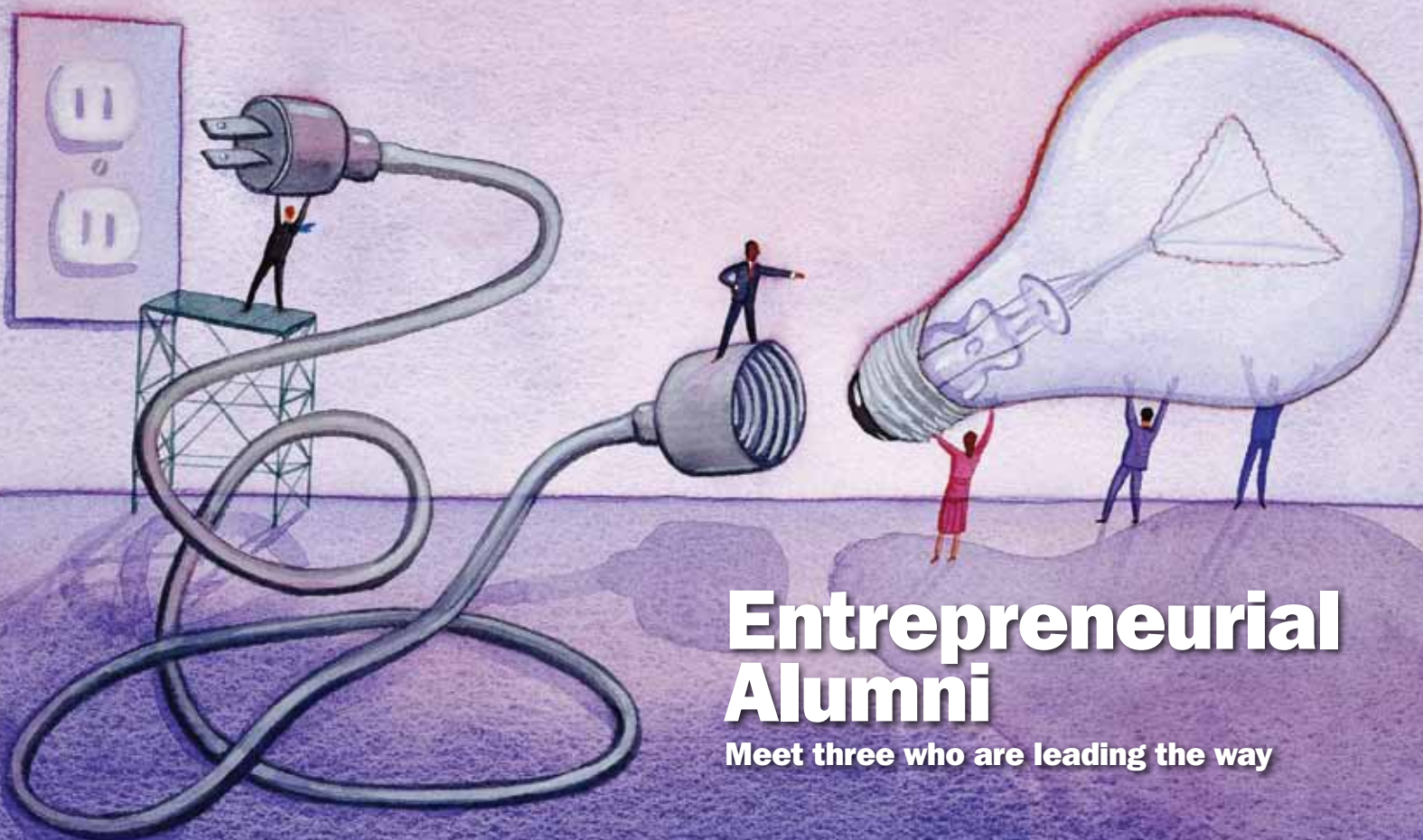
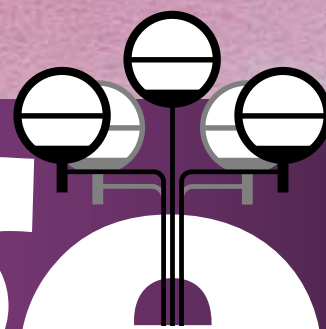


the Bridge

A Magazine for SUNYIT Alumni, Faculty, Friends & Students

Spring 2012



Entrepreneurial Alumni

Meet three who are leading the way

The Importance of Being Dad



Building a Better Dining Hall



Wildcats Make History



The Bridge

Spring 2012

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Showing off SUNY

SUNYIT and other SUNY campuses took part in a regional campus showcase in the Wildcat Field House February 16. Chancellor Nancy L. Zimpher and the SUNY campus presidents (at right) addressed attendees as students showed what SUNY has to offer. The showcase was the fifth in a series of ten being held around the state this academic year.





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entrepreneur

(ahn-truh-pruh-nur, ahn-truh-pruh-noor)

One who starts a business or other venture that promises economic gain but that also entails risks.*

In this issue, we celebrate the thousands of successful SUNYIT alumni who are setting an example for today's students through their entrepreneurial success.

Having decided by age 12 that he was going to get into computers and would eventually have his own company, **Charles Green '93**, now President and CEO of Assured Information Security, Inc. (www.ainfosec.com) in Rome, N.Y., took an entrepreneurial path from an early age. It was a path that he was able to define more clearly at SUNYIT.

"With my eye on that goal, I got an opportunity to work at the Air Force Research Lab with a contractor that was there; in fact, it was one of my professors here at SUNYIT who got me that interview. Very quickly they gave me the opportunity to make that job my own, and so I ran with that."

Green had come to SUNYIT as a transfer student, from Jefferson Community College. Before launching his own company, he worked as a computer analyst at Litton PRC and Northrop Grumman IT.

"The company I was working for was bought out by a larger company, and that larger company actually challenged me to go start my own business, thinking I would fall flat on my face. Today that company has less than a dozen people working at the Air Force Research Lab, and I have 120.

Green's company, AIS, focuses on computer and network security technology research and development and provides professional research and development services to the Federal government, including specialized products for computer network operations.

As a SUNYIT student, **Mark Doherty '09, G'10** began to perceive a "paradigm shift" in the way Americans view their food. He heard more people asking questions about how the final product on their dinner plate was produced. Thus, he used his final semester's class project to refine his business plan for Aqua Vita Farms. His teacher and other professors in the business program helped make edits and provided him with a solid working plan that he used to start Aqua Vita Farms in Sherrill, N.Y.



Charles Green '93 is President and CEO of Assured Information Security, headquartered at Griffiss Business & Technology Park in Rome, N.Y.



Scott Fonte, Aqua Vita Farms business partner, and Mark Doherty '09, G'10 at Aqua Vita Farms in Sherrill, N.Y.



Robert Hobaica '80 was part of an entrepreneur panel at SUNYIT's fall 2011 convocation.

While earning a bachelor's degree in business and an MBA in technology management, he found the curriculum at SUNYIT to be geared toward success upon graduation, and there was a strong focus on project management in his classes. "As an entrepreneur you end up wearing multiple hats. The project management experience I learned at SUNYIT, applied to what is relevant in business today and how to be successful upon graduation."

Aqua Vita Farms, now a thriving business, is the first farm of its kind in the region. Its mission is to provide wholesale food distributors with safe, high-value, seafood and produce, by means of "aquaponics," which "combines fish farming with hydroponic farming. The fish provide nutrients for the plants and the plants naturally refresh the water where the fish live. The company raises bluegill fish, and grows lettuce, leafy greens and herbs; it sells lettuce and basil through wholesale distribution to local restaurants including Nola's, The Willows, Nail Creek Pub & Brewery and The Yahnundasis Golf Club.

His advice for future entrepreneurs? "Don't be so narrow-minded that you miss the opportunities . . . Exposure to different cultures and ways of thinking are critical to success."

Robert Hobaica '80 began his career in health care as sales representative for Lederle Laboratories. In the 1980s and '90s, he specialized in managed care: first, at 3M Pharmaceuticals; then at Dura/Elan Pharmaceuticals. In 2001, Hobaica launched the RJH Group; he also created Data-Ceuticals, an eDetailing platform that allows a marketing team to rely on facts rather than assumptions.

"I've never been happy working for someone else. I've always done the best job I could, but I never became happy about my work until I took the opportunity – and it's not easy," he said. "I had no idea what it was like to run a business – none. One the things I had to seek out was someone who knew something about management."

As for becoming an entrepreneur, Hobaica has some advice on getting started – and staying the course.

"If you're an entrepreneur, I think you know it. It takes time. And if you fail, it's ok to fail. It's ok to say: 'This didn't work because of the way I did it.' If your dream is strong enough, you'll find another way to do what it is you want to do."

These profiles represent a fraction of the many alumni stories out there; if you have one you'd like to share in a future issue of the Bridge, please e-mail alumni@sunyit.edu.

*The American Heritage® New Dictionary of Cultural Literacy, Third Edition. Copyright © 2005 by Houghton Mifflin Company.

SUNYIT Project Tops List of Regional Economic Development Awards

SUNYIT's Computer Chip Commercialization Center (Quad-C) was the largest single Mohawk Valley project funded in the first round of the statewide Regional Economic Development Council (REDC) process. Of the \$60.2 million awarded to projects in the Mohawk Valley region, \$15 million will go to the Fort Schuyler Management Corporation (FSMC) to support the construction of the Quad-C. FSMC is a private, not-for-profit corporation, formed by the SUNY Research Foundation and the SUNYIT Foundation to facilitate the construction of the Quad-C.

Under Governor Andrew M. Cuomo's plan for statewide economic development, ten regional councils applied for \$1 billion in support through a competitive process; council members were drawn from the business community in each region. The Mohawk Valley REDC was chaired by Lieutenant Governor Robert Duffy, with President Yeigh and Lawrence T. Gilroy III, President of Gilroy, Kernan & Gilroy, Inc., serving as regional co-chairs.

"The initial outcome of this process holds great promise for SUNYIT and for the entire Mohawk Valley," said Yeigh, one of

the Mohawk Valley REDC's co-chairs. "Our Council did a great job in articulating a regional vision, and SUNYIT is an important part of the plan that will lead to economic growth and future development."

Also included in the list of funded projects: \$274,000 for "Cyber Shield," an academic-industry partnership that will develop a state-of-the-art malware laboratory environment that will instruct students through a reverse engineering process. The lab will be built through a partnership between SUNYIT and Assured Information Security, Inc. (AIS), of Rome, N.Y.

The plan also awards \$5 million to Mohawk Valley Economic Development Growth Enterprises Corporation (EDGE) for infrastructure work related to the development of the Marcy NanoCenter at SUNYIT, the site west of Edic Road that EDGE is marketing globally to attract a suitable high-tech industry tenant.



Lt. Gov. Robert Duffy and President Yeigh at a SUNYIT meeting of the Mohawk Valley Regional Economic Development Council.

The Quad-C is part of a technology complex that will include the Center for Advanced Technology, an academic building; conceptual designs show the two buildings joined by an atrium. In the Quad-C, researchers and industry partners will collaborate in support of the development and commercialization of nanotechnology. The three-story building will include a state-of-the-art "clean room" for nanotechnology research.

As part of SUNYIT's partnership with UAlbany's College of Nanoscale Science and Engineering, two industry tenants, infrastructure and Valutek, have already announced plans to locate in the Quad-C.

Two Companies to Invest in Nanotechnology Partnership

Assembly Speaker Sheldon Silver and Assemblyman Anthony Brindisi joined President Yeigh in announcing the next step in the SUNYIT-CNSE partnership in November 2011. The news conference in the Student Center welcomed Phoenix, Arizona-based Valutek, a leading manufacturer of cleanroom supplies, to New York.

The company will relocate its corporate headquarters and operations to SUNYIT's planned Computer Chip Commercialization Center (Quad-C), creating 25 jobs as part of the growing SUNYIT partnership with the University at Albany's College of Nanoscale Science and Engineering (CNSE). Additionally, infrastructure, which currently occupies space at the campus through its Center of Competency in Information Technologies (NCCIT), will establish its Upstate New York Command Center at SUNYIT, with plans to expand to 10 employees and ultimately create 150 full and part time jobs.

"We are working to build a thriving nanotechnology corridor anchored by the College of Nanoscale Science and Engineering in Albany and by SUNYIT here in Utica," said Speaker Silver. "These announcements are more evidence that our hard work is paying off as we continue to bring good jobs to an area of the state that clearly needs them."

The announcements come after the New York State Assembly previously provided \$37 million in capital construction funds to establish the Center for Advanced Technology and the Computer Chip Commercialization Center (Quad-C) at SUNYIT. A total of 925 jobs will ultimately be created in the Mohawk Valley region when combined with Governor Andrew M. Cuomo's 2011 announcement that New York would invest \$400 million to

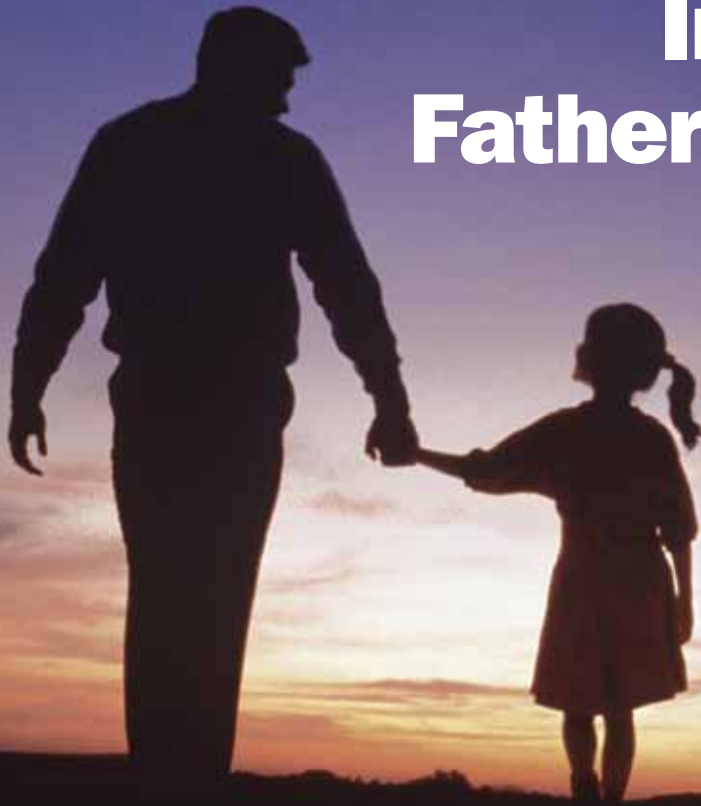


President Yeigh welcomes Valutek CEO and founder Gregory Heiland to SUNYIT.

leverage a \$4 billion private investment in the nanotechnology sector to create jobs across New York.

Valutek will relocate its corporate headquarters, quality testing laboratory, and specialized manufacturing and distribution center from Phoenix to SUNYIT, creating more than 25 executive, administrative, and high-tech engineering and support jobs over four years supported by educational programs in controlled environment technologies.

Importance of Fatherhood Subject of New Study



Veronica Tichenor

How important is being a father to men?

That and other related questions are the subject of a new study co-authored by Veronica Tichenor, associate professor of sociology at SUNYIT. The article in the fall 2011 issue of the journal *Fathering* asked men – both married and “cohabiting” – to rate the importance of fatherhood in their lives compared to work, recreation and other competing interests; it also examines how important fatherhood is to non-fathers.

Tichenor and her co-authors point out that previous studies have shown that most men expect to be fathers, viewing it as inevitable or the next step in their lives, but that dramatic social changes have raised new questions about men’s attitudes about fatherhood. And the long-ago stereotype of the disengaged dad who concentrates on the office and golf at the expense of parenting may be a thing of the past.

“Rather than career and leisure competing with fatherhood, men tend to place great importance on all three,” Tichenor said, “meaning that, while (at least some) men may face expectations for greater involvement in parenting and household labor, providing still appears central to the enactment of the father role and may be critical to maintaining the father identity.”

Among the study’s findings:

- Fatherhood is important in the lives of men – fathers and non-fathers alike
- Fathers are less likely than non-fathers to say that leisure is very important to them
- Fathers have lower education and are less likely to be in school
- Fathers are more religious and are more likely to “endorse non-egalitarian gender attitudes”

Tichenor says there are plenty of questions the study does not answer, many of them promising areas for future research: how men view fatherhood compared to their identity as a husband, and fatherhood’s importance relative to parental involvement, and motherhood. “The Importance of Fatherhood to U.S. Married and Cohabiting Men,” published by the Men’s Studies Press, LLC, in the fall 2011 issue of the journal *Fathering*, is available online at:

http://digitalcommons.unl.edu/cgi/view-content.cgi?article=1170&context=sociology_facpub

Tichenor is also the author of “Earning More and Getting Less: Why Successful Wives Can’t Buy Equality,” published by Rutgers University Press.

New Provost Outlines Goals “Unique Opportunities” for SUNYIT

Nanotechnology, strategic planning, engineering, nursing, support for both students and faculty – those are just a few of the priorities described by SUNYIT’s new provost, William W. Durgin, who began work on campus in September 2011.

“One of the unique opportunities we have here is to play a role in the economic development of the region, and what I’m hoping for is that nanotechnology will be a signature strength for this region. We can use it as a magnet to recruit students and faculty,” Durgin said.

Nanotech-related activities will have broader implications for the area’s economy and for SUNYIT, Durgin said. New, smaller companies will spin off from the nanotechnology activity, and those companies will need people in a variety of fields: business, health care, public education – all stand to benefit.

Even as a series of announcements related to nanotechnology point the way to a particular institutional focus, Durgin says a strategic plan for SUNYIT will embrace a broad range of programs and activities – some of which will benefit directly, others indirectly, from the nanotechnology partnership with UAlbany’s College of Nanoscale Science and Engineering.

“I’m particularly excited about the engineering programs here that will be essential to nanotech-related businesses: electrical & computer engineering and civil engineering. Also, the future is bright for nursing and nursing education. There’s a revolution in health care as it and its practitioners become more technologically sophisticated. Our programs in that area are at the intersection of nursing, health care and technology.”

Before coming to SUNYIT, Durgin held several positions at California Polytechnic State University in San Luis Obispo, Calif., most recently, he served as university executive for research and external support after serving as provost and vice president for academic affairs. Before that, he was associate provost and vice president for research at Worcester Polytechnic Institute in Worcester, Mass. He is the author of numerous scholarly works and holds two patents. A Fellow of the American Society of Mechanical Engineers (ASME) and Associate Fellow of the American Institute of Aeronautics and Astronautics, he was

named a Life Member of ASME International in 2009 and received the organization’s Dedicated Service Award in 2010. He has also received two honors from NASA: the Significant Achievement Award and the Certificate of Achievement.

Durgin has held many positions in professional societies and in organizations supporting engineering education at the national and state levels. In addition to his academic work, he is professional engineer with licensure in Massachusetts, Rhode Island, and Florida. He holds the following degrees: Ph.D. in engineering from Brown University, M.S. in mechanical engineering from the University of Rhode Island, and Sc.B. in mechanical engineering from Brown University.

“The issues [SUNYIT faces] are similar to those faced by all colleges and universities – faculty recruitment, faculty development, building an institutional reputation, financial management, compliance issues – but we’re a younger institution; we have some good opportunities and some interesting challenges,” Durgin said. His priorities include increasing enrollment, completing a strategic plan, and building SUNYIT’s signature academic programs and industry partnerships. And there are other areas he wants to address as well:

Faculty: “How do we provide an environment in which faculty can thrive – what can we do to support excellence in teaching and scholarship? I look for opportunities to meet faculty members at meetings and presentations, at lunch in the Student Center, and I encourage them to drop by my office or schedule an appointment. As I get to know the faculty and their research interests better, I can help make connections and facilitate collaboration between and among faculty,” Durgin said.

Students: “We have to provide strong co-curricular activities for our students – evenings and weekends. Social, athletic, recreational opportunities are all an important part of a student’s socialization. Athletics in particular is important to us on many levels. A lot of students will attend SUNYIT to play their sport, and we need to support that.”



William W. Durgin

Infrastructure: “As an institute of technology, it’s really important that we provide an outstanding information technology environment. I’m particularly excited about the developing learning commons [in Cayan Library]. Restructuring the library for collaboration and socialization – I did that in California, stripped two floors of the library, and it became the center for student, faculty and staff interaction on campus. In addition, I envision the learning commons as leading the way for use of technology on campus.”

Advisement: “With the faculty chairs and ITS to see if we can provide an electronic snapshot of a student’s academic progress, as a first step toward encouraging students to take responsibility for their progress toward a degree – and then the faculty can advise at a higher level.”

Internships: “One of the things that’s important from a pedagogical perspective is for students to learn in a real-world setting: senior projects, internships, collaborative projects with government, industry, not-for-profit organizations – we should encourage more of that.”

Durgin says SUNYIT needs to provide an environment in which faculty thrive, with support for excellence in teaching and scholarship, and students grow – academically and outside the classroom as well. And from strategic planning to guiding academic and student affairs, he is excited about SUNYIT’s potential for success.

East Meets West

Building a Website for a Buddhist Temple



Cambodian monks Choeun Chhum and Dorn San receive a lesson in navigating the temple's new website from SUNYIT students (right to left) Katie Reilly, Jennifer Smith and Lee Crisman. Seven students in SUNYIT's online fall semester graduate course, "Computer-Supported Cooperative Work," developed the website as a class project. Following a second visit by the students, the monks are now managing and updating the website on their own.



In Southeast Asian culture, these small altars to the ancient spirits of the land are common. Offerings entice the spirits to live in the small house rather than making their presence known in the main house where people live.

Editor's note: This account of a graduate program class project was authored by the students in the class: Wendy Brooks, Matthew Bingley, Lee Crisman, Margie Hanna, Linda Kellett, Kathryn Reilly, and Jennifer Smith.

Five graduate students and their professor knelt on large oriental rugs inside Utica's Cambodian Buddhist temple on a Sunday afternoon. Two monks were seated across from the group, smiling as they struggled to understand the English-speaking guests. When the third monk arrived, laptops were opened and the group went to work.

The students, part of a SUNYIT graduate course called "Computer-Supported Cooperative Work," had undertaken a group project to build a website for the Wat Sathathek-Uticaram, a Buddhist temple founded in 2005 by Cambodian refugees in Utica, N.Y. Since the course was taught online, their Sunday afternoon meeting was the first face-to-face meeting for the students and the monks.

The idea to help the Buddhist temple initially came from Kathryn Stam, assistant professor of anthropology, the coordinator of SUNYIT's master of science degree program

in information design and technology. She e-mailed students, describing the monks' need:

"They would like a website but have very limited resources," Stam wrote, "like time, money, translators – everything."

Students joined the temple project for various reasons, and each brought skills to the effort. Software tools were researched and chosen; writing, photography, and web design skills all came into play. Linda Kellett stepped outside of her comfort zone and offered to try her hand at producing a video which is on the website homepage.

"In order to make a video for the website, I not only had to learn about the subject, but I also had to learn how to use the movie-building tool itself," Kellett said. "Developing a video for the website was a challenge for me, but it was time well spent as I acquired new skills."

To their surprise, the students discovered that many of the monks are technologically savvy. With access to cell phones, wireless connections and laptops, they regularly visit other temple websites to learn about events and other information. The younger temple community

members are very good with computers, and most of the older generation occasionally uses the Internet.

“The concept behind the project is that the best way to study how people work together using technology is to actually work together using technology,” Stam said. “It was complicated...the students had to communicate with non-native English speakers from a different culture, but also because of the many technical choices and challenges – for example, the use of more than 20 Khmer language fonts.”

After weeks of work, the website, www.khmertempleutica.org, was launched – and the monks were pleased.

“You could see how happy they were that our group was able to provide them with a site they could share with other community members or friends in other parts of the country or world,” said Kathryn Reilly, a first-time online student who grew up in Utica. “It was a really great experience, and I look forward to seeing how the temple community uses the site and grows its presence in the community.”

“This website is a good idea,” said Dorn San, a member of the Utica Cambodian community, who visits the temple almost daily after work. “Every town has a website. I go to other temple websites to look for their address, what they are doing, how the temple looks and how they are growing.” Dorn San helps out at the temple, driving the monks to the places they need to go: shopping, the library, even other states to visit temples. “If you don’t have a website or if you don’t have a Facebook page, no one knows what you are doing.” The student group also helped the monks set up a Facebook page to accompany the website.

The monks are getting feedback about their new website, and not just from local residents. One said he has been asked by a monk in another state to help teach him how to make a website for their temple.

“People help the temple, and they want to see how the temple grows up and that they helped,” said monk Choecun Chhum. “Then they are happy,”

SUNYIT students Margie Hanna (left) and Katie Reilly visit with Dorn San, a member of the Utica Khmer community.



Khmer Temple Utica Buddhist Temple

The Wat Satheathek-Uticaram temple, also known as the Khmer Temple Utica, was founded by Cambodian refugees. Located at 1554 Steuben St., the temple community is expanding to include a school to educate students in the Khmer language and the Buddhist religion. About 175 community members actively participate in temple events, which are led by the Venerable Chamreun Khorl, Abbott and President of the temple, and two monks, Sokhom Teng and Choecun Chhum. Visitors are welcome. A daily 11 a.m. service at which worshippers offer alms to the monks is open to the public. Weekly ceremonies, depending on the Buddhist calendar, and Buddhist holiday celebrations are regular events at the temple. Visit the temple’s website: www.khmertempleutica.org.



Campus Center Renovation Underway

Renovation work is underway in the Campus Center, and students will be spending more time this year in Kunsela Hall as a result. A multi-phase \$4.5 million project will transform the Campus Center dining hall and its support spaces – kitchen, mechanical equipment room, etc. – into an up-to-date food preparation and serving venue. The project has been designed by Buffalo-based Architectural Resources; the contractor is LeChase Construction of Syracuse.

“Once completed, the dining hall’s new seating accommodations will provide for a diverse arrangement of gatherings and will extend to the second floor in the space occupied by the ‘Cats’ Den and mechanical equipment,” says Carson Sorrell, director of facilities management. “Cooking stations will be placed in full view of the diners, and the project also includes replacement of the high-energy-consuming electrical cooking gear with more efficient gas equipment.”

With the work underway all through the spring semester, residential students used to eating in the dining hall have two options: meals in Café Kunsela and the nearby Rm. 119 or the Student Center food court. The project is scheduled for completion before the start of the fall semester, when the new dining hall will open for business.

Construction in the Campus Center has prompted the relocation of the Health & Wellness Center’s offices to Oriskany Residence Hall, but other services in the building are unaffected. For the rest of the spring semester, the gymnasium is available for basketball and volleyball home contests, team practice, and other programming. Also, the Mohawk Valley Institute for Learning in Retirement (MVILR) headquarters on the second floor of the Campus Center will remain in operation throughout the construction.

These architectural renderings offer several views of the new Campus Center dining hall, which will open in August 2012.





SUNYIT in the City



Robert Orilio, associate professor, with Patricia Conolly '87.

Attendees Christopher Dee '79, Wayde Cunningham '11, Toni Trani '91 share their experiences during the annual Alumni Event.



SUNYIT in the City welcomed alumni, family and friends at Heartland Brewery in Times Square.

Alumni Basketball Game



Travis Bivins '12, Cynthia DeLeon '11, Aaron Swancott '11 reconnect after the annual alumni basketball game held in the Campus Center.



Former SUNYIT basketball players Kermit Dingle and Thierry Conty enjoy a bite to eat in the new pub following the annual alumni basketball game held in the Campus Center.

Class Notes

Tara Corcoran '97 has been named administrator of Rome Memorial Hospital's Residential Health Care Facility, Rome, NY.

Sheila Salls '00 G'11 is director of nurses at Alpine Rehab and Nursing Center, Little Falls, N.Y.

Julie Wells-Tsiatsos '00 has been named nurse manager of Maternal Child Services at Faxton St. Luke's Healthcare.

Anne Bazan '01 of Marcy, N.Y., is assistant coordinator for marketing communications at Indium Corporation, Clinton, N.Y. She is responsible for assisting with major communications activities, projects and events, including literature creation and revision, trade show exhibitions, and special projects.

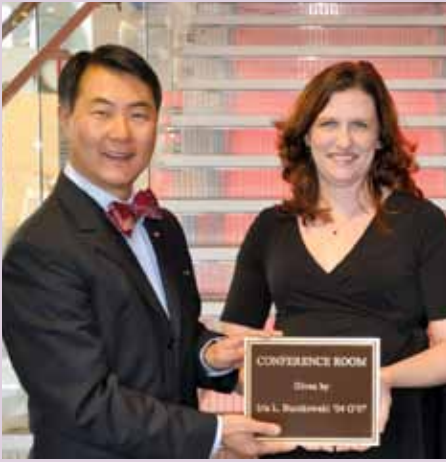
Robert Wendler '03 of Williamson, N.Y., was named one of the Rochester Business Journal's "40 under 40" for 2011. He is a director of client consulting for Excellus BlueCross BlueShield.

Margaret Ewart '06 of Brunswick, N.Y., has been named chairperson of the medical imaging department at Hudson Valley Community College in Troy, N.Y. She oversees HVCC's diagnostic medical sonography, echocardiography and radiologic technology programs.

Brian Kuraszewicz '07 has been named senior accountant in the audit department at Testone, Marshall & Discenza, LLP, in Syracuse, N.Y.

Laurie A. Franklin '09 has been named dean of academic affairs at St. Elizabeth College of Nursing in Utica, N.Y. Involved in education for 20 years, she has been employed for the last four at St. Elizabeth Medical Center.

Kathy McKeone '10 has been named nurse manager for Faxton St. Luke's Healthcare's Regional Dialysis Centers.



President Yeigh and Iris L. Buczkowski '04 G'07

Alum's Support Recognized in Student Center

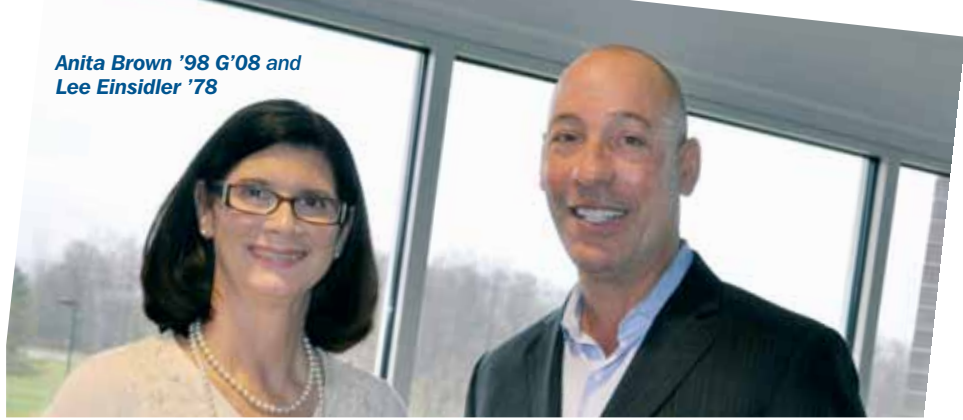
SUNYIT's new Student Center conference room will bear the name of an alumna and member of the SUNYIT Foundation board who has made a significant planned gift toward the building's maintenance and operational expenses.

Iris L. Buczkowski '04 G'07 of Rome, who earned a bachelor's degree in 2004 and a graduate degree in 2007 from SUNYIT, was honored December 9 as a plaque was unveiled in the newly named Iris L. Buczkowski Conference Room on the Student Center's second floor.

"I have always felt it is important to give back to those who help you achieve your goals and afford you successes in life. SUNYIT has granted me both as it helped create the foundation for building the wonderful career I have," Buczkowski said. "As a graduate and SUNYIT Foundation trustee, I have seen the great accomplishments this institution has achieved. It is my hope that through this gift, the good work can continue in the future. SUNYIT does so much for our community, and the Mohawk Valley should be proud of this college."

"We are grateful for this gift," said SUNYIT President Wolf Yeigh. "Iris sets a great example for alumni and friends of SUNYIT. The support of individuals like Iris and the work of the Foundation make it possible for SUNYIT to better serve students and fulfill its mission."

Anita Brown '98 G'08 and Lee Einsidler '78



Alum Receives Highest Honor at Campus Event

Lee Einsidler '78, CEO of Sidney Frank Importing Company, Inc., the importers of world-famous Jägermeister liqueur, and the creators of Grey Goose vodka, received SUNYIT's Outstanding Alumni Achievement Award at a December 6 campus reception. Einsidler, a 1978 business graduate of SUNYIT, was recognized for outstanding accomplishments in the world of business and marketing. The award is the SUNYIT Alumni Association's highest honor for a SUNYIT graduate. Einsidler spent the day on campus, speaking in business classes taught by two of his former professors, Robert Orilio and Kenneth Wallis.

"Lee's compelling story of his rise in the marketing world in the face of personal challenges is impressive and inspirational," said **Anita Brown '98 G'08**, Einsidler's fellow SUNYIT business graduate. Brown, marketing communications manager for Indium Corporation and an Alumni Association Advisory Board member, presented the award on behalf of the Alumni Association. In order to give other students an opportunity to pursue their education at SUNYIT, Lee established the Lee Einsidler Scholarship; it will provide four tuition-based scholarships to worthy business students each year. "Lee is a model for all SUNYIT students and alumni regarding how to follow one's aspirations and never give up on your dream," said Brown, who also serves on the SUNYIT Foundation Board of Trustees.

Since graduating from SUNYIT, Einsidler has been behind some of the biggest brand names in the U.S.: first Seagram's, then Beam Inc., where he became Vice President-National Sales Manager, the company's youngest VP at age 29. In 1991, he joined Sidney Frank Importing in New Rochelle, N.Y., and was promoted to Vice President of Sales before being named CEO.

During his time at Sidney Frank Importing, Einsidler has directed the marketing development and growth of well-known and respected brands. He was part of the team that created Grey Goose vodka, which the company later sold to Bacardi. Under his direction, the company continues to be a market leader as the largest importer of sake in America, marketing masterminds behind the Jägermeister brand, and creator of "the next revolution in spirits": American Harvest organic vodka, now in test markets.



Outgoing SUNYIT Foundation board member Alice O'Shea was honored recently for her years of service to the Foundation. From left to right are: Foundation board chair **Michael Evke '84**, board member Susan Divine, Alice O'Shea, SUNYIT director of development and Foundation executive director Peter Perkins.



Athletics

Men's Soccer Repeats as NEAC Champions

The SUNYIT Men's Soccer Team opened Wildcat Stadium with style in 2011, winning their second straight NEAC Championship as part of the first athletic events to be held at the new facility. The Wildcats dominated regular season play, going undefeated with a record of 7-0-3 and earning the right to host the conference tournament.

Goalkeeper Malick Faye (Bronx, N.Y. / MLK) stole Player of the Year honors from teammate and winner of a year ago, Diego Montaleza (New York, N.Y. / MLK), after posting a dominant .92 goals-against-average for the season and allowing just two goals in all of regular season conference play.

Faye, however, was upstaged in the NEAC Championship Tournament by junior Joe Pfaffenberger (Chester, N.Y. / Warwick Valley) and senior Trevor Totman (Dryden, N.Y. / Tompkins Cortland). The two were named Co-Tournament MVP's, taking the baton from their marquee goaltender, 2010's Tournament MVP. Pfaffenberger's three goals on the weekend accounted for half of SUNYIT's total tournament scoring, and Totman's match-winning penalty kick in the second half of the championship game broke a 0-0 tie with runner-up Penn St.-Harrisburg, as SUNYIT would go on to capture their second straight NEAC crown, 2-0.

Not one to be left out of the SUNYIT awards sweep, Head Coach Peterson Jerome won his second straight NEAC Coach of the Year honor.

All in all it was a picturesque weekend with temperatures in the 50's and nothing but the rare November sunshine for both days – a perfect opening for long-awaited Wildcat Stadium.

On the women's side of the pitch, the Wildcats bid farewell to superstar senior Nicole DiNitto (Oriskany, N.Y. / Oriskany). A local player from Oriskany, DiNitto set SUNYIT records in every conceivable category in 2011, including career goals, assists, and points. DiNitto earned 1st Team All-Conference honors for her efforts, and was named to the Division III All-East Team for the second straight season.





(above) The Wildcats celebrate their history-making season. (left) Wildcat guard Lindsey Brognano was named NEAC Player of the Year.

Record Season for Women's Basketball

The SUNYIT women's basketball team put together an incredible run in 2011-12, earning the number one overall seed and the right to host the NEAC Conference Tournament after program-best records of 15-2 in conference and 21-4 overall.

Leading the way for the Wildcats were senior Kwanisha Jones (Philadelphia, N.Y. / Indian River), who set a school record for career assists during the 2011-12 season, and junior Lyndsey Brognano (Rome, N.Y. / RFA), who is on pace to become SUNYIT's all-time leading scorer after registering her 1,000th career point in a win over Penn St.-Abington on January 15. Brognano was named the 2011-12 NEAC Player of the Year for tallying in the top 3 in scoring, field goal percentage, and 3-point field goal percentage while leading SUNYIT to the best record in the conference.

Despite ultimately losing in the NEAC Tournament Finals to defending champion Keuka, SUNYIT finished the season with a variety of program firsts, including, among others, receiving the program's first regular season trophy by winning the NEAC North Division, and becoming the first women's basketball team to host a conference tournament.



Athletics Facilities, Staff Make Strides

Now in their first year of use since completion, the new Wildcat Field House and the new playing fields associated with it are popular with students, faculty and staff. The Field House features a wide variety of spaces and equipment, including: a state-of-the-art fitness center, a multipurpose room, basketball courts and track, retractable batting cages and nets, and a high-tech audio-visual system with two large high-definition video projection screens. To complement the new facilities, especially the fitness center, an additional staff member has joined the athletics department.

"We have an outstanding fitness professional in Al Calogero, who now runs the Wildcat Fitness Center, oversees the intramural/recreation program and instructs most of the PE courses offered each semester," said Kevin Grimmer, director of athletics and recreation. "Al is vastly experienced, nationally certified, and a great motivator, which makes him a perfect advocate and teacher for anyone with an interest in becoming stronger, healthier, and more fit."



Wildcat Field and the Wildcat Field House, which features a state-of-the-art fitness center.

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Save the Date – May 21, 2012

Join us for the SUNYIT Foundation Invitational at the Yahnundasis Golf Club. All alumni and friends are welcome to attend! 100% of the proceeds will go to the SUNYIT Fund, which will fund immediate scholarships and campus needs. For more information contact Victoria Cataldo at victoria.cataldo@sunyit.edu or visit our website for sponsorship and team registration opportunities.



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