Ricotta’s Recipe for Success...

Entrepreneurs can be measured like a recipe for success. Take volumes of intuition; add equal amounts of risk-taking, boldness and confidence. Mix everything together with pride, passion and perseverance.

Boil the recipe down and you have the essence of an entrepreneur: fully balanced yet willing to stand alone, a person who can take a thought or idea and run with it.

Take Ronald Ricotta for instance, a 1979 graduate from RIT’s College of Business and Rochester-based entrepreneur who is president and chief executive officer of Century Mold Company, Inc. The former East Rochester High School student—who wrestled, played football, and excelled in math—asked his guidance counselor one straightforward question before deciding to attend RIT.

“We talked about curriculum and whether I should major in business or accounting,” recalls Ricotta with a laugh. “I asked which of the two had the least homework (it was accounting) and that’s how quickly I made accounting my future career.”

But in reality, Ricotta has done his homework. Century Mold is a $42 million injection molding company with 300 employees that has grown 50 percent in two years under his leadership. In addition to leading Century Mold, Ricotta maintains his status as co-chief executive officer of Parlec, Inc., a company he has been involved with since 1992. Ricotta is also co-founder of E-cache, Inc., a three-year-old national payroll processing company.

“One of the best things I ever did was choose RIT because of the co-op program, the pace of RIT’s quarter system, and faculty like Dan Tessoni who helped me jumpstart my career,” says Ricotta, who existed college and spent the next 14 years in public accounting—this time, “majoring,” in manufacturing clientele.

Although Ricotta continues to work long hours, he takes time out for vacations and rounds of golf at Locust Hill. He has two sons, Matthew, an ‘03 RIT alumnus with degrees in manufacturing and engineering, and Jeffrey, who graduated this May from Boston University with a degree in engineering.

Ricotta returned to campus on March 26, joining several RIT alumni and industry leaders to lead sessions for RIT’s first Entrepreneurs Conference, organized by the College of Business.

“Success takes lots of hard work and we all have stories to tell on how we turned our companies into successful, thriving ventures in spite of the economy,” Ricotta says. “I participated in the conference because I wanted to give something back to the community and the institution that helped me along the way.

“I’m not an entrepreneur like Bill Gates or Donald Trump, but I do believe I have learned how to grow a company,” he explains. “Growing a company is like making a stew. You need several good ingredients to have a good taste. That includes technology, people, customers and luck.

“By coming back to campus, I hope to entice and recruit students as future employees who can help us with our vision—to grow our businesses in the Rochester area and beyond.”

Dean’s Message

Each September many of the nation’s brightest college-bound students make their way to the RIT College of Business. They do this knowing that during their tenure at RIT they will develop the skills and knowledge necessary to become leaders in their chosen career fields. Many of these skills are learned in the classroom, but perhaps more valuable are the lessons learned outside of the classroom. Whether during a co-op experience or during participation in one of the college’s many student organizations, College of Business students have ample opportunity to further their education beyond the classroom.

In co-sponsoring RIT’s inaugural business plan competition this past winter, the College of Business has brought out-of-the-classroom learning to a new level. Undergraduate students from across campus were invited to submit a business plan outlining their ideas for the formation of a new venture opportunity. With $7,000 from the Upstate Alliance for Innovation available to be shared by the first, second and third place winners, an overwhelming 51 business plans were submitted.

Winners, selected by a panel of RIT faculty members and alumni entrepreneurs, were chosen on a basis of the realistic prospects for the plan, compelling nature of the market potential, clear definition of the target market, and accurate understanding of start-up costs and revenues.

Kyle Schule, a fifth year software engineering student, and Jonathan Ross, a fifth year microelectronic engineering student won first place for eRich, their idea for an advanced internet search engine. Michael Cutaia, a fourth year management student, placed second for ICON Consulting, Inc., his concept of a company that would occupy a secondary computer hardware niche market. Third place winners, Anatoly Shilman and Marc-Anthony Arena, fourth year students in the packaging science and management programs respectively, submitted an idea for a health-food eatery located within RIT’s Gordon Field House, due to open this summer.

“I am proud of these winners, and of all of those students who recognized the business plan competition as an opportunity to showcase their creativity and business prowess. I look to the future with great anticipation, as in only a few short years these students will join you as members of our alumni community, further building the reputation of the College of Business and the quality of our graduates. As you read through this issue of Dividends, please join me in celebrating the success of your fellow alums, and learn how you can become a more active member of our community.”

Dr. Thomas D. Hopkins, Dean

Class Notes

Have you contacted your Class Agent? If you would like to submit a class note for publication in the next issue of Dividends, or if you just want to say “hello” to an old classmate, send your Class Agent an email to let them know what you’ve been doing since graduation! To learn more about the Class Agent Network, and to learn how you can become a Class Agent visit our web page at www.cob.rit.edu/alumni/development/can.
life is a series of opportunities, missed or otherwise, and if E. William Clymer ’70, ’83 MBA had grabbed only one 30 years ago, he might not be in this audience now. In the late 1960s, Clymer worked after school at the Madison (New Jersey) Photo Shop. One day a distributor for photographer Ansel Adams stopped in and offered to sell young Bill a signed Adams print for $100. Clymer, who was earning $1 per hour at the time, was agast at the huge sum and declined. The photographer, formerly reared if he’d bought that print, he soon quizzes with what he is today: using the skills he gleaned from RIT to influence education for deaf students in developing countries.

Clymer is coordinator of the Postsecondary Education Network-International (PEN), an NTID grant sponsored by the Nippon Foundation of Japan. He works closely with PEN Director James D. Care to bring 21st century educational technology to deaf students around the world. It’s a perfect fit for Clymer, who uses his photography and educational media skills to create training programs, and his business acumen to help international colleagues develop plans for their own campuses. PEN currently partners at colleges in Charter Arts, Japan; the Philippines, Thailand, and the Czech Republic.

Here’s a "camera never end up in this plum job: Give some credit to the Madison Photo Shop, which gave Clymer several opportunities (Ansel Adams notwithstanding) to develop his photo skills.

"I never went home with any of my pay," he says, "because I spent all my money on equipment and materials at the store."

Clymer received his bachelor’s degree in Professional Photography from RIT in 1970 and became a staff photographer at the SUNY Cortland Learning Resource Center. After becoming interested in merging photographic and media, he decided to pursue a master’s degree in instructional technology at Syracuse University. After that, it was on to COB, where for several years as a media specialist he created educational products for teachers. Then he enrolled in RIT’s MBA program to get the advanced management skills he needed, graduating from that program in 1983.

"RIT’s program was a great mix of theory and practice," he says, "giving me the chance to work with teams of students and improving my understanding of project management and teambuilding."

In 1994, DeCaro, then dean of NTID, tapped him to lead an international technology symposium at NTID. Success in that endeavor led to co-chairing several other committees, and in 2000, DeCaro invited him to join PEN-International.

"My role with PEN includes all of my interests and allows me to apply them to a job where I can make positive change happen quickly," Clymer says. "It’s the best job I’ve ever had."

E. William Clymer ’70, ’83 MBA provides as the chair of the 2003 International Symposium on Educational Technology at NTID.

21, spending a year abroad studying at Oxford. Clymer and his wife, Beryl, a speech-language pathologist for the Rochester City School District, also have a daughter, Abbey, 24, who is a graduate student at Syracuse University.

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Clymer estimates that he traveled nearly six weeks last year on PEN business. On one trip to England, he was able to visit son Ben, who studies neuroscience at the University of Oxford. Clymer and his wife, Beryl, a speech-language pathologist for the Rochester City School District, also have a daughter, Abbey, 24, who is a graduate student at Syracuse University.

Perotti wins Eisenhart Award for Outstanding Teaching

C all it the yin-yang teaching style to achieve emotional intelligence. Dr. Perotti begins each class with a space, challenging students to think where it came from and what it is.

• There are no educators. As a thinker, one should speak only of self-education.
• "The image of the camera is a metaphor; it is not a tool, but a way of thinking."

The first quote, from 19th century philosopher George Santayana, explains Victor Perotti’s motto operating at RIT: to create an environment where students become self-directed.

The second comes from an excerpt in Cormac McCarthy’s chilling book, Blood Meridian. The quote has been important to the teaching process at RIT, as the book was written in a style which the author feels you have to live in a vacuum, so that you will not lose your way.

"I am a proponent of problem-based learning, which means creating a space in the classroom where students become active and actually direct the way they learn," he explains.

Encouraging students to interact and think for themselves is why Perotti is being honored this year as a recipient of the Eisenhart Award for Outstanding Teaching.

"I don’t believe in memorization and I lecture as little as possible," Perotti says about teaching MIS and E-Business courses at RIT since 1997. "I give the students realistic problems they would encounter in industries and businesses in the global marketplace. Technology comes and goes, so the ability to assimilate new information and run with it is essential for future business students."

Perotti also admits it’s a "family affair" at RIT because his parents moved from their faculty positions in Ohio two years ago to teach as emeritus professors.

"My mother, Valerie, teaches global learning, which means creating a space in the classroom where students become active and actually direct the way they learn," he explains.

Dr. Victor Perotti, finding time to relax at RIT since 1997. "I give the students realistic problems they would encounter in industries and businesses in the global marketplace. Technology comes and goes, so the ability to assimilate new information and run with it is essential for future business students."

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What it Means for the College of Business

Endowing a Legacy of Faculty Leadership: $3.56 Million

It is critical that RIT has the flexibility to support research efforts. To nurture the emerging opportunities in two highly evolved fields, the College of Business seeks to create Endowed Chairs of Business Accounting and Management Information Systems.

Technology Endowment: $5.6 Million

Scholarships help ease students’ worry over the cost of their education and allow them to focus their energies on their chosen field. A scholarship endowment will not only enable the College of Business to compete for exceptionally talented students, but also recognize academic achievement and leadership.

Technology Management Center: $5 Million

The College of Business has established the Technology Management Center dedicated to improving employees’ command of their work environment, thereby increasing the benefit technological innovation will have on working lives. The campaign seeks to support the center’s applied research and outreach projects—the hallmark of its existence.

E-Learning Initiative: $1.5 Million

Distance learning is more than just a trend in education. At RIT, it gives accessibility to individuals who may not otherwise have the opportunity to benefit from the expertise and experience of key instructors. The College of Business is committed to e-learning endeavors that will enable the College to deliver instruction anywhere in the world via state-of-the-art telecommunications technology.

Contact Bryan Hensel at bhensel@cob.rit.edu to learn how you can participate in the Campaign for RIT.


dwilson@catholiccourier.com

MBA program discussed in his keynote at the Entrepreneurial Conference . . . (continued from page 3)

A third-year accounting student is receiving the largest scholarship award offered by the College of Business. Brian Patterson has been named this year’s winner of the William McGowan Scholar Award. Patterson will receive a full scholarship for the 2004-2005 academic year made possible through a grant from the William McGowan Charitable Fund. The program recognizes academic achievement among business students while encouraging leadership and community involvement.

In this year, Patterson was awarded the RIT Presidential scholarship and was awarded through the Honors program and the Nathaniel Rochester Society. He was also the recipient of a one-time scholarship through the Institute of Management Accountants.

“The College of Business has been extremely generous in rewarding me with merit scholarships for my hard work in the classroom and my dedication to multiple student clubs and activities,” Patterson says. “As my senior year approaches, I am very excited about our opportunities to improve student morale and to get people excited about being at RIT.”
If you would like to submit your Class Note to be included in the next issue of Dividends, you can do so by completing and returning the “Keep us Posted” form at the end of this publication, or by emailing your Class Agent at the address indicated.

Malvina Mortimer ’95, ’98 MBA has accepted a position as Client Supervisor on Uniliner/Wal-Mart Business at Marketing Drive Worldwide in Wilson, CT.

1999        Class Agent: Dwayne W. Hunter ’99
dwuen_xaver@ricker.com

Sar massive ’99 MBA and wife Sheal ’98 MBA are proud to announce the birth of their daughter, Anouph, born December 17, 2003. Anouph was born weighing 7 lbs. 2 oz.

Mark Ruise ’99 relocated to Miami, FL in January ’04 and is currently employed by Office Depot, Inc., working in the Internal Audit Department at the corporate campus located in Doral Beach, FL.

2000        Class Agent: Valentina H. Levonadz 00 MBA
levonadz00@rickermail.com

Dan Dalin ’00 and wife Karen are proud to announce the birth of Bailey Summers Dalin, born three months early on March 19, 2004 at 11:19PM. Bailey was 2lbs. 5ozs. and 19.75 inches long. Both mother and son are doing very well.

Douglas Dreher ’00 has accepted a new position as Assistant Vice President, Corporate Information Security for Bank of America in Charlotte, NC.

Ronald Goldberg ’99, ’00 MBA has recently become engaged to Nicole Warner, a SUNY Geneseo graduate. They plan to marry on May 29, 2005 in Hdyer, NY.

2001        Class Agent: Sharron S. Smitz 02
ssmitz@trueus.com

Rosabel Antonetti ’01 is working at the Law Firm of Kane & Malka as an IS Administrator. Rosabel has a daughter, Isabela, who has just turned two and a son, Alejandro, who turned one on April 8. Rosabel and her husband celebrated their 4th wedding anniversary on May 16th, 2004. (They have been an item since 1992). Rosabel sends her best wishes to all the MIS graduates.

Mason (Nalupa) Hoo ’00, ’01 MBA got married on May 3, 2004 to Michael G. Hoo, a doctor at St. Joseph’s Hospital in Elmsford, NY. Mason is continuing her role as the Research Analyst in the Institutional Research Office at Community College. Mason and Michael reside in Community.

Maren (Nalepa) Hess ’00, ’01 MBA got married on May 1, 2004 to Michael G. Hess, a dietician at St. Joseph’s Hospital in Elmira. Maren is continuing her role as the Research Analyst in the Institutional Research Office at Community College. Mason and Michael reside in Community.

Koko Jatimora ’01 completed the MBA program at the Bimber School of Business, St. John Fisher College in May, 2004, and is now employed at Ashford Advisors, LLC as a Financial Operations Analyst. In addition, he has accepted the position of Project Manager for Genentech Inc., located at Fort Washington, PA. Genentech Inc. is a pharmaceutical research and communications consultancy with offices in Europe and in the United States and currently works with and advises many of the major pharmaceutical companies in the world.

Nicholas Bahue ’99, ’01 MBA was recently promoted to Senior Manager, Corporate Banking at Banco del Caribe where he has worked since October 2001. He will also be obtaining an Advanced Certificate in International Business/New Economy Law from the Universidad Metropolitana in Caracas, Venezuela this June.

Christopher Ryan ’01 MBA and wife Heidi are happy to announce the birth of their second child, daughter Emily Elizabeth, born February 1, 2004, weighing 7 lbs. and measuring 19.5 inches.

2002        Class Agent: Kristo A. Marc ’92
kristo@tessmeta.com

Matthew Albeneau ’02 resides in Boston, MA and has recently accepted a position with Tavarien Corporate Travel as a Business Development Consultant. As a Business Development Consultant, Matthew meets with and consults corporations on how Tavarien can help manage all aspects of their corporate travel. He is currently focusing his energies on meeting with prospective companies in Boston, NY, Philadelphia, PA, Washington, D.C., Maryland, Boston, MA and Virginia, and would love to hear from his former classmates. He can be reached at matthew@tavarien.com.

Rochester Institute of Technology College of Business 107 Lomb Memorial Drive Rochester, NY 14623-5608

2003        Class Agent: Kristine Chan ’03
chan_xaver@travizon.com

Kristine Chan ’03 moved to New Jersey in March, 2004 and has accepted a position as Jr Business Analyst with Scholastic at their world headquarters in NYC.

Charissa Dees’93 has accepted a position with the U.S. Department of Transportation, Maritime Administration as the Information Technology Specialist and Section 108 Coordinator. Charissa oversees all MARAD’s electronic information and technology to ensure it is accessible for people and people with disabilities. She also develops and manages all database applications for the Human Resource Department.

Mark W. Good ’83 has leveraged the information he learned while earning his e-Commerce certificate to not only expand business at P.C. McKenzie Company into China but to start another online subscription business called DinnerPlanner.com. With no outside financing, he was able to turn a profit after only one year!

Ashish Hasadka ’99 MBA has recently accepted a position at the University of New York at Purchase as the Assistant Director of Student Accounts. Ashish is responsible for maintaining and enhancing the hardware and software within his department.

Keep Us Posted
Name
Year of Graduation
Degree
Home Address
City, State, Zip
Home Phone
Employer
Job Title
Work Address
Work Phone
Fax
Email
New job?
Class Note information to be included in next issue:

If you would like to submit your Class Note to be included in the next issue of Dividends, you can do so by completing and returning the “Keep us Posted” form at the end of this publication, or by emailing your Class Agent at the address indicated.

RIT College of Business Annual Fund
Enclosed is my gift of:  $

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RIT College of Business
107 Lomb Memorial Drive
Rochester, NY 14623-5608

Visit the COB home page on the Web!
http://www.cob.rit.edu

Yes, I want to learn more about being a Class Agent.