

## » TRADITIONS

Members of the Alpha chapter of Gamma Phi Beta at SU, circa 1890s.

## THE SYRACUSE TRIAD

The sororities Alpha Phi, Gamma Phi Beta, and Alpha Gamma Delta were founded at SU more than a century ago

BY CHARNICE MILTON

AS THE ONLY ALL-FEMALE RESIDENCE HALL on campus since 2005, the Butterfield House on Comstock Avenue stands as an anomaly. However, it was once the home of Alpha Gamma Delta, a Greek organization for women founded at Syracuse University in 1904. The house was designed by Emily Butterfield, a founding member who became a prominent architect, and is scheduled to return as the sorority's residence this fall.

Between the late 19th and early 20th centuries, Alpha Gamma Delta wasn't the only sorority founded on the Hill. Alpha Phi and Gamma Phi Beta were also established here. Nationally, these three sororities are known as the "Syracuse Triad." Although Alpha Gamma Delta shut down at SU a decade ago, its participation in last fall's Bid Day marked the return of the Syracuse Triad on campus. "We are proud of the long tradition

of our fraternity and sorority community and are delighted that Alpha Gamma Delta has rejoined it," says Eddie D. Banks, director of the Office of Fraternity and Sorority Affairs. "After all, this is where it all began."

Alpha Phi and Gamma Phi Beta have the distinction of being the first Greek organizations for women on campus. Although SU was founded as a coeducational institution, "women felt an atmosphere of opposition and criticism," according to a letter written by Alpha Phi co-founder Martha Foote Crow. "We had no chance to blossom forth in a free atmosphere of encouragement and approval." On September 18, 1872, 14 women gathered at 41 Irving Street for what became known as the first Alpha Phi chapter meeting. Out of this group, 10 became founding members.

Alpha Phi wouldn't have survived if it weren't for Greek professor Wellesley P. Coddington. He convinced the group to incorporate under New York State law, applying under the name "the Michaelanean Society" (as Greek-letter organizations weren't included in such laws at the time). He also drafted the motto, co-wrote the



In 1882, the sisters of Alpha Phi held their first convention in Syracuse. Seven delegates attended: six from Syracuse and one from Northwestern.

constitution, and encouraged Alpha Phi to establish what is now known as the first women's fraternity chapter house, located where the Newhouse 1 building stands today.

On November 11, 1874, four students founded Gamma Phi Beta. One of the founders, Frances Haven, was the daughter of then-Chancellor E. O. Haven, a proponent of women's education. Although initially invited to join Alpha Phi, Haven declined, opting to create a new organization with three other unaffiliated women. Among the group was Helen Dodge, who attended the first Alpha Phi meeting, but rejected membership because she felt she didn't fit in. Gamma Phi Beta is best known for coining the term "sorority," whose Medieval Latin roots translate to "sisterhood."

By 1904, there were seven sororities on campus, but that didn't stop Coddington from forming another one. On May 30, 11 women attended the first Alpha Gamma Delta chapter meeting in his home. Since its beginning, Alpha Gamma Delta faced steep competition from other women's sororities and was even invited to join another national organization. However, following Coddington's advice, Alpha Gamma Delta declined and launched new chapters at Wisconsin (1905), Minne-

sota, DePauw (both 1908), and Northwestern (1913).

Today, all three sororities have chapters throughout the United States and Canada. They maintain a special bond because of their Syracuse roots, and some campuses hold Triad events, according to Eileen Day O'Brien '71, who pledged Gamma Phi Beta in 1968. O'Brien's daughter pledged Alpha Gamma Delta at Indiana University, and the Syracuse Triad has become a tradition in their family. "I encouraged her to reach out to the Gamma Phis and the Alpha Phis and see if they could do something together," O'Brien says. "She thought it was a good idea."

When O'Brien pledged in winter 1968, social change was under way with the women's and civil rights movements gaining momentum and Greek involvement decreased as a result. "Sororities could have become an anachronistic part of college history—social dinosaurs, so

to speak," O'Brien says. "But they changed too." Since their founding, each Triad member has tackled different issues through philanthropic work. Despite such efforts—and its reputation as the founding chapter—SU's Alpha Gamma Delta chapter closed its doors in 2001 because of dwindling membership. "[We've gotten a lot] of words of encouragement," chapter president Emily

Furnal '01 told *The Daily Orange*. "Everyone is really in disbelief as we all are."

Nine years after leaving SU, Alpha Gamma Delta recolonized the campus last October, selecting more than 100 women to join. "The caliber of women we met at Syracuse was astounding," Alpha Gamma Delta International president Jackie Brannon Stutts said in a press statement. "These new members express one of the highest commitments to establishing a chapter that truly stands out among Greek life at Syracuse."

As for future Syracuse Triad events on campus, Gamma Phi Beta president Stacy McAllister '12 hints about the possibility. "Since Alpha Gamma Delta just returned, relationships between the presidents are still developing," she says. "However, I do see them becoming stronger in the future." The three presidents have been discussing plans for an event in the fall. "I just hope the next Triad event happens before I graduate," McAllister laughs.





## THE JOURNEY CONTINUES

WHO WOULD HAVE THOUGHT when I visited campus almost nine years ago with my wife, son, and daughter (Class of 2008), that one day I would represent all of our alumni as president of the Syracuse University Alumni Association (SUAA) and before the Board of Trustees. Or that someone like me—a Whitman School graduate who wrote his honors thesis on SU's marketing strat-

egies in admissions, fund-raising activities, parents programs, and alumni affairs—would have an opportunity to become so passionately involved in all of these areas. Or that my SU "hobby" would turn into a special way for me to connect with alumni around the world.

Following my family's visit to SU in 2002, I re-established the Northern New Jersey Alumni Club, and, in 2005, joined the national alumni board. I'm also an alumni admissions representative and served with my wife, Beth, on the national parents board. However, my deepest passion has been to promote a culture of philanthropy, both personally and among alumni. As chair of the SUAA's new philanthropy committee, I worked with development staff to launch the Generation Orange initiative, which seeks to engage Syracuse University graduates from the past 10 years, and also to reach out to alumni clubs around the country.

My journey continues as SUAA president, a position I take very seriously. I hope to be a bridge for those of you who want to reconnect with SU like I did. I also want to be a resource for important information about SU so you can stay informed. In fact, I recently launched a monthly president's blog, which you can find at [alumni.syr.edu](http://alumni.syr.edu) and read about my unique perspective on all things Orange.

I want to extend a heartfelt thanks to SUAA past president Larry Bashe '66, G'68, who was not only a great leader and mentor, but also became a close friend, and to the dedicated alumni relations and development staffs who support our efforts. We are all better because of their commitment to SU's alumni. I also look forward to working with our board of dedicated alumni volunteers who have unselfishly and consistently given to SU of their time, talent, and treasure.

Where will this journey take us? Check out my blog or drop me a line with your thoughts and ideas. All I can say is hold on and enjoy the ride!

**Brian Spector '78**  
President, Syracuse University Alumni Association

## CLASSNOTES

NEWS from SU ALUMNI »»

### SEND US NEWS OF YOUR ACCOMPLISHMENTS.

To submit information for Class Notes via the Internet, go to [alumni.syr.edu](http://alumni.syr.edu) and register with the SU Alumni Online Community. Items will appear in the magazine and in the Class Notes section of the online community. Items can also be sent to Alumni Editor, Syracuse University Magazine; 820 Comstock Avenue, Room 308; Syracuse, NY 13244-5040.

### 50s

**Joseph F. Zimmerman G'51, G'54** (MAX) of Delmar, N.Y., is professor of political science at the Rockefeller College of the State University of New York at Albany. He wrote *Horizontal Federalism: Interstate Relations* (SUNY Press), which provides detailed information and analysis of interstate relations, and advances recommendations to improve the economic and political unions.

**Paul Zuckerman '51** (A&S), **G'67, G'97** (EDU) of Salt Lake City designed and constructed *Wasatch Wildflowers*, a photographic exhibition that provides easy identification of wildflowers in the Central Wasatch and Western Rocky Mountain ranges. The exhibition, which was created for the summer Utah State Fair and the Salt Lake County Fair, was made with a close-up photographic technique to capture and enlarge the wildflower images using the Hasselblad camera system. The exhibition is now on permanent display on the University of Utah campus.

### 60s

**Susan Mandel Glazer '60** (FALK) wrote *Beyond the Looking Glass*, which invites teachers to reflect on their personalities, behavior patterns, and vocabulary, and on students, to improve classroom relationships and foster a safe and dynamic learning environment ([www.Christopher-Gordon.com](http://www.Christopher-Gordon.com)).

**Denise LeFrak Calicchio '63** (EDU) co-wrote *Rooftop Gardens* (Rizzoli), a real estate and design book that profiles Manhattan's most exclusive addresses and their private gardens.

**William K. Weisenberg '66** (A&S), assistant executive director for public affairs, government relations, and diversity initiatives for the Ohio State Bar Association, received the Bar Medal Award for exemplifying meritorious service to the legal profession, community, and humanity.

**Robert Pressman G'67, G'70** (EDU), a pediatric psychologist in Providence, R.I., his wife **Stephanie Donaldson-Pressman '69** (A&S), a licensed clinical social worker and trainer in family therapy, and their daughter, Rebecca Jackson, co-wrote *Good Night and Matilda & Maxwell's Good Night* (Good Parent Inc. Publishers), a series of short, informative books for busy parents that offer simple, expert advice on one parenting issue at a time. Each book in the series has a special companion book just for kids ([www.goodparentgoodchild.com](http://www.goodparentgoodchild.com)).

**Roland Van Deusen '67** (A&S), **G'75** (SWK) was arrested with activist Daniel Ellsberg and members of Veterans for Peace, for a civil disobedience demonstration at the White House on the ninth anniversary of the start of the war in Iraq.

**Joan Lesikin '68** (VPA) had a solo exhibition of paintings at the Unison Gallery in New Paltz, N.Y.

**David Patterson '68** (A&S) is executive director of the Gestalt Institute of Cleveland.

**Barbara Gydé '69** (VPA) is chief external affairs officer for Lighthouse International, a leading not-for-profit organization dedicated to fighting vision loss through prevention, treatment, and empowerment.

**James W. Heffernan '69** (A&S), **G'74** (WSM) is chairman of the Council on Developmental Services for the state of Connecticut. He and his wife,

**Kathleen McGuire Heffernan '70** (A&S), were honored by HARC Inc. for their many years of dedication and service to people with intellectual disabilities.

## 70s

**Helen L. De Haan '70** (IST) retired from teaching fifth grade and serving as the library media specialist in the Newark Valley (N.Y.) School District in 1997. She spent the next 12 years serving on the district's board of education before retiring again in 2010.

**Ruth Brown Kowal '70** (A&S) retired as director of administration and finance at the Boston Public Library after a 40-year career in Massachusetts public libraries.

**Lois Mathieu '70** (A&S) of Bloomfield, Conn., wrote *Debut* (SterlingHouse Publisher), a novel about the significance of giving a child up for adoption.

**Arvind Sharma G'70** (MAX), Birks Professor of Comparative Religion at McGill University, wrote *Hinduism as a Missionary Religion*

and *One Religion Too Many: The Religiously Comparative Reflections of a Comparatively Religious Hindu*. Both books were published by SUNY Press ([www.sunypress.edu](http://www.sunypress.edu)).

**Thomas E. Brydges '71** (A&S), **L'73** (LAW), a partner in Jaeckle Fleischmann & Mugel law firm in Buffalo, N.Y., was presented with the Theodore Roosevelt Inaugural Site Foundation's 2011 President's Award for his outstanding service to the national historic site.

**Janet Kern Mendelsohn '71** (A&S/NEW), a freelance writer and photographer, wrote *Maine's Museums: Art Oddities & Artifacts* ([www.countrymanpress.com](http://www.countrymanpress.com)). She lives with her husband, **Robert Mendelsohn '68** (SDA) in Somerville, Mass., and Kittery Point, Maine.

**Michelle Morse '71** (VPA) of Pompano Beach, Fla., is an illustrator and muralist. She painted a mural at Coral Springs High School for the documentary, *POM Wonderful Presents the Greatest Movie Ever Sold*, by filmmaker Morgan Spurlock.

**Amy Brill Rafferty '71, G'78** (A&S) of Franklin, N.H., retired as graduate faculty and director of distance learning at New England College. She is a volunteer mentor with the Lakes Region (N.H.) chapter of SCORE, providing management counseling and workshops for local businesses.

**Robert Seidman G'71, G'80** (LCS) wrote *Saving Higher Education: The Integrated, Competency-Based Three-Year Bachelor's Degree Program* (Wiley), which presents a clear path to saving costs without jeopardizing academic quality.

**Karen DeCrow L'72** (LAW) participated in a roundtable discussion addressing the global challenge of providing women greater access to justice. The event was hosted by the Fifth Judicial District Women in the Courts Committee in Syracuse as part of the World Learning Visitor Exchange Program sponsored by the U.S. Department of State's Bureau of Education and Cultural Affairs. The three-week program is designed for female judges, lawyers, law enforcement officers, and advocates for women's rights around the world.

**Gladys Montgomery '72** (A&S) of West Stockbridge, Mass., wrote *Storybook Cottages: America's Carpenter Gothic Style* (Rizzoli), which takes readers on an evocative visual tour of historic and newly constructed Carpenter Gothic cottages, highlighting the style's defining details and a range of approaches to interior decoration.

**Toni S. Sullivan '72** (A&S), a social worker and community activist in West Sacramento, Calif., distributes food, clothing, and household items to neighbors who are low income and elderly, or who have disabilities. She also helps people spay and neuter their pets and feral cats; transports people to doctor's appointments; and offers advice on how to obtain aid when necessary.

**Joe Ehrmann '73** (A&S), SU All-Century Football team member and letter winner in lacrosse, wrote *InSideOut Coaching: How Sports Can Transform Lives* (Simon & Schuster), a book on how to integrate values and education into sports ([www.coachforamerica.com](http://www.coachforamerica.com)).

**Eleanor Frierson '73** (IST) of Chevy Chase, Md., was named the 2010 Federal Librarian of the Year by the Library of Congress's Federal Library and Information Center Committee for her leadership and direction of the National Agricultural Library and her service as co-chair of the Science.gov Alliance.

**Beth Gigante Klingenstein '73** (VPA), an associate professor of music at Valley City State University, earned a Ph.D. degree in educational leadership from

the University of North Dakota. She is a nationally recognized presenter and author on issues facing independent piano teachers and has published more than 25 articles and two books, the most recent being *The Independent Piano Teacher's Studio Handbook* (Hal Leonard Corporation).

**Joseph Nowinski G'73** (A&S) of Tolland, Conn., is a prominent psychologist who co-authored *Saying Goodbye* ([www.NewGrief.com](http://www.NewGrief.com)), which offers a roadmap for families confronting their feelings while a loved one's health declines. Nowinski has written several award-winning books and is a columnist for the *Huffington Post*.

## CLASS NOTES LEDGER

<b>ARC</b> —	School of Architecture
<b>A&amp;S</b> —	College of Arts and Sciences
<b>EDU</b> —	School of Education
<b>ESF</b> —	State University of New York College of Environmental Science and Forestry
<b>FALK</b> —	David B. Falk College of Sport and Human Dynamics (formerly the College of Human Ecology)
<b>NUR</b> —	College of Nursing
<b>SWK</b> —	School of Social Work
<b>IST</b> —	School of Information Studies
<b>LAW</b> —	College of Law
<b>LCS</b> —	L.C. Smith College of Engineering and Computer Science
<b>MAX</b> —	Maxwell School of Citizenship and Public Affairs
<b>NEW</b> —	S.I. Newhouse School of Public Communications
<b>UC</b> —	University College
<b>UTICA</b> —	Utica College
<b>VPA</b> —	College of Visual and Performing Arts
<b>SDA</b> —	School of Speech and Dramatic Arts
<b>WSM</b> —	Martin J. Whitman School of Management

## ORANGESPOTLIGHT

**Kathleen Courtney Hochul '80** (A&S) won a special U.S. congressional election in the 26th District of western New York. Hochul, a Democrat, beat Republican state Assemblywoman Jane Corwin, and Jack Davis, a businessman who ran on the Tea Party ticket. In her first three weeks in office, Hochul cosponsored two bills to streamline the passport acquisition process, introduced a motion on the House floor to restore cuts to the Commodity Futures Trading Commission, and met with the president to talk about the economy and job creation ([hochul.house.gov/](http://hochul.house.gov/)).





## SU Day at Yankee Stadium

Nearly 1,200 alumni, friends, and family members gathered on June 26 for SU Day at Yankee Stadium, sponsored by the SU Alumni Association (SUAA). Among those in attendance were SUAA president and SU trustee Brian Spector '78 (second from left) and Orange football alumni Chad Battles '11 (left), Ryan Bartholomew '11, and Rob Nieves '11 (right), members of the winning Pinstripe Bowl team that played in the stadium last December. Fans were treated to Old Timers' Day festivities and the Yankees' 6-4 win over the Colorado Rockies.

**J. Edward "Ned" Tillman G'73** (A&S) of Columbia, Md., merged his firm, Growth Adventures, with BuzzQuake Marketing to launch Sustainable Growth, a partnership that advises businesses, non-profits, and government agencies on becoming leaders in sustainability. He is married to **Kathryn Bell Tillman '73** (VPA/EDU).

**D. Rodman Henderer '74** (ARC) of Chevy Chase, Md., was elected to the prestigious College of Fellows by the 2011 Jury of Fellows from the American Institute of Architects.

**Ronald Mason '74** (UTICA) is vice president for human resources at Quinnipiac University in Hamden, Conn. A member of the president's cabinet, he is the first to serve in this new senior management position.

**Judy Nauseef '74** (NEW), a landscape designer in Iowa City, serves on the 2011 *Garden Design* magazine advisory board.

**Herbert Weisbaum '74** (NEW), an award-winning journalist, is afternoon anchor at ABC affiliate KOMO NEWS in Seattle. He also reports on consumer issues for KOMO Radio and TV, and writes "The ConsumerMan" ([www.consumerman.msnbc.com](http://www.consumerman.msnbc.com)), a popular weekly column that warns readers about scams, bad deals, dangerous products, and false advertising. For his dedication to helping consumers, Weisbaum was honored by the National Consumers League and the Consumer Federation of America.

**Ron Jensen G'75** (LCS) is president of IEEE-USA, the world's largest technical

professional association. His priorities for 2011 are to advance innovation, entrepreneurship, and competitiveness in the U.S.

**Stuart (Lebzelter) Layne '75** (NEW) is chief marketing and revenue officer of the Arena Football League. A sports marketing and media veteran, Layne has worked for 24 years as a sales and marketing executive in sports and communications, including CBS Television Network sales and senior marketing and sales executive with the Seattle Mariners and Boston Celtics. Founder of his own sports and entertainment marketing agency, Seven 2 Sports Marketing, Layne created integrated marketing strategies for such clients as the Indiana Pacers, Celtics legend Bill Russell, Regan Communications-Boston, the National Corporate Theater Fund, and team sports solutions for ClickSquared, one of the world's leading digital database marketing companies.

**Michael Schuman '75** (NEW) of Keene, N.H., won a first-place award at the North American Travel Journalists Association competition in the category of Family Travel—Print, for his article "Science of Hocus Pocus" on the traveling exhibition, *Harry Potter: The Exhibition*, at the Museum of Science in Boston.

**Wendy Shields '75** (EDU), a teacher at Cheshire Academy in Cheshire, Conn., is vice president of Pathways Togo, a nonprofit organization created to provide scholarships to women and girls in Togo, West Africa—one of the poorest countries where more than half of the women are illiterate ([pathwaystogo.org/](http://pathwaystogo.org/)).

**Budd Bailey '77** (NEW) received the 2011 Tom Borrelli Award from the National Lacrosse League (NLL). Bailey covers the NLL for the *Buffalo News*.

**Claire Cook '77** (A&), a best-selling author who lives in Scituate, Mass., released her eighth novel, *Best Staged Plans* (Voice), a breezy beach read that offers a behind-the-scenes look at the home industry made popular by HGTV programming. Cook's other novels include *Life's a Beach*, *Must Love Dogs*, and *Seven Year Switch* ([clairecook.com](http://clairecook.com)).

**Thomas C. Fensch G'77** (NEW) wrote *The Man Who Changed His Skin: The Life and Work of John Howard Griffin* (New Century Books), the first complete biography of the man who turned his skin black and traveled throughout the South in 1959-60. Griffin's subsequent autobiography about his experience, *Black Like Me*, became an instant American classic. The author of 30 books, Fensch has published four books about John Steinbeck, two on Theodor "Dr. Seuss" Geisel, two on James Thurber, and one each on Hemingway and Oskar Schindler.

**Steve Weissman '77** (WSM) of Glen Rock, N.J., is chief financial officer of The Fireman Hospitality Group, a multi-restaurant owner/operator and management group of 10 properties nationwide.

**Eileen Collins '78** (A&S), **H'01**, the first female shuttle pilot and commander, received the Aero Club of New England Godfrey L. Cabot Award, which is given to individuals or teams who have made unparalleled contributions to advance aviation and space flight.

## ORANGESPOTLIGHT

» **James S. Guseh G'80 (MAX), L'81 (LAW)** is a candidate for president of the West African nation of Liberia, a country founded by freed American slaves in 1821. Guseh, an economist and political scientist, is on sabbatical from North Carolina Central University in Durham until the presidential election in October. Despite being rich in natural resources, Liberia remains an impoverished nation, with unemployment, illiteracy, and poverty rates at more than 70 percent. Guseh believes he has the moral commitment and integrity needed to lead his nation to prosperity ([www.cupliberia.org](http://www.cupliberia.org)).



## PRIZED JOURNALISM »

### Two Alumni Honored with Pulitzers

PHOTOGRAPHING THE TRAGIC AFTERMATH OF THE EARTHQUAKE IN HAITI and exposing corruption in a suburban Los Angeles town brought 2011 Pulitzer Prizes to two Newhouse School alumni. Photojournalist Nikki Kahn G'04 received a Pulitzer in the Breaking News Photography category, and reporter Paloma Esquivel G'06 was honored with a Pulitzer in the Public Service category.

Kahn, a staff photographer for *The Washington Post*, and colleagues Carol Guzy and Ricky Carioti were recognized for images they captured over a year's time in Haiti following the Caribbean nation's devastating 2010 earthquake. "It was impossible for us to disconnect ourselves because of the magnitude of the disaster," says Kahn, who earned a master's degree in photojournalism from Newhouse. "We were there, in the moment, working." The photos brought the disaster to life and personalized the tragedy for many Americans. "I think the photo of Idamise, the old lady leaning against the tree, is probably one of my favorites," Kahn says. "It seemed to encompass all that Haiti was feeling, just broken and tired, but proud and hopeful at the same time. That is a photo I feel very close to."

Esquivel was part of a team of 11 *Los Angeles Times* reporters who uncovered an extraordinary municipal scandal: the misappropriation of millions of taxpayer dollars by city officials in Bell, California, with almost all of the money going directly into their pockets in the form of outrageous salaries. "I didn't think it would be that big," says Esquivel, a graduate of the Newhouse master's degree program in newspaper, magazine, and online journalism. "To me, it was really a lesson in how bad things can get when there isn't much oversight from local media."

Kahn and Esquivel expressed pride in winning the Pulitzer, one of the most prestigious honors in American journalism, but at the end of the day say they don't feel any real difference. Both felt they were just doing their jobs.

—Natalie Maneval



Nikki Kahn G'04 (above) took the photo of Idamise Pierre leaning against a tree in Haiti. The photo was among the selection taken by *Washington Post* photojournalists who were awarded a Pulitzer Prize for their coverage of the aftermath of the 2010 earthquake in Haiti.





Berlin Fang G'05 »

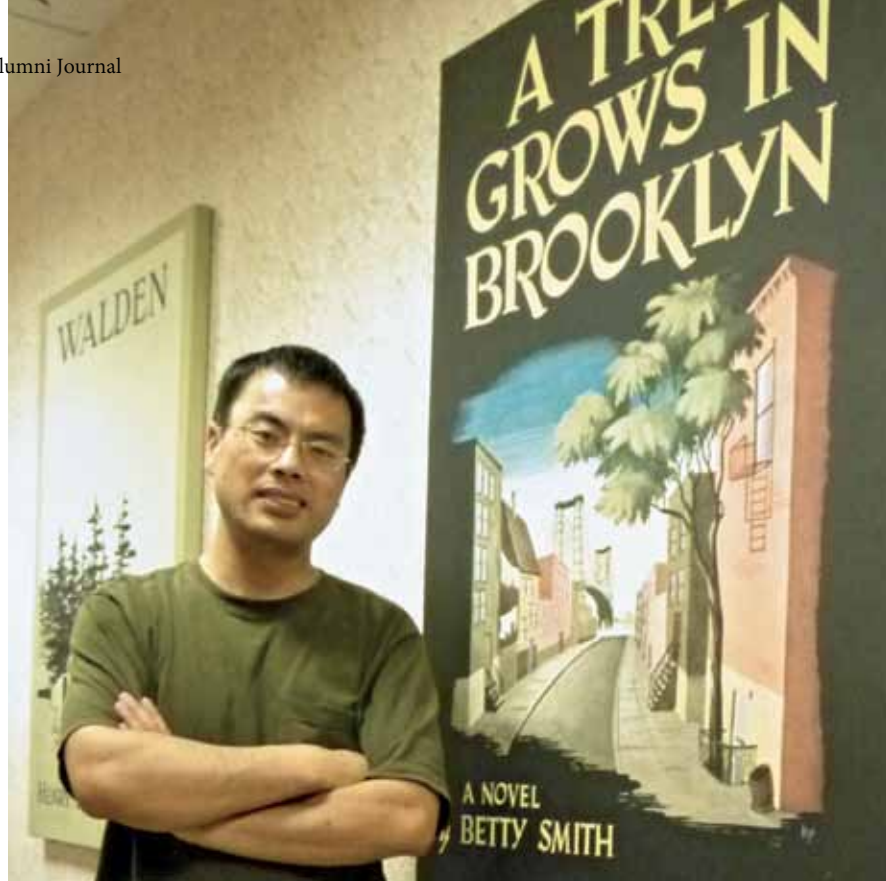
## CONNECTING CULTURES THROUGH WORDS AND TECHNOLOGY

BY PROFESSION, BAILIN “BERLIN” FANG IS AN instructional designer. As associate director for the North Institute for Teaching and Learning at Oklahoma Christian University, he teaches professors how to use technology to enhance lesson plans and promote understanding with their students. As a blogger and translator, Fang uses these same skills to reach millions of Chinese readers around the world. “Everything I learned about connecting with others, I learned from blogging,” says Fang, a native of Anhui Province in China.

Fang left China in 2002, enrolling at Syracuse University as a graduate student in the School of Education’s Department of Instructional Design, Development, and Evaluation. In 2004, he attended a lecture by a School of Information Studies professor about blogging and social bookmarking that planted the idea of creating a blog. “I was thinking, ‘Why shouldn’t I start something like that myself?’” he says. “I always enjoyed writing and I always need an audience to listen or read the things I write about.” So, in a South Campus computer lab, Fang launched his blog, then called “Nightly Talks from the Snow City,” a reference to the local Chinese community’s nickname for Syracuse.

Although he originally began the blog to share what he learned in classes, Fang found it as a way to share his insights into American culture from a Chinese perspective. “The Chinese are learning a lot from this country, but lots of times, they learn from imitating the actual ways Americans do things without understanding the reasons behind them,” he says. “I wanted to share what is really going on around me and use this blog as a window, so to speak, for those who are going to come here, or for those who cannot come here, but want to learn about the culture.”

Since then, the blog, now named “Nan Qiao’s Blog” (a reference to his Chinese pen name), has garnered more than three-million page views and attention from Chinese media outlets. He has blogged about everything



from the institution of marriage to potluck dinners, and regularly receives requests to write commentaries for newspapers and magazines on issues ranging from health care reform to American unions. Although researching such topics can be overwhelming, learning about American culture fascinates Fang. “In a way, I feel like a cultural anthropologist,” he says with a chuckle, “but I hope people don’t mind that I do that.”

One subject he discusses in his blog is his work as a renowned literary translator. In a 2010 entry titled “Translator’s Block,” Fang called literary translation “one of the toughest and most rewarding pursuits in the world.” Although translating doesn’t pay very well (\$10-\$15 for every 1,000 words), it’s well worth it to have “a dialogue with the literary masters in the world,” he says. Fang has translated works by such authors as Nobel Prize winner V.S. Naipaul, National Book Award winner Colum McCann, and Betty Smith, many of which became best sellers and award winners in China. For instance, Fang’s translation of McCann’s *Let the Great World Spin* won the 2010 Weishanhu Prize, China’s highest award for an international author.

Whether it is through his blog, literary translations, or helping teachers incorporate technology into their lesson plans, Fang has made a career of helping different cultures understand each other. “I’m a living testimony that you can use an online platform to have an influence on people,” he says. “I’m also a living testimony that you can build a presence when you’re at a distance—since I’m so far away and left China so many years ago.”

—Charnice Milton

**Robert Sacha '79** (A&S/NEW), owner of Sacha Photography in New York City, co-directed and shot three films for the Open Society Foundations on denial of pain relief, forced sterilization, and detention as treatment. The films were produced by **Pamela Chen '05** (NEW), senior communications coordinator for the Open Society Foundations, founded by George Soros, as part of the organization's campaign to Stop Torture in Healthcare ([www.soros.org/newsroom](http://www.soros.org/newsroom)).

**Rick Burton '79** (NEW) wrote *The Darkest Mission* (Long Reef Press), a crime thriller that brings together WWII flyers, a sadistic Nazi colonel, East Germany's feared secret police, the CIA, and a prominent U.S. senator with years of Cold War knowledge. Burton is the David B. Falk Professor of Sport Management at Syracuse University.

## 80s

**Charles Shelton '80** (NEW) is a professional writer/filmmaker specializing in the scary genres.

**Melanie Gray L'81** (LAW) was honored by Crisis Intervention of Houston (CIH) at its "Magic of M" gala, which celebrated five women—all with first names beginning with M—for answering the call of service to the community through their tireless volunteer efforts. The event raised a record-breaking amount in donations for CIH, which operates Houston's 24/7 Crisis Hotline. A partner at Weil, Gotshal & Manges law firm and an active member of Houston's philanthropic community, Gray also serves as vice chair of the SU Board of Trustees and as co-chair of The Campaign for Syracuse University.

**Daniel Stetson G'81** (VPA) is executive director at Hunter Museum of American Art in Chattanooga, Tenn.

**Richard S. Vosko G'81, G'84** (EDU) received the Berakah Award from the North American Academy of Liturgy for his liturgical scholarship and award-winning contributions to sacred art and architecture.

**Scott Barnett '82** (NEW) of Milford, Conn., created Stags Tournament Central ([www.fairfield.edu/athletics/tourney/ath\\_maac.html](http://www.fairfield.edu/athletics/tourney/ath_maac.html)), a portal for the Fairfield Stags men's basketball team, which featured in-game Twitter and Facebook action updates, video clips, and "Fan Zone" tournament updates during its MACC tournament games and NIT post-season play.

**Bernard Lynch '82** (NEW) is a photographer whose work has been published in *American Photo*, *French Photo*, *The Miami Herald*, *Ft. Lauderdale Sun-Sentinel*, and *TROPIC* magazine, among others. His photos were also featured in a juried exhibition, *CHANGED*, and in the gallery at the Connecticut Commission on Culture and Tourism.

**Mary Dennis Swanson '84** (A&S) and her husband, **Geoffrey R. Swanson '85** (LCS), report that their son, **Dennis Swanson '14** (VPA), completed his first year at SU—the fourth generation of his family to attend Syracuse.

**Michael Ancillotti '85** (VPA) of Baldwinsville, N.Y., is president of Latorra, Paul & McCann Advertising in Syracuse. Ancillotti and his wife, **Janelle Carpenter Ancillotti '85** (A&S/NEW), have three sons.

**Mitchell Hara '86** (WSM) is senior vice president of corporate strategy at HSN Inc. (Home Shopping Network), an interactive, multi-channel retailer with direct-to-consumer expertise. Hara, who has 20 years of investment banking and capital markets experience, assists with the overall corporate strategy, identifying and developing new strategic initiatives and leading the strategic process for the company. He also evaluates and oversees potential strategic partnerships and transactions.

**Jonathan Breger '87** (NEW) is pre-sales engineer at ShoreGroup Inc., an information services company in Syracuse.

**Terese Genecco '87** (VPA), a jazz singer billed as Terese Genecco & Her Little Big Band, headlines at the Iridium Jazz Club in New York City on the last Tuesday of every month ([www.iridiumjazzclub.com](http://www.iridiumjazzclub.com)).

**Stanton Weinstein G'87** (LCS) of Fort Washington, Pa., is president of the Philadelphia Intellectual Property Law Association for 2010-11.

**Pamela J. Alvord '88** (NEW) is executive vice president, managing director of strategy and operations, at Kilannon, an Atlanta-based advertising agency that serves both national and international clients.

**David M. Black '89** (A&S), an account executive for WMTW News 8 in Portland, Maine, is a four-time winner of the prestigious Hearst Television Eagle Award for being one of the top salespersons in the country. He lives in Cape Elizabeth, Maine, with his wife, Kim, and their two daughters.

**David Horvath '89** (WSM) of Bricksville, Ohio, is a hearing officer to the Ohio Board of Cosmetology and serves on the executive and finance committees of the Cuyahoga County Republican Party. He is also a Royal Arch Mason.

**Gary Scheiner '89** (NEW) of Millburn, N.J., is managing partner and chief creative officer of Rosetta, the interactive advertising agency acquired by the Publicis Groupe. He represented the United States as a jury member at the 2011 Cannes Lions Festival in France.

**Amy Sapio Shiley '89** (A&S) is general manager for the human resources and payroll departments in the New York and Pennsylvania divisions of National Fuel Gas Distribution Corporation. She resides in Orchard Park, N.Y., with her husband and two children.

**Amy J. Vigneron L'89** (LAW), a partner in the Buffalo-based law firm of Cohen & Lombardo, is president of the board of directors of the Joan A. Male Family Support Center, the only 24-hour phone and in-home crisis intervention program in Erie County, N.Y.

**Ann Welles '89** (VPA) received a 2011 ARTS Partnership Award from the ARTS Council of the Southern Finger Lakes in recognition of her significant contribution to the region's arts and cultural life.

## 90s

**John Robinson '90** (NEW), general manager for AXCESS Media Productions in Albany, N.Y., launched a new web portal, *OurAbility.com*, to provide a series of mentoring resources for people with disabilities looking for employment or educational opportunities. *OurAbility.com* is partnering with businesses, universities, and organizations—including Cargill, NYSARC Inc., Trust Services, the U.S. Business Leadership Network, and Syracuse University—to provide the best information possible to people with disabilities.

**Craig Enger '91** (NEW) of Rockville, Md., has a new album, *Coastline*, now available on iTunes, Amazon, and other venues. Profits from the sale of the album—which features acoustic rhythms, poetic lyrics, multi-part harmonies, and steel drums—will go to charity.

**Timothy Potero '91** (A&S) of Newtown, Pa., is deputy chief compliance counsel for Guy Carpenter & Company, a global risk and reinsurance specialist. He was selected as a "Rising Star" in *Reactions* magazine's global survey as one of 50 executives regarded as the next generation of leaders in the insurance industry.

**MaryBeth Vrees '91** (NEW) is vice president, director of strategic communications, for Blitz, a Boston-based advertising agency. An award-winning media, public relations, and marketing veteran, Vrees focuses on public relations and social media.

**Kimberly A. Blackwell '92** (A&S), CEO and managing partner of PMM Agency, an advertising agency located in Columbus, Ohio, was appointed to a three-year term on the National Women's Business Council—a bi-partisan federal advisory board created to serve as an independent source of advice and policy recommendations to President Obama, the U.S. Congress, and the U.S. Small Business Administration on economic issues of importance to women business owners.





IN THE FIRST PERSON

## RAINBOW-COLORED DAYS

Relocating from Central New York to Central America, the Tewogbola family is experiencing the adventure of a lifetime

BY TASNEEM GRACE-TEWOGBOLA

LAST YEAR MY HUSBAND AND I GAVE IT ALL UP: OUR home, our salaries, and our furniture to drive into our dream. Dubbing it “The Fantastic Voyage,” we loaded our three daughters, one laptop, two maps, eight pieces of luggage, and a potty into our Honda minivan and drove 1,812 miles from Central New York to Central America. We relocated to Belize seeking a new climate (from snow to sun), new culture (from collards to callaloo), and new perspectives (from U.S. pace to Caribbean patience).

Buoyed by let’s-live-our-vision-now boldness, we spent two years downsizing our lifestyle and debt and boosting our savings and courage. Now we are here, where fantasy meets reality and where daily blessings offer adventure beyond imagination. I’d love to say the past nine months have been all sunshine and sarongs, but I’d be lying. The word “adventure” best explains our mission to accept life as it comes and remember that paradise is truly a state of mind.

Good fortune, a 1995 SU Study Abroad semester in Zimbabwe, a travel-hungry spouse, and journalism gave me the gumption for this life change. I first traveled to Belize



nearly eight years ago as a features writer with *The Tennessean*. My job was to spend three days covering a women’s interfaith retreat organized by a Belizean who resides in Nashville and founded a nonprofit organization called Bridging Belize Network. I took the trip, wrote the story, and kept in touch throughout marriage, motherhood, and a move back north to Syracuse. Three years ago, that same CEO asked me, and my husband, to move to Belize and coordinate their local projects. Disbelief struck us silent for about 10 minutes, then grins cramped our cheeks. We accepted the offer and began to swat every fear with faith.

It’s easy to feel stuck in chill mode when you move from a cool, gray place to a hot, sunny one. But we are not on vacation—this is typical life near the Caribbean Sea. We live

in a rural home made of cement and tile. A rainbow-colored hammock sways on the veranda. Palm, coconut, mango, lime, cashew, banana, soursop, and custard apple trees line the yard. Iguanas slink everywhere. A crocodile swims in the backyard bay. Sandflies and mosquitoes attack at night and at sunrise I run past cyclists, cattle, horses, parrots, and stray dogs.

Three of our daughters—number four was born five months ago here, at home, with a Belizean midwife—attend the local primary school, the lone Americans among Kriol kids. Aged 8, 5, and 3, they lace their speech with Caribbean melody. “Fahtee-one, fahtee-two, fahtee-tree,” counts the 3-year-old. Just as in Syracuse, I juggle homemaking, child care, and writing with a part-time gig that includes hosting medical missionaries and collecting oral histories. As a family, we have a special task to learn the “Belizean way,” and not rely on how we did things “back home.”

Here, patience is our professor. Here, Belizeans work hard but take life easy. Here, the focus is not on consumption, but creation. Hungry for tortillas? Make them! Need a bench? Build it! Need to relax? Crank up the music and move! Of course, Belize is not all beaches and rum, no place is. Crime is on the rise, gas prices are crazy (\$6 U.S./per gallon) and unemployment fuels discontent. As everywhere, bliss lives beside burden: There is luxury and lack, scuba and strife, reef and risk.

This is the daily work of creating new comfort zones, and the lasting gift of travel—the truth that despite hardship, goodness is global. Even while huddled in one room listening to the moans of Hurricane Richard, even when electricity—and our fans—die in 90-degree heat, even as sweat streaks our cheeks, we declare the good: We still have a roof, water, towels, and each other.

Of course, we miss family, friends, Target, Petit Library, apple picking, and autumn. Yet we pray we remember these days—of mangos, lime juice, and reggae—as a time when the Tewogbolas tripped all the way to Belize and found themselves at home.

*Tasneem Grace-Tewogbola graduated from the S.I. Newhouse School of Public Communications in 1996 with a degree in journalism. Her husband, Zuberi Tewogbola, was a senior research analyst in SU's Office of Development from 2005 to 2010. He is currently director of development at the University of Belize.*

**Heidi Boyd Conlin '92** (NEW), a lawyer at the Kimberly K. Glatt law firm in Hoboken, N.J., works in the “Adoption Options” division.

**Shandana A. Durrani '92** (A&S), a travel and lifestyle writer/editor living in New York City, wrote *Day Trips from New York City*, a getaway guide with tips for the local traveler. Her work has appeared in such publications as *Condé Nast Traveler*, *Glamour*, *Wine Spectator*, *Silverkris*, *NYMag.com*, and *Justluxe.com*.

**Betsy Holahan '92** (A&S) launched Great Point Strategies, a strategic communications consulting firm based in Alexandria, Va. Her firm provides a full range of communications services to help clients achieve their public policy objectives ([www.greatpointstrategies.com](http://www.greatpointstrategies.com)).

**T.S. McMillin G'92** (A&S), a professor in the Department of English at Oberlin College in Ohio, wrote *The Meaning of Rivers: Flow and Reflection in American Literature* (University of Iowa Press).

**Amy Scanlon '92** (NEW) of New York City is senior vice president for business development and strategic partnerships at CBS television stations. She works with sales teams at the group's 28 local stations and spearheads the creation and execution of new business initiatives at CBS-owned TV stations and other CBS local media assets.

**Nina Raphael Arboscello '93** (FALK) and her husband, Rick, of Greenville, S.C., announce the birth of their daughter, Victoria Syra, who joins brothers Nick and Will.

**Justin Blount '93** (LCS) is director of marketing for Kohler Engines in Kohler, Wis. He is responsible for the short- and long-term marketing plans of the company's industrial and consumer product lines and for the development of those markets.

**Betty Rose Facer G'93** (A&S), a senior lecturer of French and director of the Language Learning Center at Old Dominion University in Norfolk, Va., co-edited *Academic Podcasting and Mobile Assisted Language Learning: Applications and Outcomes* (IGI Global).

**Bette Kestin '93** (NEW) and Michael Burchell of San Francisco announce the birth of their daughter, Savannah Olivia.

**Adam Lippard '93** (NEW), vice president at GMR Marketing in San Francisco, was honored by *SportsBusiness Journal* as one of the most influential young executives in sports, making the publication's prestigious “Forty Under 40” list.

**Nicole Rosmarino '93** (A&S) of Centennial, Colo., enjoys a lively and productive career as a biodiversity advocate. She helped broker a national deal with the U.S. Department of Interior to obtain federal protection for 250 imperiled plant and animal species ([www.wildearthguardians.org](http://www.wildearthguardians.org)).

**Michele Helm Baer '94** (A&S/NEW) and her husband, **Justin Baer '94** (A&S), of Bloomfield, N.J., announce the birth of their daughter, Gabriela Mae, who joins brothers Tobias and Nathaniel. Michele is president of Baer Consulting, a communications firm, and Justin is the Wall Street correspondent for the *Financial Times*.

**Liz Dickler '94** (VPA) of Los Angeles is vice president of drama at A&E television network, where she develops new scripted drama series and miniseries and oversees current projects.

**Nicola Giacchetti McIntosh '94** (A&S/NEW) and **Scott McIntosh '93** (NEW) own and operate the *Kuna Melba News*, a weekly community newspaper in Kuna, Idaho, that won three awards in the 2010 Idaho Press Club contest.

**Luanne McKinlay G'94** (EDU) is president of Capital Area Speech-Language Hearing Association and is a school speech-language pathologist. She received the 2011 Board of Regional Association Presidents of New York State Distinguished Service Award at the New York Speech-Language Hearing Association Convention in Saratoga Springs, N.Y.




 Jackie Savage McFee '94 » A Brand of Her Own

JACKIE™



JACKIE SAVAGE MCFEE HAS REVOLUTIONIZED THE back-to-school and office supply industries with bold trend-setting designs. She credits her success to a surface pattern design class she took quite by happenstance at the suggestion of her academic advisor. "I'd never even heard of surface pattern design," says McFee, who majored in illustration. "I always thought I would be a children's book illustrator, but I discovered I am really good at creating patterns and repeat designs."

After graduation, McFee headed to New York City to look for a job at one of the textile houses, but they all turned her down because she didn't have an extensive portfolio. She returned home to Syracuse and took a job at Kinkos until a friend, who worked at the C.R. Gibson greeting card company, showed one of McFee's homemade Christmas cards to her boss. "I got a job at C.R. Gibson because I knew color and repeats," McFee says. "It's amazing how that one surface pattern design class was the start of my career."

Fast forward three years. McFee, now married, received an offer from a former C.R. Gibson colleague who

had bought a fledgling back-to-school paper supply company in Charlotte, North Carolina. He asked her to come up with some innovative designs and patterns, on a freelance basis, to freshen the look of Carolina Pad's paper products. McFee's young and hip designs didn't generate much interest until she went along on sales calls to present her trend boards, which demonstrate the hottest new colors and styles for the upcoming season. "I used up vacation days to go on calls," she says. "It's not the norm for the designer to be part of the sales team, but my passion for our products helped convince buyers to take a chance on us."

McFee faced a dilemma in 2001 when a headhunter called her about a job at Hallmark just as Carolina Pad asked her to work full time. While Hallmark was the safe, predictable choice, Carolina Pad offered a blank canvas on which to leave her mark. "My dream was to become a mother and create my own brand," says McFee, who now has three children. "I wanted to be the next Kate Spade or Martha Stewart and the road was clear in front of me at Carolina Pad. So my husband and I packed up the dog and U-Haul, moved to Charlotte, and never looked back."

The JACK!E brand began with a single collection called Plaid Magic ([www.jackiemcfee.com](http://www.jackiemcfee.com)). Today McFee's designs—including her signature collection, Hot Chocolate, which has sold more than 60 million pieces and counting—are prominently displayed in major retail outlets across the country and have been featured on such popular TV shows as *Glee*, *Pretty Little Liars*, and *The Oprah Winfrey Show*. In 2006, when McFee learned her cousin's 2-year-old daughter had been diagnosed with leukemia, she decided to "pay it forward" by creating the Kendall Kollektion, donating a portion of the proceeds to the Leukemia & Lymphoma Society. "When I get stressed out about juggling my busy family life with my demanding professional life as a designer and businesswoman," McFee says, "I just think about the parents of children undergoing chemo therapy—now that's stressful."

Ten years ago, McFee and Carolina Pad created a retail category that didn't exist. Now the JACK!E brand is expanding into new markets, including athletic apparel, beach towels, and a line of fun and colorful bedding. "I'm always looking for new partners to license my designs so we can create fabulous products together," McFee says. "Don't you think everything needs to be more luscious in this world?"

—Christine Yackel



## THE MANLEY CONNECTION LIVES ON

By Patrick T. Manley

SYRACUSE UNIVERSITY HAS BEEN A part of my family since the 1890s. Spanning more than 100 years, the Manley/SU connection began when my grandfather, Dr. Thomas F. Manley (Dr. T.F. as he was often referred to), enrolled at Syracuse in 1897 when he received one of the first baseball scholarships offered by the athletic department. He went on to play four years of varsity baseball while pursuing a medical degree. After completing his degree, Dr. T.F. received numerous offers to play professional baseball—ultimately



passing up an opportunity to play for the Boston Red Sox to focus on his medical career. After an internship in Newark, New Jersey, he returned home to Norwich, New York, and began his medical practice, establishing the Norwich Hospital in 1911 and ultimately becoming the first surgeon in Chenango County.

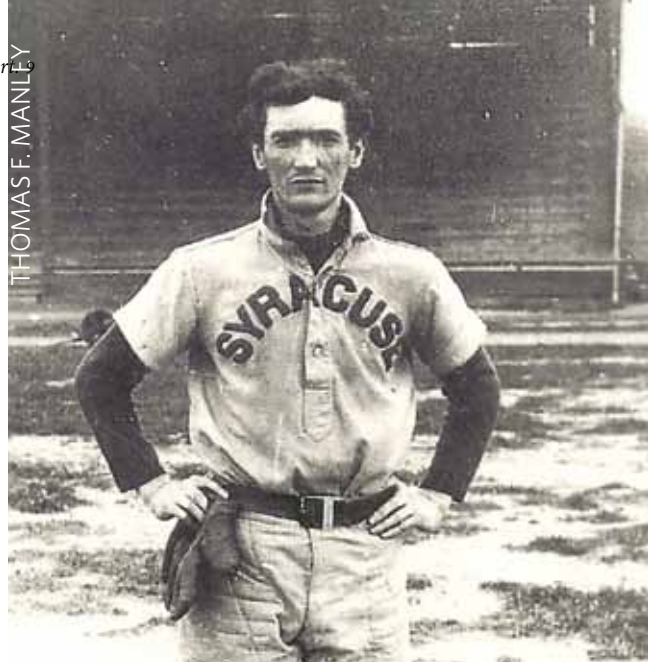
My grandfather's dedication inspired many, including his younger brother and my great-uncle, Dr. George L. Manley. But when it came time to pursue his own educational path, George preferred to bypass college. Dr. T.F. refused to accept his brother's decision, so he had George grabbed off a street corner and whisked away to a prep school in Pennsylvania. George eventually followed in his big

brother's footsteps and went on to graduate with a medical degree from Syracuse University and enjoy a long and distinguished career as an orthopedic surgeon.

My grandfather and great-uncle had an unwavering passion for Syracuse University and made generous contributions to the institution. Years after graduating, they established the Thomas F. and George L. Manley Endowment Fund for Research in Surgery, which was the first of its kind in the history of the Syracuse Medical School. Additionally, George was

passionate about SU's athletics and had a deep commitment to improving opportunities for student-athletes. He was often seen standing on the sidelines or sitting in the coaches' box at football games during the Jim Brown and Ernie Davis years. The success of the football program at that time shed light on the glaring need for an indoor facility where the team could practice during the winter months. After the team won the 1959 national championship, George made a significant financial commitment toward the field house that bears his name. The George L. Manley Field House has been a landmark of SU Athletics for nearly 50 years. Just before his death in 1971, George endowed an athletic scholarship in his name and was designated an honorary Letterman of Distinction by the SU Varsity Club.

My father, Thomas F. Manley Jr., who attended SU from 1954 to 1956, made sure I was a Syracuse fan from the moment I was born. Some of my fondest memories are of Saturdays in the Dome cheering for the SU football team, and watching TV with my dad as Syracuse basketball made its way through the NCAA tournament every March. SU was in my blood, but because my grandfather and great uncle died many years before I was born, their lives lived on through my father's frequent stories. Through those stories, the two



men seemed larger than life and quickly became my personal heroes.

After graduating from Canisius College in 2007, I began thinking about graduate school. I always wanted to follow in my grandfather's and great-uncle's footsteps and had some regret that I didn't attend SU as an undergraduate. I eventually applied to the Maxwell School to pursue a master's degree in political science and public administration. At the time of my acceptance, there had not been a Manley enrolled at SU since my father was a student in the 1950s, so I was determined to make the most of my time at SU and leave my mark. I was particularly thrilled to attend basketball games as a student, and one day during the 2009-10 season, I decided to bring a 5-foot cutout of Coach Jim Boeheim's head to a basketball game. Never in my wildest dreams did I expect my creation to generate so much attention—even on a national level. The giant Boeheim head took on a life of its own and developed a cult-like following as the team continued to enjoy success. At the end of the season, I donated Big Boeheim to the Jim and Juli Boeheim Foundation, raising a large donation for a great cause. As I near the end of my time at SU, the opportunity to continue my family's proud Orange legacy is a dream come true, and I look forward to building on that relationship for years to come.

*Patrick T. Manley G'11 earned a master's degree in political science and public administration from the Maxwell School of Citizenship and Public Affairs. He is currently pursuing career opportunities related to national security in Washington, D.C.*



**Kimberly Murray '94** (NUR) is service line administrator for orthopedic and spine services at St. Joseph's Hospital Health Center in Syracuse. She provides administrative support and direction of orthopedic services, including financial and clinical performance, marketing, and strategic planning.

**John Felker G'95** (MAX), a U.S. Coast Guard captain, received the Defense Superior Service Medal for completing a three-year tour as commander of the Coast Guard Cryptologic Group at Fort Meade, Md. He is now deputy commander of the Coast Guard Cyber Command in Washington, D.C.

**Wendy Loughlin G'95** (NEW) and **Tim McCoy G'06** (A&S) announce the birth of their daughter, Violet, who joins sister Katherine.

**Brent Royer '95** (A&S/NEW) is senior director, creative media services, at ALSAC/St. Jude Children's Research Hospital in Memphis, Tenn. He is expanding the creative and technical capabilities of the media production teams with a focus on delivering unique video content across multiple digital platforms in support of St. Jude's fund-raising efforts.

**Scott Bevier '96** (WSM) is chief operating officer of WellNet Healthcare Group, a national health care management company in New York City.

**Deanna Eckman '96** (A&S/NEW), **G'00** (IST) married **Daniel Korte G'98** (NEW). They reside in Columbus, Ohio.

**Richard Kriheli '96** (A&S) launched *SPLIT*, a digital arts and letters quarterly ([splitquarterly.com](http://splitquarterly.com)).

**Paul Maliszewski G'96** (A&S) wrote *Prayer and Parable* (Fence Books), a collection of stories that captures the ways we struggle with our instincts, faith, intellect, and imagination ([www.fenceportal.org](http://www.fenceportal.org)).

**Judy Osgood L'96** (LAW) is a policy analyst in the office of Nevada Governor Sandoval.

**Karen Skillin Rojas '96** (ARC), and her husband, **John Rojas '90** (ARC Florence), of San Francisco announce the birth of their daughter, Marisa Anne.

**Brett Walker '96** (NEW) and his wife, Jennifer, of Winter Garden, Fla., announce the birth of their son, Reed Charles Newman, who joins brother Riley.

**Jeff Glor '97** (A&S/NEW), news anchor for the "Early Show" on CBS, gave the Commencement speech at the College of Arts and Sciences and Sawyer Business School undergraduate ceremonies at Suffolk University in Boston. The university honored Glor with an honorary Doctor of Journalism degree.

**David Sisco '97** (VPA), a professor of voice at Marymount Manhattan College, won the 2010 National Association of Teachers of Singing Composition Award for "Missed Connections," a song cycle based on a collection of craigslist posts for mezzo soprano and piano. He is completing his first full-scale musical, *Falling to Earth*, with collaborator **Tom Gualtieri '90** (VPA).

**Craig Troskosky '97** (A&S/NEW) is a management supervisor in the Rochester, N.Y., office of Eric Mower and Associates, an integrated marketing communications agency.

**Ryan Johnston '98** (NEW), weekend host of "The Sports Hub in Boston" talk show (WBZ-FM 98.5), made his NHL broadcasting debut when he filled in for four games on the Boston Bruins Radio Network.

**Jason Kovar '98** (WSM) is co-president of WellNet Health Plans at WellNet Healthcare Group, a national health care management company in New York City.

**Julie Lacouture '98** (A&S/NEW) is regional co-owner of the Los Angeles franchise Mom Corps, a company that finds challenging, flexible work arrangements for talented professionals in varying life stages who are seeking a better work/life balance.

**Scott MacFarlane '98** (A&S/NEW) is Washington, D.C., correspondent for COX Television.

He conducted a one-on-one interview with President Obama, in which the president made headlines worldwide by saying, "America is a stressed out nation." MacFarlane is a board member of the WJPZ Alumni Association.

**Erin Reidy '98** (A&S) is senior policy analyst at the American Cancer Society Cancer Action Network in Washington, D.C. She leads policy development and strategic planning on public and private health care coverage issues, including efforts to implement the Affordable Health Care Act.

**Fon Wang '98** (ARC) was honored as a "Rising Star" at the Celebration of the Next Generation of Leadership reception hosted by Philadelphia Councilwoman Blondell Reynolds Brown. A principal and owner of the Center City design firm UCI Architects, Wang is working on creating a new student center on the historic campus of the Pennsylvania School for the Deaf, renovating a Germantown train station, and designing an addition to a rehabilitation facility for the Volunteers of America.

**Erin Troy Anzalone '99** (NEW) and her husband, **P.J. Anzalone '97** (NEW), of St. Louis Park, Minn., announce the birth of their daughter, Hailey Teresa.

**Kimberly Thomas Bissell G'99** (NEW) is associate dean for research at the College of Communication and Information Science and director of the Institute for Communication and Information Research at the University of Alabama in Tuscaloosa.

**Kathryn Carter '99** (A&S) of Middleburg, Va., is director of public relations at Merchant Software Corporation.

**Lauren Iacono '99** (NEW) is director of digital strategy at PAN Communications in Andover, Mass.

**Shadra Strickland '99** (VPA) of Atlanta illustrated *White Water*, a book about a young boy growing up in the segregated South.

**Eric Wohlleber '99** (NEW) is vice president of Gramercy Communications, a public relations and marketing firm in Albany, N.Y. The company was founded by **Thomas Nardacci '96** (A&S).

## 00s

**Mary Beth Cryan '00** (VPA) of Woonsocket, R.I., is an award-winning illustrator who specializes in art licensing, paper engineering, and product design. Two bobble head kits—*Robots* and *Monsters*—crafted by Cryan for the Worldwide Co. of London, were top sellers at the New York International Gift Fair. Two more of her bobble head kits—*Sea Life* and *Fairy Tale*—were released in May.

**Kwame Harrison G'00, G'03** (MAX), associate professor of sociology and African studies at Virginia Tech, received the university's 2011 Edward S. Diggs Teaching Scholars Award for his exceptional contribution to the teaching program and learning environment.

**George Juliano Jr. '00** (NEW) and his wife, Shannon, of Watertown, Mass., announce the birth of their twin sons, Anthony and Joseph, who join sister Lily.

**Joseph F. Kanakaraj '00** (IST) is the user interface engineer at Major League Baseball Advanced Media in New York City.

**Thomas Ragonese '00, G'02** (LCS) and his wife, Sarah, of Bloomington, Ind., announce the birth of their twin son and daughter.

**Andrew Laver '01** (VPA) and his wife, Jennifer, of Cherry Hill, N.J., announce the birth of their son, Ethan Morgan.

**Colleen Locke '01** (NEW) married **Jonathan Cain '01** (A&S/NEW). Colleen is the web editor for UMass Boston, and Jonathan is the senior news producer for New England Cable News. They live in Ashland, Mass.

**Frank Mullins '01, G'11** (WSM), an assistant professor of management at North Carolina A&T State University in Greensboro, N.C., earned a Ph.D. degree in business administration from SU.



Debra Person G'08 »

## AGAINST ALL ODDS

AS A YOUNG GIRL GROWING UP IN SYRACUSE, Debra Person dreamed of attending Syracuse University. Although her childhood was not unhappy, her family had little money and her father had a serious drug problem. As she got older, she was haunted by feelings of inadequacy. "I always felt like I wasn't smart enough," she says. By 11th grade, she'd given up on her dream and dropped out of school. Years of trouble followed: She got involved in drugs and alcohol and served time in county jail. But while in jail, she earned a GED and worked at turning her life around. Several years after her release, she landed a job in the cafeteria at the Schine Student Center and took advantage of the University's remitted tuition benefits, attending classes for free. She eventually transferred to the custodial department, so she could work the early morning shift and attend afternoon classes. "I can't even find words to explain what that meant to me," she says. "I was fulfilling my lifelong dream, and I was going to do whatever it took."



Person was on the path she once envisioned for herself, but her old feelings of inadequacy resurfaced. She started using drugs again, stopped attending classes, and spiraled deeper into addiction. "I was embarrassed, humiliated, and ashamed," she says. "I had no self-worth." She left Syracuse, entered a drug rehabilitation facility, and despite repeated attempts to get clean, continued to relapse. In 1998, she hit rock bottom and ended up at the women's shelter at the City Mission of Schenectady. She flourished at the mission, rediscovered her faith in God, and finally overcame her addictions. "At the mission, they loved me until I could love myself," she says. She was eventually hired as a case worker there, graduated from community college, and earned a bachelor's degree from the College of Saint Rose in Albany.

In 2005, Person returned to Syracuse and became a case manager at Vera House, a nonprofit organization that serves victims of domestic and sexual violence and families in crisis. Through Vera House, she received SU remitted tuition and returned to the classroom, pursuing a master's degree at the School of Social Work. She studied, worked full time, completed an internship, and took care of her brother's four young children. She and her husband, Alonso, are the children's legal guardians. Against all odds, Person earned a master's degree in social work, specializing in community organization, policy, planning, and public administration in 2008. "What a moment that was," Person says. "I finally was able to realize that I am valuable, I am special. That was the day the void in my life was gone."

Today, Person continues to work at Vera House and is the founder and president of Exodus 3 Ministries (E3M), a nonprofit, faith-based organization that provides spiritual support and other assistance to women in Syracuse. E3M is working to open Exodus House, a seven-bed, faith-based shelter modeled after the City Mission of Schenectady. In April, the School of Social Work honored Person with the 2011 Daniel and Mary Lou Rubenstein Social Justice Award.

Person is most proud of the fact that she has broken her family's generational curse of drug addiction and is a positive role model for her four children. She speaks of her young nephew who was born addicted to crack cocaine. "He is soaring now. He will tell you he is going to Syracuse University," she says. "My kids *will* go to college." Anyone who knows Debra Person doesn't doubt they will. —Christine Graf



**Jaime Winne Alvarez '02** (NEW), a member of SU's Office of News Services team since 2004, is now communications manager for the Whitman School of Management.

**Marco Iacono '02** (LCS) is a member of the iOS applications and frameworks team at Apple Inc. in Cupertino, Calif.

**Jay Miles '02** (NEW) wrote *Conquering YouTube* for Michael Weiss Productions, a leader in publishing books about filmmaking.

**George Scott '02** (A&S), an associate in the law firm of Nexsen Pruet in Columbia, S.C., is province president of North Carolina and assistant province president of South Carolina and Georgia for the legal fraternity of Phi Delta Phi.

**Emily Spitale '02** (NEW) is director of publicity for USA Network and the Sleuth Channel in New York City.

**Matthew O'Neill '03** (A&S) of Santa Monica, Calif., sold his action comedy screenplay, *Bait and Switch*, to Universal Pictures. Mark Wahlberg is slated to star in and produce the film, along with producers Scott Stuber (*The Break Up*, *Couples Retreat*), John Jacobs (*Blades of Glory*, *Anger Management*), and Stephen Levinson (*Entourage*).

**Adam Ritchie '03** (NEW) of Boston is owner of Adam Ritchie Brand Direction, a public relations company that has been hired to lead U.S. communications efforts for Chile-based Crystal Lagoons, creator of the world's largest swimming pools.

**Hilary Turner '03** (A&S) married Bret Kricun. They reside in Philadelphia.

**Brooke Alper '04** (A&S) is associate director of alumni relations and annual giving at The Pingry School in Martinsville, N.J.

**Jason J. Centolella L'04** (LAW), a member of the Green & Seifter law firm in Syracuse, practices in health care, business transactions, banking and financial institutions, mergers and acquisitions, and equipment leasing.

**Victor Prial L'04** (LAW), an attorney at the Green & Seifter law firm in Syracuse, concentrates his practice in civil litigation.

**Kari Benjamin-Kurta '05** (VPA) is an account executive for iVillage Network, an NBC Universal Company in New York City.

**Noelle Lang '05** (A&S) is enrolled in the Ph.D. program in medieval and early modern studies at the University of Kent in Canterbury, England.

**Valerie Ramirez G'05** (NEW) married Jules Byron Beesley. They reside in New York City.

**Rachel Moran '06** (A&S) was awarded a 2011 Charlotte W. Newcombe Doctoral Dissertation Fellowship—a prestigious national award for Ph.D. candidates in the humanities and social sciences addressing questions of ethical and religious values. She is now a doctoral candidate in history and women's studies at Pennsylvania State University. Her dissertation, *Body Politic: Federal Policy on American Physique, 1890-1965*, examines the political history of 20th-century American weight and physique.

**Leah Hurtgen Ziemba L'06** (LAW) is an associate in Michael Best & Friedrich law firm in Madison, Wis. She is part of the firm's energy and sustainability industry team, focusing her practice on the siting and permitting of new development projects, including agricultural and energy projects, and counseling clients on environmental matters.

**Denise Frias '07** (A&S) earned a master of social work degree from Fordham University.

**Geoffrey Marsh '07** (NEW) is web/multimedia designer at the Fletcher School of Diplomacy at Tufts University in Medford, Mass.

**Erich Yahner G'07** (IST) of Silver Springs, Md., is employed by the Humane Society of the United States in Washington, D.C.

**Jackie Friedman '08** (FALK), a graduate of SU's sport management program, is a sports reporter for *The Star-Ledger* in Newark, N.J. She was a top five finalist in the 2010 Association of Press Sports Editors (APSE) national sports journalism contest for a breaking news story she co-wrote on the State Commission of Investigations report highlighting the waste and abuses at New Jersey's governing body for high school athletics.

**Jessica Haynie '08** (WSM) owns and operates Three Stones Consulting ([www.threestonesconsulting.com](http://www.threestonesconsulting.com)), a fund-raising and philanthropy consulting firm in Santa Fe, N.M.

**Meredith Salit '08** (ARC) married **Ian Taubin '07** (IST). They reside in Westchester, N.Y.

**Whitney Daniels '09** (VPA) opened WRKDesigns ([www.wrkdesigns.com](http://www.wrkdesigns.com)), a full-service graphic design studio in Syracuse.

**Kelly Huth Luczkowiak '09** (NEW) is an assistant features editor for *The Express-Times*, specializing in food and entertainment for the Lehigh Valley, Pa., newspaper.

**Lee Meltzer '09** (NEW), an assistant in the film and marketing department of PMK\*BNC in New York City, is working on *LUCKY*, a new film by director **Gil Cates Jr. '91** (VPA) and screenwriter **Kent Sublette '91** (VPA).

**Crystal Cave '10** (NEW) works in real estate sales and leasing at Platinum Properties in New York City.

**Jason Dean G'10** (IST) is cataloger and technical services librarian at the Crystal Bridges Museum of American Art in Bentonville, Ark.

**Rebecca K. Greenblatt '10** (FALK) is conference concierge with Hershey Resorts and Entertainment Company in Hershey, Pa. She responds to guest requests for services and information and coordinates special projects related to the catering and conference services department of the Hotel Hershey.

**Michael Gursha '10** (NEW/WSM) and **Andrew Bank '11** (NEW) launched the alpha version of a new tech startup called VouchBoard ([www.vouchboard.com](http://www.vouchboard.com)), an interactive service that gives users the unique ability to vouch for those who impact their lives.

**Givona Williams '10** (A&S/NEW) completed her U.S. Navy basic training at Recruit Training Command in Great Lakes, Ill.

**Kenneth E. Michel G'11** (WSM), a lieutenant in the U.S. Navy, earned a master's degree from the Naval Postgraduate School in Monterey, Calif.

## IN MEMORIAM

For In Memoriam listings, go to the online edition of the magazine at [sumagazine.syr.edu](http://sumagazine.syr.edu).

Notices of deaths must be accompanied by a copy of an obituary or memorial card.

Send to: Alumni Editor, Syracuse University Magazine; 820 Comstock Avenue, Room 308; Syracuse, NY 13244-5040; fax 315-443-5425.



Kurt Busiek '82 »

## COMIC BOOK ADVENTURES

KURT BUSIEK HAS NEVER SWUNG BETWEEN THE SKY-scrapers of Manhattan like Spider-Man, pierced the dark with the ring of Green Lantern, or helped the Avengers defeat Kang the Conqueror. However, the College of Arts and Sciences alumnus and English major has accomplished a feat just as noteworthy: He writes for both DC and Marvel, the two most prominent publishers in the comic book industry, and his stories for Spider-Man, Green Lantern, and Superman have earned him a place among the most respected writers in the business. Busiek's own creation, the comic book series *Astro City*, is being developed as a film adaptation, which Busiek is currently writing. "At every stage it's like you're pushing the rock uphill," says Busiek, who lives in the Pacific Northwest. "It could roll down and crush you at any time. It's that kind of business. But even if there never is an *Astro City* movie, I'm finding the whole adventure entertaining."

For Busiek, comic books were initially a taboo. Growing up in Lexington, Massachusetts, he had little interactions with comics because his parents were of the mind-set that "comics cause juvenile delinquency," he says. By age 14, however, Busiek had convinced his parents otherwise and began buying comics and soaking up the characters and stories. This also led him to thinking about writing comics, and eventually Busiek and his childhood friend Scott McCloud '82 teamed up and began creating comics. Their first collaboration was crude, but helped them the most: A story where 10 Marvel characters ended up fighting one another at their high school. "It expanded," he says. "We wound up spending three years on it, and I found out I loved writing."

By the time he enrolled at Syracuse, Busiek was focused on becoming accomplished in telling a story with visual and literary components. McCloud joined him at SU, enrolling as an illustration major, and they continued their collaborations, honing their skills as artist and writer. Today, McCloud is also a well-known presence in the comic industry through his artwork and as author of *Understanding Comics*, which introduces and dissects the medium to new readers. "I felt I should've apologized to his parents," Busiek says. "He didn't go to MIT to become a scientist like his father. Instead he became a comic book artist and was eating Ramen noodles!" But, Busiek notes, with an ironic chuckle: McCloud did make it to MIT—as a guest speaker.

While studying at SU, Busiek enjoyed what he calls an

"environment of scholarship," an atmosphere that encouraged a personal education, and he took such classes as playwriting, comparative mythology, and musical film. "I approached college thinking, 'I know what I want out of this and I'm going to find it,'" he says. "College was like a smorgasbord—pick what you like."

Today, Busiek has his own smorgasbord of work. Alongside the movie, *Astro City* will soon return as a monthly



publication. Busiek has a future project of his own creation coming from DC Comics as well, and is working on a Batman series featuring a horror-tinged reinterpretation of the Caped Crusader.

Busiek's success hasn't been lost on his parents either. During the '80s, his father, a business executive, was searching for a new administrative assistant. "One of the guys he interviewed said, 'Are you related to Kurt Busiek, the writer?' This was the first time he heard of me described as 'the writer' or that anyone else knew my name."

Shortly after that, Busiek's father asked him for some of the books he had written. "A couple weeks later, I called and asked his secretary if he had read any of the comics. She said, 'I don't think so, but they're all on the coffee table in the office,'" Busiek says. "He's not worried about me anymore."

— R. Dominic Lloyd

John R. McMahon '77 »

## BATTLING THE 'BIG MUDDY'



AS A KID, U.S. ARMY Brigadier General John R. McMahon dreamed of playing professional baseball. Today, as the commander of the Northwestern Division of the U.S. Army Corps of Engineers, McMahon is up to bat against one of the most daunting challenges nature has thrown his way: record levels of flooding in the Missouri Valley basin.

"This spring, Mother Nature played hardball with us," says McMahon, who earned a bachelor's degree in biomedical engineering from the L.C. Smith College of Engineering and Computer Science and was a member of the ROTC.

A combination of unanticipated heavy rainfall and unprecedented mountain snowpack melt, which in some cases exceeded predicted amounts by more than 600 percent, swelled the Missouri River far beyond its banks. It is McMahon's job to inspect the levees along the "Big Muddy"—the nation's longest river—and apprise senior emergency management officials and community leaders about the critical situation. In conversation, his casual demeanor, professional knowledge, and keen orga-

nizational skills are apparent. He easily discusses the ramifications of present dam spillway flow rates, levee "freeboard" levels, and extended weather forecasts.

For McMahon, it's one of the many arduous assignments he's faced in his military career, which includes serving as director of engineering for U.S. forces in Afghanistan. He assumed command of the Northwestern Division in 2009, and is responsible for an annual program exceeding \$3.7 billion in civil works, environmental restoration, and military construction spread out across more than a dozen states. His multifaceted duties include managing 27 dams, 6,627 miles of shoreline, 247 miles of navigable river, and six hydropower projects that can produce 2.5 million kilowatts per day.

Many people have no idea of the Corps' past or the diversity of its present responsibilities, he says. "The Corps was integral in building our nation's original infrastructure." Today, the Corps serves as the nation's lead agency for flood-risk reduction and environmental restoration, is a major producer of hydroelectric power, and a key partner in maintaining coastal navigation channels and harbors as well as providing recreational opportunities.

McMahon hopes the Missouri River will return to normal levels by summer's end, but he also knows it won't be the last time the Corps will be called into action. "Mother Nature threw us a curve," he says. "Looking to the future, I hope the Corps remains a vigilant, active force in the maintenance, rebuilding, and renewing of America's vast and vital infrastructure, ushering our country into a new period of growth and prosperity."

—Tommy G. Clarkson

Brigadier General John R. McMahon surveys floodwater of the Missouri River earlier this summer.





## Q&A »

Alan Will '73 »

# OVERSEEING THE NATION'S NUKE-DETECTING LAB



ALAN WILL IS DIRECTOR OF THE REMOTE SENSING LAB (RSL), OPERATED BY National Security Technologies under contract to the Department of Energy's National Nuclear Security Administration. RSL emergency response teams are on call 24 hours a day to address such nuclear threats as power plant accidents, terrorism, or theft of radioactive material. In March, President Obama sent RSL teams to Japan following a massive earthquake and tsunami that sparked a potential nuclear disaster at the Fukushima Daiichi power plant. For 10 weeks the team gathered, analyzed, and reported data on radioactivity levels from airborne and ground-based sensors over a large area surrounding the plant. *SU Magazine* contributing writer Jim Reilly recently spoke with Will, who is based in Nevada, when he visited his hometown of Camden, New York.

### What are the Remote Sensing Lab's primary responsibilities?

**AW:** Crisis response and consequence management. If there's a threat that someone has a dirty bomb or improvised nuclear device, we do air and ground searches to try and find it. Most of the crisis response activity is looking for lost or stolen radiological materials from hospitals or engineering companies. On the consequence management side, we have

the equipment and expertise to collect a lot of data, analyze it quickly, and get it into the hands of local decision makers who must determine if they need to evacuate, how far, and for how long.

### How did things go in Japan?

**AW:** It could have been a lot worse. Iodine was the primary isotope coming out of the reactors and it has a short half-life—about eight days—so [the radiation]

started dissipating once the reactors were under control. The Japanese did a great job controlling for the health and safety of the workers who went in—they got doses, but nobody's going to die in the short run from it. Our people got minimal exposure.

### Who are your people?

**AW:** We like to say we have lots of Ph.D.s with boots on. We're an applied technology lab; we're the guys on the ground ready to go out at any moment.

### What kind of events do you go out on?

**AW:** The most recent major event prior to Japan was the 2010 World Cup in South Africa. We provided equipment, monitoring, and training for six weeks. For the Super Bowl, we show up a few days in advance, sweep the venue, make sure everything's OK, then work with the local agencies. We're there in case something happens. Thankfully, there aren't many events where something has actually occurred.

### 9/11 being an exception?

**AW:** Yes. I was deployed for three months, leading local teams in D.C. We had RSL teams in many major cities. It was a scary time.

### What else does RSL do?

**AW:** We respond to portal monitors that are set up to detect radiation at border entry points, most large junkyards, and port facilities.

### Why junkyards?

**AW:** Because some scrap metal is higher in radiation than normal background. We also analyze the background radiation of an entire city so if there's a release of radiation, you know what natural background radiation was already there. We did one in New York City, and found buried stuff left over from World War II. We're doing one for Seattle to make sure they didn't get any extra radiation deposited from Japan.

» PASSINGS

# THE REAL DEAL ABOUT GIFT PLANNING

Think it's beyond your reach to honor someone special with a gift to SU? Here's the real deal about bequests, annuities, and other forms of planned giving.

- **Gift planning isn't just for those over 60.** In fact, 43 percent of bequests and 35 percent of trusts are created by people 55 and younger.
- **Planned gifts can be simple.** Deferred giving options like annuities and bequests aren't complex, and they can make a big impact—more than you thought possible—while protecting your family's future.
- **Most donors are motivated by altruism, not tax savings.** Most people give to make a difference. Tax savings are an added bonus.
- **Creative gift planning can have an immediate impact.** Combine annual, outright, and deferred gifts, and you can support SU's priorities—and The Campaign for Syracuse University—today *and* tomorrow.
- **You'll be recognized as a Pathfinder.** With a planned gift, you'll join this group of farsighted individuals who have included SU in their long-term financial plans.

To learn how we can help you develop your own giving strategy, contact Executive Director of Gift Planning Mike Mattson at **888.352.9535** or [mlmattso@syr.edu](mailto:mlmattso@syr.edu), or visit [syracuse.planyourlegacy.org](http://syracuse.planyourlegacy.org).

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**PETER FALK '53**

PETER FALK, WHO APPEARED IN MORE than 100 feature films and television series, died in his Beverly Hills home on June 23, 2011, at age 83. Best known for his TV portrayal of Lt. Columbo, the emphatically working-class Los Angeles police detective who made a specialty of outwitting wealthy, highly articulate murderers, Falk had greater range as an actor than many *Columbo* fans knew. He was equally at home staring mid-life depression in the face as Archie Black in John Cassavetes's *Husbands* (1970); starring on Broadway in the Neil Simon farce, *The Prisoner of Second Avenue* (1971); or playing himself as a guest on *The Larry Sanders Show* (1992).

Born in Manhattan and raised mostly in Ossining, New York, Falk lost an eye to cancer as a 3-year-old. A political science major at the New School for Social Research, Falk enrolled in Syracuse to earn a master's degree in public administration at the Maxwell School. After being rejected for a job at the C.I.A., he turned to acting while working as a management analyst for the state of Connecticut.



**JOHN MACKEY '63**

JOHN MACKEY, ONE OF THE NFL'S ALL-TIME great tight ends and founding president of the players' union, died on July 6, 2011, in Baltimore at age 69. He had suffered from dementia for several years. A member of SU's All-Century Team whose No. 88 jersey was retired in the Carrier Dome in 2007, Mackey joined the Baltimore Colts in 1963 and revolutionized the tight end position as a receiving and scoring threat, demonstrating a combination of raw power and breakaway speed. In 10 NFL seasons, he was a five-time Pro Bowl selection and played in two Super Bowls for Baltimore, winning a championship ring in 1971.

In that title game, he caught a twice-tipped Johnny Unitas pass, turning it into a 75-yard touchdown. In 1992, he was inducted into the Pro Football Hall of Fame. Mackey brought the same intensity to his pioneering work with the NFL Players Association (NFLPA). As union president, he led a brief players' strike in 1970 that resulted in improved player benefits and pensions. In 1972, he was one of the players who successfully challenged the NFL's free agency restrictions in federal court. In 2006, through the advocacy work of his wife, Sylvia Mackey '63, the league created the "88 Plan"—named for his jersey number—to provide financial support for retired players living with dementia or Alzheimer's disease. "I always tried to get something out of every play," he said.



# BRIAN MCLANE FELLOWSHIP AND SCHOLARSHIP CREATING FUTURES WITHOUT BOUNDARIES

The courage and accomplishments of Brian McLane '69—National Persons with Disabilities Hall of Fame inductee—have so inspired SU alumni and friends that a fellowship and scholarship were established for those who follow in his pioneering path.

As a person with disabilities, sociology major Mark Randall Walker has had the world of higher education opened to him thanks to the Brian McLane Undergraduate Scholarship. Brian McLane Fellowship recipient Rachel Patterson was motivated by her sister, who has a severe developmental disability, to make the world a more accessible place. “Growing up with my sister, I recognized the need for a disability perspective in our public policies,” she says. “The fellowship helped me decide to come to SU’s Maxwell School—it shows the University understands the importance of disability policy.”

With support from donors who believe in making a difference, inspiration from Brian McLane, and personal courage and commitment, SU students Rachel Patterson and Mark Randall Walker are both on the path to a bright future.







Dennis Crowley '98 »

## THE 'MAYOR' OF INNOVATION



IN SUMMER 1994, DENNIS CROWLEY HAD JUST GRADUATED FROM high school and was preparing to start his first year at Syracuse University. He spent his days reading about a new phenomenon known as the World Wide Web. He was fascinated. He carried that interest with him through his years at the Newhouse School—the “Web 1.0 days,” as he calls them—experimenting with emerging technologies and imagining what the future of media would hold. Now, with Web 3.0 on the horizon, it is clear that Crowley not only envisioned the future, but also had a hand in shaping it.

Crowley is co-founder and CEO of Foursquare, a service that blends social, locational, and gaming elements in a mobile application, allowing users to “check in” at various locations via their cell phones and let their friends know where they are. When users check in, they earn points that allow them to unlock “badges” and, in some cases, earn rewards at participating businesses. The person who checks in the most at a given venue is considered the “mayor.” Regarded by many as one of the hottest innovations in the field, Foursquare now boasts more than 10 million users. In spring 2010, it landed \$20 million in venture funding, placing it at \$95 million pre-money valuation.

Crowley’s entrepreneurial streak was evident early on. He entered Newhouse as an advertising major because, he says, “the most progressive stuff happening on the Internet at that time was in advertising. I liked the idea of targeting. I thought about what the future of interactive television would look like. I gravitated toward emerging technology—what would people be doing five years from now? I wanted to be involved with ‘the next big thing’ early on.”

Crowley’s “next big thing,” of course, was Foursquare, which he created with Naveen Selvadurai and launched in 2009. (The pair was recently honored with the i-3 award for impact, innovation, and influence at the Newhouse School’s Mirror Awards ceremony in New York City.) But Foursquare had its origins in another Crowley creation: Dodgeball, which he co-founded in 2000 and sold to Google in 2005. It was one of the first mobile services in the United States and one of the earliest examples of social media—long before Facebook, Twitter, or even MySpace. “My friends and I were grad students living in New York City, trying to develop solutions for real problems,” Crowley says. “And it was really Friendster [an early social networking site] that opened our eyes. We looked at it and thought, we could make this more interesting. We could make social media work for people once they turn their computers off and are out in the real world.”

Crowley maintains close ties with his alma mater. He and his brother, fellow Newhouse alumnus Jonathan Crowley '02, partnered with SU to help develop its Foursquare presence after a student tweeted Crowley asking for assistance. He participated in Newhouse’s Monetizing Online Business (M.O.B.) Conference last spring and recently partnered with MSNBC anchor Contessa Brewer '96 to record a personalized video greeting for Newhouse’s incoming first-year students. Meanwhile, Foursquare continues to grow. “A lot of what we do at Foursquare is experiment,” he says. “We’re developing some stuff with brands now and they love it. We’re building things for local merchants. We can cut up data and give it back to them. It can be as interesting and transformative as what Google did with search in the early days, which really changed Internet advertising.”

And the next big thing? “I’m still fascinated with Internet + Social + TV and how you combine interests,” Crowley says. “All through school you do the same thing—take stuff from one class and apply it to another and find interesting ideas and figure out if they’re worth pursuing. Take one or more things you’re interested in and see where they overlap—that’s how innovation happens.”

—Wendy S. Loughlin

