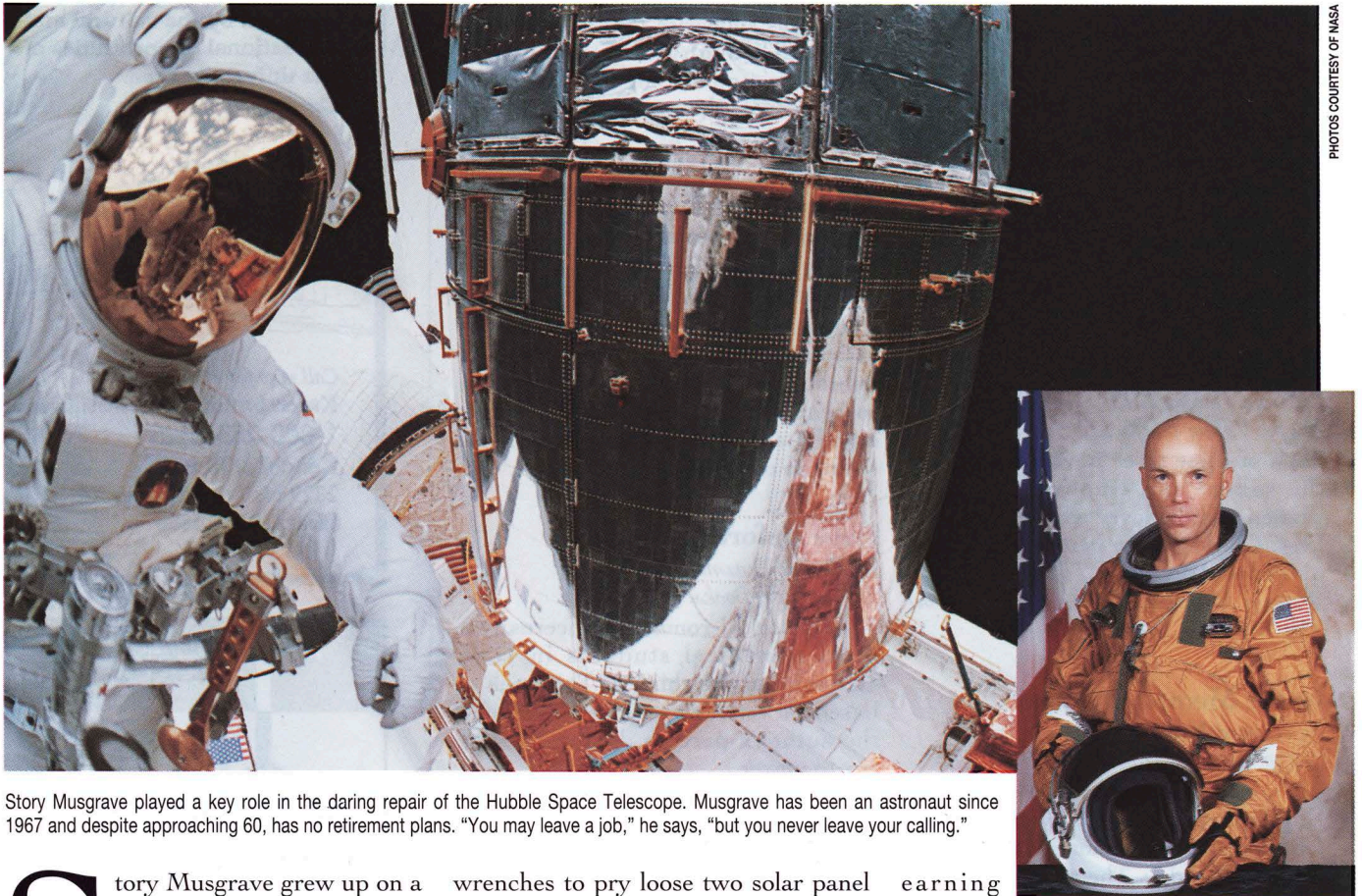




## ON OUR SHORT LIST

# SPACE SAVER

*Astronaut Story Musgrave lends a hand to hobbled Hubble.*



Story Musgrave played a key role in the daring repair of the Hubble Space Telescope. Musgrave has been an astronaut since 1967 and despite approaching 60, has no retirement plans. "You may leave a job," he says, "but you never leave your calling."

Story Musgrave grew up on a dairy farm in the Berkshire Mountains of Massachusetts. There he learned about tools, tractor repair and, most importantly, the art of keeping things running.

That talent was on worldwide display in December, when Musgrave and six other astronauts successfully completed one of the more daring and spectacular missions in the history of America's space program—the repair of the Hubble Space Telescope.

Musgrave embarked on a record five space walks during the mission, the finale a 7-hour, 21-minute marathon in which he and Jeffrey Hoffman succeeded where machines had failed; they used muscle power and ratchet

wrenches to pry loose two solar panel arms from the sides of the telescope.

Over the course of the mission, Musgrave became the third person in the world to fly in space on at least five separate occasions, the first person to fly five times on a space shuttle (in this case *Endeavor*), and, at 58, the oldest person to take a spacewalk.

"My age didn't slow me down a bit, and, physically, this was the toughest mission in NASA history," says Musgrave. "As things get more complicated, experience counts more and more. We're scheduled for a revisit mission to Hubble in 1997, and I'd love to go then."

A high school dropout and ex-Marine, Musgrave talked his way into Syracuse University, then went about

earning a bachelor's degree in statistics and mathematics in two-and-a-half years while also spending two seasons on the varsity wrestling team. Since graduating in 1958, he has earned another bachelor's degree, three master's degrees, and a doctorate in medicine.

He was among 11 men chosen as astronauts in 1967, helped design Skylab, and made the first shuttle spacewalk aboard *Challenger* in 1983. The Hubble repair may have been his most important mission.

"NASA cut too many corners in the past," says Musgrave. "The lesson learned from this mission is that things turn out right when they're done properly."

—BOB HILL

## MUSICAL LAW

Tanya Heidelberg '85

Before MTV began broadcasting its controversial and highly rated *Beavis and Butt-head* series, Tanya Heidelberg was busy completing all the contractual legalities involved with the show's programming and production.

Heidelberg is vice president of law and business affairs for MTV: Music Television. She spends her days making sure contracts for new ventures of the hip cable station are legally sound.

"I am responsible for all of the legal and business issues relating to the channel," she says.

Heidelberg works closely with MTV's business executives to develop contracts for talent, shows, and projects in development. It's not her responsibility to determine if the content of certain shows is offensive. Rather, she must decide whether such content could possibly defame anyone.

"My role in law and business affairs is not to act as a censor," she says. "I make decisions on whether or not we're infringing on someone's rights or defaming anyone. I leave censorship decisions to the creative people and the people who run our channel and are responsible for the channel's image."

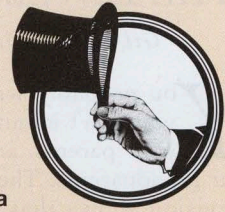
Heidelberg earned a bachelor's degree in telecommunications management from SU in 1985. She subsequently attended law school at New York University and worked for two law firms before joining MTV two years ago.

"It's such a dynamic, young company that's getting into many new areas. I knew there would be tremendous opportunity here," says Heidelberg, who is also responsible for contracting for the sites and guest artists for MTV's music video and movie award shows.

"There's a certain adrenaline associated with this job. You're fighting against real clear deadlines and you're working with every aspect of the channel. But even on a less adrenaline-packed basis, doing development deals and going into new areas is really exciting."

—ANDREA C. MARSH

### HATS OFF



- **Charles Willie**, who received a Ph.D. in sociology from SU in 1957, was recently awarded a research grant from the Ford Foundation to study Boston's African-American leadership. Willie is a professor of education and urban studies at Harvard University.
- **William Dadey**, who received a bachelor's degree from the College of Arts and Sciences in 1961 and a Ph.D. from the School of Education in 1971, has been named New York State Superintendent of the Year. Dadey is superintendent of the Gates Chili Central School District in Rochester.
- **Redell Hearn**, a 1989 graduate of the College of Arts and Sciences and a current graduate student in SU's College of Visual and Performing Arts, was an exhibitor-in-residence last summer at the Smithsonian Institution's Experimental Gallery in Washington, D.C. Her show was originally installed at SU's Lowe Art Gallery.



JILL WACHTER

Tanya Heidelberg is vice president of law and business affairs for MTV: Music Television. Her responsibilities for the cable channel include developing contracts for talent, projects in development, and awards shows.

## THE ENVELOPE . . .

*Gil Cates '55, G'65*

**Y**ou probably watch it, even if you don't admit it. And so do your parents, and maybe even your grandparents. There aren't many television shows that attract such a broad audience.

Why? Because the annual Academy Awards show "means glamour," says producer Gil Cates. "Besides, it's an institution. What else do you know that's attracted audiences for 66 years?"

Cates, who earned a bachelor's degree from SU's School of Speech and Dramatic Art in 1955 and a master's degree in drama in 1965, directed motion pictures and headed the Director's Guild for years before becoming dean of the UCLA School of Theater, Film, and Television. Five years ago he also became producer of the annual Oscar show.

He began working on this year's show seven months before the March 21 broadcast. He organizes every component: the host, the theme, which artists perform musical numbers, and where the stars sit. He and the director even rehearse the camera shots by using giant photographs of the nominees, so the camera people know where to point.

What he can't control is the number of awards that must be presented—the Academy of Motion Picture Arts and Sciences says 22. Even if he could eliminate some awards and shorten the show, he would not sacrifice the honorary awards. "They reverberate in our collective memory and establish continuity, particularly in our 'today-me' generation," says Cates. "And they are always given to extraordinary artists."



As producer of the Academy Awards, Gil Cates (far right) has rubbed elbows with Hollywood heavyweights such as (left to right) Jack Lemmon, Michael Ovitz, and Sir Ian McKellen of the Royal National Theatre of Great Britain.

During the show, Cates can stop acceptance speeches that run too long. "The winners can say anything they wish in their 45 to 60 seconds," he explains. "If they go much beyond that, we discreetly interrupt with music. The presenters must stick to the script."

What spells success for the show? "Samuel Goldwyn told me, 'Remember that no matter what you do,

there'll always be a bunch of people who don't like it. So do the show you enjoy most.' I've taken that to heart," says Cates. "Of course, I'm also happy with high ratings and good reviews—although those are tough to get. Everybody loves slamming the Academy Awards. But I'm satisfied when I meet my own expectations of what the show should be."

—CAROL NORTH SCHMUCKLER



### DESIGNING WOMAN

**G**inny Fraser draws "cute." In fact, she's such an expert at drawing cute that her designs can be found on everything from greeting cards to infant bedding. "I specialize in kittens, flowers, animals, and children," says Fraser, who graduated from SU in 1969 with a bachelor of fine arts degree in illustration and spent the next 13 years designing greeting cards for Hallmark.

She and her husband subsequently formed The Fraser Collection, which licenses her designs to 40 different manufacturers from their home-based business in Leucadia, California.

Fraser draws or paints individual pieces of art, which manufacturers reproduce as designs on items such as calendars, cards, and quilts. Some of her more recent designs adorn infant bedding for J.C. Penney, Sears, and K-Mart.

—CAROL NORTH SCHMUCKLER

*Ginny Fraser '69*



## MUD IN YOUR EYE

Mark Czuj '88

Dave Parsons '90

Scott Lehr '91

Matt Pedone '92

The up-and-coming Mexican Mud Band has this addiction for live performances. So when lead vocalist Scott Lehr broke his left leg in September, the band faced a tough decision—kick the habit, or play without Lehr. They chose the latter, and had guitarist Dave Parsons explain Lehr's one-month absence to audiences: "Scott was in a water-skiing accident in a K-Mart parking lot."

The Mud missed more than Lehr's lungs. His on-stage antics and outfit are a Mud hallmark. He wears wrap-

vided an alternate practice site in the basement. From there, the Mud could only move up.

Like most college bands, their first gigs were at off-campus house parties. By Parsons' senior year, the Mud was playing at fraternity parties and bars along Marshall and Westcott streets. These days, the band does about three shows a week at colleges and clubs as far north as Vermont, west as Ohio, and south as Maryland. In the past 18 months they've played more than 200 shows, including openers for an MTV tour with the Spin Doctors, and gained a measure of fame from the September 24 issue of *Entertainment Weekly*, which referred to the group as SU's "coolest local band."

"We're really starting to pack the houses in every city we play," says guitarist Mark Czuj, a 1988 graduate of the College of Visual and

Performing Arts.

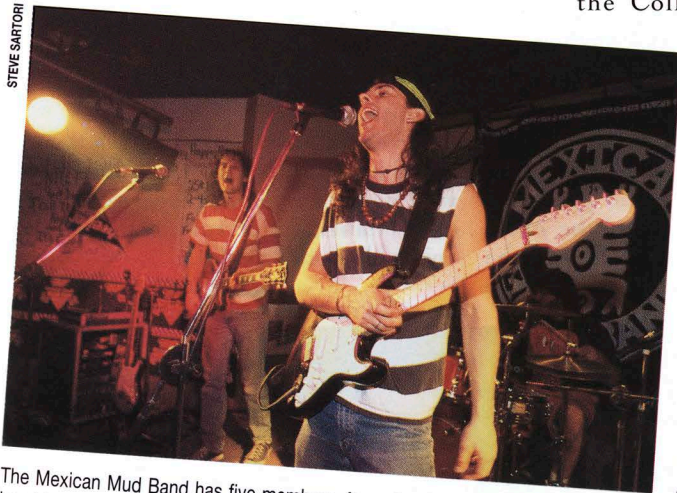
The New York City-based band has five members, four of whom are graduates of SU. Drummer Matt Pedone, a consumer studies major, graduated in 1992. Don Martin, the bass player and non-alumnus, is from Syracuse.

The Mud's funk-rock sound is influenced by styles such as world beat, ska, and heavy metal. Many of the group's songs address college

life. Lehr's favorite, *Procrastination*, is autobiographical. "I had to write a 20-page paper in college. But I wasted a lot of time hanging out with my roommate eating peanut butter cookies."

The Mud independently released its first album in 1992 and finished recording a second album last October. The band hopes its new manager will help secure a contract with a recording company. "We're not going to let the music business ignore us," says Czuj. "It's just a matter of time before we're making records for a major label."

—ROBERT MOLL



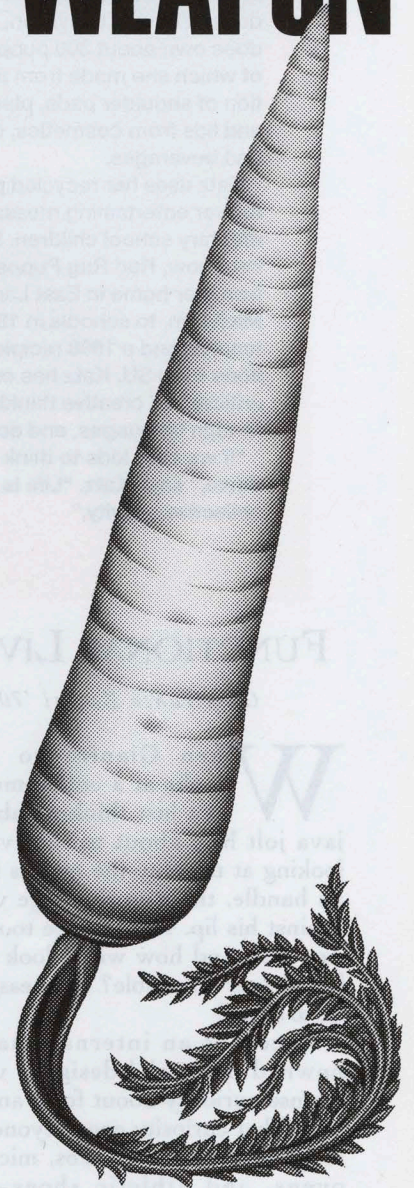
The Mexican Mud Band has five members, four of whom graduated from SU. The band toured with the Spin Doctors last summer and has recorded two albums.

around sunglasses and a stovepipe hat, and tells jokes and stories between songs.

"I enjoy being a showman," admits Lehr, a 1991 political science graduate. "I like the attention."

Composed almost entirely of Syracuse University graduates, the Mexican Mud Band has gradually gained recognition since 1986, when the group was founded by Parsons, a 1990 graduate of the College of Arts and Sciences. The Mud was first noticed by fellow Lawrinson Hall residents, who complained about the in-room rehearsals. The hall director pro-

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## PUPPET MASTER

Beth Katz '68

If you want creative kids, says Beth Katz, "then blow up your TV." Katz doesn't have a television, but she does own about 300 puppets, many of which she made from a combination of shoulder pads, plastic caps, and lids from cosmetics, detergents, and beverages.

Katz uses her recycled puppets to deliver entertaining messages to elementary school children. She takes her show, Red Rug Puppet Theater, from her home in East Lansing, Michigan, to schools in 18 states, Puerto Rico, and Cuba. A former school teacher and a 1968 recipient of a bachelor's degree in international relations from SU, Katz has created a motivational program that focuses on critical and creative thinking and includes her ideas on reading, writing, foreign languages, and ecology.

"If we train kids to think creatively, they will not only survive, but thrive," says Katz. "Life is not just a personal journey, but a fabulously collective activity."

—JODIE McCUNE



## FUNCTIONAL LIVING

Gianfranco Zaccai '70

When Gianfranco Zaccai looks at a coffee mug, he's not just thinking about the java jolt he's about to receive. He's looking at the way the mug is formed, its handle, the way the edge will feel against his lip. Is that edge too sharp? Too fat? And how will it look next to his face, or on a table? How easy will it be to clean?

Zaccai is an internationally renowned industrial designer with an intense curiosity about form and function. That curiosity goes beyond coffee mugs to include bathtubs, microwave ovens, and athletic shoes—items designed, or redesigned, by Zaccai and the team of engineers and designers from his Boston-based firm, Design Continuum. Zaccai has also played a key role in developing products from Rollerblades to the Reebok Pump sneaker and some of the world's most advanced and user-friendly medical equipment.

Zaccai's career began evolving during his freshman year at Syracuse

University, when his major was architecture. Before heading to gym class one day, he wandered into the Archbold Gymnasium basement and the industrial design department. There he

saw studios filled with numerous objects in various states of redesign. Some of those objects were as common as chairs.

"It was a revelation to me that there was somebody thinking about how to design these things," says Zaccai. "It seemed there was this whole field that had no boundaries in terms of what could be designed."

Zaccai subsequently changed his major to industrial design and earned a bachelor's degree in 1970. He spent the next 13 years in his native Italy designing, among other things, medical equipment. He returned to the United States to launch Design Continuum, which has since added offices in Milan and San Francisco.

"The name Design Continuum comes from the notion that design is a kind of continuum that is performed by different disciplines and different people, including those who are not designers at all, and that it must be done in an integrated, synergetic way," says Zaccai.

"We've created a specialty based on being able to develop products very rapidly and very comprehensively that are reliable, functional, affordable, enjoyable, and beautiful."

—ANDREA C. MARSH



DESIGN CONTINUUM INC.

Gianfranco Zaccai's firm designs and develops products ranging from bathtubs and bathrooms for the elderly and physically disabled to microwave ovens, sporting goods, restaurants, Rollerblades, and medical equipment.

## LESS IS MORE

Brandon Steiner '81

**B**igger names don't necessarily mean greater gains when it comes to athletes and advertising, says Brandon Steiner of Steiner Sports Marketing, a New York City firm that links sports figures to business needs.

"Everybody thinks that if they don't have \$2 million to get Michael Jordan, then they can't get an athlete," which is not true, says Steiner, a 1981 graduate of the School of Management. "Many athletes who may not be drawing cards on a national basis are good in certain regions, and they cost a fraction of what it takes to book a Jordan."

Steiner Sports Marketing is unique in that it represents both companies and athletes, and has more than 200 of each. The athletes are employed for advertising and marketing purposes. When Company A requests an athlete to help hype a gala store opening in City B, Steiner analyzes the client's needs and matches them with the strengths, interests, and abilities of specific athletes.

"Our job," says Steiner, "is to create the ideal marriage between athlete and client."

Steiner formed his company in 1989 and has since created a million-dollar business. His clients include businesses such as AT&T, IBM, The Trump Organization, Pfizer, Chase Manhattan Bank, and Cutty Sark, and athletes such as Don Mattingly, Cal Ripken Jr., Phil Simms, and former Syracuse University basketball star Derrick Coleman.

"We try to understand our customers' needs and get them what they want without spending a fortune," says Steiner.  
—BOB HILL

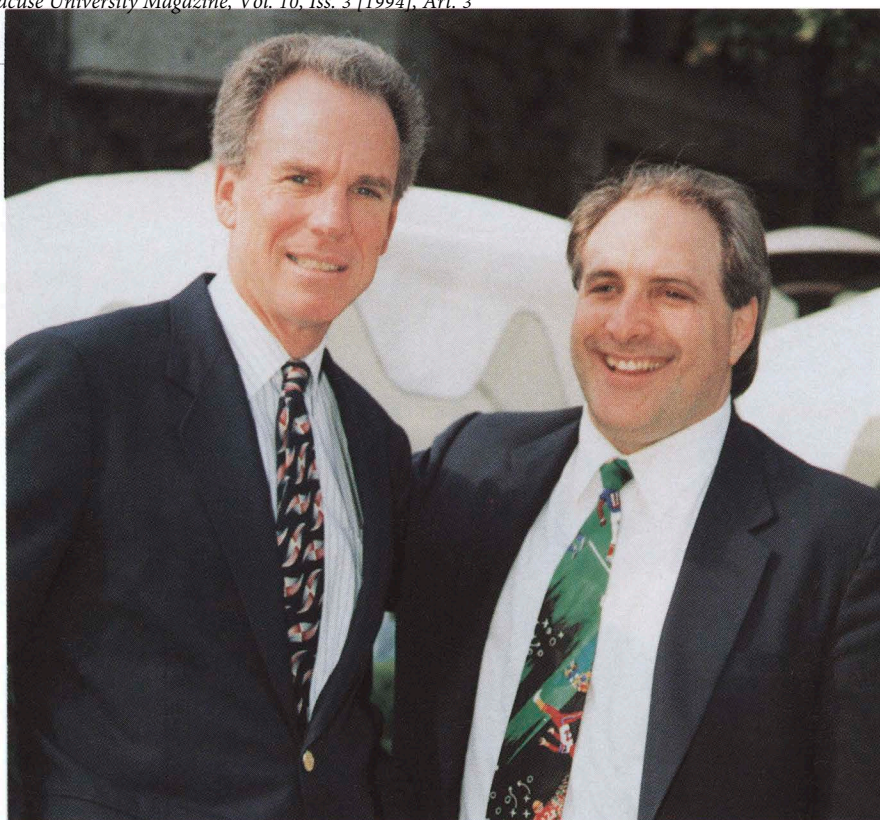


PHOTO COURTESY OF DOUG CHURCHILL/AX

Brandon Steiner (at right) matches athletes such as former Dallas Cowboys quarterback Roger Staubach with the regional advertising needs of various businesses. Steiner's company represents both businesses and athletes.

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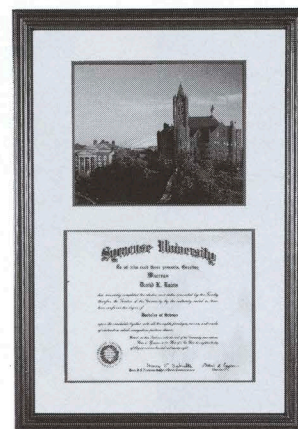
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