

## WHITMAN DAY LECTURE »

DAVE BING:  
FROM BASKETBALL COURT TO BOARDROOM TO CITY HALL

DAVE BING '66, WHO HAS BEEN THRILLING SU students, faculty, and alumni for decades with achievements on the basketball court and off, has found yet another way to stir up excitement among the Orange faithful. In Syracuse to deliver the keynote address at the

Bing, an economics major, rewrote the stats book for Orange men's basketball as a student-athlete almost half a century ago. His SU career scoring average of 24.7 points per game—achieved before the three-pointer was instituted in college basketball—still stands. A first-round draft pick of the Detroit Pistons, Bing won rookie-of-the-year honors and never looked back. His brilliant play during 12 seasons in the NBA secured his induction to the Naismith Basketball Hall of Fame and gained him a spot on the league's own list of its 50 greatest all-time players. Of all the honors bestowed upon Bing by pro basketball, perhaps it was the J. Walter Kennedy Citizenship Award “for outstanding service and dedication to the community” that pointed the way to life after basketball.

Trading sneakers for a business suit, Bing pivoted into the executive suite in 1980 to launch a manufacturing venture with a \$250,000 loan, four employees, and leased space in a Detroit warehouse. Within five years, the Bing Group had 63 employees and was busy producing auto parts at two Detroit factories to the tune of \$40 million in annual revenue. The company eventually grew to employ more than 900 people, grossing \$400 million annually. If some of Bing's new fans didn't know the difference between a field goal and a free throw, they liked what he was doing at the bottom line. The seven-time NBA All-Star-turned-CEO made room on his trophy shelf for new honors, including a National Minority Business Person of the Year award, presented to him by President Ronald Reagan. After stepping down as head of the company to run for public office, Bing turned over management duties to his three daughters.

As Bing—Mayor Bing—strode to the podium in Lender Auditorium at the Whitman School, an overflow crowd—its members as diverse in their interests as the athlete/entrepreneur/politician they had come to see—stood and cheered. In a poignant aside, Bing prefaced his address, “Detroit's Next Chapter: A Team of Change,” by revealing a bit of himself. “I hope I don't get



Alumni mayors Stephanie Miner '92 of Syracuse and Dave Bing '66 of Detroit exchange greetings at the Whitman Day celebration in April.

seventh annual Martin J. Whitman Day celebration in April, Bing made his first public appearance on campus since winning election as mayor of Detroit in 2009. Explaining his reasons for taking on the daunting tasks of governing a city that many people have written off, Bing reminded the audience that he chose to come to Syracuse at a time when the Orange had lost 27 consecutive games over two seasons. “My friends asked why in the world I would want to go to a program that's a perennial loser,” he said. “Well, it was obvious to me that there was no place else to go but up, and coming to Syracuse was the best decision I made.” The crowd loved it.

“At every level, from high school on up, I knew how important my teammates were to my success.”

—DAVE BING '66

too emotional, because coming back here brings back a lot of good memories,” he said. “I just want to take you on my journey from my heart.” Ever the dutiful alumnus, he took another moment to introduce a member of his administration and her daughter, who had traveled to Syracuse to have a look at SU for college. “Orange still runs in my blood,” Bing said, explaining the impromptu recruitment effort.

Bing spoke on how his life as a student, professional basketball player, and entrepreneur had led him on the path to Detroit City Hall. The theme pervading all these experiences is the necessity of teamwork to get things done. “At every level, from high school on up, I knew how important my teammates were to my success,” he said. Turning to the problems he faces as mayor, Bing spoke frankly about the corruption and economic decay that have brought Detroit to the verge of bankruptcy with a \$325 million deficit. He outlined plans for streamlining a bloated city bureaucracy and making regional alliances with neighboring counties to reduce the cost of basic services, including police, fire, and homeland security. Among the greatest tasks confronting Bing is a physical restructuring of the city to reflect the loss of one million people, more than half of its former population. “I’ve got to shrink the city,” he said. “We have an area of about 140 square miles, but we’re only using about half that land mass. We have 70,000 vacant homes in the City of Detroit. Our plan is to tear down 10,000 of those houses and rehab others. There are blocks and blocks where there is perhaps one family. We can’t provide them services.” He spoke of gaining greater international trade benefits from Detroit’s position at the Canadian border, deriving more revenue from the city’s downtown casinos, and even the possibility of redeveloping urban land for industrial-scale farming. Bing emphasized that teamwork will be the key to accomplishing any of this. “You’ve got to have people you trust around you,” he said. During a question-and-answer session, Bing advocated a city takeover of Detroit’s ailing public school system. He also identified health care as the fastest growing source of jobs in the city where automobile manufacturing was once so dominant.



“The economic development of a major U.S. city, such as Detroit, is highly beneficial for the business community—a driving force behind revitalization,” said Whitman School Dean Melvin T. Stith G’73, G’78. “Mayor Bing is a perfect person to lead this effort. His entrepreneurial background and experience in the private sector will be a great advantage to the city and region as it transitions into a new economy.”

Detroit’s losing streak could be coming to an end.

—David Marc



A video of Bing’s Whitman Day keynote address is available at <http://whitman.syr.edu/videoarchive/Video.aspx?vid=5SKVu5HkvUy6ALHmg64qaA>.



Kathleen Wrinn '09 performs in *Woman in the Blue Dress*, a Backstory piece written by Lauren Unbekant.

## DRAMA »

### HISTORY LESSONS ON STAGE

TWO ACTORS STAND, BACKS TO THE AUDIENCE, ARMS EXTENDED to each side. The first, a man in Elizabethan dress, jumps around to face the audience, reciting a soliloquy. "O for a Muse of fire, that would ascend the brightest heaven of invention," he says, moving around the stage. He freezes. The second actor, a woman in jeans, sneakers, and flat-brimmed hat, continues the rhyme with a hip-hop flare. She freezes. He begins again. They throw the verse back and forth, each line shorter than the last, until they recite the same line, at the same time. "Gently to hear, kindly to judge, our PLAY," they say, and their hands meet. They fall to the floor, roll in slow motion, and suddenly stop. Looking bewildered, they move around the stage, disoriented, and bump into each other, back to back. They scream. This Shakespearian actor and this modern hip-hop artist have traveled through time. Now, they must learn to understand each other and figure out how to return home. They comically discuss the English language, poetry, and their different styles. By the end, despite their differences, they realize they are both performers and the spoken word is their medium.

This is *Hip-Shake*, a production of Syracuse Stage's Backstory, an educational program started in 2005 by Lauren Unbekant, director of educational outreach. "The best word to describe the style is quirky," says drama major Matt Smith '11, who played Globe Theatre actor Richard Burbage in *Hip-Shake*, opposite Farasha Baylock '12, the fictional hip-hop artist Nefertiti. "The show is extremely movement-based, and the process is about the physical creation of the character first and scene development second."

Backstory produces one- or two-person shows geared toward teaching students in Central New York about history through performance. While *Hip-Shake* introduces students to two artists living almost four centuries apart, other performances have featured such fictional and historical characters as Rosie the Riveter, Anne Frank, and Harriet Tubman. The program runs in conjunction with a drama department class taught by Unbekant, allowing acting students to develop short pieces depicting historical characters or typical people from a given era. Each semester, two or three pieces are expanded into full shows. "I wanted to

give the students watching a more exciting way to learn history," she says. "And I wanted to give SU students an opportunity to engage their skill set in new ways and to have ownership over their artistic expression."

Backstory's unique style and creative process set it apart from similar programs. "It's a very physical style," says Kathleen Wrinn '09, a former student of Unbekant's. After graduating, Wrinn returned to SU to perform at the Everson Museum of Art in *Woman in the Blue Dress*, a Backstory piece written by Unbekant about Henriette Henriot, a French actress and the subject of the famous Renoir painting, *La Parisienne*. "I had always been interested in playwriting, but I never knew how to start," Wrinn says. "In Backstory, the approach was to find a historical figure, idea, or group of people you were interested in personally, and begin researching through art, music, and primary sources. We were encouraged to find pieces that we enjoyed, bring those elements together, and see how the character and story started to form themselves."

Wrinn's experience exemplifies what Unbekant wanted the program to offer drama students. "For me, Backstory was like a happy accident," Wrinn says. "I enrolled in the class on a whim, and it ended up being my favorite at SU. It gave me confidence in myself as a writer and actor. These pieces ask a lot of you. You have to dig deep, and you start to realize what you can really do."

—Kate Morin



## COLD CASE JUSTICE INITIATIVE »

# CONFERENCE ADDRESSES 'UNFINISHED' BUSINESS

For more on CCJI, see [syr.edu/cold-caselaw](http://syr.edu/cold-caselaw)

ATLANTA'S EBENEZER BAPTIST CHURCH, HOME pulpit of the Reverend Martin Luther King Jr., is known throughout the world as an historical focal point of the struggle for racial equality. The famed church served as an appropriate location in April for "Never Too Late For Justice," a conference hosted by the College of

Law's Cold Case Justice Initiative (CCJI), bringing together family members of civil rights-era murder victims whose killings remain legally unresolved. Many of the cases were never seriously investigated or prosecuted, including some in which suspects freely admitted guilt. "Murder has to mean something," says Janis McDonald, the Bond, Schoeneck & King Distinguished Professor of Law. "We want to make clear to people, this is not finished business."

McDonald and law professor Paula C. Johnson are co-founders of CCJI, which organizes faculty

and students to review documents and interview witnesses in attempts to provoke interest among law enforcement officials in pursuing what are often dismissed as "cold" cases. "These cases are not 'cold' for the families," Johnson says. "We and our students can do the work of investigators and fact finders, and try to determine theories to take to authorities."

The weekend conference brought together some 70 members of 30 families who lost loved ones in what Johnson described as "acts of race-based domestic terrorism." Meeting in private sessions, the families shared experiences, identified common needs and goals, and learned more about the work of CCJI. Some family members spoke with reporters. Willie Brewster Jr. was 7 years

old in 1965 when his father was shot to death near Anniston, Alabama. "I'm ready and excited to meet those other people," Brewster told *The Anniston Star*. "I'm not scared to talk about anything, and I'm hoping that some kind of justice can come from this." Elizabeth Welch—whose uncle, Rogers Hamilton, was spirited away from the family's rural home and brutally murdered 53 years ago—expressed similar sentiments. "We're looking for answers, mostly," she said. "We know so little about what happened, and we're looking to the other families to see how they have dealt with it."

The conference featured a panel discussion led by McDonald and Johnson, exploring the historical impact of the killings and the implications for society in failing to resolve them. A concert was offered by renowned gospel singer Mavis Staples, who performed at a CCJI event in Syracuse last winter. Speaking on behalf of the University, Chancellor Nancy Cantor said, "We are deeply honored to host this unprecedented gathering in this hallowed location for families for whom justice has been too long delayed."

McDonald saw benefits from the conference for all involved. "The families were energized by the common understandings they discovered in their struggles for justice," she says. "I believe the SU law students, alumni, administrators, and professors came away with a renewed determination to assist them. As one immediate result, seven law student interns will be working full time for us this summer in Natchez, Mississippi, and in Atlanta and Syracuse." Johnson believes the basic desires for accountability and justice expressed by family members at the CCJI Atlanta retreat reflect the wishes of many more families who lost loved ones to racial violence during that era. "These families deserve justice as a matter of right," she says. "Our job is to support them by using our skills and training to make our profession—and society—live up to the ideals of equal justice by correcting these lingering wrongs." —David Marc



Shelton Chappell (top photo) shows the audience a photo of his mother, Johnnie Mae Chappell, after she was killed by Klansmen in Florida in 1964.



## TRIBUTE » LEGACY OF A TEACHER

HE WAS A BOSTON NATIVE WITH THE ACCENT to prove it; a fly-fishing junkie who made a pilgrimage to Montana every year; a journalist who had worked in television, newspaper, and magazine; and a smart aleck, forever producing verbal zingers. But most of all, Bill Glavin was a teacher. And that's how he was remembered—with a great outpouring of love and gratitude—following his death in May at age 67.

Glavin joined the Newhouse School's magazine department faculty in 1973. He was 30 years old and had already found success in journalism, working on *The Boston Globe's* news desk before joining *Good Housekeeping* as an editor. He was being groomed for the magazine's top editorial position, but he left New York for academe. Although he later said he knew next-to-nothing about teaching when he arrived in Syracuse, he had clearly found his calling, as legions of students would later attest. "He was legendary as a great instructor and advisor," former student Joseph D'Agnese '86 says. "[But] the thing that really set Glavin apart is what hap-

pened outside the classroom. He was known as a teacher who cared deeply about students, and he gave of himself again and again without hesitation."

It was his skill and dedication that earned him the respect of students and colleagues alike. "The Glavin formula was part pure-and-simple work ethic and part pure-and-simple magic," says Melissa Chessher, chair of the magazine department. "There will never be another Glavin. He was the perfect storm of passion, talent, and sacrifice."

Glavin taught for 37 years, including 15 as department chair, and never once reduced his course load, according to Chessher. He was in his office every weekday, and sometimes Saturdays, because he always wanted to be accessible to his students. "The great message of his career was that students come first," she says.

That dedication led to his being chosen as one of the first three recipients of Syracuse University's highest teaching honor—the Meredith Professor for Teaching Excellence—in 1995. In 2008, the Glavin Magazine Lab was funded and named in his honor by Stacey Mindich '86, one of D'Agnese's classmates.

Late last spring, Glavin was diagnosed with lung cancer. When news of his illness went public, the Newhouse School set up a web site ([glavin.syr.edu](http://glavin.syr.edu)) where friends and former students could leave well-wishes. Messages of love and support flooded the site, and continued to come even after his death on May 7. "Your lessons and advice pop into my head at least a few times every day, and I'm a better person and professional because of them," wrote one alumnus. "I proudly count myself among the many who can trace back much of my drive to tell good stories—and tell them well—to what I learned in your classes," wrote another.

But Glavin had always been modest about his teaching skills, perhaps even embarrassed by the adoration. "I think they give me too much credit for having changed their lives," he said in a recent interview with a student. "I tell them, 'No, I didn't do that. You knew how to do that already. I just helped you.'" —*Wendy S. Loughlin*

*In his final days, Professor Glavin established an internship fund to provide financial assistance to deserving magazine students. Donations may be made to the Bill Glavin Endowed Internship Fund, S.I. Newhouse School of Public Communications, 215 University Place, Room 400, Syracuse NY 13244-2100; or online at [campaign.syr.edu](http://campaign.syr.edu) (indicate Glavin Fund).*



Retired Sgt. Maj. Brad Trudell and his wife, Allison, raise Scottish Highland cattle in Mexico, New York.

## VETERANS LISTENING PROJECT » SOLDIER STORIES

THE GRIM REALITY OF WAR RESONATES IN A CONVERSATION between Vietnam veteran John Allis and Marine Sgt. Andrew Young G'10, a combat photographer who served multiple tours in Iraq. The two answered the call of duty four decades apart, but they voice an understanding of each other's experience:

*"There were times when I've never been more frightened in my life..." Allis says. "That kind of fear I never want to feel again."*

*"I know exactly what you're talking about. I should be dead at least twice, if not three times, by now," Young says.*

Their exchange was one of several one-on-one conversations between veterans, family members, and friends captured by the Veterans Listening Project ([www.veteranslisteningproject.org](http://www.veteranslisteningproject.org)), which presents the veterans' stories in their own words through voice recordings and video portraits. Co-executive producers Brad Horn G'10, a Newhouse graduate student in multimedia photography and design, and Newhouse professor Bruce Strong developed the project in conjunction with the StoryCorps, a non-profit organization that allows people nationwide to record and preserve the stories of family and friends. They believe the experience can be cathartic for veterans and necessary for civilians. "We ask them to risk everything to go to war for us," Strong says. "This is an opportunity for veterans to tell their stories and for people to start to understand the cost for our veterans in order for them to be what we've asked them to be."

The conversations are sometimes uncomfortable, though always revealing. In one recording, retired Sgt. Maj. Bradley E. Trudell, a 28-year Marine veteran, tells his wife, Allison, what he would share with younger combat troops:

*"It's not just about pulling triggers, but it's about your attitude and it's about how you treat people, doing unselfish things and the right thing for the right reason."*

The idea to record veterans' stories came about in spring 2009 while Horn and Strong were working on News21, a national initiative to train student journalists in new media that the Newhouse School is involved in. Horn was familiar with the work of StoryCorps and had also read an article about Albany therapist Edward Tick, who discussed how communities should open up gathering spaces to hear veterans' stories. Horn connected with StoryCorps organizers, who felt the idea to tell veterans' stories complemented its National Day of Listening, held the day after Thanksgiving, to encourage one-on-one conversations. "We were inspired by StoryCorps, and they were thankful for what we were doing to promote them," Horn says.

Students, including web designer and photojournalism major A.J. Chavar '10, and Professor Ken Harper helped put the pieces together, and staff members at local NPR stations WAER and WRVO assisted with the audio recordings. The Newhouse School provided seed funding, and two other News21 participants—Arizona State University and the University of Southern California—recorded conversations and attached still portraits.

The entire project was capped off with an hour-long program on WAER, "Veterans, We're Listening," which focused on issues involving returning veterans and the Veterans Listening Project ([www.waer.org/veterans.html](http://www.waer.org/veterans.html)). "It was really exciting to see that people care about doing creative journalism," Horn says. "They care about veterans' experiences. They care about what their neighbors are doing."

Young, a student in the Newhouse School's Military Photojournalism program, appreciated the opportunity to connect with another veteran and share his experience. "I hope people will take away an awareness of what veterans have to say about their service," he says.

—Kathleen Haley



**PROJECT:** Causes and Mechanisms of Focused Exhumation Along the Denali Fault, Eastern Alaska Range

**INVESTIGATORS:** Paul Fitzgerald (with SU students and in collaboration with scientists and students from University of Alaska, Fairbanks, and University of California, Davis)

**DEPARTMENT:** Earth Sciences

**SPONSOR:** National Science Foundation

**AMOUNT AWARDED:** \$139,856 (2010-2012)

**BACKGROUND:** Since the 2002 Denali earthquake (7.9 magnitude) in the eastern Alaska Range, scientists have focused on how much slip and convergence occurs along the 1,200-kilometer-long Alaskan Denali Fault system. Similar in part to the San Andreas Fault of California, the Denali Fault features extreme mountainous terrain along parts of its length associated with basins in some areas. The location of these mountains and basins and the timing of their formation with respect to geologic structures and plate boundary forces will be used to determine the distribution of crustal deformation through time. The eastern Alaska Range, one part of the topographic signature of the eastern Denali Fault, rises dramatically from the tundra to sharp glaciated peaks reaching 4,000 meters in height, forming a narrow but high-relief

region immediately north of the fault. As the fault continues west, the topography drops significantly, then rises again to form the central Alaska Range, home to Mt. McKinley and Denali National Park. Uplift of the Alaska Range is related to plate boundary processes—such as subduction of the Pacific plate under North America and collision of the Yakutat microplate with southern Alaska. However, when and why the uplift occurs along the eastern Denali Fault remains unclear. The proposed research seeks to understand the time-temperature history of rocks in the eastern Alaska Range and hence determine regional patterns of exhumation and uplift over approximately the last 30 million years.

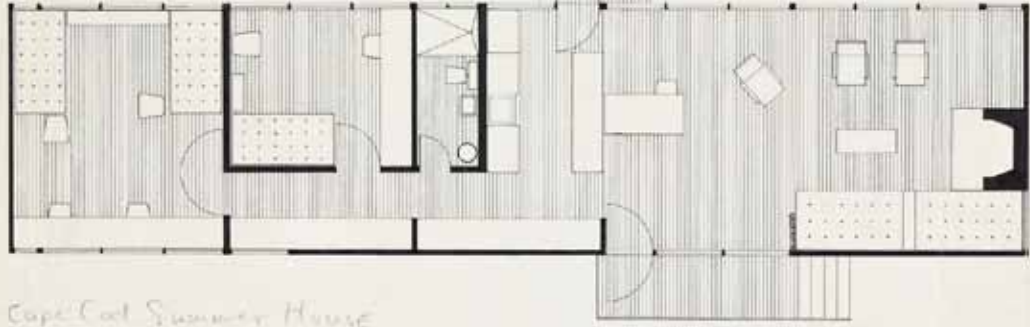
Project investigators will undertake a high-resolution multi-technique thermochronological approach combined with mapping of rock types and measurements of structures within the rock units along the eastern Denali Fault. This approach will document variations in exhumation rates, allowing scientists to understand local exhumation patterns in the mountains associated with the shape and location of various faults. Structural studies will focus on the regions with the most extreme exhumation, both in terms of rate and total amount, to understand what controls these patterns with respect to near-field boundary conditions (for example, geometry of the Denali and related faults). Linking the structural history to exhumation rates will permit scientists to evaluate the temporal and spatial influence of such geodynamic drivers as changes in Pacific versus North America plate motion, dip

of the subducting slab, and the collision of buoyant Yakutat block.

**IMPACT:** This study has relevance to fundamental problems of major strike-slip fault systems, including what causes localized exhumation and how strike-slip deformation is transferred into the lower crust. By providing a better understanding of contributing factors for the formation of the mountains and hence seismic behavior along the fault, the results will contribute to the region's earthquake hazard predictions and seismic hazard maps. The Trans-Alaska oil pipeline and future \$26 billion Alaska gas pipeline cross the eastern Alaska Range and Denali Fault. The pipeline is designed to withstand strike-slip motion, but the effects of a significant vertical component could break the pipeline and be disastrous. Current natural gas exploration in the Tanana Basin, north of the study area, would also benefit from the research because the region's basin development is, in part, a flexural response to mountain building. The outcome of this research is therefore of interest to the public in Alaska and elsewhere and a wide range of Earth scientists. The project also integrates research with teaching, providing training for four young scientists. A science journalist will collaborate with the group on fieldwork and write essays for newspapers and magazines about the remote mountain research experience to bring science to the general public.



## UNIVERSITY TREASURES



## Breuer: A Designer's Creative Process

MARCEL BREUER (1902-81), ARCHITECT AND FURNITURE DESIGNER, WAS DESCRIBED BY *Time* as a "form-giver of the 20th century." Born in Hungary, Breuer studied at the Bauhaus, the renowned German design school, and achieved early fame for furniture designs incorporating the hollow metal tubes used in bicycle handlebars. He left Germany in 1931, eventually settling in Boston, where he taught at Harvard and formed an architectural partnership with Walter Gropius, his Bauhaus mentor. Establishing his own firm in 1941, Breuer designed some of the most influential modern houses in America. His large-scale commissions include the Whitney Museum in New York City (1966). Responding to a proactive invitation from Syracuse University Library (SUL), Breuer donated papers, drawings, blueprints, and photographs during the 1960s. These holdings were significantly enhanced with donations from Constance Breuer following her husband's death.

In 2009, SUL's Special Collections Research Center was awarded a National Endowment for the Humanities grant to make the Breuer collection more accessible to scholars and the public. The project will fully process some 40,000 items from Syracuse and, in partnership with the School of Architecture, produce a digital scholarly reference work that connects works from the Smithsonian Institution, Harvard, and elsewhere. This new resource will offer unparalleled opportunities to observe Breuer's creative process.

—David Marc

**PICTURED:** Breuer's exterior rendering and floor plan for his own Cape Cod vacation home (ca. 1948). In the photograph, Constance Breuer looks on as the architect engages their son, Tomas, in a game of chess at the Wellfleet, Massachusetts, cottage.



## CARBON STORAGE PROJECT »

## SU TEAM LOOKS TO RANGELAND SOILS TO COMBAT CLIMATE CHANGE

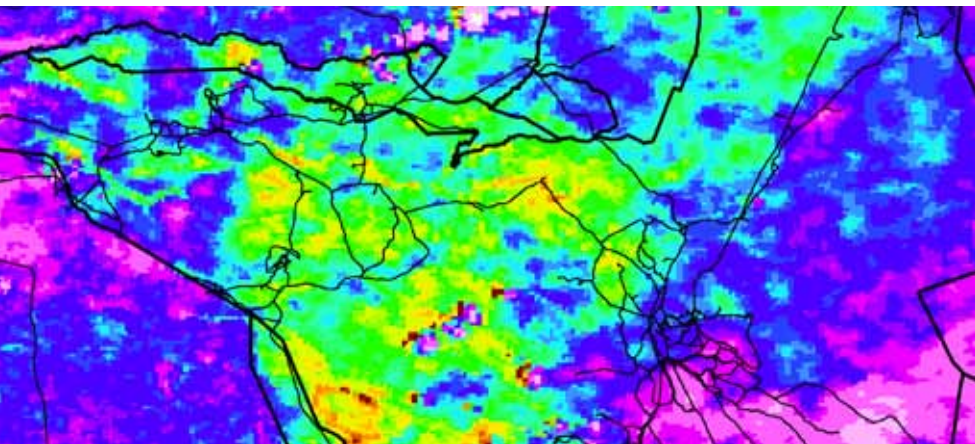
BIOLOGY PROFESSOR MARK RITCHIE HAS SPENT MANY A day digging into the soils of rangelands in the American West and Africa, studying the biodiversity of ecosystems and the impact of interactions between wildlife and plants. A productive rangeland ecosystem features flourishing vegetation that pulls

about one quarter of the Earth's land surface. Focusing on the savannas of East Africa, Ritchie believes a widespread combination of improved wildlife conservation and land-management practices, including wildfire controls, could remove more than a billion tons of atmospheric carbon dioxide each year and create a viable source of income for impoverished rural and farming communities in East Africa—such as the traditionally nomadic Maasai tribes—through the sale of carbon credits on emerging emissions-trading markets. "By far the biggest capacity for storing carbon in soil is in the rangelands," he says. "Most people aren't thinking about what's going on in the soil."

As a way of putting his theory to the test, Ritchie assembled an interdisciplinary team of SU faculty members: University Professor David Driesen, a climate-change law expert; economics professor Peter Wilcoxon, director of the Center for Environmental Policy and Administration at SU; and geography professor Jane Read, who specializes in remote-sensing and satellite imagery analysis. Supported by a two-year, \$125,000 Chancellor's Leadership Project grant, the team is developing a unique methodology for quantifying rangeland carbon storage and investigating the possibility of selling the sequestered carbon as a commodity. Ritchie has met with nongovernmental

organization administrators and government officials in East Africa to apprise them of the idea, and has established Soils for the Future, a start-up company that will develop carbon storage projects there. "Mitigating rural poverty in Africa is a significant challenge," Ritchie says. "There aren't many feasible options, given the lack of investment capital."


The project's most daunting task is creating a method to accurately quantify sequestered carbon and validate and monitor it as a credit for sale on the market. "From the standpoint of the climate-change law regime, the main legal and policy issues revolve around what constitutes a bona-fide credit," Driesen says. The principal concern, he notes, is that if a greenhouse-gas producer, such as a coal-fired electric utility, is allowed to increase its emissions by purchasing "credits" for carbon sequestered elsewhere, those credits must be legitimate. They also must satisfy criteria for "additionality," meaning that credits must be generated by a change in practice and also benefit the environment beyond what a business may do as part of its normal operations. "With carbon credits you run into controversy because people want to know that the quantity and permanence they're getting are equivalent to what they're giving up when carbon credits are used to justify increased emissions somewhere else," Driesen says. "With any kind of carbon sequestration project, developing methodologies



Biology professor Mark Ritchie and geography professor Jane Read make a preliminary estimate of grazing intensity across the Serengeti landscape based on calculations from MODIS satellite imagery. Black lines show major roads and the borders of Serengeti National Park and surrounding game reserves. Green and yellow areas signify less grazing; blue and lavender areas represent heavier grazing.

carbon dioxide out of the atmosphere during photosynthesis and sequesters the carbon in plant roots and soil—a valuable asset that naturally reduces carbon dioxide emitted by burning fossil fuels, the main culprit in global warming. At the Serengeti National Park in Tanzania, where he has conducted research since 2004 in continuing a long-term study originally begun by SU professor emeritus Sam McNaughton, Ritchie notes a parallel between wildlife grazing intensity and carbon levels in the soil. Heavily grazed areas—where, for instance, migrating wildebeests regularly feed—contain greater accumulations of carbon than areas with scarce wildlife populations. "In areas depleted of wildlife, there's not much grazing going on, so they accumulate dead grass and burn too often, and there's basically not as much carbon accumulation as there could be, or they are actually suffering ongoing losses of carbon," Ritchie says. "So, my thought was that if you could build back up the wildlife numbers in these depleted areas, you could create a lot of carbon storage."

For Ritchie, the idea presents a monumental opportunity. As governments and industries around the globe wrestle with ways to cut greenhouse-gas emissions and curb climate change, Ritchie envisions a vital role for rangelands as vast carbon sinks. After all, rangelands—uncultivated, non-forested land, from the plains and prairies of North America to the grasslands of Africa—account for



“My thought was that if you could build back up the wildlife numbers in these depleted areas, you could create a lot of carbon storage.”

— Biology professor Mark Ritchie

Wildebeests migrate across the Serengeti landscape with a grass fire burning in the background. The SU interdisciplinary team of professors Mark Ritchie, Jane Read, David Driesen, and Peter Wilcoxon is working on ways in which managing fire and grazing by wildlife or livestock can generate soil carbon credits in East Africa and other rangelands across the globe.

to satisfy the legal regime has been difficult because of the variability in biological processes.”

The impact of such factors as seasonal changes, weather, fires, vegetation, and grazing must be considered in soil carbon sequestration, as well as how to measure it over vast areas and periods of time. As a way to quantify and validate carbon storage, Ritchie and Read are exploring a methodology that incorporates field data with spatial and spectral information gathered from the Moderate Resolution Imaging Spectroradiometer (MODIS) satellite system. Each pixel of an image captured by MODIS

While Read and Ritchie believe their work, which involves computer modeling to scale up field measurements to large tracts of land, may allow them to measure and monitor carbon sequestration with some degree of reliability, they both admit it's a challenge. But if they succeed, they may provide the scientific community with a groundbreaking methodology. “There is currently much ongoing research with remotely sensed data for carbon monitoring for forests,” Read says. “However, less has been done for savanna systems.”

If their methodology offers reliable measurements and verification, it can clear the way for trading sequestered rangeland carbon as an economic venture. Right now, protocols are being developed for different kinds of sequestration projects to trade credits on contract. For example, the European Union emissions-trading program only allows credits for afforestation and reforestation projects as carbon catchers. As Wilcoxon points out, soil carbon sequestration is one piece of a very large puzzle dealing with climate change, but if it proves a viable option, there's great economic potential. “Looking at the precision of the sensing technology and how accurately we can quantify what's in the soil will determine the riskiness of the assets,” he says. “If it turns out the precision is relative-

ly good and the uncertainty is not so bad, that it can be applied to certain soil types and certain land conditions, then the potential goes from being just academic to practical.”

With so many fluctuating factors, Ritchie says the group will continually analyze data and make adjustments. “You're always learning as you go,” he says. “You're not following a Julia Child recipe—that's what makes people nervous about it.” It's this challenge that makes the project intriguing—and the potential rewards all the greater. “If you can go into East Africa and convert tens of millions of acres to doing these kinds of carbon projects, the cash infusion to the people and local economies will be transformative,” Ritchie says. “I see it as a way to change the world.”

—Jay Cox



A Maasai warrior proudly stands in front of his cattle. Income from soil carbon credit projects could help rural people like the Maasai maintain their cultural identity as pastoralists and use the land in a more sustainable way.

represents a defined area of about 250 square meters, while the light an object absorbs or reflects from different bands of the electromagnetic spectrum helps define it. Healthy vegetation, for instance, can be distinguished by analyzing differences between the red and near-infrared bands and the heat emitted by the landscape. “Our goal is to gain insight into vegetation density, fire frequency, soil temperatures/moisture, etc.,” Read says. “Linking the remotely sensed-derived products with field data, we hope to compare differences between grazed and non-grazed areas and assess performances of different remote-sensing algorithms.”

Orange women's lacrosse midfielder **Christina Dove '10** (12) helped SU return to the NCAA Final Four for the second time in the past three years. Dove led the team in scoring and finished her career as one of the top scorers in the sport's history. She is tied for ninth on the NCAA Division I career goals list (250) and is 11th in career points (335). She earned All-America First-Team honors along with goalie **Liz Hogan '11**, who led the nation in saves.



» NEWS MAKERS

SU Trustee **Arielle Tepper Madover '94** produced *Red*, a Broadway hit that won six Tony Awards, including best play. The drama, about abstract expressionist painter Mark Rothko, collected the most awards at the event.

**Donald W. Meinig**, Maxwell Research Professor of Geography Emeritus, was elected a member of the American Academy of Arts and Sciences, one of the world's most prestigious honor societies.

**Jaklin Kornfilt**, professor of languages, literatures, and linguistics, received the 2010 Humboldt Research Award from the Alexander von Humboldt Foundation, which promotes academic collaborations in Germany among top scholars and scientists from around the world.

The **Newhouse School** collected two 2009 Mark of Excellence Awards from the Society of Professional Journalists. "Tough Choices, Tough Times," a special report that was part of the school's annual Student Voice Project, was the

national winner in the online in-depth reporting category. More than 50 students and faculty members worked on the report, which explored how the economy affected 18- to 25-year-olds. *MPJ Magazine*, produced by the school's military photojournalism program, was a national finalist in the best student magazine category. Fifteen students created the project's multimedia content.

**Donald I. Siegel**, Meredith Professor for Teaching Excellence and a longtime faculty member of the Earth sciences department, was appointed to a three-year term as chair of the Water Sciences and Technology Board of the National Research Council.

*The Bitter Chalice*, a screenplay co-written by **Beverly Allen**, a professor of French, Italian, and comparative literature, was named best feature-length screenplay in a competition for unproduced scripts at the Roma Independent Film Festival.

The 2010 issue of *Stone Canoe*, an arts

journal published by SU, was awarded a silver medal in the anthology category at the Independent Publisher Book Awards celebration in New York City this spring. The journal's editor, **Robert Colley**, is an associate dean at University College.

College of Law graduate **Gregory D. Eriksen L'10** received the 2010 Burton Award for Distinguished Legal Writing. His article, "Breaking Wind, Fixing Wind: Facilitating Wind Energy Development in New York State," was published in the *Syracuse Law Review* (Volume 60, Book 1) and was one of 15 works selected nationwide for the annual award, which recognizes law students and practitioners for exceptional writing.

The seventh annual **Syracuse International Film Festival** will be held October 13-17 in venues across Syracuse. Among the highlights of this year's festival will be the premiere of *Session*, a psychological thriller directed by **Haim Bouzaglo** that was filmed in Syracuse in 2007. For more information, visit [www.syrfilm.com](http://www.syrfilm.com).

» SPORTS NOTES

Orange All-America forward **Wes Johnson '11** was the No. 4 pick in the 2010 NBA Draft, going to the Minnesota Timberwolves, where he'll join **Jonny Flynn '11**, a first-round selection last year. The New York Knicks scooped up guard **Andy Rautins '10** as the 38th player taken in the draft, giving him the opportunity to play in SU's favorite home away from the Dome—Madison Square Garden.

Former SU head football coach **Dick MacPherson** was enshrined in the College Football Hall of Fame in South Bend, Indiana, in July.

SU men's lacrosse longstick midfielder **Joel White '11**, defenseman **John Lade '11**, and goalie **John Galloway '11** were named to the U.S. Intercollegiate Lacrosse Association (USILA) All-America

First Team. Seven other SU players received All-America recognition as well. In addition, the USILA honored White as the nation's best midfielder, and Galloway as the country's top goaltender. Galloway was also named to the 2010 *ESPN The Magazine* Academic All-America Men's At-Large Second Team.



# COMMENCEMENT 2010



**THE CLASS OF 2010** celebrated Commencement on May 16 in the Carrier Dome. Here are some facts and highlights:

**Degrees Awarded:** 4,760 (SU); 537 (SUNY ESF).

**Class Marshals:** Kate Pettitt Callahan, College of Human Ecology and the College of Arts and Sciences; Timeka N. Williams, Newhouse School and the College of Arts and Sciences.

**Student Speaker:** University Scholar Sarah DiGiulio, Newhouse School and the College of Arts and Sciences.

**Honorary Doctoral Degree Recipients:** Elizabeth Catlett, artist; Gerald B. Cramer '52, investment advisor, philanthropist, and SU trustee; Jamie Dimon, chairman and CEO of JPMorgan Chase & Co.; Claire Mintzer Fagin, nursing, health care, and higher education administrator; Ronald Meyer, president and COO of Universal Studios; and George Allen Weiss, founder of Say Yes to Education.

**Commencement Speaker:** Jamie Dimon

**From Dimon's Address:** "Regarding what you do, and what you achieve in life, try to leave everything and everybody that you touch a little bit better than they were before. Continue to be true to yourself and your values, be resilient, be honest, be humble, never stop holding yourselves accountable, and you will not only have the kind of life you wish and deserve, you will also do your part to make this country and the world a better place for generations to come."

To see more Commencement photos, go to <http://photo.syr.edu/Events/156commencement2010/index.htm>.

## ACCELERATOR PROGRAM SPARKS STUDENT VENTURES

SOME STUDENTS JUST CAN'T WAIT TO START their own businesses. The Syracuse Student Start-up Accelerator, a cross-campus initiative, feels their ambition and is helping them turn their ideas into functioning enterprises in advance of Commencement Day. After just a year in operation, the program,

cused on what they want to do and others just want to explore the possibilities of entrepreneurship or of starting a nonprofit organization," he says. "They vet their ideas and we help them identify problems and figure out whether what they've got is a viable venture. In the process, students learn about each other and team up to form ventures." An important aim of the fall semester, according to D'Eredita, is for students to become aware of the time, energy, and emotional commitment it takes to start a business. "That's the passion component," he says. "If they're confident they have it, they move on to venture creation in the spring."

Brand-Yourself.com, which describes itself as "an online reputation management platform" for job seekers, is by several measures the most successful venture to benefit from the Accelerator thus far. Recognized at the Kairos Global Summit as one of the top start-up companies of the past year, it is the first business to "graduate" from Accelerator support. In a blog posted in May on the iSchool's Information Space ([infospace.ischool.syr.edu](http://infospace.ischool.syr.edu)), Pete Kistler '11, the company's CEO, praised the Accelerator program. "When you're launching a company, you need a productive place to grow your team," he wrote. "For young companies, there is nothing more important than having support, space, and advisors. SU is bringing together young entrepreneurs in a meaningful way to share ideas, share knowledge, and tap into the resources of the school and the region." Other Accelerator start-ups currently doing business range from a chocolate manufacturer and a bicycle rental service to a nonprofit boxing club that is dedicated to helping at-risk kids.

D'Eredita sees the Accelerator at the core of a growing community of Central New York innovators that will help stem regional brain drain and economic stagnation. "When people come to Syracuse, we want them to know they can have more than education; they can have opportunity," he says. The possibilities for the Central New York region presented by the program have attracted five area colleges to participate: Le Moyne College, SUNY ESF, SUNY Morrisville, Onondaga Community College, and Cayuga Community College. Kingma is working to further augment resources by enlisting the services of SU alumni from around the world. "The program is still in its infancy, but I see it taking off already," he says. "It's attracting the right students—the kind who are so ready to start companies and organizations that they don't want to wait until after graduation." —David Marc



Patrick Ambron '09 (left) and Pete Kistler '11 of Brand-Yourself.com receive congratulations from Paul Brooks of the Syracuse Technology Garden after the company was honored with the Best Presentation Award at the 2010 SmartStart UNYTECH Venture Forum, Upstate New York's premier venture capital event.

**CALLING ALL alumni innovators, entrepreneurs, and new venture owners!**

Are you willing to mentor a student company? Share your story in one of 160 entrepreneurship courses across campus? Have your story told on the entrepreneurship web site? Contact Bruce Kingma at [brkingma@syr.edu](mailto:brkingma@syr.edu).

founded as a Chancellor's Leadership Project, is already enhancing SU's position as a national leader in entrepreneurship education, while supporting the University's commitments to economic revitalization and community life in Central New York. "We've been teaching students how to develop proposals and plan businesses," says Bruce R. Kingma, associate provost for entrepreneurship and innovation. "Now we're taking things to the next level. We're fostering actual student ventures by providing them with faculty and alumni guidance as well as a variety of beneficial opportunities created by our partners in the business community." The CenterState Corporation for Economic Opportunity (formerly the Greater Syracuse Chamber of Commerce), a primary partner in the initiative, provides downtown space for fledgling student enterprises, including Accelerator ventures, in the Syracuse Technology Garden, a gathering spot for the area's tech-minded business folk and business-minded techies.

The student gateway into the program is its academic component, a two-course sequence consisting of What's the Big Idea? (fall) and Idea 2 Start-up (spring). Information studies professor Michael D'Eredita, who teaches the sequence, finds a mix of students attracted to the classes. "Some are quite fo-



"I included Syracuse University in my estate plan because I wanted to ensure that future generations of students have the same opportunity to succeed as I did. I hope, by my example, to teach my sons the value of supporting education throughout their lifetimes—and beyond."

—David Edelstein '78



# LEAVE YOUR IMPRINT ON TOMORROW. ACT TODAY.

There's no question. Taking care of your loved ones is the first priority of any well-thought-out estate plan. But once you've provided for family and friends, how do you ensure that your ideals and your passions live on? Leaving a bequest to Syracuse University is a simple, flexible, and powerful opportunity to do just that.

## Extend a Helping Hand to SU's Future Generations

When you name SU a beneficiary of your estate, you can specify how you want your gift to be used. Do you have a passion for the arts? Do you love exploring history? Would you like to support a specific program or department, endow an undergraduate scholarship, or continue making an annual gift? With a bequest, it's easy to choose the gift option that best meets your individual circumstances and desires. You can, for example:

- >> Specify that SU will receive a percentage of the estate that remains after other beneficiaries are provided for.
- >> Designate SU the beneficiary of specific assets, such as securities, retirement funds, or real estate.
- >> Leave a specific dollar amount to SU.

But regardless of the method you choose, you can rest assured that your generosity will be felt on campus for years to come.

## How to Make a Plan

Bequests don't have to be big to have an impact. In fact, SU's continued success is the direct result of thousands of bequests—large and small—made by alumni and friends. To learn how you can do the same, call **888.352.9535**, or e-mail [giftplan@syr.edu](mailto:giftplan@syr.edu). For help on writing a bequest, visit [giving.syr.edu/samplebequest](http://giving.syr.edu/samplebequest).

## Be a Leader

When you make a bequest, you'll be recognized as a Syracuse University Pathfinder—joining a group of insightful leaders who have included SU in their long-term financial plans.

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