



ON OUR SHORT LIST

STREET TALK

Luis Santeiro's work is Sesame Street play.

W elcome to *Sesame Street*, where the number of the day is five, the menu of the moment has five items, and Cookie Monster can't decide whether to eat choice number one (peanut butter sandwich), two (tuna fish sandwich), three (hot dog), four (soup), or five (a burger). He finally chooses none of the above and instead consumes the menu itself.

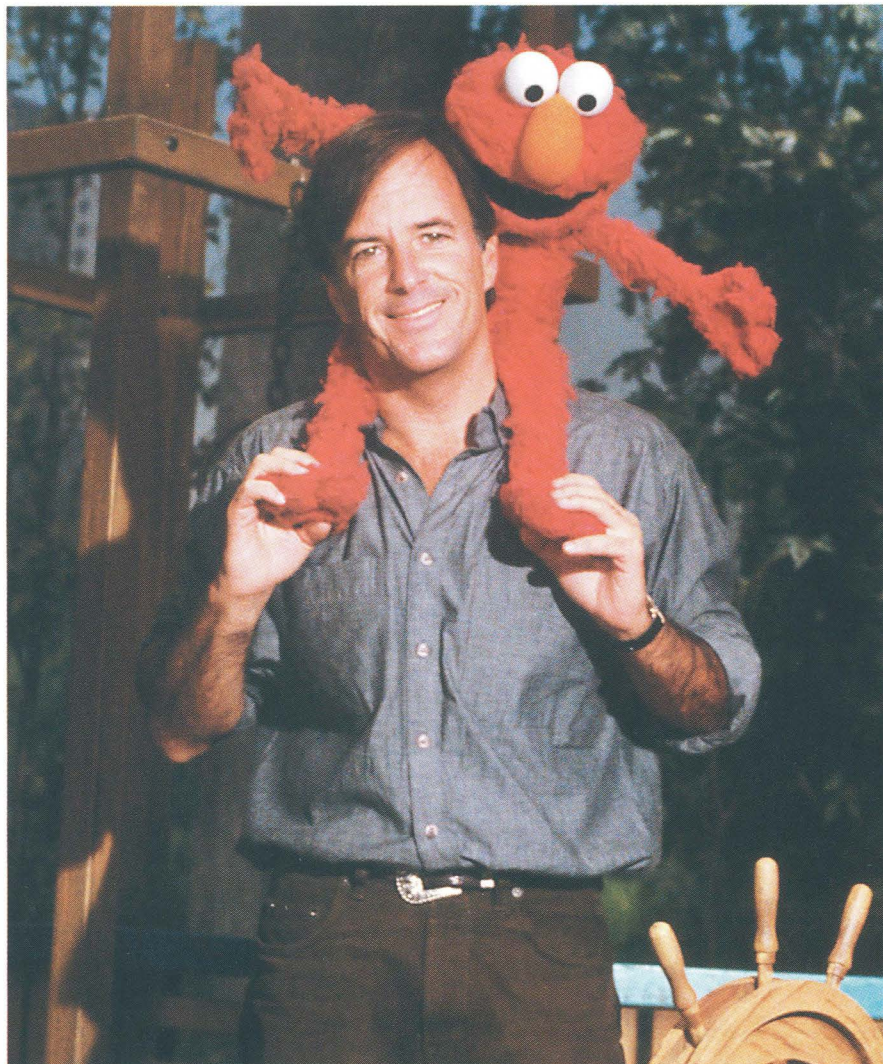
For 15 years, Luis Santeiro has been writing skits like this for Cookie Monster and his pals as a staff writer for *Sesame Street*. He says writing fresh material for an audience of preschoolers is challenging but lots of fun.

"You come up with a funny idea like, 'Oh, it would be funny for Big Bird to be doing this or that,'" says Santeiro. "And then you put on your comedy-writing hat and try to write for the child in you. The head writers like us to do bits that are basically comedy sketches that incorporate the goal of the show, such as the letter or number of the day, in a subtle way."

For his contributions to the popular children's show and his successful efforts as a playwright, Santeiro has been honored as this year's literary recipient of the Hispanic Heritage Awards. Other 1993 recipients include singer Gloria Estefan and golfer Chi Chi Rodriguez.

"I'm very honored and flattered," says Santeiro, "but above all it encourages me to keep working, to keep trying to write more, to keep trying to maintain a standard or to get even better."

Santeiro received a master's degree in television-radio from the Newhouse School in 1970. After graduating he worked on a variety of television programs before landing a spot as a writer for *Que Pasa, U.S.A.?*, a bilingual PBS sitcom for which he received an Emmy



JILL WACHETER

For 15 years, Luis Santeiro has been putting words into the mouths of Elmo and other *Sesame Street* characters. In honor of those and other efforts, he received this year's Hispanic Heritage Award for literature.

in 1978. He has won nine other Emmys for *Sesame Street* episodes.

Santeiro, who lives in New York City, has also written for the stage, receiving rave reviews from the *New York Times* for *Our Lady the Tortilla* (1987) and *The Lady from Havana* (1990). *The Rooster and The Egg* will debut this spring at the Coconut

Grove Theatre in Miami.

Most recently, Santeiro has been busy helping *Sesame Street* prepare for its 25th-anniversary season, which began in November. To add to the celebration, he's producing two home videos and has written *Rosalita's Block Party*, a *Sesame Street* children's book.

—ANDREA C. MARSH

FANTASY ISLAND

Sharon Jaffe Dan '85

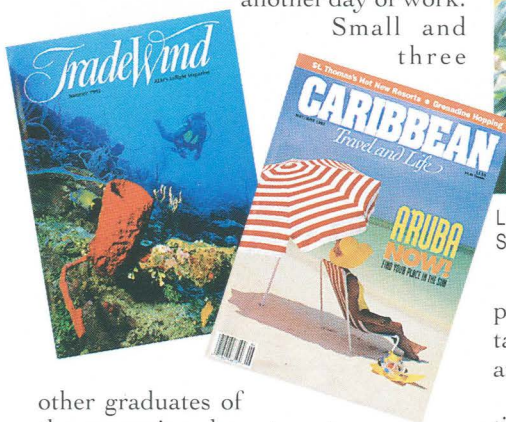
Ana Wagner Hoffman G'89

Stacy Small '91

Mike Harms '91

As winter draws near, so do our thoughts of tropical island get-aways. At \$10,000 a day per person, a Necker Island vacation in the British Virgin Islands is something most people can only dream about. For Stacy Small, a trip to this celebrity-studded, private island was simply another day of work.

Small and three



other graduates of the magazine department at the S.I. Newhouse School of Public Communications work in the editorial office of Caribbean Travel and Life in Silver Spring, Maryland. Traveling to exotic locales is part of their job.

"At 23 years old, this is something I never would have gotten to do otherwise," says Small, a 1991 graduate who was accompanied on her tropical trip by the personal travel agents of Oprah Winfrey and Mel Gibson.

Caribbean Travel and Life is a small company with an editorial staff of seven. It produces four national travel publications devoted to the Caribbean, Bermuda, and the Bahamas, and is anchored by the magazine bearing the company's name, *Caribbean Travel and Life*. The company also produces two airline magazines, *Latitudes South* (American Airlines) and *TradeWind* (KLM), and a monthly newsletter, *The Affordable Caribbean*.

Sharon Jaffe Dan is associate editor of *Caribbean Travel and Life* and editor of *Latitudes South*. She graduated in 1985 and became the first of the com-



MICHAEL VENTURA

Life's often a beach for Caribbean Travel and Life staff members Mike Harms, Ana Wagner Hoffman, Stacy Small, and Sharon Jaffe Dan. Their editorial jobs often require them to spend time working on tropical islands.

pany's SU editors. Her continued contact with SU faculty members helped attract classmates to the firm.

Though each staff member has multiple duties, including writing, editing, and fact checking, they have their own responsibilities as well. Ana Wagner Hoffman, who earned her master's degree in 1989, spends most of her time on the airline magazines, which

are published in both English and Spanish. Mike Harms, a 1991 graduate, is in charge of the newsletter. Small handles editorial production and photo research for all the publications.

"I feel as though there are a lot of advantages to being on a small staff," says Dan. "And, of course, the traveling is nice."

—ANDREA C. MARSH

IN THE FOLD

Gay Merrill Gross '74

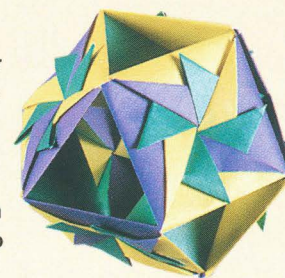
On her ninth birthday, Gay Merrill Gross taught herself origami from a book her grandmother gave her. Ever since, she has been captivated by the Japanese art of paper folding.

"You take a plain sheet of paper, even junk mail, and it's a magical transformation the way it almost instantaneously comes to life as something else," says Gross.

A 1974 graduate of the College for Human Development and School of Education, Gross has written several books on the craft. Her most recent works are *The Art of Origami* (Thunder Bay Press, 1993) and *Napkin Folds for Special Occasions* (Running Press, 1992).

An active member of The Friends of the Origami Center of America, Gross shares her love of folding with others through workshops in the New York City area.

—KERRY L. RYAN



DAVID BRODA

TERRAPIN STATION

Pam Dickler '86

Christopher Walz '87

Lake-effect snow swirls through the air on this cold December day in the city. Inside a small theater, the Terrapin Theatre company is about to stage a performance of its latest project, an original play about the life of Typhoid Mary.

Preshow chatter among the cast includes talk of a great secondhand clothing shop on East Genesee Street, and toasted honey buns at Cosmo's. A flip through the playbill bios reveals that eight of the nine Theatre members studied in Syracuse University's drama department. Only a glance outside at the lights atop Wrigley Field assures you that this is indeed Chicago, not Syracuse.

Terrapin Theatre was formed three years ago, when its members—almost all of whom had known one another at Syracuse—decided they could fare best as a group. "We started with the idea that it'd be nice if we could work together, and it's taken off from there," says Pam Dickler, the group's managing director and a 1986 graduate.

"If you simply want to work at your craft, regardless of the monetary factors, Chicago is the place to be," says Theatre member Christopher Walz, a 1987 graduate.

Terrapin Theatre was created largely to provide regular work for its members, and must rent various theaters in which to perform. The nonprofit group has put on three plays this year, one of which ran seven weeks, and its members fill a variety of roles.

"As a part of Terrapin, we're not just actors anymore," says Dickler. "We are writers, directors, prop masters, public relations managers, box office attendants, you name it. We wear all the hats."

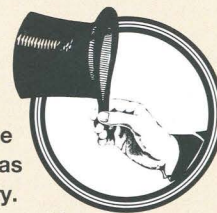
The name Terrapin Theatre was taken from the Grateful Dead song *Terrapin Station*, and it suits the group well, says Dickler. "We are like a turtle in that we had a slow start but we keep coming on," she says. "The thing that's surprising for a group like ours is that we're well respected in the acting community."

—JUDY SUTTON



Standing from left to right in the back row are Terrapin Theatre members Christopher Walz, Susan Shimer, and Carrie Chantler. In the third row are Kathleen Horrigan and Jennifer Weber. In the second row are Kevin Hackett, W. Whitney Spurgeon, and Pam Dickler. Nonalumnus Wade Childress is in front.

HATS OFF



- ***Lt. Col. Eileen Collins***, a 1978 graduate of the College of Arts and Sciences, has been selected as the first female space shuttle pilot in NASA history. She is scheduled to pilot the shuttle *Discovery* on a mid-1994 mission.
- ***Sheldon Basloe***, a 1942 graduate of the School of Management, has been named to the International Dairy-Deli-Bakery Association's Hall of Fame. Basloe is the founder of the Original Herkimer County Cheese Company in Ilion, New York.
- ***Oliver Quinn***, a 1972 graduate of the College of Arts and Sciences, has been named deputy solicitor for the United States Department of Labor. Appointed by President Clinton, Quinn is the agency's second-ranking attorney.

JOYFUL NOISE

Pam Dickinson '68

Imagine living in a world of muffled silence and then one day being able to hear sounds as subtle as the fizz off a glass of soda or the squishy sound a grapefruit makes when it's squeezed. For young children, who already have a natural sense of wonderment about their environment, the gift of hearing opens up a new world.

The newly found hearing comes through a device called the Cochlear implant. Pam Dickinson is an audiologist at Pittsburgh's DePaul Institute—one of four schools for deaf children in the United States whose emphasis is on oral education. She has helped 12 children gain hearing since the Cochlear implant was approved for use in children by the United States Food and Drug Administration in 1990.

The change in a recipient's quality of life, says Dickinson, is profound.

"The first results you see might be in the child's sense of security and well-being, just from the comfort of being able to hear household sounds or mommy's voice in the kitchen from the

TV room," says the 1968 graduate of SU's College of Arts and Sciences. "They're able to communicate more easily without having to rely completely on visual cues. They're able to communicate orally because they have more information to deal with."

Despite the seeming miracle it can provide, the device, surgically implanted in the cochlea of the ear, has its detractors. In a formal statement, the National Association of the Deaf denounced "invasive surgery on defenseless children," which robs them of their birthright of silence.

Dickinson concedes the implant should not be viewed as a miracle cure. "It may take six months to a year before any changes in a child's meaningful response to sound can be seen. For the child to be able to discriminate among sounds takes a very long time."

But, she says, it's worth the wait and effort. "When you've had experiences working with the profoundly deaf—knowing there was always a point where you had to say, 'I'm sorry, there's nothing else I can do for you'—it's really exciting to work with the Cochlear implant and see what these children are able to do."

—RENÉE GEARHART LEVY

Kendal at Ithaca

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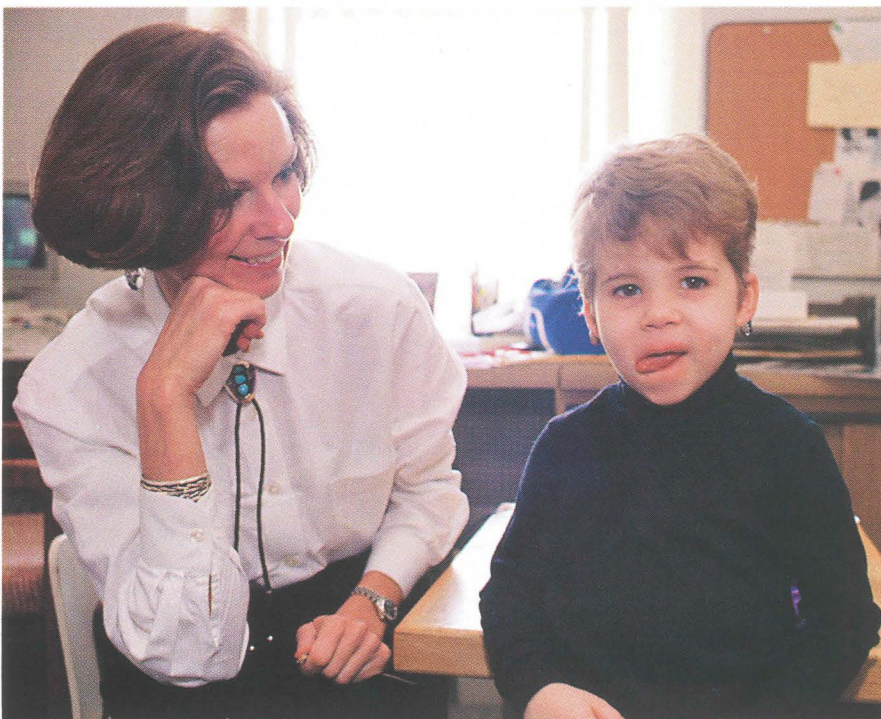
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JAMES KUBUS/PITTSBURGH TRIBUNE-REVIEW



Pam Dickinson has helped 12 children gain hearing since the Cochlear implant was approved for use in 1990. One of those children is Brian Siclare, who was almost totally deaf before receiving the tiny electronic device.

SU BASKETBALL IS BACK!

- Dec. 13 Lafayette, 8
- Dec. 18 Maryland-Eastern Shore, 8
- Dec. 22 Miami, 8
- Dec. 29 Colgate, 8
- Jan. 4 Foreign National Team, Exhibition, 8
- Jan. 6 AAU Team, Exhibition, 8
- Jan. 8 Pittsburgh, 8
- Jan. 10 at Connecticut, 7:30
- Jan. 15 at Villanova, 8
- Jan. 17 St. John's, 8
- Jan. 22 at Seton Hall, 1
- Jan. 25 at Providence, 8
- Jan. 29 Villanova, 8
- Feb. 1 Connecticut, 8
- Feb. 5 at Pittsburgh, 8
- Feb. 7 at Georgetown, 7:30
- Feb. 12 Kentucky, 4
- Feb. 15 Providence, 8
- Feb. 19 at Boston College, 8
- Feb. 23 Seton Hall, 7
- Feb. 27 at St. John's, noon
- Mar. 1 at Miami, 7:30
- Mar. 6 Georgetown, 2

URBAN COWBOY

Marty Kestenbaum '61

Middle-aged Manhattanite Billy Crystal went to New Mexico to become a cowboy in the 1991 movie *City Slickers*. He needn't have traveled so far if he just wanted to look the part. He could've simply visited one of three Cowboy Marty boot emporiums in greater New York City.

Selling cowboy boots and assorted accessories in New York isn't as odd as it sounds, says 1961 School of Management graduate Marty Kestenbaum, aka Cowboy Marty. "It's like opening up a bagel shop in Dallas," he says. "If what you're selling is really good, you'll do well."

"Sure, New York's a small market for cowboy boots, but there are so many people here. If you made a circle 50 miles around the Empire State Building, even the small number of people who wear cowboy boots might be bigger than all of the people in the state of South Dakota."

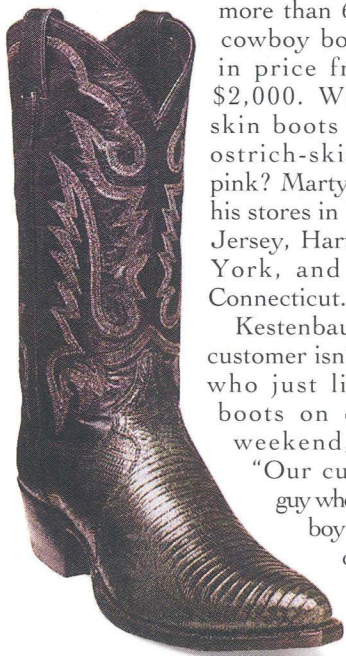
Cowboy Marty carries more than 600 styles of cowboy boots ranging in price from \$69 to \$2,000. Want lizard-skin boots in blue, or ostrich-skin boots in pink? Marty's got 'em at his stores in Union, New Jersey, Hartsdale, New York, and Danbury, Connecticut.

Kestenbaum's typical customer isn't "some guy who just likes to put boots on during the weekend," he says.

"Our customer is a guy who wears cowboy boots every day of the week — bankers who wear Brooks

Brothers suits and boots to work in Manhattan, chairmen of the boards of big companies, and lots of athletes from the Rangers and Giants. Even Ted Koppel wears our boots."

—BOB HILL



ROBERT A. SABO/GANNETT SUBURBAN

Marty Kestenbaum sells cowboy boots in three greater New York City stores. "It's like opening up a bagel shop in Dallas," he says. "If what you're selling is really good, you'll do well."

THE RUNNING MAN

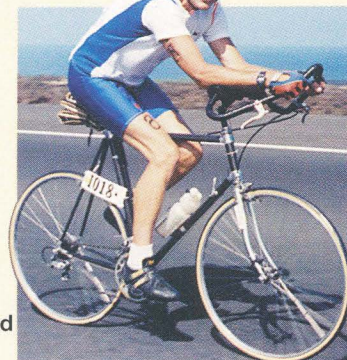
Norton Davey '59

Getting older doesn't mean falling apart," says Norton Davey of Oceanside, California. He should know. For the past 11 years, he's competed in the Ironman World Championship Triathlon in Kailua-Kona, Hawaii, swimming 2.4 miles, cycling 112 miles, and running 26.2 miles. Considering he's 75 years old, that ain't bad.

A 1939 graduate of the College of Arts and Sciences, Davey began running at age 55 for exercise. He discovered marathoning, soon got bored, and started triathlons.

"Winners finish the Ironman in about nine hours, but my best time is a more modest 15:51," he says. "My ambition is to finish in the daylight. But even if I don't, triathlons certainly help defer the onset of middle age."

—CAROL NORTH SCHMUCKLER



EARLE PALMER BROWN

FANTASY FOOTBALL

Tim Green '86

In his debut novel *Ruffians*, Tim Green writes about a college football star, Clay Blackwell, whose dream of playing in the National Football League comes true—and then turns into a nightmare.

A ruthless team owner, a malicious coach, and steroid-addicted teammates force Blackwell to choose between his personal code of ethics and his football career. It's a story about real-life choices in the NFL, and who better to tell it than Green, a defensive end for the Atlanta Falcons and a book hound who graduated from Syracuse University in 1986 as an English major, a Rhodes Scholar finalist, and co-valedictorian.

Ruffians is "the realization of a childhood dream," says Green. "I had two passions as a kid. One was football, the other was reading books."

Green realized his first goal when he was selected by the Falcons in the first round of the 1986 NFL draft. After several years in pro football, Green was inspired to write *Ruffians*.

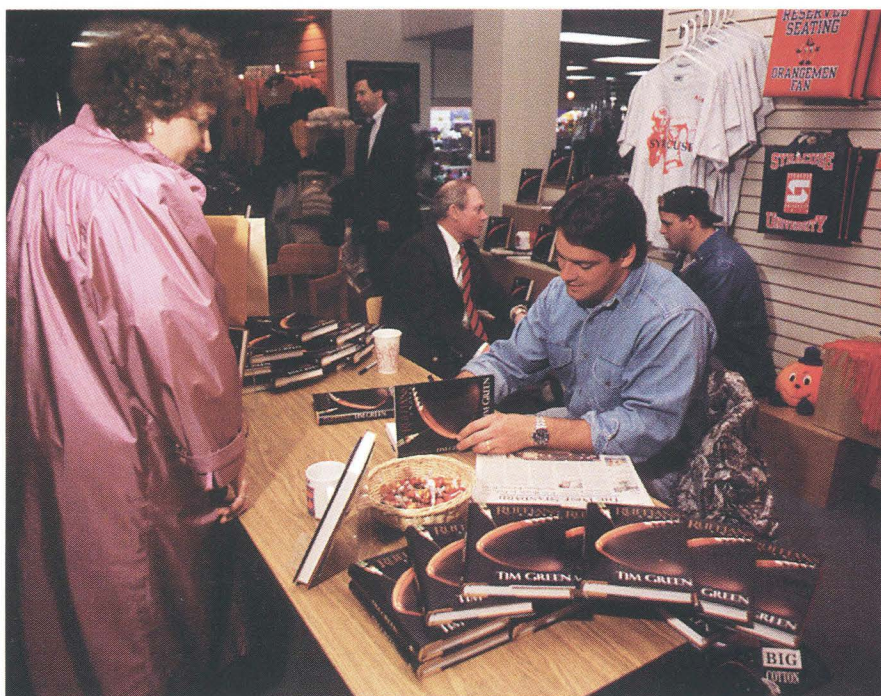
"The idea wouldn't leave my mind," he says. "I felt I could take people inside the world of the NFL in a way they had never seen it before."

Green worked on the book for almost four years. When he wasn't writing or playing football, Green was attending law school at Syracuse University (he's a full-time student in the spring), writing a weekly column on football for the *Syracuse Herald-Journal*, doing commentary for National Public Radio, or spending time with his family.

Green credits Syracuse University English professor Judith Weissman, his "mentor in all things written," for nurturing his writing career and believing in *Ruffians*. "She kind of took me under her wing as an undergraduate," says Green, who is writing another book about pro football. It's about a team called the Titans and it's due out next fall.

"The quarterback from the Titans, a capo in the Mafia, and an FBI agent are the three main characters," says Green. "The thing that binds them together is gambling."

—TONY LMBIMBO



STEVE SARTORI

Atlanta Falcons football player and first-time author Tim Green signed copies of *Ruffians* at the Syracuse University Bookstore in October. *Ruffians* is a fictitious account of life in the National Football League.

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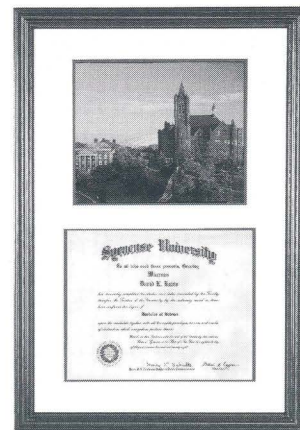
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