Eugene Fram Retires After 51 Years of Service

For his significant contributions, the J. Warren McClure Research Professor of Marketing was awarded the Presidential Medallion during RIT’s 2008 commencement ceremony. According to Lois McClure, she and her late husband were very impressed with Fram’s reign as research professor since 1989. “He has truly been the finest person to fill a chair at any university or college in my experience. He always kept us up on what was going on at the college, and his frequent contact by mail, telephone and e-mail kept us ‘in the know’ about all things RIT and marketing.”


Speaking of GPA’s, alumni Paul Comstock ’71 (retail management), chairman of Paul L. Comstock Co. Wealth Advisory Services of Houston, recalls the “best one-liner for excellence I received from Dr. Fram, and that I have referred to repeatedly in my work . . . on his expectations for my last course, Marketing Research.”

“I remember his comments at the beginning of the course, that there will only be three marks, A, B or F. And then the one-liner, ‘business does not pay for Cs and Ds.’”

As Mark Boylan, Saunders director of development says: “When I speak with alumni—which is all the time—the teacher they most often ask for is Gene. And when I relay this to Gene, he has never failed to recall the student—even the ancient ones—including where they sat in class, their first job upon graduating and all the subsequent career moves.”

“I’m going to be presented with the Presidential Medallion by Dr. Destler and 3,000 miles couldn’t stop me from coming,” says Fram, who will be the 63rd recipient of this prestigious award that was first issued in 1979.

[by Marcia Morphy, University News]
**Jay Levine—Cause to Celebrate**

Seventy-fifth: RIT freshman Jay Levine, from Long Island, meets his future wife, Stephanie (also from Long Island), during their third day on campus in 1972.

Levine ‘76 (BS accounting) knows serendipity—the act of finding something valuable or delightful when you aren’t looking for it—in an often-casual fashion.

And Levine, who now lives in Florida and is a partner in tax operations at Ernst & Young LLP, was especially “bemused and surprised” when he was selected as the Ernst & Young 2008 Rosemary Meshii Award winner for the American Tax Practice. This award recognizes outstanding men and women who have played an active role in supporting the advancement of women within Ernst & Young.

“I was one of the seminaries for tax practice, and the competition was fierce in my category, so when I attended the award ceremony at the Women’s Leadership Conference in April, it was shocked when they announced my name,” Levine says.

“I didn’t have a speech prepared but remembered a question someone asked me as a freshman: ‘How did you learn to do this,’ and my response was, ‘You don’t learn, you’re brought up living it.’ So in my speech, I thanked my parents for giving me an upbringing where gender equality, respect, understanding and support was part of our family commitment.”

Levine is also deeply committed to RIT, and in 2003, he and his wife initiated the Jay and Stephanie M. Levine Endowed Scholarship in Accounting in the E. Philip Saunders College of Business.

“I had a very successful career, and we wanted to give something back to RIT,” says Levine. “My wife graduated with a BS degree in business administration, my son with a BS in business administration and information systems, and his wife, with BS and MS degrees in psychology.”

“Although the original provisions of the accounting scholarship specified it was for a ‘student in need with strong academics,’ Levine and his wife decided it should now be dedicated to just women students.

“In given what I’ve seen in both winning this award and also by focusing on how women can achieve higher levels in the accounting profession, especially at firms like Ernst & Young, I believe the best way is to get them earlier into the profession to start with. And this scholarship serves that purpose.”

Irrationally, what Levine remembers most about attending RIT is a class he took on conference techniques.

“It was 32 years ago, and I remember it today,” says Levine. “I know how to keep meetings moving up, but more importantly, I know how to speak in the right language. I never say, ‘Hey guys or girls,’ which are terms related to our grade school days.

“We are ‘men and women’ in the workplace, and I believe we must use the proper terminology to show our respect for one another. We must embrace change, not change right.”
**2009 McGowan Scholar Named**

RIT’s E. Philip Saunders College of Business Names McGowan Scholar Henrietta native Jake Torcello


Marketing major Jake Torcello transferred to Rochester Institute of Technology after graduating with honors from Monroe Community College with a degree in business administration. And during his first year at RIT E. Philip Saunders College of Business, he has made “studying and working hard’’ his business.

Torcello earned a place on the dean’s list, was inducted into the Beta Gamma Sigma Honor Society, became a member of the Lorensthal Group service organization, and volunteered for Junior Achievement for a day where he taught economic principals to students in a city elementary school.

As a result of his academic achievements, Torcello has been named recipient of the 2008 prestigious McGowan Scholarship by Saunders College of Business. The third year student will receive a full scholarship for the 2008-2009 academic year, made possible by a grant from the William G. McGowan Charitable Fund.

“I live in Henrietta and went to MCC because of financial constraints,” explains Torcello. “The funny thing about winning this scholarship is that its namesake, William McGowan, went to Harvard for one year and planned on getting a scholarship to pay for the second and third he did.”

“And that was also my plan. If I went to a private school like RIT, I had to win a scholarship to keep on going.”

Besides being a dedicated scholar, Torcello is also an RIT athlete—earning a spot on the university crew team—even though he had never rowed before.

Little did I know what I was in for,” says Torcello with a laugh. “I’ve played lacrosse, hockey, judo and other sports, but rowing is the most strenuous ever. A race lasts only six to seven minutes, but you want to crash afterwards from all the exertion.”

As part of RIT’s co-op program, Torcello is currently working a six-month stint at Toyota Motor Manufacturing in Kentucky, which is Toyota’s largest manufacturing facility in North America.

“At Toyota I’m working with suppliers in their distribution department which will be a great opportunity to learn, work and gain experience,” Torcello says. “But I’m not done with RIT yet. I plan on finishing with a master’s degree in business.”

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The Saunders College of Business continues to make changes in response to students’ needs and aspirations as well as in response to changes in the global business environment. Our goal: to deliver the best educational programs for developing business innovators. We want our students to Innovate, Connect and Succeed.

At RIT, business is one of the three most popular majors, although we are one of the smaller colleges on campus. The popularity of our major indicates that students find the faculty and staff to be friendly and helpful. Here’s what the students said to editors of the 2009 Princeton Review of best colleges, which just reached newsstands: “High-quality programs include animation, design and the renowned College of Business.” They go on to say “the campus is a great venue for influential speakers.” Last year the Saunders College invited Senator Sarbanes, David Nerleman of JetBlue, Tom Golini of Paychex, David Sifry of Technorati and many others.

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Beginning this fall freshman business students will have a chance to exercise their creativity and develop their innovative skills starting with their first class. The freshman innovation sequence is a series of three courses designed to take ideas from business concept to commercialization. Students begin to understand what it takes to develop and implement winning solutions in today’s market. The three-course sequence culminates with business presentations to the RIT faculty, students, and invited guests. Several of these ideas will be on display at the next Innovation Festival – Imagine RIT day on May 2, 2009.

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As RIT becomes more international, so does the Saunders College. This June, I was in Dubai inspecting the new RIT campus. Dubai will be the hub of RIT activities in Asia, attracting students from India, China and other countries in the area. This fall the Saunders College plans to offer an MS in Finance there. Each quarter two professors will go to Dubai to initiate their course. After an intensive week with students they will return to Rochester to complete the rest of the course online. We have used a similar hybrid format successfully with students in Rochester. We expect it to be a huge success in Dubai as well.

In addition, we are improving our connections with alumni. We have started RIT groups on the two major networking sites – Facebook and LinkedIn. Last academic year we held receptions for alumni in Atlanta, New York, Boston, Saratoga, Buffalo and several in Rochester. Alumni are beginning to feel more connected to RIT and the Saunders College, and this year a record number of alumni gave to the College. We will be using the monies to fund scholarships and improve the quality of our students.

In the coming year we anticipate more exciting and innovative changes. We invite you to campus to connect with me and members of the Saunders College community. And do join us on the networking sites to meet current students, faculty and fellow successful alumni.
Alumnus William "Caleb" Barlow '95, '99 (BS electrical engineering, MS manufacturing management and leadership) remembers two things about living in Rochester while attending school at RIT in the early 90s. "If you ask a Rochesterian what the weather is, it's always raining, followed by a statement of when it's going to be sunny," he says. "And one of the things that is always omnipresent on the RIT campus are boulders and dump trucks." Still true.

But despite having rainy weather and dump trucks at his top memories of Rochester, this hasn't stopped Barlow from returning to RIT to help initiate an IBM-funded laboratory staffed by RIT students from the B. Thomas Golisano College of Computing and Information Sciences and the E. Philip Saunders College of Business.

Barlow is currently an IBM integration executive for the recent acquisition of a Toronto company, Net Integration Technologies. In recent, previous roles as a software development manager and a services software strategist, he has focused his latest efforts on "IBM's recruitment methodology and how we bring in top software developers into our U.S. laboratories."

As Barlow explains, one of the overarching aims of RIT's Innovation and Collaboration Lab is to give students real-world access to IBM's emerging technologies and world-class research arm. In the spirit of true collaboration, students and IBM researchers can work to pursue collaborative innovation. And the experience RIT students will gain will go beyond learning about new software trends into developing real code for IBM technologies, such as products like IBM Lotus Symphony and IBM Lotus Connections, two new pieces of enterprise software that bring Web 2.0 and social networking capabilities to business users to improve productivity.

"We, like many other companies, are trying to find the cream of the crop—especially those kinds of students who have grown up using next generation forms of collaboration such as social networking," Barlow says. "This is a real opportunity for students to start their career path earlier in their academic career, so they can outreach with IBM engineers as well as explore coop opportunities in our software industry."

"We’ve discovered that hiring someone who had previously been an IBM co-op is very productive because we don’t have to provide a training or orientation program for them to understand the products and the company and, eventually, they work their way into the job where they’re writing code. They are ready to go day one."

According to Barlow, IBM is an extremely large organization with 580,000 employees in 170 countries—Lotus being one of the divisions in the company that produces collaboration software. In addition to nurturing top talent for recruiting and leveraging talented resources for software development, IBM is also making a long-term economic bet.

"We recognize that if we are really going to be successful, we need to get access to this brain trust before they become economic buyers," Barlow notes. "Students that are in school today in this lab, maybe five, 10 years from now, will be making executive decisions. So we are leveraging them to help us design and build products, then our opportunity to be successful down the road only increases."

Barlow first joined IBM as a co-op in 1992, and left in the late 1990s to try his hand at start-up companies in the Boston area. He was the director of technology services at Stecura Systems (acquired by Retek, later Oracle) which provided supply chain services to retail customers such as Kimberly Clark, Target and Hitachi. He was also part of the initial team that started Ascendant Technology, an IBM business partner focused on providing services for WebSphere Portal.

"During my career, I also worked for Motorola and Kodak," Barlow says. "I returned to IBM because what intrigued me about this company is that it offers me the ability to have a global impact on what I do."

Barlow lives in a historic timber-frame home, ca. 1775, in Newburyport, Mass., with his wife, Jeanette, and two children, Amelia (3), and Merrick (18 months). He likes to sail, play with his children and try his hand at home restoration.

Backtracking to his college experience at RIT, he's amazed at "how much it's changed—and how little it's changed."

"The core principles are always there; it's a difference in scale," he says. "When other universities were declining particularly in the technology field, here's a school that basically doubled its size.

"There's a formula here that works and an insatiable desire at RIT to compete at the highest levels. The key difference between an RIT, an MIT, or a Caltech is just that RIT is the new kid on the block—less than 35 years as a major university. If you look at in terms of momentum and growth, you'd be hard pressed to find and to university that is growing at the rate in technical areas than RIT is."

Growing up in Orland, Maine, pop. 2,000, Barlow had limited access to lab and science equipment in high school and was primarily interested in a university "where they had toys."

"Actually I had a full scholarship to the University of Rochester, rode up there with my parents, and my dad said, as long as we're here, let's check out this RIT place down the road."

"Within five minutes of walking into Kate Gleason Hall, I was done—I know where I wanted to study engineering. And yes, they had enough tools to keep me busy for the next five years."

If you ask a Rochesterian what the weather is, it’s always raining, followed by a statement of when it’s going to be sunny. The experience at Oceana proved “very rewarding.” It not only prepared her for a job after college, it also gave her the knowledge and power of knowing exactly what kind of career would satisfy her future career. "When I cooped it was just part of my IT Director, Jose and myself, was involved in the helpdesk, and we were building new offices abroad to the budget cycle." Thankfully Beth is a confirmed frony and active individual who enjoys multitasking which made this position a perfect fit. Oceana thought so as well and they hired Beth full time after graduation. "Oceana is an environmental non-profit, which offers a great mission to work for, and great people to work with, a reason she sites as one of the reasons she's stayed there for the past five years." They have also consistently supported the promotion of her career and responsibilities. One of those responsibilities happens to be hiring co-ops, which has allowed Beth to stay connected to RIT. "I have been able to hire our RIT MIS alumni, Christina Robles, and looking to RIT for coop and employment connections at Oceana seems to be an easy choice for Beth; "I know that an RIT student is coming with a great background in technology, a capacity to see the 'big picture' and has an ability to learn quickly. She also states that a potential employee should be "prepared to offer strong leadership and mentorship" for these students to create a positive atmosphere.

"As Beth is happy to have such well prepared students, we are glad she is an outstanding example of her career and company with these RIT students as co-ops, she exemplifies the success we hope to achieve with each coop experience, a mutually beneficial work and learning environment."

One thing Beth White knew, even in high school, was that the business world was calling. Yet, it wasn't until she stepped into RIT’s Saunders College of Business that she truly heard what it was saying. Upon her first visit to the college, Beth had no idea what part of the business world she wanted to pursue, that is until she met Dr. Dan Joseph at an open house. Dr. Joseph talked to her about the exciting and ever changing world of information and technology, and that very day Beth turned in an early decision application for the MIS department at RIT.

Beth has a "great atmosphere." Beth explains. "It was challenging and I really liked the quarter system that moved me though lots of topics quickly." Beth also participated in extracurricular groups and events while she was a student. During these activities she made many friends across campus that created "far too many memories from my college years." Beth also has fantastic connections Beth found while attending a leadership conference in D.C. While at this conference, Beth met Jose Padin '03 an alumna dinner. During the course of conversation Jose mentioned that he hired coop students and recommended she send a resume to the company, Oceana. "After listening to Jose speak about his passion for his job and doing some research about the company, I signed on for a 6 month coop."

Selection to the Wall of Fame is based on several factors including professional success, community involvement and sustained support to the vitality of RIT. The 2008 Wall of Fame honorees are:

- William Buckingham, '64
- Susan Holliday, '85
- David Della Penta, '70
- Peter Rosenthal, Saunders College of Business

Honorees selected for community involvement and professional success.

Graduating seniors studying business at Rochester Institute of Technology have continued a legacy to inspire other students for many years to come.

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Alumni Helping Alumni

Three Things to Consider for Alumni Wall of Fame

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Creating and Leading Strategic Growth

In fall of 2007, 41 local executives returned to campus to learn new skills to grow their business. A 10-week executive series course met on Monday evenings. The purpose of the series was to work with local business leaders in developing their plan to strategically grow the business. The series was partially funded through a federal grant entitled WIRED which is designed to infuse innovative ideas into local businesses to assist in further developing the economy.

The series was taught by Bob Bochnecker and Marty Lavlor. Richard DiMartino oversees the WIRED grant and was also actively involved. Many Saunders students took part in this opportunity to return to the classroom. The feedback and results have been overwhelmingly positive. Some of the feedback included “I am a fan. It is worth every minute of your time” and “Great class that offers practical insight into the processes to create, lead and sustain your time” and “Great class that offers practical insight into the processes to create, lead and sustain strategic growth.”

The series will be offered again this fall beginning Monday, September 15th. For further information, call Donna Scheid at 475-4534 or e-mail her at dscheid@saunders.rit.edu.

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Caleb Barlow Brings Collaborative Innovation to RIT

By Peter Rosenthal, Saunders College of Business

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Barlow notes. “Students that are in school today in this lab, maybe five, 10 years from now, we’re making those decisions. So we are leveraging them to help us design and build products, then our opportunity to be successful down the road only increases.”

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Barlow first joined IBM as a co-op in 1992, and left in the late 1990s to try his hand at start-up companies in the Boston area. He was the director of technology services at Stretus Systems (acquired by Retek, later Oracle) which provided supply chain services to retail customers such as Kimberly Clark, Target and Home Depot. So he was also part of the initial team that started Ascendant Technology, an IBM business partner focused on providing services for WebSphere Portal.

“During my career, I also worked for Motorola and Kodak,” Barlow says. “I returned to IBM because what intrigues me about this company is that it offers me the ability to have a global impact on what I do.”

Barlow lives in a historic timber-frame home, ca. 1775, in Newport, Maine, with his wife, Jeanette, and two children, Amelia (5), and Merrick (18 months). He likes to sail, play with his children and try his hand at home restoration.

Backtracking to his college experience at RIT, he’s amazed at “how much it’s changed—and how little it’s changed.”

“The core principles are always there; it’s a difference in scale,” he says. “When other universities were declining particularly in the technology field, here’s a school that basically doubled its size.

“There’s a formula here that works and an insatiable desire at RIT to compete at the highest levels. The key difference between an RIT, an MIT, or a Caltech is just that RIT is the new kid on the block—less than 35 years as a major university. If you look at in terms of momentum and growth, you’d had hard pressed to find and if any university that is growing at the rate in technical areas than RIT is.”

Growing up in Orland, Maine, pop. 2,000, Barlow had limited opportunities to use the technology that is always omnipresent here. “And one of the things that I enjoy most about living in Rochester while attending school at RIT in the early 90s was the availability of boulders and dump trucks.”

Still true.

“Actually I had a full scholarship to the University of Rochester, and myself, so I was involved in everything from the helpdesk to...”

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Jay Levine—Cause to Celebrate

Serendipity 101: RIT freshman Jay Levine, from Long Island, meets his future wife, Stephanie (also from Long Island), during their third day on campus in 1972.

Levine ’76 (BS accounting) knows serendipity—the act of finding something valuable or delightful when you aren’t looking for it—in an often-catche manner.

And Levine, who now lives in Florida and is a partner in tax operations at Ernst & Young LLP, was especially “amazed and surprised” when he was selected as the Ernst & Young 2008 Rosemarie Malash Award winner for the American Tax Practitioner. This award recognizes outstanding men and women who have played an active role in supporting the advancement of women within Ernst & Young.

“I was one of the nominees for tax practice, and the competition was fierce in my category, so when I attended the awards ceremony at the Women’s Leadership Conference in April, I was shocked when they announced my name,” Levine says.

“I didn’t have a speech prepared but remembered a question someone asked me as a freshman: ‘How did you learn to do this,’ and my response was: ‘You don’t learn, you’re brought up living it.’ So in my speech, I thanked my parents for giving me an upbringing where gender equality, respect, understanding and support was part of our family commitment.”

Levine is also deeply committed to RIT, and in 2003, he and his wife initiated the Jay and Stephanie M. Levine Endowed Scholarship in Accounting in the E. Philip Saunders College of Business.

“I had a very successful career, and we wanted to give something back to RIT,” says Levine. “My wife graduated with a BS degree in business administration, my son with a BS in business administration and information systems, and his wife, with BS and MS degrees in psychology.”

“While the original provisions of the accounting scholarship specified it for ‘a student in need with strong academics,’” Levine and his wife decided it should now be dedicated to just women students.

“Given in what I’ve seen in both winning this award and also by focusing on how women can achieve higher levels in the accounting profession, especially at firms like Ernst & Young, I believe the best way is to get them earlier into the profession to start with. And this scholarship serves that purpose.”

Ironically, what Levine reminisces most about attending RIT is a class he took on conference techniques.

“It was 32 years ago, and I remember it like today,” says Levine. “I know how to keep meetings moving, but more importantly, I know how to speak in the right language. I never say, ‘Hey guys or gals,’ which are terms related to our grade-school days.

“We are ‘men and women’ in the workforce, and I believe we must use the proper terminology to show our respect for one another. We must embrace change, not change.”

OCTOBER

Entrepreneur’s Conference October 10, 2008 7:30 AM – 2:15 PM
A variety of tracks with a focus on entrepreneurship Key Note speaker Ross Mayfield, Chairman, President and co-founder of Socialtext

Saunders College of Business, Biagini 12

Refreshments available from 10:00 AM – 11:00 AM.

Susan Jane Foley, MBA
Susan.foley@rit.edu

www.saunders.rit.edu
Eugene Fram Retires After 51 Years of Service

For his significant contributions, the J. Warren McClure Research Professor of Marketing was awarded the Presidential Medallion during RIT’s 2008 commencement ceremony. According to Lois McClure, she and her late husband were very impressed with Fram’s reign as research professor since 1989. “He has truly been the finest person to fill a chair at any university or college in my experience. He always kept us up on what was going on at the college, and his frequent contact by mail, telephone and e-mail kept us ‘in the know’ about all things RIT and marketing.”

A tidal wave of reporters across the U.S.—from The Wall Street Journal, The New York Times, Associated Press, Boston Globe, Washington Post, St Louis Post-Dispatch and Sacramento Bee, to Money Morning and CNN.com—have utilized Fram’s marketing expertise. He has expounded on everything from mall space, eBay, and a solid career. "Stop me from coming," he told me the up and coming executive to academia. And it isn't the first time Fram has run career interference. According to RIT alumni Frank Sklarsky '78 (accounting), Eastman Kodak chief financial officer: "Fram talked me out of an engineering degree at RIT. He told me the up and coming professor was accounting, and I ended up with a 3:06 GPA and a solid career.”

Speaking of GPA’s, alumni Paul Comstock '71 (retail management), chairman of Paul L. Comstock Co Wealth Advisory Services of Houston, recalls the “best one-liner for excellence I received from Dr. Fram, and that I have referred to repeatedly in my work . . . on his expectations for my last course, Marketing Research.

“I remember his comments at the beginning of the course, that there will only be three marks, A, B or F. And then the one-liner, ‘business does not pay for Cs and Ds.’”

As Mark Boylan, Saunders director of development says: “When I speak with alumni—which is all the time—the teachers they most often ask for is Gene. And when I relay this to Gene, he has never failed to recall the students—even the ancient ones—including where they sat in class, their first job upon graduating and all the subsequent career moves.

“I’m going to be presented with the Presidential Medallion by Dr. Destler and 3,000 miles couldn’t stop me from coming,” says Fram, who will be the 63rd recipient of this prestigious award that was first issued in 1979.