumers' attention, and we as consumers can actually make money from the products we endorse. I'm not talking about the Kim Kardashian-kind of endorsements. I'm talking about a world of true, genuine transparency where you're recommending products and services to your family because you trust those products. And you get paid.

We will have **more market disruptors**—products or services that change the way we currently do things. For example, **subscription-based services**—meals delivered to your door, toothbrushes or hair dye delivered monthly. Or what if you didn't have to buy a washing machine anymore because Tide laundry detergent would buy it for you, but the machine would only run using that soap. You'd be a customer for life.

—Jeff Ragovin '00

## Sharing a Friendly Wave

Everyone who knows Jeff, knows Jeff. Friends describe him as genuine, kind, personable, warm, generous, dynamic, passionate. He has been known to take the junior-level employees of his company out for a day of fishing on the sea, and once he befriended everyone who served on grand jury duty with him—even inviting them back to his house for dinner.

Thankfully, his husband of seven years, Kurt Giehl, enjoys an active social life as well.

“Jeff has an incredible passion for life,” said Kurt, who attended SUNY Oswego for two years in 1985-86 before transferring to Drexel University in Philadelphia. “When Jeff is passionate about something, he is incredibly influential and can sell just about anything. It’s hard not to get wrapped up in his passion when he’s like that. When he’s working, he doesn’t see his work relationships as work relationships. He sees them simply as relationships. And relationships that will last forever.”

In fact, many business associates are close friends to Jeff and Kurt. Kass and Mike Lazerow officiated at Jeff and Kurt’s wedding. Jeff is godfather to the Lazerow’s middle child, and the two couples consider each other like family.

“I’m not surprised at Jeff’s success,” said college friend Andy Niver. “He’s always been all-in on everything he does—weather, fishing, career, friendships. I’m glad to see that his great success has not changed him.” ● —Margaret Spillet

Clockwise:

**Andy Niver '00** (left) and **Jeff Ragovin '00** in 1999; Sheldon Leaders 1997 (Jeff is last row center); Kurt Giehl, Kass Lazerow, Jeff and Michael Lazerow during a hike in Los Angeles in January 2018; Jeff, godson Cole Lazerow and Michael in the Hamptons in 2013; Jeff and Kass; Jeff and David Shadpour on a quick break between a conference and a flight in Mexico in 2018; Jeff with Social Native staff members at the company headquarters in Beverly Hills, Calif., in 2017; Buddy Media customized bobbleheads (given to every staff member to celebrate their one-year anniversary with the company) of Michael, Kass and Jeff; Jeff and a friend out fishing; Jeff and husband, Kurt Giehl.





## Design Matters

**Jeff Hofer '80** grew up in Binghamton, N.Y., and graduated with a Bachelor of Fine Arts degree from SUNY Oswego. After graduation, his interests led him to pursue employment in California as a model maker, which launched a career spanning 38 years in Silicon Valley.

As the computer made its way into everyday tasks, his occupation focused on computer-aided design (CAD). Beginning with Atari Inc. and Lunar Design for 19 years, he then joined the Apple Industrial Design team in 2005, spending 10 years creating products from the first iPhone to the iWatch, now known as Apple Watch.

Jeff joined Google four years ago, and presently heads up the Digital Imaging Group for Brand Marketing and Hardware

in Mountain View, Calif. Throughout his profession he has collaborated on over 1,500 projects in product design, movies and the gaming industry.

His experiences over these years have taught him the high value and power of visualization, starting at the early stages of product development, and how to leverage those assets through to packaging and marketing of products, he said. A model of the SUNY Oswego campus that Jeff built in 1979 still adorns one of the walls of Hewitt Union, giving credence, he said, to a valuable start on his future.

He returned to campus last May to deliver the Commencement address at the School of Education and School of Communication, Media and the Arts ceremony.

"Personality and communication are the skills that get you hired," he told graduates. "Be a great listener. Be humble ... Be kind. Just say hello and smile. Small gestures like this can lead to amazing opportunities. Just be kind. It's so simple. Being kind and caring about people also make you a natural leader."

He also advised graduates to be patient as life's path is filled with many twists and turns.

"You're only as good as the last thing you work on," he said.

"Or to quote Steve Jobs, 'Stay hungry.' And reinvent yourself."

● —Margaret Spillett



**Cloud Gate**—Jeff created the CAD surface, which was used to build this iconic bean-shaped public sculpture in Chicago, Ill.

**Nexus 6P Google Phone**—Jeff led the design team at Google on the creation of this product. He created the CAD for manufacturing and the rendering for marketing.



**Oral B Crossaction Toothbrush**—Jeff was intimately involved in all parts of the product cycle for this toothbrush, including CAD, design, animation for commercial and marketing assets.

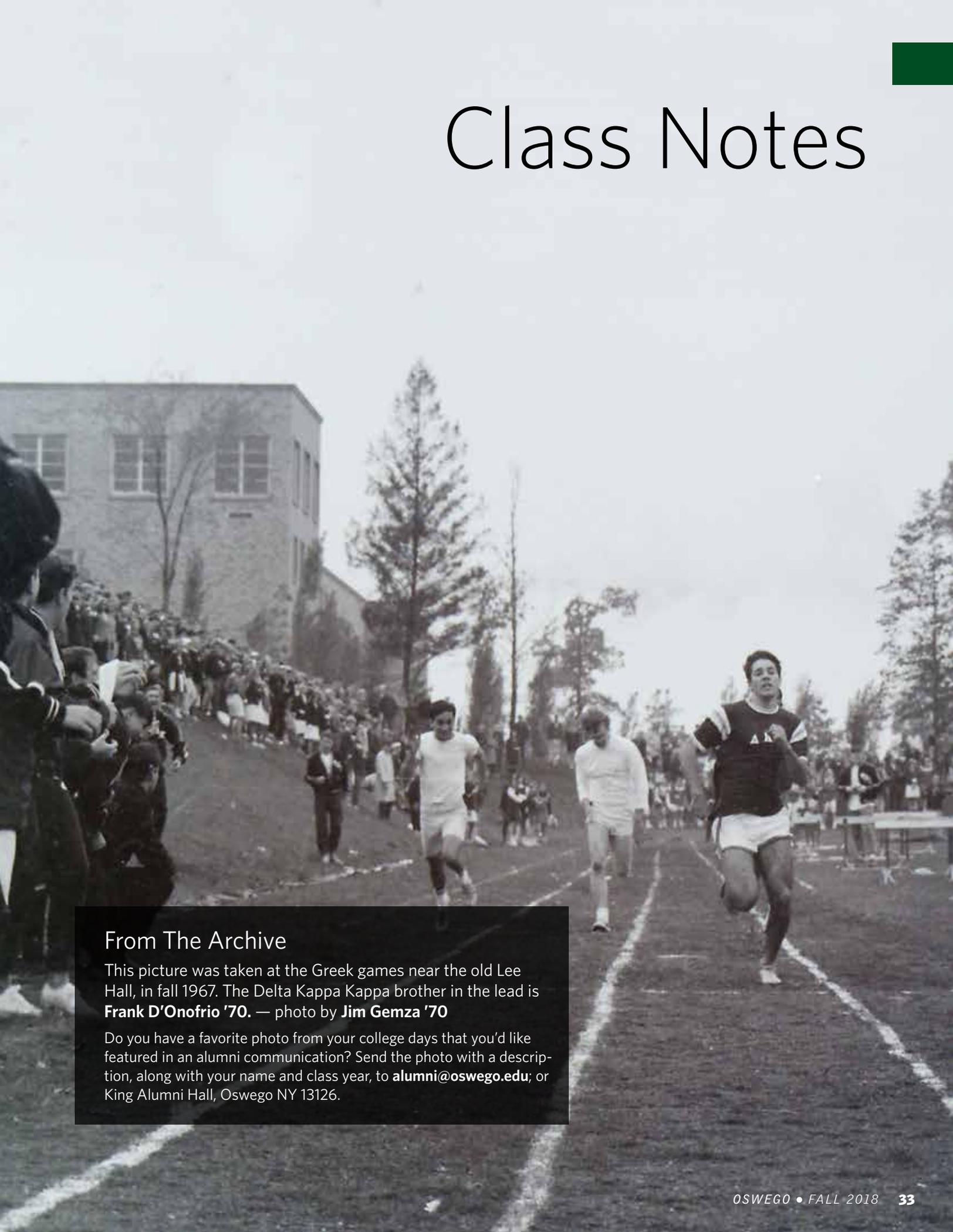


**Xootr Scooter**—Jeff did the CAD and design for a folding Xootr Kick Scooter.

**Google Home Mini**—Jeff created the rendering of the Google Home Mini, a rounded smart speaker that responds to voice commands.



# Class Notes



## From The Archive

This picture was taken at the Greek games near the old Lee Hall, in fall 1967. The Delta Kappa Kappa brother in the lead is **Frank D'Onofrio '70**. — photo by **Jim Gemza '70**

Do you have a favorite photo from your college days that you'd like featured in an alumni communication? Send the photo with a description, along with your name and class year, to [alumni@oswego.edu](mailto:alumni@oswego.edu); or King Alumni Hall, Oswego NY 13126.

To submit your class note, email [alumni@oswego.edu](mailto:alumni@oswego.edu), call 315-312-2258 or complete the class note form online at [alumni.oswego.edu](http://alumni.oswego.edu). You can also mail submissions to the OSWEGO Alumni Magazine, King Alumni Hall, Oswego, N.Y. 13126.

## 1950s

Reunion, June 6 – 9  
1954 – 65th | 1959 – 60th

**Claire Anderson Putman '50** of Islip, N.Y., rafted down the Snake River and visited Yellowstone National Park and Jackson, Wyo., this year. She also recently traveled to California, Williamsburg, Va., and the Grand Canyon. She enjoys time with her family, line dancing, mahjong, gardening and her sing-along group.

**Henry Meyer M'56** of Mexico, N.Y., is enjoying retired life and spending the winter months in Haines City, Fla. He is a Sigma Gamma brother.



**Jack Masten '58** (above) started his career as an industrial arts educator, teaching such courses as woodworking, electronics and drafting in the Saratoga Springs School District in 1958. He retired from the same district in 1989. He continues woodworking today.

## 1960s

Reunion, June 6 – 9  
1964 – 55th | 1969 – 50th

**Susan Mikolay Pate '63** of Greenwich, Conn., retired in 1996 after teaching in the Yonkers Public Schools for over 25 years. She then began teaching part-time for English for Speakers of Other Languages and General Educational Development programs. She has also volunteered as a tutor at Sing Sing Correctional Facility in Ossining, N.Y.

## A Lifelong Commitment to Education

Every day when the school bus comes to pick up children at the Camden Westchase Park Apartments in Tampa, Fla., **Ann Petringa Greenberg '54** sends them off with a smile and a hug. The octogenarian is standing there to greet them when the bus returns in the afternoon.

"My hope is that each one of them knows that there is someone who cares about them, and it gives me a feeling that I am still making a difference in the lives of children," said the long-retired reading specialist and elementary school teacher. "The children and parents—many of whom are immigrants—have gotten to know me, and it makes my day."

Although Ann retired from a nearly three-decade career as a teacher over 30 years ago, the educator in her is still going strong. After retiring and moving to Florida, she substitute taught for a while and then served as a mentor for 16 years at a local elementary school.

Today, she teaches English as a second language to several immigrant families in her building, and through those connections, she said she has gotten to know the cultures of Saudi Arabia, Turkey, Uruguay and Russia, among others.

"The English language is difficult for even American children to learn, and these children and parents are learning the language while also learning about a new culture and trying to maintain connections to their own heritage," she said. "It is very rewarding to work with them."

Ann admits that her friends—including a tight-knit group from SUNY Oswego—and her family tease her about talking to everyone she encounters. That builds on a philosophy she adopted as a teacher and a feeling of community she said was pervasive during her time at SUNY Oswego.



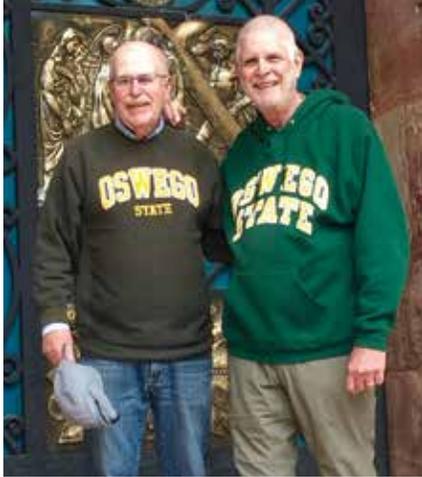
"Part of your job as a teacher is to get to know your students' parents and families," she said. "You want them to know that you respect them as much as their children. You want to leave your mark on their lives, and you share with them your family and who you are."

She said she very much felt like part of a family at SUNY Oswego, and that the college community supported each other. She met her late husband, **Malvin '54**, who was an industrial arts major and a member of Sigma Tau Gamma—the brother fraternity to her sorority, Alpha Epsilon-Alpha Kappa Phi. Two of their three children, **Scott '81** and **Lori '83**, also attended Oswego.

She maintains friendships with several Oswego friends, including **Georgia Roseman Cooper '54**, **Stephany Ingraham Butler '54**, **Naomi Bronowitz Smith '54**, and had ties with **Corrine Kushner Starkman '54** and **Harriet Friedman Citron '54** until their deaths in 2012 and 2007, respectively.

*"I can't explain how wonderful my years at Oswego were. It is an experience I can only wish every student who goes there shares."*

**Jean Haug Ihlenburg Turner '63** is retired from a career as an educator for the T.R. Jackson School in Milton, Fla. She has raised German Shepherd dogs for more than 50 years.



**Robb Hauck '65** and **Len Charnoff '67** (above) first met in fall 1962 when Robb was the resident advisor in Scales Hall—an experience that launched Robb's 38-year career in educational student services. Len retired to Cuenca, Ecuador, where the pair reunited in their Oswego State gear to reminisce this year.

**Laurence Smith '65** of North Andover, Mass., is a U.S. Coast Guard veteran.

**Gloria Manuel Woolson '65** of Memphis, N.Y., was presented with the Albert Nelson Marquis Lifetime Achievement Award in the field of education by the Marquis Who's Who website.

**Terry Waters '67** of Lady Lake, Fla., is the author of two books, *Hey Kids We Meant Well* and *Mona Moor*, both published by Lulu Enterprises in 2015. Terry earned master's degrees from SUNY Stony Brook and CUNY Queens College, and a Ph.D. from Rutgers University.

**Charla Hill Colburn '69** of Royal Palm Beach, Fla., retired from her position as math teacher for the Wellington (Fla.) Christian School. She is now a substitute teacher and loves to travel. She has two children and five grandchildren.

**Bruce Kaiser '69 M'76** of Cazenovia, N.Y., is an energy information specialist for Energy Training Solutions in New York City. He enjoys golf, skiing and travel, most recently to Ireland and Chile.

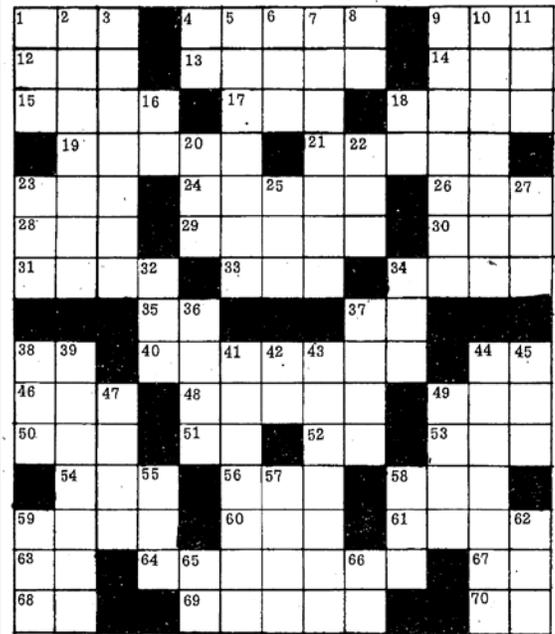
**Robert Lawrence '69** of Clifton Park, N.Y., is an adjunct professor for SUNY Cortland, an educational consultant and an author.

**ACROSS**

1. a month of the year (abbr.)
4. frequently
9. high card
12. a proposition
13. injuries
14. Latvian monetary unit
15. a failure
17. capsize
18. Italian coin
19. South American animal
21. a person of enormous size
23. man's nickname
24. exhausted (2 words)
26. fluid from trees
28. in past time
29. a golf club with an iron head & narrow face
30. self
31. sobbed
33. affirmative
34. consumed
35. Indium (abbr.)
37. like
38. us
40. commercial cleaning fluid
44. negative
46. complete
48. Peter was one
49. lake
50. Greek letter
51. man's name
52. electrical engineer (abbr.)
53. kernel
54. first woman
56. a game of cards in which forfeits are paid into a pool
58. stroke
59. raised
60. tavern
61. a city in northern India
63. about
64. ghost
67. work animal
68. officer of the day (abbr.)
69. paragon
70. northeast (abbr.)

**Pete Landes '68** created his first crossword puzzle that initially ran in *The Oswegonian* in the late 1960s. He shared it again with his classmates during Reunion Weekend 2018.

Answers are online at [magazine.oswego.edu](http://magazine.oswego.edu)



**DOWN**

1. not on
2. institution of higher learning
3. strumpet
4. expression of surprise
5. Lethally
6. prefix meaning three
7. drains
8. Nova Scotia (abbr.)
9. pseudonyms
10. massacre
11. Greek letter
16. father (collq.)
18. lieutenant (abbr.)
20. a prefix in Irish & Scottish names
22. writing fluid
23. the crop or craw of a fowl
25. shelter
27. pea housing
32. pulsation
34. America (abbr.)
36. National Aeronautic & Space Administration (abbr.)
37. initial stake in poker
38. tiny
39. came in
41. roused
42. a prefix meaning two
43. one of the state university units
44. neutral particle
45. a grain made into meal
47. \_\_\_\_\_ Brubeck
49. catch
55. Sullivan, Winn, & Begley all are
57. formerly
58. equality
59. brother (abbr.)
62. chopping instrument
65. sixteenth letter of Greek alphabet
66. overhead train



The secret recipe for Oswego's favorite dessert is revealed, thanks to **Nora Holdaway McLaughlin '68** who posted this photo of the famous Congo bar (above left) in our new Reunion App. McLaughlin, **Karen Koruz Low '68** and **Ed Balaban '73** won Oswego gear for sharing great Oswego photos and messages via the Reunion App with other attendees.

**CONGO BARS** (Makes 24 pieces)

- |   |                        |   |
|---|------------------------|---|
| <b>Base</b>   | <b>Topping</b>         | ½ cup Yellow Cake Mix (reserved from above) |
| 2 Yellow Cake Mixes (set aside 1/2 cup of cake mix for topping) | 1 cup Corn Syrup       | ¾ cup Chocolate Chips                       |
| ½ cup Softened Butter   | 1/3 cup Brown Sugar    | 1/3 cup Walnuts (chopped)                   |
| 2 Eggs  | 1 tsp. Vanilla         |   |
|   | 2 Eggs                 |   |
|   | ½ cup Shredded Coconut |   |

**Base**  
Preheat oven to 350°(325° if a dark or coated pan). Combine cake mix, butter and lightly beaten eggs together in a large bowl until crumbly. Press the mixture into the bottom of an ungreased 13" x 9" baking pan. Bake for 8-10 minutes.

**Topping**  
Combine corn syrup, brown sugar, vanilla, eggs, coconut and cake mix. Pour over base. Mix chocolate chips and walnuts. Sprinkle over filling. Bake for 35-40 minutes or until center is almost set. Center will firm when cool. Cut in bars.

# Advocating for Social Equity on Campus

On Aug. 30, 2018, **Howard Gordon '74 M'78**, who most recently served as SUNY Oswego's executive assistant to the president and special assistant for social equity, retired from the college after 42 years of service. Throughout that time, he held many titles—counselor in the Office of Special Programs, assistant dean for arts and sciences, assistant provost for academic affairs and social equity; but his longest and most cherished position was his most recent as executive assistant to President Deborah F. Stanley for the past 20 years.

During a retirement celebration including hundreds of current and former colleagues, alumni and current students, President Stanley presented him with the college's highest honor—the Presidential Medal—and dedicated a bench in his honor. The bench is outside the Marano Campus Center in the heart of campus to signify the central role Howard had in the lives of thousands of campus members.

President Stanley shared her sentiments about Howard's contributions to the campus during the ceremony and in a written statement to the campus community:

*“Howard has consistently served as a role model, mentor and voice for students and colleagues across the entire campus, bringing his unwavering commitment to equity and social justice to bear in all his spheres of influence. With his insightful analysis and unblinking honesty coupled with respect and compassion, and dedicating enormous amounts of time and energy over and above his ‘day job,’ Howard has moved us forward as an inclusive and connected community...Those of us who have been fortunate enough to be in his life at SUNY Oswego know that his heart and his humor infuse our work with laughter and love. Howard has been a powerful force in my professional life and will always be my deeply treasured friend.”*

The college community also came together to create a memory book that includes photos and messages from 150 or so faculty, staff, students and alumni whose lives were somehow affected by Howard. One of those messages came in the form of a poem by **Deborah White West '91**, who traveled from Maryland with her husband, **Chris West '91**, to be part of the campus celebration (at right).



“Just knowing that you had a Howard Gordon who provided that level of support, made it possible for many of us to continue the task of sometimes being the first in our family to acquire a college degree. Not sure if that would've been possible without the unwavering support of Howard Gordon,” Deborah said.

A recipient of the Oswego Alumni Association's Lifetime Award of Merit in 2016, Howard is a co-founder of the Return to Oz reunion for alumni of color and the college's African, Latino, Asian and Native American (ALANA) Student Leadership Conference.

*“Oswego has been my second home,” Howard said during his retirement celebration. “Basically, I was a student here and became an adult at this place, met my wife here, and became a father early in life ... It's been such a ride. It's been so unbelievable. It will be very difficult for me to try to articulate how rich my work-life has been ... My reason for being is because of these relationships. I thank you.”*



Sitting on a bench inscribed in his honor, **Howard Gordon '74 M'78** and College President Deborah F. Stanley posed for a commemorative photo during the Aug. 30 reception honoring Howard's 42 years of service at SUNY Oswego.



This photoboard was displayed in Howard's office for decades.

## BY THE NUMBERS

Since his arrival on the SUNY Oswego campus, the college has awarded a total of **86,112** undergraduate and graduate degrees—combined with the thousands of faculty and staff members who have worked here during his tenure—Howard has influenced nearly **100,000** campus community members' lives.



Since the mid-1980s when the college started to track race/ethnicities, SUNY Oswego has graduated approximately 3,448 students of color—or a total of approximately **6%** of the total student body. Today, **29%** of our total student body and **35%** of our incoming class identify as culturally diverse.

**Fun Fact:** With Oswego averaging 137 inches of snow a year, Howard has lived through **48 winters here** or **6,576 inches of snow (548 feet of snow!)**.



To see more, please visit [magazine.oswego.edu](http://magazine.oswego.edu)

## 1970s

Reunion, June 6 – 9  
1974 – 45th | 1979 – 40th

**Rich Nelson '70** is a tennis pro in Williamsburg, Va. He played for Oswego State in the late 1960s.

**Edward Shafer '70 CAS'77** of Southport, N.C., is a senior consultant for Successful Practices Network Inc.

**William Alles '71** of Staten Island, N.Y., began his career teaching industrial arts at Westwood High School in Washington Township, N.J. He recently retired following a subsequent career with Fedcap Rehabilitation Services in New York City, first as an equipment repair instructor and then 30+ years as the director of facilities and safety. He is spending his retirement building projects in his home metal shop, as well as writing articles for *The Home Shop Machinist* magazine. He is a certified workplace safety consultant for the New York State Department of Labor.

**Glenn L. Pearsall '71** of Johnsbury, N.Y., was honored with a Wall of Fame Award from Johnsbury Central School, from which he graduated 51 years ago. Glenn is a senior portfolio manager for Pearsall Wealth Management, philanthropist and author who, along with his wife, **Carol Ciesla Pearsall '69**, established and funded a private foundation dedicated to improving the quality of life for year-round residents of the Adirondack Park.

**Benjamin Beauchamp '72** of Jacksonville, Fla., retired from his position as a research assistant for Harvard Medical School.

**Tom Oertel '73** of Plymouth, Mass., retired from a career in regional and international computer server and storage sales, most recently for Hewlett Packard. He and his wife built a home just a few miles from Cape Cod. Tom travels widely, including to upstate New York and the Adirondacks, in pursuit of fly fishing opportunities. He also volunteers to serve his passion for wetlands conservation via Ducks Unlimited and other habitat restoration projects.

**Denise Hart '74** is a writer and producer living in Englewood, Fla.

**Art Salisch '74** of East Windsor, N.J., welcomed granddaughters Rebecca Sophie and Eliana Beatrice, who were born on Feb. 26, 2018, in New York City. Art is multi-market research director for Hearst Television in New York City.

**Lynn O'Neill-Robb '75** of Mobile, Ala., retired in 2016 after 37 years as claim examiner for United Fire Group in Metairie, La.

**Edward Confino '76** of Fairfax, Va., retired as a human resource policy analyst after 29 years of federal service. He enjoys playing baseball and traveling.

**Sandy DeWitt Wheaton '76** operates Wheaton Financial Services in Longmont, Colo.

**Cynthia Yablonski Giovo '77** of Mexico, N.Y., retired from the Central Square School District in 2012 after teaching in public schools for 35 years. In 2014 she accepted a part-time position at SUNY Oswego in the Curriculum and Instruction Department, working with student teachers.

**Kevin Shumelda '77** retired and moved to Viera, Fla., following more than 25 years working for organizations that support U.S. intelligence agencies.

**Leigh A. Yardley '77** of Hubbardsville, N.Y., received the SUNY Chancellor's Award for Excellence in Adjunct Teaching, which recognizes adjunct faculty members for excellence in teaching techniques, scholarship and professional growth, student services and academic standards. A painter and installation artist, she teaches humanities in the School of Liberal Arts at Morrisville State.

**Dave Conover '78** is a radiation safety officer at University of Rochester and a licensed medical physicist. He is married with two adult sons and plays bass for two local rock bands. As a student, Dave played four seasons of rugby; he still travels to Lake Placid in the Adirondacks to cheer on the Oz ruggers in the Can-Am tournament.

**Jean Garvey Dahlgren '78** was named Delaware College of Art and Design president by unanimous vote, effective August 1. Previously, she was dean of undergraduate programs at the Sage Colleges of Albany in Albany, N.Y.

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# REUNION 2018 HIGHLIGHTS



Check out the complete Reunion Photo Gallery at [magazine.oswego.edu](http://magazine.oswego.edu)



More than 820 alumni and friends returned for a rock-n-roll themed Reunion 2018 in Oswego June 7-10. Many, like those pictured here, attended the outdoor Sunset Concert, featuring the music of Nik Lite, and made sure to be lakeside to snap some photos of their beloved Oswego sunsets.

The celebration included mini-reunion groups and special programs for the Class of 1968, whose 105 members were the largest contingency of 50-year milestone anniversary attendees ever. Alumni came from 34 states and from as far as Alaska. Attendees represented 67 different class years, including **Davis Parker '47**, who was from the earliest class, although **Norma Clark Parry '48** celebrating her 70th Reunion wasn't too far behind.



**Dan Scaia '68** (center), a member of the Oswego Alumni Association's Board of Directors, received the Alumni Impact Award during June's Reunion activities. Then Oswego Alumni Association President **Lisa Marceau Schnorr '87** (left) and college President Deborah F. Stanley congratulated him on the honor recognizing his decades of service and leadership.



One of the most popular events at Reunion each year, the Come As You Were Barbecue at Fallbrook Barn, featured food, refreshments, games, music and a bonfire—and ample opportunities to reunite with alumni on the grounds of this beautiful site.

Among the many Greek and other affinity groups gathered for Reunion 2018 were the **"Arethusa Golden Girls,"** (right), 15 of whom were celebrating their 50th anniversary as members of the Class of 1968. Alpha Sigma Chi sorority brought back many of its members for a lunch and ceremony in celebration of the sorority's 95th anniversary.



Throughout the weekend, alumni took a variety of tours, including Rice Creek, the Shineman Center and planetarium, technology education labs and facilities, and a boat ride for a lighthouse tour, among others. They participated in a 5K run on campus, and some learned about our college founder, Edward Austin Sheldon, in an enthralling presentation by **Don Little '91 M'94 M'15** (right). College President Deborah F. Stanley gave an update on many aspects of the college today—including enrollment, budget, construction projects and our strong endowment. Special events were held for veterans, alumni-athletes, Reunion volunteers, donors and members of several anniversary classes—1948, 1953, 1958, 1963, 1968, 1973, 1978, 1993, 1997-1998-1999 (20th cluster reunion).



**Golden Alumni Society Inductees:  
CLASS OF 1968**  
*In Celebration of their 50th Reunion*



**Row 1** (seated from left): Susan Amery Rivers, JoAnne Valentine Powell, Pamela Wolf Postle, Sue Pennock, Judith Cecora Peltz, Sharen Peck Michalec, Jack Michalec, Jean Froebig McNulty, Nora Holdaway McLaughlin, Victoria Lembke McGowan-Horan, Jeanne DiGennaro McCarthy, Karen McBride, William (Bill) Matthews, Karen Koruz Low, Dennis Linskey, Richard Leopold, Francine Gianotti Lazzaro, Peter Landes, Brian G. Kristel; **Row 2** (seated from left): Anne Tate Sereno, John T. Sullivan, Michael Tari, Daniel L. Teed, Marie Mest Thomas, Richard (Dick) Thomas, Judith (Judy) Jones Ticknor, JoAnn VanKirk Toner, Harry Tuttle, Richard Valentine, Alexander (Chuck) Von Holtz, Carol Butters Wade, Mary Ellen Hendrell L'Heureux, Roberta (Bobbie) Swaney Kohut; **Row 3** (standing from left): Glenn Fiddes Horgan, Judith McGraw Ireton, Linda Court Hladun, Donald Harrison, Kathleen Gestal Grove, Faith Matthews Englund, Elaine Hayes Domenicis, Howard (Mac) Dashney, Karen Eggleston, Jill Mangano Conley, Elizabeth (Betsy) Hill Harrison Coffelt, Edward Currier, Gerald (Jerry) Claps, Carol Hilfiker Claps, Marie Rauso Campisi, Nancy Guarelia Burke, William Bosch, Elizabeth Nichols Bates; **Row 4** (standing from left): Margaret (Marg) Peppe Griffiths, Elizabeth (Betsy) Stein Reed, Barbara McIntyre Ruhe, Daniel Scaia, Mary Platz Ryan, Carolyn Higgins Rush, John Preves, Raymond Engelke, Nancy Waterman, Sally Krug Bertram, Patricia McKay Walden, Karen Stafford Walker, Susan Price Valaitis, David Rutkowski, Ernest (Ernie) Kelly, Dean W. Knapton, Linda Janas, David Zobel, Elaine Kiesling Whitehouse, Cathryn Jones Whalen, Sheila Volk Wentworth, Charles (Chuck) Bohlen, Nicholas Abraham



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**Web:** [alumni.oswego.edu/reunion](http://alumni.oswego.edu/reunion)

**REUNION 2019**  
**June 6 to 9**

Milestone  
Anniversaries:

- '03, '04, '05 – 15th
- 1994 – 25th
- '83, '84, '85 – 35th
- 1979 – 40th
- 1974 – 45th
- 1969 – 50th
- 1964 – 55th
- 1959 – 60th
- 1954 – 65th
- 1949 – 70th
- 1944 – 75th

Beta Tau Epsilon  
– 80th

Phi Lambda Phi  
– 60th

WRVO/WOCR – 50th  
Zeta Chi Zeta – 50th

**REUNION 2020**  
**June 4 to 7**

- 1995 – 25th
- '89, '90, '91 – 30th
- 1980 – 40th
- 1975 – 45th
- 1970 – 50th
- 1965 – 55th
- 1960 – 60th
- 1955 – 65th
- 1950 – 70th
- 1945 – 75th

**REUNION 2021**  
**June 10 to 13**

- '00, '01, '02 – 20th
- 1996 – 25th
- 1981 – 40th
- 1976 – 45th
- 1971 – 50th
- 1966 – 55th
- 1961 – 60th
- 1956 – 65th
- 1951 – 70th
- 1946 – 75th

**REUNION 2022**  
**June 9 to 12**

- '06, '07, '08 – 15th
- 1997 – 25th
- '86, '87, '88 – 35th
- 1982 – 40th
- 1977 – 45th
- 1972 – 50th
- 1967 – 55th
- 1962 – 60th
- 1957 – 65th
- 1952 – 70th
- 1947 – 75th

**REUNION 2023**  
**June 8 to 11**

- 1998 – 25th
- '92, '93, '94 – 30th
- 1983 – 40th
- 1978 – 45th
- 1973 – 50th
- 1968 – 55th
- 1963 – 60th
- 1958 – 65th
- 1953 – 70th
- 1948 – 75th

**Allen Nathan '78** of Boca Raton, Fla., is the general manager of Satco Products Inc. in Miami.

**Ted Palma '78** of Cary, N.C., is a physical scientist for the U.S. Environmental Protection Agency.

**Keith Parsons '78** of Beaverton, Ore., is a senior underwriter for Standard Insurance Company in Portland, Ore.

**Cynthia Reed '78 M'85** was named dean of Bagwell College of Education at Kennesaw State in Georgia, effective August 2018. She was previously dean of the College of Education and Human Services for Northern Kentucky University. She holds an Ed.D. in Administrative and Policy Studies with Specialization in Policy, Planning and Evaluation from the University of Pittsburgh, and a Certificate of Advanced Study in School Administration and Supervision from SUNY Cortland.

**Toni Fetherston Shullek '78** of West Henrietta, N.Y., retired from Xerox and enjoys spending time with her granddaughter, walking, golfing and crafting.

**Jeanne Heil '79** is owner of Howlin' Dog Creations in Rochester, N.Y.

## 1980s

Reunion, June 6 – 9  
1983, 1984, 1985 – 35th

**Larry Fisher '80** of Cranford, N.J., is board chairman and a founding partner for Career Partners International. He has more than 20 years of experience in organizational consulting.

**Chris Harrold '80** of Troy, N.Y., is vice president and creative director at Mohawk Fine Papers in Cohoes, N.Y. Chris joined Mohawk in 1990, and has held several positions from sales to marketing. He has been published in a variety of industry journals, is a Lynda.com author and speaks extensively on the role printing and paper play in design today. He is a recipient of a 2018 Franklin Luminaire Award by the Printing Industries Alliance, which recognizes professionals for their positive contribution and service within the media and graphic communications industry.

**Julie Hovey Madden '80** of Jacksonville, Ala., co-founded Encore Enrichment Center for Shelter Dogs after retiring from the Centers for Disease Control and Prevention. She is a sister of Phi Delta Chi and a U.S. Army veteran.

## An Original 'IT Girl'

**Deb Nosky '81** didn't know then—nor did she remember today—that she was one of only 28 female students in the computer science program. What she remembers most about her SUNY Oswego experience was feeling surrounded by strong female role models—at that time, College President Virginia Radley, College of Arts and Sciences Dean Barb Gerber, all the female coaches of women's sports teams and her database course instructor Bette Brindle.

"Oswego set the stage for me with women succeeding in leadership roles—in all areas of campus," Deb said. "I have no idea how many women were in my computer science classes. It wasn't something I thought about then (although I would love to know that now) because I was just so fascinated by the programming languages and courses."

The Oswego native enrolled at the college originally to become a teacher. One day, she was asked to tutor another student on a writing assignment. It turns out the writing assignment was actually a COBOL programming assignment, but the solution came easy to her so she decided to take a computer science course and was hooked.

Within a few years, she picked up a master's in adult education from Syracuse University and was able to combine her passion for teaching with her aptitude for computer science by working in information technology. For a decade, she served as the event and IT director for Susan G. Komen of CNY Race for the Cure, and helped use data to strengthen the fundraiser that raised \$750,000 and attracted more than 8,000 participants for the nonprofit.

Today, with 35 years of experience as an IT professional, she is a professor of practice and director of the undergraduate degree program at Syracuse's School of Information Studies



(iSchool). She also develops workshops for the annual "It Girls" program for female high school students—a "slumber party meets hackathon" that is meant to inspire and create a pathway for girls to study information technology as an academic discipline. Some of the workshops include tasks like using math formulas to design lines that are incorporated into fabrics for the fashion industry or using information retrieval skills to identify where a photo of a window was taken (the girls successfully tracked down the country and location of the window!).

"Research shows that a better solution to a problem is achieved with a diversity of experience, perspective and opinions working together," said Deb, who proudly touts the fact that the female-to-male ratio is 44-to-56 percent in her iSchool program and who would like to see the acronym STEM altered to STIM, to include an emphasis on information.

"I dare you to think of one field that doesn't involve information technology and management," she said. "I don't think you can today. I hope that all of my students graduate with the knowledge and skillsets that make them valuable contributors in a variety of fields."

**“YOU GOTTA TAKE THE RISK.**

**DO SOMETHING YOU LOVE...**

**PUT YOURSELF IN**

**UNCOMFORTABLE POSITIONS**

**AND LEARN FROM IT.”**

— **Bill Testa '87**, president/CEO of Direct Mail 20/20 and Testa Group, and panelist at the 2018 School of Business Symposium through the Alumni-In-Residence (AIR) program.



**Bruce Parker '81** of Coral Gables, Fla., was named president of the Global Life business unit and serves as chief executive officer for the Mutual Trust Life Insurance Company. He has been working for the company since 2009.

**Larry Rubinstein '81** of North Bellmore, N.Y., is in-charge engineer for NEP in Stamford, Conn.

**Mary Elizabeth Sereno Schickling M'81** of Oswego retired from her position as the first grade teacher at Fitzhugh Park Elementary—a position she held for her entire teaching career.

**Paul Strasser '81** of Aldie, Va., executive vice president of the information management solutions group at Data Systems Analysts (DSA), was elected executive vice chair for the American Council for Technology and Industry Advisory Council. He is also president and chief executive officer of DSA's subsidiary Project Performance Co. He has held senior leadership positions at Engility, Lockheed Martin, Titan and Pragmatics.

**Paul Condolora '82** of Glendale, Calif., who formerly led digital and consumer products at Cartoon Network, is chief operating officer for Next 10 Ventures.

**William Pfund '82** of Sylvania, Ohio, is vice president of research and development at ZIVO Bioscience Inc. in Michigan.

**Paul Cisek '83** of Amsterdam, N.Y., led Brookdale Community College to an undefeated season and its second national basketball championship in six years as its head coach. He was named the Spalding NJCAA Division III Men's Basketball Coach of the Year after leading his Jersey Blues to a 34-0 mark and NJCAA Division III national title.

**Joseph Hackett '83** of Schenectady, N.Y., retired from teaching in the Schenectady Central School District.

**George Torres Jr. '83** of Casselberry, Fla., is a customs and border protection officer for the Department of Homeland Security at the Orlando, Fla., International Airport. He is married to **Lisa Ann Pellechia Torres '82** and the couple has two daughters.

**Gina C. Gould '84** of Accord, N.Y., is president of the Museum of Innovation and Science in Schenectady, N.Y. Previously, she was curator of science and a consultant for Bruce Museum of Art & Sciences in Greenwich, Conn. Gina holds a doctorate in earth and environmental sciences from Columbia University and has worked at several institutions, including the American Museum of Natural History in New York City, where she was project manager for the \$40 million renovation of the museum's fossil halls. She is also associate research professor in the Center

for Environmental Sciences and Engineering at the University of Connecticut and a Bard College faculty member in the Department of Citizen Science.

**Barbara Campbell Conrad '85** of Geneva, N.Y., retired in June 2018 after 33 years of teaching at Geneva Middle School.

**Laura Bender Ouimette '85 M'88** of Fairport, N.Y., is helping husband, **Ron Ouimette M'97**, with his new Red Wing Shoes store in Cicero, N.Y., and remains involved with multiple volunteer positions.

**Robert K. "Bob" Ernst '86** of Silver Spring, Md., was named Researcher of the Year (2017) by the University of Maryland at Baltimore, where he is a professor and vice chair of the School of Dentistry's Department of Microbial Pathogenesis. His specialty is the study of bacterial membranes to better treat sepsis. In addition, he and fellow professor David Goodlett founded a startup diagnostic company in 2015 called Pataigin.

**Michael Schum '86** of Sarasota, Fla., is general manager for the White River Marine Group.

**Allan J. Shaw '86** of East Hampton, N.Y., is chief financial officer for ImmunoMet Therapeutics. Previously, he was the chief financial officer and treasurer of Syndax Pharmaceuticals Inc. He was also managing director of Alvarez & Marsal LLC, a global professional services firm, and led its biopharmaceutical consulting practice.



Oswego alumni leaders in law enforcement connected at the 270th session of the FBI National Academy. From left to right: Captain **Jason Elwood '97**, Rochester (N.Y.) Police Department; Inspector **Daniel Flanagan '84**, Nassau County (N.Y.) Police Department; Lieutenant Peter Clark, New York City Police Department; Inspector **Robert Waring '87**, Suffolk County (N.Y.) Police Department; Captain **Richard Kaiser '96**, Salisbury (Md.) Police Department.

**Sarah Bogardus Wiggins '86** is an insurance account representative for State Farm in Summerville, S.C. She previously owned SB Wiggins Promotions and was marketing director for a shopping center and large retail chain company. In her free time, she enjoys exercising, spending time with her three children and volunteering.

**Megan Wisdom '86** is production support, incident manager and disaster recovery coordinator for Morgan Stanley in New York City.

**James Marley '87** of Newburgh, N.Y., is a New York City firefighter.

**Bob Melk '87** of San Francisco, Calif., is chief commercial officer of Monster.com. He joined the company in February after nearly two years as president of Dice.

**Joe Noviello '87** of Summit, N.J., is managing director of Dealerweb Technologies for Tradeweb.

**David Hall '89** of Hannibal, N.Y., is the director for the Oswego County probation department. He began his career in the county's social services department and has been in the probation department since 1994, most recently as a probation supervisor.

**Michelle Tubbert Hutcheon '89** of Marcellus, N.Y., is an advanced manufacturing trainer/facilitator for INFICON.

**Alicia LaFleur Memmott '89** of Rochester, N.Y., is receptionist and support assistant for the Greater Rochester Chamber of Commerce.

**Bob Stilwell '89** of Albion, N.Y., is advertising representative for the *Lake Country Pennysaver*. He served three years in the Army.



## Loyal Lakers

*"I believe it is important to support The Fund for Oswego because it helps the college grow and expand. I received a great education at Oswego and want to pay it forward."*

- **La-Dana Renee Jenkins '94**, Oswego Alumni Association Board Member and a Loyal Lakers Society Member

Learn more at [alumni.oswego.edu/loyallakers](http://alumni.oswego.edu/loyallakers).

## 1990s

Reunion, June 6 - 9  
1994 - 25th

**Kristen E. Caprio Blanchard '90** of Fort Mill, S.C., was appointed to an at-large seat on the South Carolina Department of Transportation Commission. Kristen is the vice president of external corporate affairs at Nutramax Laboratories, and has been with the company for 21 years.

**Kelly Molesworth Tiscornia '90** of Salem, Ore., is a counselor for the Salem-Keizer School District.

**Jennifer Caputo '91** of Katonah, N.Y., is employed by Touched By Good Inc. in Armonk, N.Y.

**Jeff Coakley '91** of Fulton, N.Y., was recently appointed to the position of executive vice president and chief operating officer of Oswego Hospital.

**Sandy Krezmien Funk '91** of Mount Pleasant, S.C., is a regional contract furniture sales executive for Wulbern-Koval Company. She and her husband, David, have three teenage children.

**Gieselle "Gigi" Drayton Poveromo '91** is national director of experience at Planned Parenthood Federation of America in New York City. She lives in Charlotte, N.C., with her husband, Chris, and their two sons. She recently ran the New York City Marathon.

**Aaron Birnbaum '92** of Bow, N.H., launched Seron Security, a cyber security company. One of the members of the Seron Security team is **Adam Hood '08**. Adam had been an intern for one of Aaron's earlier ventures through the Oswego Alumni Sharing Knowledge (ASK) program, and the two remained friends.

**Jim Keysor '92** is the meteorologist-in-charge of the National Weather Service (NWS) Forecast Office in Gaylord, Mich., for the National Oceanic and Atmospheric Association. Jim previously served as warning coordination meteorologist for nearly 15 years. He began his NWS career as an intern at the Paducah, Ky., weather office in 1993. He later moved to the Cheyenne, Wyo., office in 2000, where he became a lead forecaster.

**Michelle Urbanczyk '92 M'93 M'97** of West Seneca, N.Y., is chief executive officer at Explore & More Children's Museum. For the past three years, Michelle was president of Every Person Influences Children (EPIC). Before that she was director of development with the Buffalo Society of Natural Sciences.

**Jeanne LeGuillou Benson '93** of Com-mack, N.Y., is a secondary English teacher for the Smithtown Central School District.

**Marjorie Harmon Hemans '93** retired after teaching for 21 years at Corcoran High School in Corcoran, Calif. She and her husband then moved to Denver, Colo. Marjorie published her first novel, *Loving Betrayal*.

## There's Still Time...

DECEMBER 2018						
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

As 2018 comes to a close, be sure to send in your end of the year gift to *The Fund for Oswego*. Help create opportunities for our current and future students. You can make your gift online at [alumni.oswego.edu/givenow](http://alumni.oswego.edu/givenow), or mail to 215 Sheldon Hall, Oswego, N.Y. 13126.

# Weddings



**Tricia McGoeY '94 and Jamie Ashlaw '92** were married on Oct. 8, 2017, at the Sherwood Inn in Skaneateles, N.Y. The bride is a graphic designer and the groom is a high school art teacher. They reside in Syracuse, N.Y. From left: Jason Ashlaw, Scott McLaughlin '03, Kaitlyn Astafan '11 M'12, Brynn Gillen Semeraro '08, Dan Semeraro '09 M'12, Tricia McGoeY Ashlaw '94, Jamie Ashlaw '92, Jaime Goldstein Adkins '99, Craig Adkins '97, Brian Burke '72, Mary Jane Manwaring Burke '71, Mary Jakubiec Maurer '70, Sara De-Castro Cunningham '93, Philip Brancaccio '92, Annette Prekker Levine '95 and Yaa Adjai.



**Amanda Cascino '11 and Fred Tropeano '11** were married Oct. 20, 2017, at the Royalton Mansion in Roslyn, N.Y. In attendance were Meagan Lehman '12, Courteney Walsh '11, Samantha Holtzman Gerrity '11, Timothy Rinck '11, Brian Gerrity '11, Eva Constantine Fiorentino '11, Thomas Giordonello '13, Kristen Beaty Connors '11, Daniel Connors '11, Agnes Puyraud Aitchison '11, Mark Schumacher '12, Kelly LaBella Fallon '11, Allison Trager '11 and Carl Mannillo '12.



**Rebecca Crossley '12 M'16 and William Fletcher '12** were married on Aug. 5, 2017, in Lake George, N.Y.



**Nicole Johnson '12 and Brian Croce '11** were married June 30, 2017, in Washingtonville, N.Y. The two met on the ninth floor of Seneca Hall in 2009. Top row, from left: Shawn Bernstein '11, Brian McDonald '12, Josh Lilly '11, Alex Weiss '11, Greg Wright '11 and Adam Szarpa '09; fourth row, from left: Justin Beehler '12, Georgia Anderson Beehler '11, Andy Frey '11, Mike Evans '11, Sarah Fogle Hurley '11 and Courtney Alstadt '11; third row, from left: Mike Whitford '13, Amanda Kravitz '13 and Jennifer Grossman '13; second row, from left: Alexis Rosamilia '12, Lauren Sordellini '11, Anthony Jones '11, Jessica Panicola '12 M'13, Jessica England '13 and Alexa Yaskulski Ward '12; front row, Brian Croce '11 and Nicole Johnson '12.



**Lauren Sorrentino '05 and Tim Pacelli** were married May 12, 2018, at the Mill Lakeside Manor in Spring Lake, N.J.



**Rachel Rigney '11 and Gregory Blankenship '12** were married on Dec. 2, 2017, in Syracuse, N.Y. From left: Jimmy Zielenski '12, Andrea Falcone '12, Brittany Schafer '12, Nicole Wallace, Courtney Simmons Pidkaminy '12, Rachel Rigney '11, Gregory Blankenship '12, Marcus D'Urso '11, Meghan Upson D'Urso '11, Antonio D'Urso, Michael Wilson '12 and Anna Vaccaro '14.



**Melissa Schurr '11 and Steven Glasshagel '13** were married Aug. 5, 2017, at Ventosa Vineyards in Geneva, N.Y. Back row, from left: James Carroll '88, Doug Page (photobombing friend who wishes he went to Oswego), Marcus LaRobardiere '11, Donna Kublbock Lapreziosa '79, Megan Carroll '16, Meaghan Boyle '16, Lucas Pettit '12, Hannah Guy '13, Cody Rogers '16, Gregory Carroll '18, German Collazo '12, Kelly Morritt '11 and Heather Johnson '14; front row: Joseph Vono '12, Lisa Kublbock Carroll '87, Carl Mannillo '12, John Kublbock '74, Rebecca Carroll '20, Alyssa Glasshagel '16, Melissa Schurr '11, Steven Glasshagel '13, Diane Kublbock Glasshagel '84, William Glasshagel '83 M'86, Jessica Osorio Kelly '11 and Connor Kelly '09 M'11.



**Breanna Smith M'13 and Zachary Griswold '09** were married on Sept. 15, 2017, at the Skyline Lodge at Highland Forest in Fabius, N.Y. Pictured: Kristoff Jaeck '11, Jordan Perry '14, Allison Macey '13 M'14, Matthew Berrigan '12 M'13, Katie Turner '08 M'13, David Scott Tabor '09 M'11, Grant Anderson '10, Nicholas Cole '10, Melissa Hock Munk '09, Matthew Pierson, Bill Paley '07, Karen Archibee (employee) and Amanda Myers (former employee).



**Bonni Spector '07 and Joe Kelleher '05** were married July 2, 2017, in Woodbury, N.Y. Front row: Lori Grier Rooke '05 M'09, Kelly Swansen Lucieer '05, Shelby Baskin '07, PJ Dantonello '07, Bonni Spector '07, Joe Kelleher '05, Eric Kurpiel '05, Matt Romano '05, Ashley Williams '07. Back row: Evan Lucieer '05, Kris DePierro '07, Theresa Ruanne DePierro '07 M'08, Brian Kelleher '07, Zack Serrano '05, James Paul '05, Adam Marinelli '04 '10 M'08 and Andrew Monsour '06.

## Digital Strategist Helps Connect People



**Vernon Fong '97** takes his work home.

"I love to adopt new technology," said the digital strategist for one of the largest technology product manufacturers of our time: Samsung.

Vernon has outfitted his New York City home with his company's technology for a connected living experience: TVs, kitchen appliances, lights, security—all connected, all at his fingertips through the use of a Samsung SmartThings hub connected to his mobile phone and computer.

"I am fond of the technical underpinnings that allow interconnectivity among devices," Vernon said. "My car, my TV, my security system, my computer—the software engineering that connects and utilizes the exponential explosion of hardware capabilities is super inspiring."

Vernon most recently has been at the helm of the Samsung strategy and experience components for business-to-consumer and business-to-business websites [www.samsung.com/us](http://www.samsung.com/us) and [www.samsung.com/us/business](http://www.samsung.com/us/business). It's Vernon's job to "roll up [his] sleeves with brand, creative, tech and data teams."

In addition to launching, maintaining and redesigning Samsung websites, Vernon has implemented project management information systems at the technology giant, serving as a driving force in the challenge of merging business goals, technology, analytics and product design/user experience/content. His product web marketing campaigns most recently include the popular Galaxy S9 mobile device.

"In a nutshell, I work across many cross-functional layers to find the right

mix that balances our brand and business goals," he said.

Vernon, who has served as a judge for the Digiday Awards and has presented at several conferences on the topic of technology and marketing, said new technology advances present challenges that range from figuring out practical applications to determining if a technology is sustainable—and everything in between.

In addition to earning his degree in marketing at SUNY Oswego, Vernon was on the air for WNYO and helped bring some hip-hop acts to campus. He said that the stark contrast from where he grew up in New York City and life in Oswego, played a role in shaping his success.

"I learned that community is important, and not everyone is always out for self gain," he said. "I think Oswego best prepared me by fostering my love for learning. Oswego introduced me to a broader spectrum of life experiences."

In his free time, Vernon practices photography—from street photography to capturing moments with his wife, Denise, who is an analyst at PwC (formerly PricewaterhouseCoopers); and their three sons, Leo, Ryan and Max.

"It's how I disconnect from the world," he said. "It is super rewarding to find truth in 1/200th of a second."

And what type of phone did one of Samsung's digital leaders use on the Oswego campus back in the day?

An Ericsson brand mobile phone.

"It did nothing but make calls," Vernon said.

**Lori Ford McRobbie '94** of Clay, N.Y., is a paralegal for Bousquet Holstein PLLC in Syracuse, N.Y. She is a member of the National Association of Bond Lawyers and the Onondaga County Bar Association.

**Ray Warner '94** of South Park, Pa., is a senior analyst for business support at Verizon.

**Troy P. Segar '95** of Warners, N.Y., is principal for DiMarco, Abiusi & Pascarella CPAs P.C. in Syracuse, N.Y.

**Michael Wiczorek '95** of Liverpool, N.Y., is a technical recruiter for ISSI Technology Professionals in Syracuse, N.Y.

**Gregory Woodman '95** of Germantown, Md., is a police officer and paramedic for the Montgomery County Police Department in Gaithersburg, Md.

**Peter DeVisser '96** of Apex, N.C., is a tax partner for Ernst & Young in Raleigh, N.C.

**Jason Guido '96** of Baldwinsville, N.Y., is a senior sourcing analyst for INFICON.

**Kenneth Williams '96** of Whitesboro, N.Y., is group vice president at Wilmington Trust. Previously, he held the position of regional sales manager, and has two decades of experience in the financial services industry.

**Nicole Woodall '96** of Jamesville, N.Y., is tax principal at Firley, Moran, Freer & Eassa CPAs P.C. in Syracuse, N.Y.

**Mark Schichtel '97** of Ontario, N.Y., was appointed to the position of principal for the Webster Central School District's DeWitt Road Elementary School. He was assistant principal at DeWitt Road since 2013, and has more than 20 years of experience in education at a variety of levels and positions.

**Michele Dashnau Hourigan '98** of Oswego was named development manager for the Oswego Health Foundation.

**Michelle Racette Robinson '98** of Rochester, N.Y., is a senior analyst for Luminas LLC, a research and strategy consulting firm. She and her husband, Paul, have two children.

**Michele Hunter Whitley '98** of Ballston Spa, N.Y., was appointed principal of the Geyser Road Elementary School in the Saratoga Springs (N.Y.) Central School District, effective July 1, 2018. Previously, she worked at the Mohonasen Central School District as a K-12 administrator and a principal. Prior to that, she served as an assistant principal in the Ballston

Spa School District and as a teacher in the Mohonasen Central School District.

**Jolene Ballard Matthews '99** of Sloatsburg, N.Y., is a news reporter and recovery coach who runs a series titled *Addiction and Recovery in America* for Hudson TV.

**Kristine Naylor '99** of New York City is vice president of sales and marketing for Babo Botanicals. She joined Babo Botanicals as a senior brand director in 2014. Previously, she served as North American brand manager for British brand Molton Brown. She served as a panelist for the SUNY Oswego School of Business Symposium in spring 2018.

**Richard Smith '99 M'00** of Manlius, N.Y., is tax principal of Firley, Moran, Freer & Eassa CPAs P.C. in Syracuse, N.Y.

## 2000s

Reunion, June 6 - 9  
2003, 2004, 2005 - 15th

**Jeff Adkins M'00** of Oswego is a digital production specialist at LP&M Advertising in Syracuse, N.Y. He has served as an adjunct professor and has won numerous photography awards.

**Caitlin McCartan '00** of West Roxbury, Mass., is webmaster and content creator for Zoo New England. She holds a master's degree in public relations for the nonprofit sector from Boston University.

**Douglas Sharp '00** purchased his father's business, Recreational Vehicles and Equipment, now RV&E Bike and Skate, in Fairport, N.Y.

**Dr. Brian K. Hartwell M'01 CAS'05** of Pulaski, N.Y., is superintendent of the Cayuga-Onondaga district Board of Cooperative Educational Services. Previously, he was the superintendent of the Pulaski Academy and Central School District.

**Paul Pack '01** of Purcellville, Va., was named Principal of the Year by the *Washington Post*. Paul has served as the Liberty Elementary School principal in the Loudoun County (Va.) School District for six years. See related story on page 16.

**Amy Mawn Aumand '02** of Schenectady, N.Y., works for the Dormitory Authority of the State of New York, and has performed in local productions of *Chicago*, *Les Misérables* and *Legally Blonde: The Musical*. She married Michael Aumand on Oct. 8, 2016, and they have a daughter who joins two step-sons.

# Oswego Matters

By Executive Director  
Betsy Oberst



I am excited to share this latest edition of our alumni magazine with you! As you can see, we have begun a redesign under new magazine designer Jennifer Broderick, to freshen our look and bring you content in new and different ways. We know people love our magazine, so we hope you like our new look—which will continue to evolve—and we welcome your feedback!

We'll also be adding more online content and redesigning our online magazine ... look for those changes to come soon. Check out our new mobile-friendly, redesigned website at [alumni.oswego.edu](http://alumni.oswego.edu) in coming weeks, as well.

As we begin the new academic year here on campus, I am also delighted to welcome the newest member of our alumni team, **Kerisha Lewis '18**. She joined us this summer as assistant director of student-alumni engagement. Kerisha will work with our growing student programming to link students to alumni and build Laker pride and tradition, in addition to assisting with Reunion groups and other alumni programming. Malcolm Huggins has also joined our Annual Fund team after several years in the Athletic Department.

As we enhance our communications with our 85,000+ alumni in additional (and more cost-effective!) ways, we continue to expand our outreach on our social media channels. So please "like" us on Facebook (Oswego Alumni), Twitter, Instagram, etc. so you don't miss

out on any news or events! Also, please make sure we have your current email address, as some of our event invitations now are only sent via email. All of these communication vehicles allow us to share more things with you on a regular basis, as well as keep you connected to more Oswego alumni!

And please consider joining us as a volunteer. Join the Reunion 2019 Engagement and Planning Committee for your class (or group). Or come back to campus to speak in classes as part of our ever-growing Alumni-In-Residence (AIR) program, sign up to help mentor students or recent grads as part of the Alumni Sharing Knowledge (ASK) program or join our growing Local Lakers network of volunteers to help plan Oswego events in your area.

However you choose to stay connected to or engaged with Oswego, we welcome your involvement. If you get the chance to visit campus, please make sure a stop at King Alumni Hall is on your list. Browse our alumni memorabilia and yearbooks, and share your stories with us.

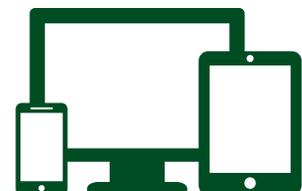
We hope to see you soon!

With Laker pride,

*Betsy*



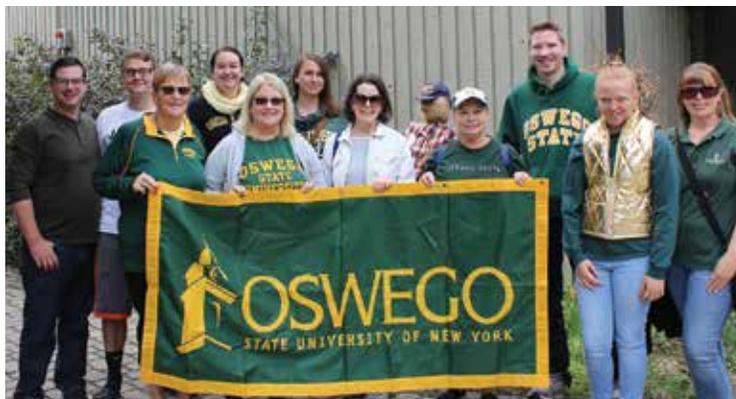
Check out our new mobile-friendly website this winter:  
**[alumni.oswego.edu](http://alumni.oswego.edu)**



# Local Lakers Gatherings



Oswego alumni from the New York City area greeted incoming students and their families during a Summer Send-Off Reception in August.



This group of alumni were among the nearly 200 SUNY Oswego community members who took advantage of free admission to the 2018 Golden Harvest Festival at Beaver Lake Nature Center in Baldwinsville, N.Y., in September, thanks to support from the Oswego Alumni Association and *The Fund for Oswego*.

## EVENTS

- Nov. 27** Giving Tuesday\*\*
- Dec. 1** 2019 Reunion Engagement and Planning Committee Meeting\*
- Dec. 14** Commencement Eve Champagne Reception\*
- Jan. 5** 2019 Reunion Engagement and Planning Committee Meeting\*
- Feb. 2** 2019 Reunion Engagement and Planning Committee Meeting\*
- Feb. 2** Men's Basketball Alumni Game\*
- Feb. 9-10** Women's Hockey Alumnae Reunion\*
- March 1-31** March Matchness GOLD Fundraising Challenge\*\*
- March 30** Oswego Alumni Board of Directors Meeting\*
- April 13** 2019 Reunion Engagement and Planning Committee Meeting\*
- Spring TBD** Boston Alumni and Friends Reception\*
- May 3** Oswego College Foundation Board Meeting\*\*
- May 17** Commencement Eve Torchlight Ceremony\*
- June 6-9** Reunion 2019 Weekend\*
- June 8** Oswego Alumni Board of Directors Meeting\*
- June 28** Mu Beta Psi 25th Anniversary Reunion\*

\* Alumni and Parent Relations, 315-312-2258  
 \*\* University Development, 315-312-3003

[alumni.oswego.edu](http://alumni.oswego.edu)



Oswego College Foundation Board Member **Gordon Lenz '58**, his wife, Carol, and their family hosted Long Island-area alumni for a special reception at their home in Bellport, N.Y., in September.

**Daniel J. Capella '02 M'04** of Oswego is a retail products specialist at Pathfinder Bank.

**Kyle Hubert '02** of New York City is chief technology officer for Simulmedia. He had previously served as the company's chief scientist.

**Mike Kite '02** is director of business development at Advance Media New York in Syracuse, N.Y. He was in the 2018 class of the Leadership Greater Syracuse program.

**Lindsey Pontieri '02** of Stamford, Conn., was named assistant principal at Central Middle School in Greenwich, Conn., effective July 1, 2018. Previously she was a special education teacher at Western Middle School. She earned a Master of Science in Special Education from Dowling College in Oakdale, N.Y., and a Connecticut intermediate administration and supervision certification from Sacred Heart University in 2016.

**Liz Beauregard Silver '02** of New Paltz, N.Y., is director of leasing on the Las Vegas leasing team for International Market Centers' handmade category at Las Vegas Market. She is a 20-year wholesale craft

industry veteran who has held positions with both the American Craft Council and George Little Management.

**Tracy Cooper Bishop '03** of Sunrise, Fla., works in business development for AmOne Corporation in Fort Lauderdale.

**Jason Guild '03** of Weedsport, N.Y., is a teacher at Oswego High School.

**Cindy Rivers '03** of West Monroe, N.Y., is human resources generalist for Connex-Care in Pulaski, N.Y.

**Erica Dennis Walters '03** of Moravia, N.Y., owns and operates Notable Beginnings, where she teaches private voice, piano and acting lessons in Auburn, N.Y. She is also an adjunct professor at Cayuga Community College, where she serves as the vocal music instructor and choral director. She and her husband have two sons.

**Renee G. Benda '04** of Skaneateles, N.Y., joined Hancock Estabrook in January 2018 as marketing director in the firm's Syracuse office.

**Andy Bliss '04** of Nyack, N.Y., is the author of Oswego County's tourism office fishing blog, *Hotline to Oswego County Fishing*.

**Lisa Wallace Ekiert '04** of Spencerport, N.Y., is an academic advisor for Monroe Community College in Rochester, N.Y.

**Cheryl Aupperle '05** of Liverpool, N.Y., is the online merchandise administrator for Raymour & Flanigan in Liverpool, N.Y.

**Jolene Hathaway Day '05 M'06** of Clayville, N.Y., is strategic financial manager for the Mohawk Valley Health System (MVHS) in Utica, N.Y. She has been an employee of MVHS since 2010, most recently as the accounting manager. Before joining MVHS, she was a financial auditor at Fust Charles Chambers LLP in Syracuse.

**David W. Johnson '05** of North Chili, N.Y., is an instructor of biology for Genesee Community College (GCC) in Batavia, N.Y. He received a SUNY Chancellor's Award for Excellence in Teaching in May 2018. He joined the GCC faculty in 2014. He earned a master's and doctorate in biochemistry from the University of Rochester.

**Rachel Roessel '05** of Scottsville, N.Y., is a geriatric psychiatry specialist for University of Rochester Medical Center/Strong Memorial Hospital.

**Brian Potter '06**, CPA, of Liverpool, N.Y., was named partner at Dannible & McKee CPAs in Syracuse, N.Y.

**Ryan Sprague '06** of Astoria, N.Y., has been featured on ABC News, Fox News and the Science Channel, and is a regular on the Travel Channel's *Mysteries at the Museum*. His first book, *Somewhere in the Skies: A Human Approach to an Alien Phenomenon*, was published by Richard Dolan Press. He was also a presenter at the 2017 International UFO Congress. He is a producer and host for weekly podcasts titled *Somewhere in the Skies*.

**Jacob Dishaw '07** of Syracuse, N.Y., is a structural examiner for the City of Syracuse.

**Stephen Hicks '07** of Albion, N.Y., is partner for Brighton Securities in Rochester, N.Y. He joined Brighton Securities in 2007.

**Richard Hill '07** of Baldwinsville, N.Y., is non-perishable specialist for Tops Friendly Markets east region.

**Richard Shea '07** of Albany, N.Y., is the assistant principal for Albany High School.

**Kristin Benoodt '08** of Barre, Vt., is a systems administrator for the state of Vermont.

**Amie Shinego '08** of Tiverton, R.I., was presented with an Air Force Association chapter STEM Teacher of the Year award. She is a computer teacher at Thompson Middle School in Newport, R.I. She earned a master's degree in literacy and middle school endorsement for science at Roger Williams University.



**Jaclyn Kahn Siegel '08** and husband, **Jason Siegel '08**, of Hicksville, N.Y., announced the arrival of their son, Grant (Class of 2039, above) who was born on March 16, 2018.

**Christine Godfrey '09** of Watertown, N.Y., is Jefferson County Historical Society collections manager. She started volunteering with the historical society when she was 15 years old. She earned a master's degree in museum science from Syracuse University. Prior to becoming the collections manager, Christine was a historic interpreter with the Sackets Harbor Battlefield State Historic Site.



**Laura Pavlus Kelly '09** and her husband, Mike, welcomed their son, Callahan Richard Kelly (Class of 2039, above) on June 24, 2017. She is the director of alumni and parent relations at SUNY Oswego.

**Matthew Wilson '09 M'11** owns and operates Wilson Ceramics in Norwich, N.Y., where he is also a middle school art teacher.

## 2010s

**Tonya Burrows '10** of Oswego is the author of 10 books. She was recently nominated for the RITA award, presented by Romance Writers of America.

# Class Notes Babies GRADUATE DEGREES PHOTOS

Awards Promotions Change of Address Weddings



We want to hear what's new with YOU!

Submit your class note online at [alumni.oswego.edu](http://alumni.oswego.edu);  
email us at [alumni@oswego.edu](mailto:alumni@oswego.edu); call us at 315-312-2258; or  
send it to King Alumni Hall, SUNY Oswego, Oswego, N.Y. 13126.

# The Human Experience: An interview with Bryan Kern '11 M'13 CAS'13

After receiving undergraduate and graduate degrees from his hometown college of SUNY Oswego, **Bryan Kern '11 M'13 CAS'13** drove across the country to California to seek his future—a trip that ultimately resulted in a job as a user experience researcher at none other than world-renowned product and service company: Apple.

## It was a move that didn't include a job at the other end.

It was August; I didn't bring much.

I did buy a bunch of beat-like books by Kerouac and Krakauer. I thought I was cool traveling the U.S. without anyone but myself and a car, a 2005 Kia Rio. As I got closer and closer to California, I felt as though everything I was doing was the right thing. My anxiety about not having a job subsidized and the drive mellowed me out. Five days without having anyone I know near me to help if something went wrong, and knowing I could figure it out on my own, was refreshing. My initial goal

after grad school was to find a job in tech, and I was able to accomplish that within a month of moving out to California.

## User experience (UX) researchers scrutinize how humans use technology.

Imagine this, you open up your favorite app on your smartphone, and you really want to share something from the app to a friend. You can't figure out how to do it. I help uncover these types of issues that arise while humans use technology, in the end sharing insights with people in charge of making the product. I talk to people to understand their needs, to help translate these needs to requirements for those in charge of said products. I also act as the voice of the user/customer and bring that voice to the table when designing products. At Apple, I'm working on internal products, which no one outside of Apple would know.

## It's all about shaping the human experience.

Humans are not perfect, and the designs created by humans are even more imperfect. User research at least helps keep it in line with the needs of users. Assumptions are bad bad bad, and that's why there are a lot of really, really bad designs out there.

## The big things in tech that will get even bigger.

1. Cryptocurrencies. What millennial carries money anymore?
2. Haptic feedback (a technology that recreates the sense of touch by applying vibrations or motion to the user).
3. The "work from home" craze.

**Spare time.** Playing video games, building computers, tinkering with new tech like Raspberry Pi and Echo, reading up on emerging tech, spending time with wife, Keely, and family.

**Plans.** Starting a family, buying a house, adventuring!

*"Swimming in  
Lake Ontario is  
super underrated  
and I loved doing it."*

– Bryan Kern '11 M'13 CAS'13



**Ashley Salaris '10 M'13** and **Atticus Sutcliffe '12** of Bronx, N.Y., were married April 8, 2018.

**Benjamin Sumner '10**, CPA, of Cazenovia, N.Y., has been named partner at Dannible & McKee LLP in Syracuse, N.Y. He joined the firm in 2010.

**Michael Vincent '10** of Fulton, N.Y., was named as assistant transportation supervisor by the Hannibal (N.Y.) Board of Education.

**Alex Walsh '10** of North Syracuse, N.Y., is director of communications for the North-east Dairy Foods Association in North Syracuse.

**Sean Delaney '11 M'15** of Oswego joined INFICON as a master planner.

**Audrey Luppés Holden '11 M'12** of Liverpool, N.Y., is a staff accountant for Pyramid Management Group LLC in Syracuse, N.Y.

**Alyssa Scherer '11** of Suffern, N.Y., was awarded the Empire State Excellence in Teaching Award by New York Gov. Andrew Cuomo's office. She teaches in New York City.

**Leslie Hollenbeck '12** of Oswego is an office assistant for SUNY Oswego.

**Hannah Moreau '12** of New York City is a program manager for Flywheel Sports.

**Gary Mullin '12** of Syracuse, N.Y., is an art director at LP&M Advertising.

**Mei Xin M'12** of Syracuse, N.Y., is owner and operator of Roll Roll Ice Cream in the Destiny USA shopping complex in Syracuse, N.Y.



**Elizabeth Canfield '13** and **Evangeline Canfield '13**, both of Fulton, N.Y., SUNY Oswego music faculty members and twins, performed four-hand piano duets in the Sheldon Hall ballroom in spring semester 2018. The sisters, who are known as the Duo Canfield, were completing their second year teaching as adjunct instructors of group piano classes at SUNY Oswego. They were both Chancellor's Award for Student Excellence recipients in 2013. They subsequently earned their master's degrees in piano performance at Bowling Green State University. They are active in the Oswego Youth Conservatory Program and have been finalists in multiple competitions such as the Ellis Duo Piano

Competition in Mississippi, the Ohio International Piano Duet and Duo Competition and have competed in a piano festival in Greece. The twins were named Most Identical Twins at the International Twins Day festival in Twinsburg, Ohio, in August.

**Ryan P. Gorman '13** of Fayetteville, N.Y., joined M&T Bank as a senior credit analyst in the commercial credit administration department.

**Erin Marulli '13** of Binghamton, N.Y., graduated in 2016 with master's degrees in student affairs administration and public administration from Binghamton University. She oversees the Broome County (N.Y.) Higher Education Access, Retention and Success grant.

**Liz Minelli '13** of Venice, Fla., joined HR Works Inc. as a benefits and leave coordinator.

**Jessica Tetro '13 M'14** of Oswego is a tutor for alternative education in the Fulton (N.Y.) City School District. She is involved in the local arts community and enjoys acting, singing and performance poetry.

**Paige Treen '13** of West Winfield, N.Y., is a talent and client-relations manager for M3 Placement & Partnership in Utica, N.Y.

**Jesse Corfield '14** of Auburn, N.Y., is teaching at Federal University of Bahia in Salvador de Bahia, Brazil. He was a Peace Corps volunteer in Albania before moving to Brazil.

**John Enkosky '14** of Augusta, Maine, is an audit senior at Dannible & McKee LLP. John joined the firm in 2014.

**Zachary Gewelb '14** of Queens Village, N.Y., is the editor of the *Times Ledger* newspapers. He previously worked as a sports editor for the North Jersey Media Group.

**John "Jack" Harmatuk '14** of Jamesville, N.Y., is a senior associate for Dermody, Burke & Brown CPA LLC in Syracuse, N.Y. He joined the firm as an associate in 2015.

**Francisco Perez '14** is a Peace Corps volunteer in Guatemala.

**Allen Wengert '14** of Endicott, N.Y., is a communications manager at SUNY Binghamton.

**Colin Wrba '14** of Fort Mill, S.C., is pursuing a master's degree in sports and fitness administration at Winthrop University in Rock Hill, S.C. He was elected as the South Carolina student leader for the National Intramural and Recreational Sports Association.

Some say my generation doesn't know how to use a telephone...

But I love to talk about OSWEGO!

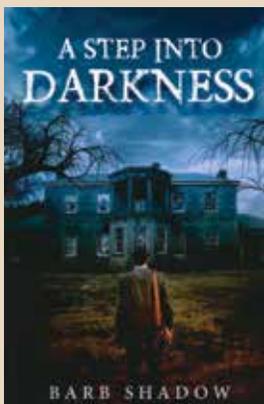
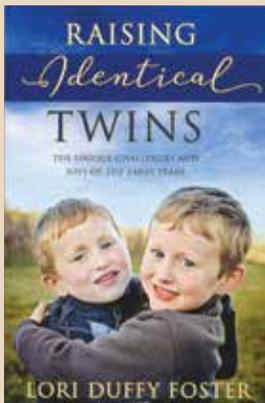
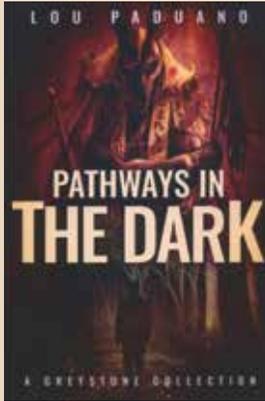
Students like **Skye '19** have begun calling our alumni and friends to update you about what's new on campus and to seek your support for the programs that make an Oswego education extraordinary.

Please answer the call, or visit [alumni.oswego.edu/givenow](http://alumni.oswego.edu/givenow).

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# ALUMNI BOOKSHELF



**John T. Sullivan Jr. '68**

*Pee Not Your Pants: Memoirs of a Small-Town Mayor with Big Time Ideas*

WaveCloud Corporation, 2017.

From former Oswego mayor and author of *Forks in the Road* comes this latest memoir, which captures the author's story of triumph and tragedy, success and shortfall, and most of all, his interesting adventures along the way.

**George Colon '71**

*A Bronx Teacher's Travels*

Xlibris, 2017.

A teacher from the Bronx explores the world and its religions, then returns to his classroom to share his findings and teach his students about tolerance and understanding.

**Dan Witmer '82 M'87**

*The Best of Road Trip Dad: The Laker Lacrosse Collection*

Dan Witmer, 2018.

This book features more than 40 essays from 2012 to 2018 about the people, the stories, the history and the traditions of the Oswego State men's lacrosse program.

**Jonathan Anderson '83**

*Images of America Series: The History of the Onondaga County Sheriff's Office*

Arcadia Publishing, 2015.

The Onondaga County Sheriff's Office was formed in 1794 and is steeped in history. Anderson is a 33-year veteran of the department.

**Derek Miller '84**

*Mountain Mania*

Derek Miller, 2016.

*Mountain Mania* is a compilation of firsthand adventures and experiences climbing some of America's mountains.

**Barbara Horton O'Rourke '87**

writing as Barb Shadow

*A Step Into Darkness*

Shadows Publishing, 2018.

When a paranormal investigator pulled up in front of New Castle Asylum, he thought he knew what he was walking into ... what was waiting for him, however, was darker and more terrifying than he had ever imagined.

**Lori Duffy Foster '88**

*Raising Identical Twins: The Unique Challenges and Joys of the Early Years*

Austinburg Road Publications, 2017.

When she learned her twins were identical, journalist Lori Duffy Foster started a blog to record her observations—and that blog became this book: full of facts, advice and studies specific to identical twins, shared from birth through her twins' sixth birthday.

**Diane Staehr Fenner '91,**

Sydney Snyder

*Unlocking English Learners' Potential: Strategies For Making Content Accessible*

Corwin Publishing, 2017.

This text is a single resource for teachers to help English learners meet the same challenging content standards as their English-proficient peers.

**Lou Paduano '04**

*Pathways In The Dark*

Eleven Ten Publishing, 2017.

The journey continues in this next tale in the Greystone Collection. Discover new monsters, a detective's secret past, and battles that show that no one is safe.

**Geoffrey Pierce '04**

*Manna City*

CreateSpace, 2018.

Nista is nine months pregnant, starving and living in a cave. Her husband thinks she's gone crazy. And the first time she heard the voice of her unborn child, she thought she'd gone crazy, too. But the child has told her too many things, shown her too many things that have come to pass.

**Christopher Loperfido '08**,  
James Dana Benton

*Death Disease and Life at War: The Civil War Letters of Surgeon James D. Benton, 111th and 98th New York Infantry Regiments, 1862-1865*

Savas Beatie Publishing, 2018.

A Union surgeon's correspondence, together with insights from the author, coalesce to produce an explanation of what awaited both the wounded and the medical teams during the Civil War.

**Michael Pittavino '12 M'13**,  
Theodore Panayotoff

*Lighthouses and Life Saving at Oswego*  
Arcadia Publishing, 2018.

As curator of the H. Lee White Maritime Museum, Pittavino presents both familiar and never-before-seen images of Oswego's waterfront that were carefully selected from hundreds of photographs in the archives of the museum and other sources, near and far.

**Rebekah Murray '15**

*One Giant Leap for Felix*

Lulu Enterprises Inc., 2018.

In this children's book, a house cat named Felix accidentally winds up on a spaceship manned by his astronaut owner.

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



To see all book covers, please visit [magazine.oswego.edu](http://magazine.oswego.edu)

**Kristen Burke '15** of Tarrytown, N.Y., is an assistant account executive for Legend Public Relations.

**Bridget Jackson '15** of New York City serves as an ambassador for the Tour at NBC Studios and performs audience coordination for *The Tonight Show Starring Jimmy Fallon*, *Late Night with Seth Meyers* and *Saturday Night Live*. Bridget has held assignments across the company as part of its page program, including the *Today* show.

**Racheal Morrow '15** of Brewerton, N.Y., is a brand strategist for Terakeet in Syracuse, N.Y. Previously, she worked as a promotions team lead and digital content producer at Cumulus Media Syracuse.

**Allison Steel '15** of Coram, N.Y., is a junior graphic designer for inVite Health in Westbury, N.Y.

**Katie Sullivan '15** is a Peace Corps volunteer in the country of Georgia.

**AIR**  
quotes

“ **DON'T DO JOB APPLICATIONS. MAKE CONNECTIONS. KNOW PEOPLE. BETTER YET, HAVE PEOPLE KNOW WHO YOU ARE.** ”



— **Tucker Sholtes '15**, an advisory associate for PricewaterhouseCoopers and member of the Graduates Of the Last Decade (GOLD) Leadership Council, spoke on campus through the Alumni-In-Residence (AIR) program.

**Gian Uceta '15** of New York City is an associate implementation specialist for Interbrand. Previously, he was a production assistant in Binghamton, N.Y., and a pre-press technician for the Mines Press in Cortlandt, N.Y.

**Danielle Dannheim '16 M'17** of Watervliet, N.Y., is a staff accountant for DiMarco, Abiusi & Pascarella CPAs P.C.

**Nicholas Little M'16**, Fitzhugh Park Elementary School (Oswego) fourth-grade teacher, was awarded the Empire State Excellence in Teaching Award by New York Gov. Andrew Cuomo's office. He is pursuing a Certificate of Advanced Studies from SUNY Oswego.

**Alexander Sharpsteen '16** of New Rochelle, N.Y., is assistant manager for Trustco Bank in Bronxville, N.Y.

**Robert Blanco '17 M'18** of New York City is a project manager for HP Inc.

**Ivana Bresovska '17** of Camillus, N.Y., is a recruitment and account manager for JAS Recruitment in Syracuse, N.Y.

**Ronald Bryant III '17** of New York City launched a clothing brand, FourPlay New York Clothing.

**Jiyon "Jane" Chu '17** of McLean, Va., is employed by the Global America Business Institute in Washington, D.C.

**Rachel Edic '17 M'18** of Baldwinsville, N.Y., was awarded the Donald Maley Spirit of Excellence: Outstanding Graduate Student Citation during the 2018 International Technology and Engineering Educators Association Conference in Atlanta, Ga.

**Jessica Kummrow '17** of Lafayette, N.Y., is a junior art director for Pinckney Hugo Group in Syracuse, N.Y.

**Margaret McCormick M'17** of Baldwinsville, N.Y., is director of the electronic warfare counter-unmanned aircraft system business for SRC Inc. in Syracuse, N.Y. See related story on page 27.

**Sydney Prystal '17** of Auburn, N.Y., is a youth development professional for Elmcrest Children's Center.

**Holly Thomas '17** works for Global Jeju Culture Cooperative in Jeju, South Korea.

**Kimberly Smith '18** of Lakeland, Fla., was among current Oswego students and recent graduates who traveled to Puerto Rico in June 2018 to serve with the New York Stands with Puerto Rico program. Kimberly participated in rebuilding the community of Toa Baja.

# In Memoriam

**Virginia Guenther Smith '40**  
of Rome, N.Y., April 26, 2018.

**Katharine Miller Tierney '40**  
of Fulton, N.Y., May 29, 2018.

**Fern Clement Campbell '43**  
of Tucson, Ariz., Feb. 21, 2018.

**Marjorie Ball Brown '45**  
of Melbourne, Fla., Jan. 31, 2018.

**Elizabeth Young Loughlin '46**  
of Buffalo Grove, Ill., Feb. 23, 2018.

**Lorena Berry Wright '46**  
of Candor, N.Y., Feb. 25, 2018.

**Beverly Smith Hoehn '49**  
of Rome, N.Y., Jan. 2, 2016.

**David Kidd '49**  
of Syracuse, N.Y., May 14, 2018.

**Louise Cooper Kellogg '50**  
of Hannibal, N.Y., Jan. 4, 2018.

**Frank Silvestri '50**  
of Medford, N.Y., Feb. 10, 2018.

**Patricia Bremner White '50**  
of Waynesville, N.C., May 24, 2018.

**Nicholas Ciuffo '51**  
of Utica, N.Y., Feb. 20, 2018.

**Elaine Weske MacKelvey '51**  
of Erie, Pa., April 27, 2018.

**William Maher '51**  
of Granville, Mass., June 12, 2017.

**Richard Seeley '51**  
of Phoenix, Ariz., March 4, 2018.

**Anthony Ignasher '52**  
of Mooresville, N.C., Jan. 2, 2018.

**Sylvia Goldstein Itkin '52**  
of Hamilton Square, N.J., July 7, 2017.

**Laurel Seger Seeley '52**  
of Scottsdale, Ariz., Dec. 19, 2017.

**Francis Brandon '54**  
of Austin, Texas, Aug. 20, 2016.

**Beverly Hatch Bollenbacher '55**  
of Sweetwater, Tenn., Feb. 3, 2015.

**Beverly Moulton Brandon '55**  
of Austin, Texas, May 12, 2017.

**Walter Pryne '55**  
of Glenville, N.Y., March 30, 2018.

**Audrey Bradt Earl '56**  
of Auburn, N.Y., March 18, 2018.

**Stephen Hammond '56**  
of Cooperstown, N.Y., Feb. 28, 2018.

**Austin Salmon '56**  
of Amsterdam, N.Y., June 9, 2018.

**Ria Bachmann Breu '57**  
of Mattydale, N.Y., Aug. 22, 2017.

**Sandra Lit Koenigsberg '57**  
of Trumbull, Conn., June 4, 2018.

**Nicholas Douglas '58**  
of Auburn, N.Y., Feb. 13, 2018.

**Charles Hicks '58**  
of Bridgton, Maine, April 4, 2018.

**Teresa Kazmercik Salmon '58**  
of Amsterdam, N.Y., Oct. 8, 2017.

**Warren Wisner '58**  
of Morristown, N.Y., Jan. 7, 2018.

**Jeanne Ackerman Greene '59**  
of Chiefland, Fla., June 18, 2016.

**Allen Henderson '59**  
of North Syracuse, N.Y., April 24, 2018.

**Leonard Morgenstein '59**  
of New York, N.Y., March 1, 2018.

**Anna Monforte Pederson '59**  
of Fulton, N.Y., March 12, 2018.

**Bruce Franklin '60**  
of Oswego, Feb. 19, 2018.

**Jeffrey Greabell '60**  
of Williamsville, N.Y., Jan. 27, 2018.

**Joan Cairo Lynch '60**  
of Valatie, N.Y., Jan. 8, 2018.

**Karen Granger Northey '60**  
of Rome, N.Y., Jan. 20, 2018.

**Richard Sadlo '60**  
of New Hyde Park, N.Y., Jan. 19, 2018.

**Eric Wieda '60**  
of Sunset Beach, N.C., May 20, 2018.

**Clive Veri '61**  
of Joplin, Mo., Jan. 20, 2017.

**Rosemary Gaughan Early '62**  
of St. Petersburg, Fla., June 17, 2018.

**Lawrence Flynn '62**  
of Easton, Pa., Feb. 7, 2018.

**Ann Petrak Horner '62**  
of Lloyd Harbor, N.Y., March 15, 2018.

**Michael Picciano '62**  
of Weedsport, N.Y., June 22, 2018.

**Esther Rawson Rogers '62**  
of Phoenix, N.Y., March 5, 2018.

**Ellen Berner Svenningsen '62**  
of Lakewood, Colo., Jan. 7, 2018.

**Ward Wolff '62**  
of Hilton, N.Y., Oct. 31, 2017.

**Charles Zaner '62**  
of Mt. Sinai, N.Y., Sept. 8, 2016.

**Richard Stratton '63**  
of Greenlawn, N.Y., Dec. 2, 2017.

**Joseph Bena '64**  
of Alplaus, N.Y., Feb. 17, 2018.

**Lawrence March '64**  
of Hammondsport, N.Y., May 4, 2018.

**David DePan '66**  
of Warners, N.Y., March 3, 2018.

**Marian Kelleher '66**  
of Redding, Conn., March 12, 2018.

**Kenneth Loan '66**  
of Syracuse, N.Y., Nov. 6, 2015.

**Linda Davis Peters '66**  
of Fort Collins, Colo., March 24, 2018.

**Elaine Ballaban Silverman '67**  
of Stony Brook, N.Y., March 24, 2018.

**Richard Judge '68**  
of East Meadow, N.Y., Dec. 19, 2016.

**Natalie Goff Sandstrom '68**  
of Elbridge, N.Y., Oct. 15, 2017.

**Linda Robinson Crandall '70**  
of Rochester, N.Y., April 16, 2018.

**Linda Bellinger D'Onofrio '70**  
of Oneida, N.Y., Jan. 2, 2018.

**Sandra Robinson Irwin '70**  
of Syracuse, N.Y., May 10, 2018.

**Richard Jump '70**  
of Palm Bay, Fla., Aug. 18, 2016.

**James Patka '70**  
of Oswego, March 9, 2018.

**Louis Pellegrino '70**  
of Camillus, N.Y., Jan. 24, 2018.

**Edwin Fuller '71**  
of Red Creek, N.Y., March 22, 2018.

**John Zoller '71**  
of Castleton-on-Hudson, N.Y.,  
Jan. 20, 2018.

**Bruce Beattie '72**  
of Clayton, N.Y., May 12, 2018.

**Joseph Grates '72**  
of Tampa, Fla., Feb. 9, 2018.

**James Kelly '72**  
of LaFayette, N.Y., May 20, 2018.

**Diane Murphy '72**

of Baldwinsville, N.Y., May 17, 2018.

**Karen Kenny Weeks Chilton '73 M'93**

of Bradenton, Fla., Aug. 13, 2016.

**Mary Clark '73**

of Baldwinsville, N.Y., May 6, 2018.

**Barbara Wilson Eddy '73**

of Webster, N.Y., June 16, 2018.

**Larry Feingold '73**

of Pompano Beach, Fla., Oct. 8, 2017.

**Marco Giardino '73**

of Purvis, Miss., March 13, 2018.

**Shelley Sykes '73**

of Hamilton, N.Y., Feb. 19, 2018.

**Elaine Hunt Wackerow '73**

of Baldwinsville, N.Y., April 24, 2018.

**Robert Cassidy '74**

of Oswego, Feb. 27, 2018.

**Robert McMenamin '74**

of Arlington, Va., Jan. 4, 2018.

**James Robinson '74**

of Longs, S.C., April 23, 2018.

**David Webb '74**

of West Monroe, N.Y., March 19, 2018.

**Linda Manzano Johnson '75**

of Oswego, May 7, 2018.

**Thomas Schaffer '75**

of Oswego, Jan. 7, 2018.

**Timothy Grant '76**

of Oswego, Feb. 5, 2018.

**Robert Spindler '76**

of Rome, N.Y., June 23, 2018.

**William "Al" Burnop '77**

of Rome, N.Y., March 22, 2018.

**John Roach '79**

of Vestal, N.Y., March 15, 2018.

**Hilal Sarsam '80**

of Woodbury, N.J., Oct. 26, 2017.

**Janet Dristy Farrell '81**

of Sturbridge, Mass., March 20, 2018.

**Joanne Ducato '83**

of Farmingdale, N.Y., March 16, 2018.

**Michael Gorton '83**

of Fulton, N.Y., May 4, 2018.

**Amy Schattle Abend '84**

of Syracuse, N.Y., Feb. 16, 2018.

**Brenda Lee Hoehn Mellace '85**

of Rome, N.Y., Feb. 10, 2018.

**Bradley Coye '86**

of Rome, N.Y., June 11, 2018.

**Krislyn Marling Klingert '86**

of Basking Ridge, N.J., Feb. 5, 2018.

**Brian Kosior '86**

of Whispering Pines, N.C., April 12, 2018.

**William David Harding '87**

of Fishkill, N.Y., Jan. 21, 2018.

**William O'Rourke '87**

of Forestburgh, N.Y., Aug. 27, 2017.

**Gordon McKay '88**

of Phoenix, N.Y., Jan. 18, 2018.

**Christine Eichele Hall '89**

of Scottsville, N.Y., Feb. 21, 2018.

**Kevin Rooney '89**

of Fairfield, Conn., April 18, 2018.

**Alicia Kammerling Kearns '90**

of Brooklyn, N.Y., March 24, 2018.

**Nancy Rogers Adams CAS'91**

of Chapel Hill, N.C., April 16, 2018.

**Howard Fields M'93**

of Chicago, Ill., Jan. 26, 2018.

**Kim Owen Gonzalez '93**

of Fulton, N.Y., June 23, 2018.

**Donald Scott '94**

of Dexter, N.Y., Jan. 1, 2018.

**Derek VanLoon '94**

of Cicero, N.Y., Feb. 20, 2018.

**David Martini '95**

of Fulton, N.Y., June 3, 2018.

**Todd Cury '97**

of Clifton Park, N.Y., June 15, 2018.

**Joseph Senus '97**

of Camillus, N.Y., Feb. 2, 2018.

**Nicholas LaVerne '04**

of North Syracuse, N.Y., March 7, 2018.

**Andrew Long '05 M'10**

of New Haven, N.Y., May 11, 2018.

**Samuel Young '10**

of Gilbert, Ariz., April 22, 2018.

**Vincent Aponte '11**

of Shoreham, N.Y., May 30, 2018.

**Corey O'Neill '13**

of Marcellus, N.Y., Dec. 9, 2017.

**Brian Betz, Professor Emeritus of Communication Studies**, Feb. 12, 2018.

**Jay Button, Associate Professor Emeritus of Curriculum and Instruction**, April 21, 2018.\*

**George Robert Canfield, Professor Emeritus of Reading Education**, Jan. 8, 2018.\*

**Mark Kulikowski, Associate Professor of History**, Jan. 14, 2018.

**F. Elizabeth Moody, Professor Emerita of Curriculum and Instruction and Emerita Dean of the Division of Professional Studies**, March 20, 2018.

**Kenneth Sipser, Professor Emeritus of Education**, April 25, 2018.

**Richard Zakin, Professor Emeritus of Art**, April 5, 2018.\*

\* Friends and family have established a fund in memory of this SUNY Oswego community member. Gifts can be made at [alumni.oswego.edu/givenow](http://alumni.oswego.edu/givenow) or sent to the Oswego College Foundation, 215 Sheldon Hall, SUNY, Oswego, N.Y. 13126. Please indicate the name of the person you wish to honor.



To read a longer form obituary or to submit a remembrance, please visit [magazine.oswego.edu](http://magazine.oswego.edu).

**SUBMITTING AN OBITUARY**

We will share the news of a SUNY Oswego community member's death when we receive the information from a family member, friend or another source in the form of a previously published notice, typically from a newspaper or funeral home. Please send such notices to the Office of Alumni Relations c/o In Memoriam, SUNY Oswego, Oswego, N.Y. 13126; or email [alumni@oswego.edu](mailto:alumni@oswego.edu).

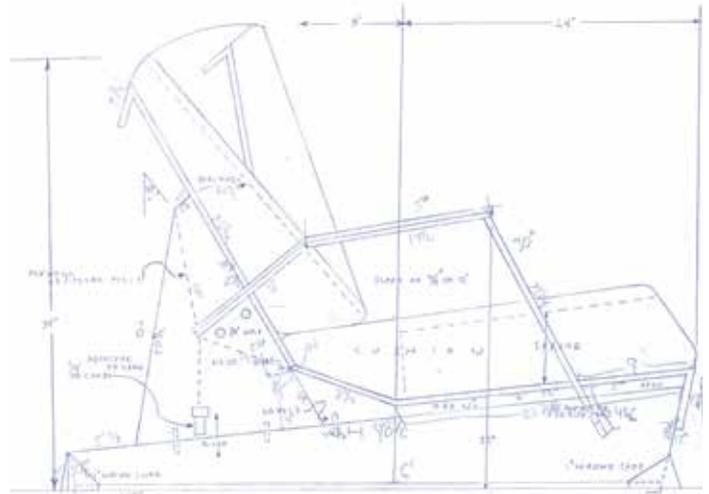
## Building a Future at SUNY Oswego

My first class at SUNY Oswego began on a Monday at 8 a.m.: Woods with Don Feck. I did not know it then, but this was the beginning of a lifelong friendship with an amazing mentor. Because of my previous experiences and a real love for woodworking, Mr. Feck singled me out for special projects, and I worked as his lab assistant until graduation.

My four years at Oswego were an amazing, transformative period of my life. I'd met my (future) wife, **Diane Kruse '92**, by the third week of our freshman year; we both lived on the eighth floor of Funnelle Hall. Twenty-five years and three kids later, we are still happily married and have made Oswego our home.

Through my willingness to serve, different opportunities arose. One of the stranger things I did, not once, but twice, was sleep on a table in Swetman Gym as the sole overnight security staff of the annual Fall Technology Conference. That's a long way from where I am now, having served eight times as chair of the conference, now in its 79th year.

For two years I ran a Recycling Regatta on Glimmerglass Lagoon. Recycling was just kicking in and former student, **Brian LaBarr '89 M'97**, thought it would be neat to design and build "boats" and then race them. By the way, it takes 10, 64-ounce Tide bottles to hold up 100 pounds of weight. The experience was a blast.



During my junior year, I built a never-been-built before lounge chair designed by Frank Lloyd Wright. Design faculty member John Belt acquired plans from former student Tom Knoble. The chair was intended for the Usonian Pope-Leighey House, in Falls Church, Va. Mr. Belt seized a moment and took me and some others on a road trip to the house, where I got to meet Mr. Pope, for whom the house was built. I brought up the plans and he said that he was supposed to build it, but it was beyond his wood-working skills. Over my senior year I took on the challenge; the plans included all sorts of strange angles, but I did it.

It was fitting to finish my undergrad career at Oswego with my last exam in the last exam slot: Manufacturing with Don Feck. I went off and taught in public schools around Central New York for the next six years and finished my graduate degree, also at Oswego. When I learned about an opening in the department—the first in 15 years—I jumped on it. Lo and behold, I was offered to come back and teach at my alma mater. I returned in fall 1998 and, once again, Mr. Feck was there to be my faculty mentor.

My journey from assistant professor to associate professor has included the transformation and update of the physical structure of the department. It's an amazing environment to work in, with a nice mix of the traditional and the modern.

As a faculty member in the department it is my duty—and primary drive—to continue the quality of education and service to the students. I mean, if you're willing, as a faculty member, to drive about 13 hours in a van full of students to Virginia Beach to The Education Cooperative Connections Academy (TECCA) East competition, and not do it just once, but continue doing it after 10 years, you understand the importance of carrying on the tradition that was handed down to me. The students come in and we give them the opportunity to design and create. We show them the process for discovery, and it is really exciting to nurture them along. It's the accomplishments of the students, that's the fun part of being the teacher. ● —Rich Bush '92 M'97

***Rich Bush '92 M'97** is an associate professor of technology in the School of Education, and chairs the annual Fall Technology Conference at SUNY Oswego. He is pictured in the Frank Lloyd Wright chair he built during his junior year at SUNY Oswego.*



Visit [magazine.oswego.edu](http://magazine.oswego.edu) to take a tour of John Belt's iconic Park Hall studio.

# Geodesic Dome

If you have visited campus in the past 10 years you might have walked past this silver “jungle gym” and wondered: What is it? Where did it come from? And, why is it here?

The official name of this type of structure is a geodesic dome; it was made famous by 20th-century inventor and visionary R. Buckminster Fuller. At SUNY Oswego, the geodesic dome is 20 feet in diameter with 3-inch aluminum struts, and it has lived in a few places on campus—including in front of Wilber Hall—before landing in its current location in the quad between Park and Rich halls.

Oswego's dome was erected in 2008 as part of a program called “Geodesic Structures: Build a Dome for Bucky's Birthday.” Thirty dome builders and students came together to build the dome at the direction of 43-year SUNY Oswego faculty member and Fuller scholar, John Belt. Today, the structure continues to honor Fuller and to inspire the creativity and innovation that goes into all design.



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## Faculty —HALL OF FAME—

### Dr. Marilyn Smiley

Some people really know how to make the most of their retirements. Marilyn Smiley is one of those people.

When she retired in 2014 after 53 years in the Music Department, she was finally able to spend more time on her research projects, community service and traveling.

As president of the Oswego Opera Theatre, she helps raise funds to produce two professional operas a year—giving Oswego faculty, students and community members an opportunity to participate in a high-quality opera and providing the general public a chance to attend a production not typically afforded to a community the size of Oswego.

As co-president of the American Association of University Women (AAUW) Oswego chapter, she coordinates the GEMS (Girls Excelling in Math and Science) recognition program at the middle school to encourage young women to pursue careers in STEM disciplines. She also collected and co-edited a book on *Remarkable Women in New York State History* (History Press, 2013) to, as she said, “document and share the stories of these women who really made a difference in our communities across the state.”

She continues to publish articles and reviews of American composers and musical CDs for the *Journal of the Society for American Music*. She contributed several entries on a book about 19th-century American composers, and attends and presents at conferences of the American Musicological Society and AAUW.

Named a recipient of the 1973 Chancellor’s Award for Excellence in Teaching and as a distinguished teaching professor in 1974, Dr. Smiley served as department chair; was a long-time adviser to Vega, Oswego’s honor society for women; and taught a range of music history and literature courses.

Among her most visible professional accomplishments at SUNY Oswego was establishing the Penfield Library’s collections of musical scores, recordings and books to support the creation of the music major.



“I needed to create a balanced collection from all eras and styles of music—everything from the complete works of Bach and Handel to pop, jazz, rock and folk,” she said.

Today, she enjoys traveling all over the world—making a point to seek out the music and historic sites within that country or area to better understand the culture.

“Music really is a universal expression,” she said. “Every culture has music—no matter how sophisticated or simple. I tried to teach my students to have a lifelong interest in music so they would be able to go to a concert or hear live music and understand some of the complexities of it and appreciate it. And sometimes the aesthetics of the music wave over you and transport you.”

Some of her recent research has focused on the role of music in the lives of refugees— particularly the Jewish refugees who were housed at the “Safe Haven” of Oswego’s Fort Ontario in August 1944.

“Music can have a functional role—like a lullaby to put a baby to sleep or drums to prepare soldiers for battle,” she said. “For the refugees, music helped get their minds off the horrible situation they were in. They needed something beautiful in their lives at a difficult time.”



To hear an interview with Dr. Smiley, please visit [magazine.oswego.edu](http://magazine.oswego.edu).