Dividends

Go McQuaid! Go Aquinas!

A ttend a basketball or football game during sectionals between McQuaid Jesuit and Aquinas Institute, and you can see the legendary rivalry between these two private Catholic high schools in Rochester.

Their competitiveness is built on their reputations: McQuaid is a 50 year old, all-male prep-school founded by the Jesuits, Aquinas is a 100 year old, former Baslian-run institution which became co-ed in 1982.

Differences turn into similarities when you consider the presidents of each school: James Whelehan of McQuaid and Michael Daley of Aquinas.

Both are hometown and raised in the Catholic faith, worked in competitive public telecommunications companies, have children who attend parochial schools, “love to play golf,” were appointed to their new posts in 2003 within two months of each other, and both received MBAs from RIT’s College of Business.

“All of us were hired because what our schools need most are leaders with real-world perspective, businesspeople who can raise money and support for our Christian values and educational mission,” says Daley, who lives in Greece with his wife and three children.

Daley is currently involved in two business school initiatives that RIT has launched over the past two years: the RIT Alumni Entrepreneurial Conference and the RIT Alumni Entrepreneurial Award Luncheon.

“This award is presented annually to a local Rochester entrepreneur who has had a major impact on the Rochester community,” Daley explains.

Are you an entrepreneur, or considering starting your own business? If so, don’t miss this exciting new conference on the RIT campus.

“Ultimately, we were hired because the college, works to build awareness of COB alumni programming among the student population, helping to build lifelong, mutually beneficial relationships between the two groups. With the help of staff advisor Donna Slater, Coordinator of Special Events & Programs, and Bryan Hemad, Assistant Director of Alumni Relations, the Student Alumni Association has begun work on an ambitious schedule of future events and activities, and has been highly successful in raising scholarship funds to benefit current and future generations of COB students.

Today’s student leaders, with the help of our many talented faculty and staff members, and through the support of generous alumni donors, have helped elevate the RIT College of Business to among the best business schools in the world. I am proud of all that we have accomplished and am looking to the future with great anticipation. I encourage each of you to read through these pages of Dividends, share in the success stories of our alumni, and learn how you can become a member of our ever growing and ever more esteemed alumni community.

Thomas D. Hopkins
Dean of the College of Business

Calendar of Events

FEBRUARY
5 The Challenges and Threats from China & Japan
Dr. David Reed, Professor, Benjamin Forman Chair of International Business explores this topic.
18 COBRA Night at Rohrbach’s Brewing Company, Inc.
Join COBRA as we taste different foods paired with different beers of the world.

MARCH
9 Women’s Health Awareness Event
Join the COB Women’s Alumni Network as they sample different foods paired with different beers of the world.
17 Dean’s Reception in Kansas City, MO
Join Dean Hopkins for cocktails and hors d’oeuvres. An informative reception, you will have a chance to catch up with what’s current at the COB as well as RIT.
18 COBRA Tours the Elizabeth Galleries
Local artists will be there to talk about their work.
25 Herbert W. Vandendael Entrepreneurial Award Luncheon
This award is presented annually to a local Rochester entrepreneur who has had a major impact on the Rochester community.

26 RIT Alumni Entrepreneurial Conference
Are you an entrepreneur, or considering starting your own business? If so, don’t miss this exciting new conference on the RIT campus.

APRIL
8 Alumni Breakfast Briefing
Join other COB alumni for breakfast and a guest speaker at the Oak Hill Country Club.
23 2004 Class Toast Reception
Go McQuaid! Go Aquinas!

To RSVP or to learn more about any of the above events visit our web site at www.cob.rit.edu/alumni or contact Donna Slater at daliners@cob.rit.edu.
It takes a savvy individual to bridge the demands of the business world with the elegance of an opera house. This is exactly what College of Business alumnus Patte Comstock ’68 has accomplished, and for which she was celebrated as the 2003 Houston Grand Opera Guild’s Volunteer of the Year.

“Everyone who knows Patte knows, she’s for her dedication and drive: Patte gets things done,” said Ward Pennebaker, the Guild’s president, at an awards ceremony honoring Patte this past October. Patte’s drive developed early in her life. By the age of 19, while a full-time retailing student at the College of Business, Patte owned her own women’s clothing store, The Fashion Bar, in her hometown of Brockport, NY. Traveling to New York City during school breaks to do the buying for the store, Patte developed her flair for product selection, presentation and most importantly, finance during this time.

After moving to Houston, TX in 1980 with husband and fellow COB alum, Paul ’71, Patte put these skills to work, becoming involved with the Houston Grand Opera as a volunteer for the Opera’s annual fund drive. In 1986, after serving in several leadership positions, Patte began what is considered her “signature role” with the Guild, the Opera Boutique. She prepared its first business plan and financial projections for the Boutique’s debut when the Opera moved from Jones Hall, to its current home, the Worthman.

In the years since, Patte has put her retailing background to good use, opening the Boutique to new and innovative products and displays, tripling its net income.

“Today the revenue derived from the Boutique funds the entire Guild operating budget. Our Boutique is the envy of the Opera world - most others struggle to stay solvent,” said Pennebaker.

After completing her term as the Guild president in 2001, Patte accepted her current roles with the organization, vice president of Special Events and vice president of the Boutique.

In addition to her involvement with the Houston Grand Opera Guild, Patte has taken an active role in The Church of Jesus Christ of Latter-day Saints, coordinating church and government assistance for immigrants from Southeast Asian refugee camps in Thailand. Patte also serves on the Houston Regional Public Affairs Board for the church.

Patte Comstock ’68, recipient of the 2003 Houston Grand Opera Guild’s Volunteer of the year award.

## BMG Exec Addresses Music Piracy Issues

Protecting intellectual property remains a top concern of senior executives in the international business arena. No industry may be as vulnerable in that area as the music business— as illustrated by the recent crack down on the popular practice of “file sharing.”

Michael Smellie, chief operating officer of BMG Music Service, Inc., shared the music industry’s perspective during the latest installment of the Forman Honored Speaker Series, sponsored by the Center for International Business in the College of Business.

Smellie’s presentation “The Management and Protection of Intellectual Property in International Markets” explored the current state of the music industry, copyright protection issues, the strategies being used to combat music piracy, and the steps to target people who illegally share songs on the Internet. The RIAA estimates that the industry loses $4.2 billion each year to worldwide music piracy, which includes online file sharing.

“It’s a provocative issue, and the potential implications for both the industry and its consumers are enormous,” explains David Reid, Benjamin Forman Chair in International Business and director of the COB’s Center for International Business.

BMG, one of the five largest music companies in the world, represents many top-selling artists, including Christina Aguilera, Kenny Chesney, The Dave Matthews Band and Justin Timberlake. BMG also dedicated the time necessary to thoroughly identify and investigate problems within their firms, and second is the question ... diligence. That is, exactly how deeply should an individual investigate a company before accepting a position on a board?

First is the ability of board directors to protect the technology was great - it was what I went to school for. I knew the digital imaging industry was where I wanted to be, but I really wanted to try my hand at the business end of things.”

The RIT MBA program provides the perfect opportunity to make this happen. With concentrations in Technology Management & Finance, Spiliotis completed the MBA program in August 2001 and found himself in an ideal position to affect Pixel Physics’ business strategy:

“In early 2002 we were purely R&D, providing contract services for Fortune 500 companies including Kodak, Xerox and Bausch & Lomb,” recalled Spiliotis. “I knew that if we were going to grow, we needed to develop some of our own products.”

That opportunity came in January 2002. “We were approached to develop a digital color infrared aerial remote sensing system. In the past this had been done only with film,” said Spiliotis. “We knew that once developed, this technology could be applied to a wide variety of aerial imaging products.”

Spiliotis led Digital Imaging Startup

With mainstays of the Rochester economy including Kodak, Xerox and Global Crossing facing troubling times, the future of the Rochester economy may very well rest in the area’s many high-tech, startup firms and the technologies they develop. Leading this shift in the Rochester economy is one of the College of Business’ own. Pano Spiliotis, a 1999 graduate of the Imaging Science program and 2001 MBA graduate, is the General Manager of Pixel Physics, an advanced imaging company.

Spiliotis got his start with Pixel Physics sharing information from the imaging science program. “I was introduced to Michael Richardson, a research staff member within the Center for Imaging Science, and one of the founders of Pixel Physics, while doing imaging science R&D work at RIT,” recalled Spiliotis. “Working with the technology was great - it was what I went to school for. I knew the digital imaging industry was where I wanted to be, but I really wanted to try my hand at the business end of things.”

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## Is Corporate Governance Reform Only Just Beginning?

The recent ouster of Richard Grasso as chairman of the New York Stock Exchange intensified the debate over corporate governance. Reform efforts initiated in the wake of previous scandals like Enron, WorldCom and Global Crossing are showing new well-defined success. But are they getting the job done?

Eugene Fram, the J. Warren McClure Research Professor of Marketing, in the College of Business, addressed that issue during the seventh biennial J. Warren McClure Lecture, last October. His conclusion, “It’s Not About Business and Nonprofit Board Directors.”

The current revolution in governance reform may be more perception than reality. While many organizations have taken steps to address issues such as internal financial control, internal and external financial communications, and codes of ethics, Fram says his research indicates that this is only scratching the surface.

“I think this is done to add to modest change in board environments,” he argues, “at a time when most people assume a great deal is happening. What we are seeing is a lot of business as usual.”

During his lecture, Fram analyzed two critical questions that corporate governance and not-for-profit worlds need to do in order to achieve broader governance reforms. “Boards need to stay ahead of the curve, they need to be involved and not just content with the status quo,” said Fram. “In the last two months, we’ve done a great job of identifying applications for ColorPhysics™, and have sold a large number of the systems,” said Spiliotis. “This has been a huge step in shifting Pixel Physics from a purely service company to one which is product-oriented.”

First is the ability of board directors to dedicate the time necessary to thoroughly identify and investigate problems within their firms, and second is the question of director due diligence. That is, exactly how deeply should an individual investigate a company before accepting a position on a board?

Fram also identified what he believes the business and not-for-profit worlds need to do in order to achieve broader governance reforms. “Boards need to stay ahead of the regulators, and those setting professional standards. They need to actively pursue voluntary changes to assure investors that the playing field is level and more secure from accounting fraud.”

RIT president Albert Simone, and COB alumnus Michael Morley ’69, executive vice president and chief administrative officer at Eastman Kodak Co., offered brief responses at the conclusion of the lecture. A video stream of Dr. Eugene Fram’s lecture can be viewed at: http://blade.rit.edu/mcclure.asx

Pano Spiliotis ’99, ‘01 MBA, General Manager, Pixel Physics, Inc.

Pixel Physics was successful in developing the technology in the form of ColorPhysics™, an imaging core technology used in aerial remote sensing, surveillance and scientific metrology markets. “In the last two months, we’ve done a great job of identifying applications for ColorPhysics™, and have sold a large number of the systems,” said Spiliotis. “This has been a huge step in shifting Pixel Physics from a purely service company to one which is product-oriented.”

(continued on page 5)
2003!  
October 10th, 2003 marked the beginning of RIT’s 3rd annual Brick City Festival; an all campus celebration encompassing Alumni Weekend, Reunion, Family Weekend and Regatta. With a record 3,374 alumni, parents and students in attendance, the college was buzzing with activity. 

Highlights were plentiful and included the College of Business Dean’s reception hosted by COB Dean, Dr. Thomas D. Hopkins. The reception concluded with an invitation to COB alumni, parents and students to take part in the inaugural “Back to the Classroom” series, which featured lectures, workshops and discussions on topics ranging from trends in the management information systems (MIS) field, to a discussion of the status of the accounting industry entitled “Crises in Accounting: A New Reality.” Eight College of Business faculty members participated in the series.

Alums not as eager return to the classroom were free to take part in a variety of other activities including a lecture by distinguished economist and actor Ben Stein, a comedy show by “Who’s Line is it Anyway?” comedians Colin Mochrie and Brad Sherwood, President Simon’s State of the Institute address, or any of the dozens of other activities taking place around campus.

If you missed this year’s Brick City Festival, don’t worry. Plans are already underway for next year’s festivities taking place October 21-24, 2004.

College of Business Launches Class Agent Program

College of Business alums have a new tool to keep in touch with College friends and link-up for-mer classmates. This past fall, sixteen College of Business alums volunteered to serve as the college’s first “Class Agents.” In the coming years, a growing number of COB Class Agents will work to reconn-nect, share information, and build net-works within their graduating class years by helping keep their classmates informed of COB alumni activities, college initia-tives and the latest news from their fellow alums. Class Agents will be sending semi-annual e-newsletters to their entire class and have promised to keep in regular con-tact with eight to twelve of their closest college friends.

The College of Business would like to thank the following individuals for volun-teering to serve as COB Class Agents:

- Donald Naylor ’61
- Judith Sturge ’61
- Susan Foley ’73, ’79
- Donald Wilson ’73
- Keith Wolling ’75
- Mary Dunay ’76
- John...
M&T Bank Renews Scholarship Program

M&T Bank has renewed its successful initiative with the College of Business to support the educational needs of some Rochester-area students. Through an additional gift of $50,000, the bank has sustained its commitment to the M&T Scholars Program.

Since 2000, the M&T Scholars Program has helped local students acquire a solid educational foundation while gaining the practical experience needed to succeed in the workplace and become advocates for the community. As a result of the new funding, one student entering the COB in 2004 and 2005 will receive a scholarship and is assured summer employment and co-op opportunities at M&T Bank throughout the student’s undergraduate studies. Two COB students currently benefit from the program. Berta Rivera is a third-year international business student and Adam Sawyer is a finance major in his fourth year of study.

Candidates for the M&T scholarship must be traditional minority students from the Rochester area. For more information, contact Marty Burris at mbsunri@cob.rit.edu.

Alumni Notes . . . (continued from page 6)

Dawn McWilliams ’00 MBA is employed by the University of Rochester, Simon School and was recently promoted to Executive Director of Marketing and Communications and now serves as the school’s primary marketing and communications manager.

2001

Adam Burke ’00, ’01 MBA is employed as an Application Engineer working for VisionPoint Media Inc., a company specializing in Digital Marketing Solutions. Adam lives in Raleigh, NC.

Col. Al Calvi ’01 MS is assigned with the 352nd Civil Affairs Command on duty in Baghdad, Iraq, and is proudly supporting Operation Iraqi Freedom. Col. Calvi has been in Iraq since January, 2003. He has participated in the early planning stages of the war, the conduct of the war, and is now deeply involved in the post hostilities operations helping Iraq return to a productive member of the world community. Col. Calvi would like others to know of the progress the U.S. service men and women are making in Iraq, schools are working, police are on the streets, power & water infrastructure is working at higher capacities than before the Saddam regime. Truly great things are being accomplished!

Erin Connolly ’01 MBA has accepted a position at Xerox Corporation as an Equipment Revenue Financial Analyst. Erin resides in Rochester, NY.

Jeffrey C. Fasoldt ’01 MBA CPA CMA has joined Business Methods, Inc. in Rochester as Vice President of Finance & Administration and Treasurer.

Jerry Fuscinint ’99 ’01 MBA married Laura Parkin in September 2003. Jerry is employed at QCI Asset Management as a portfolio manager.

Christopher Ryan ’01 MBA and wife Heidi are proud parents of son Patrick Michael, now one year old, and are looking forward to the second addition to their family, due February 9, 2004.

2003

Natalia Coistek ’03 is currently employed by Clover Capital Management, a Rochester based money management firm, as an equity analyst following the oil and gas sectors. Natalia currently resides in Rochester, NY.

Philip Levine ’03 married Melanie Evans ’01, ’04 MS Psychology in June 2003 in Maryland. They now reside in Royal Palm Beach, FL. Philip has been working as a product support specialist for Acristoft, an internet software company in Boca Raton, Florida since June 2003.

M&T Bank Scholarship recipients Adam Sawyer and Berta Rivera pose in the RIT College of Business.

Return this form by mail to:
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Visit the COB home page on the Web!
http://www.cob.rit.edu