

SUMMER ARTS

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Most Arts RETURNS

Alfred MAGAZINE
ENTREPRENEURS

REUNION 2023

CLASS NOTES

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We reserve the right to edit all letters and articles submitted for publication in *Alfred Magazine*.



Facing page: The Saxon faithful showed their spirit at Homecoming 2023 during the football game September 24 at Yunevich Stadium. The home fans left happy, as the Saxons claimed a 31-23 victory over Kalamazoo College.

Above: First-year students (from left)—Bozhena Snizkho, Alina Zabihailo, Yuliia Koreiba, and Artem Kolisnychenko—are attending Alfred University on full academic scholarships the University awarded to students from Ukraine following the February invasion of their homeland by Russian forces. See story, Page 26

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ENTREPRENEUR

AND

Alfred University:

LEARNING TO THINK OUTSIDE OF ORDINARY

By Rob Price

This issue of the Alfred Magazine explores entrepreneurship, a feature of Alfred University's culture that so many of our students and alumni exemplify in their lives and work. Just as Alfred University is "Outside of Ordinary," its students and alumni are pushing beyond traditional boundaries, into fresh markets in which they work and grow, create and recreate themselves.

Thirty years ago, Alfred University inaugurated the Ceramics Incubator in Alfred, introducing the idea of a Ceramics Corridor stretching from Corning to Alfred and dedicated to innovation and entrepreneurial activity in science and ceramic technology. The Incubator, which now operates as Incubator Works, has provided support for start-up companies such as Xylon Inc., Saxon Glass Technologies, and the recently formed Glass Lab, founded by 23-year-old Aiden LaCourse '21, MBA '22. Glass Lab manufactures hardened glass drinking straws using technology similar to the science behind the hardened viewing screens of Apple and Samsung cell phones.

At the time of the Incubator's opening, then-Provost Richard Ott described the project as an expression of Alfred University's own unique entrepreneurial spirit. Joining Ott, then-Alfred University President Edward Coll observed Alfred University originally emerged from the entrepreneurial spirit of local farmers and merchants who wanted more educational opportunities for their children. Those nineteenth

century entrepreneurs were prepared to work hard and invest their sweat to make those opportunities available, Coll said.

Coll and Ott also expressed their conviction that entrepreneurship extends beyond the world of business plans and spread sheets. It manifests itself in undergraduates creating multi-curricular programs of study (encouraged and supported by faculty), and in graduates finding innovative ways to work beyond traditional protocols. Many of these entrepreneurs say they received their first encouragement to think "outside of ordinary" at Alfred University. These alumni – you'll meet some of them in the following pages – exemplify what Mark Lewis, Dean of the University's College of Business, calls "outside-the-box thinking."

"Entrepreneurs are people with eyes wide open, always scanning the horizon, looking for new combinations and new ways of doing things," Lewis says. "The simplest way of thinking about an entrepreneur is recognizing an out-of-the-box thinker."

Carolyn Clark '90, chair of Alfred University's Board of Trustees, echoes Lewis' insight. The co-founder of Peloton Advantage, LLC, Clark exemplifies the entrepreneur as an innovative business thinker who recognizes a need in the market and harnesses skills to meet that need. Clark describes entrepreneurs as "people who see the world in fresh ways. They see the world in terms of fresh possibilities. They also don't mind

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taking risks – they are, however, highly skilled at managing risk. And they are also people who don't mind taking on individual responsibility. All these features apply to individuals who work in all kinds of environments, not just business. They can be athletes, they can be artists, they can be craftspeople, they can be philosophers and educators."

Clark studied Communication as an Alfred University undergraduate, and Lewis is a retired U.S. Army officer (the Army employs numerous entrepreneurial thinkers within its ranks, he notes). Many of the individuals interviewed for this magazine studied in Alfred University's College of Liberal Arts and Sciences, then

pursued careers in business. Alfred University's College of Business offers undergraduate classes devoted to teaching entrepreneurial skills; at the same time, many successful entrepreneurs learn their business skills on the fly, after immersing themselves in an education that stresses general learning and the development of critical, analytical skills. Entrepreneurs tend to share more of a mindset, than a set of business skills.

"Entrepreneurs are unconventional, innovative, and not afraid of being wrong," says Jason

Morrison, professor of Business in Alfred University's College of Business. "They're people who want to do something better, like build a better mousetrap. That's it in a nutshell."

"We have art students in our business classes, and we have engineering students," adds Jean Ellefson, professor of Analytics in the College of Business. "To me, an entrepreneur has the ability

to see business options and figure out how to meet those possibilities in a way that may not be obvious to others. It may take a little risk, but entrepreneurs generally don't mind that. Whether they are starting a new corporation, or working in a mom-and-pop family business, entrepreneurs are good at managing their risks."

Ellefson's own background is

the corporate world. She worked for the Xerox Corporation, and she describes herself as "a professional troublemaker." That term may also describe the entrepreneurial personality, at least insofar as entrepreneurs tend to be willing to rock their own boats. But Ellefson thinks there's more to the entrepreneurial personality. "If I had to make a generalization about entrepreneurs," she says, "I'd say they're all interested in making the world a better place."



The Ceramic Incubator in the town of Alfred has encouraged business startups and outside-the-box thinking since its opening in 1992.

Entrepreneur, hotelier

LANCE SHANER

SEES OPPORTUNITY
ALL AROUND HIM

By Rob Price



"IF YOU WANT
TO START A BUSINESS,
find a need."

Lance Shaner '75 was an undergraduate at Alfred University when he started his first business. He recalls walking around the Village of Alfred one evening and noticing long lines of students crowding local sandwich and sub shops. "I thought there might be some people interested in having subs delivered to their dormitories," he says. He didn't bother with a business plan; for marketing, he stuck advertising posters on bulletin boards around the Alfred University and Alfred State College campuses. His first night in business, his phone rang off the hook.

"I was delivering two or three hundred a night," Shaner says now. "I was making a hundred and twenty dollars a week. It paid for my books and paid for me to go out and have beer and pizza with my buddies. If you want to start a business, find a need."

Shaner is now the owner of numerous companies including Shaner Hotel Holdings, which employs nearly 3,000 people and oversees 67 hotels in 14 states and the Bahamas, Greece and Italy. He says he always wanted to be an entrepreneur. "I wanted economic freedom, so I could come and go as I wanted. So I could create jobs. And I was competitive, so I also wanted to show I could be successful."

He grew up in Bolivar, NY, the grandson of an oil producer, and he worked in oil fields as a young man, driving trucks and laying pipeline for Quaker State Oil Company and learning to repair them. As an undergraduate, however, his academic interests leaned toward the liberal arts, and he majored in history. "I always loved history," he says. "I loved reading about the rise and fall of

other civilizations and empires. Reading history let me ask why the Roman Empire collapsed. How did Communism come to Russia?" He was also an undergraduate generalist, with reading interests that extended beyond history. He read economics and business textbooks, both on the macro and micro levels. He soaked up relatively arcane (for an undergraduate) books on bond sales and foreclosures.

"I'm a true believer in a liberal arts education," he says. "I mean studying all sorts of different subjects, religion, economics, art, literature. Later, all that studying really helped me deal with different people, listening to their viewpoints. And you learn to write and communicate in the liberal arts. You learn how to think in general terms, but just as importantly, you learn to join specific details, basic facts to your general ideas. Banks prefer it when you deal in specifics."

Shaner meets regularly with business students. He enjoys telling the story of his sandwich delivery business, and he uses the story to emphasize the underlying business principal: "Find a need." As an entrepreneur and generalist, he hasn't drilled down into a single business sector; he looks around for needs, wherever they are. "My goal was to start my own business. In what field I didn't know."

He has developed a wide range of business interests. Along with investments in hotels, he has led start-ups in the energy sector, particularly in oil and gas. He started a water treatment business, Keystone Clearwater Solutions, which



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provided water services at oil and gas drilling sites. He formed an investment partnership with E. F. Hutton and began building cable television systems in rural towns that big cable companies had skipped over. He has formed investment funds, including The Shaner Growth Fund, started in 2009, which invests in commercial mortgage debt. More recently, he started Shaner Solutions, which started out providing office and accounting services for his own hotels, but now is expanding to offer those services outside the Shaner properties.

"In this country," he says, "there is so much opportunity."

Like many entrepreneurs, Shaner was held back in his early years by a financial constraint: "I didn't have any money." How he scored his first success is another story he shares with students. After graduating from Alfred University, he returned to the oil business and got a job working in oil fields for the Hughes Tool Company (founded in the early 20th century by Howard Hughes Sr., the father of billionaire Howard Hughes Jr.). He drove delivery trucks up and down the Appalachian range, delivering oil rig supplies to drilling sites in the U.S. and Canada.

"Most of the time," he says, "I slept in my truck."

He was frugal, saved his money, and along the way he heard of a distressed motel property in Geneseo that was heavily mortgaged. "One of the greatest opportunities in business is to find where a bank owns distressed properties," he tells students. He located the bank that held the mortgage on the Geneseo motel, dropped by the offices, and persuaded the bank to let him assume the mortgage – based partly on his own personal investment of about \$35,000. Once the bank agreed to sign the mortgage over to him,

his job became focused on getting students into the motel rooms.

He had a plan: The motel was a stone's throw from the SUNY Geneseo campus; Shaner visited the school admissions office and requested a list of all students at the college. The office refused. He returned a few days later. The office refused again. "I kept going back, showing up every two days, asking again and again. After my fifth visit, there was the list of students, with mailing labels; it was waiting for me on the secretary's desk." He and his wife initiated a direct mailing campaign to contact each student, alerting them to a new

boarding opportunity in Geneseo. In the meantime, Shaner went to work on the building. "I did plumbing and painting, I was a repair man, a plumber and cleaner." When the motel opened for business, every room was rented for the semester.

Shaner would later partner with his brother to acquire additional properties. He began working in a broader area of the hospitality business, forming partnerships with investors, buying more

properties. "But that Geneseo project was my first property, and it got me started," he says. "I just kept going back to the admissions office until they were sick of me. ... If you want to be an entrepreneur, you can't quit. Failure was not an option for me."

While Shaner shares his business success stories with future entrepreneurs, he is also ready to share stories of the ups and downs. The global economy continues to struggle with the effects of the Covid pandemic, the hospitality sector perhaps was hit hardest by the crisis, and from Shaner's point of view, Covid created a business disaster on the scale of a tsunami. "It was the



Shaner enjoys the opening of a new hotel in Lucca, Italy.



Shaner Hotel Holdings employs nearly 3000 people and operates nearly 70 hotels around the world, including a Tuscan villa in Lucca, Italy which opened this year.

most unmitigated business disaster in the history of the United States," he says. "We went from \$400 million in sales to no revenue. When Covid hit, we shut down. And I'm sitting there with 3,000 employees."

Another Shaner business lesson: Don't panic.

"We had to manage through it," Shaner says. "We had to answer questions like how do we meet payroll. How are we going to pay the banks, pay for insurance? How are we going to keep things running? I was meeting every day with our top people and middle management. We kept asking ourselves, where are we going to push our cash this year? Because bank loans and payroll aren't negotiable."

Shaner and his colleagues worked their way through the worst months of the Covid crisis from their offices in State College, PA, where Shaner established his corporate headquarters. The company is still in business, and Shaner continues to visit Alfred University and other educational institutions, sharing what he has learned in a lifetime of entrepreneurship. The days when he might visit a bank to discuss taking over a distressed mortgage are in the past. Shaner now is concerned with finding and practicing basic principles of business leadership.

"Human capital is the number one thing you need," he recently told an Alfred University

business class. "We look for smart hard-working associates."

The job of a chief executive officer: "You have to have the vision. You have to know where you want the company to go. You have to make it clear to your associates that this is the mission of the company, and you have to make clear what their role is. You deal with questions like, What are their expectations? What do they need to do? And especially, How are you going to reward them?"

He describes himself as the head coach. "It's a simple job, and I like to make it clear to my associates that they can call me anytime if they have a problem. I want to be supportive."

He also wants to be ready to pivot to the next opportunity. "You're always looking for that new need. Innovation is all around us."





GETTING INTO THE *Spirit(s)*

High above Keuka Lake, Kara Mackey Pursues a Dream

By Rob Price

Kara Mackey has a beautiful view.

Barrelhouse 6 Distillery, which the 1988 Alfred University alumna founded with fellow graduate Joe Sorrentino '83, sits on a hillside overlooking Keuka Lake, outside Hammondsport, NY. On a sunny day, the view is of blue lake water, the hillside and ridge on the eastern side of the lake, and the blue sky above the ridge. It's a view of great possibilities.

Inside the Barrelhouse 6 Distillery tasting room, two full glass accordion doors span the width of the space, framing the vista, and Mackey herself is standing behind the bar, telling the story of how she started the business. She has followed a zigzagging career path since her student days at Alfred University. "I can pivot," she says. As an undergraduate, she switched from pre-med to ceramic engineering, a decision that pleased her father, an engineer himself. After graduating with a bachelor's degree in ceramic engineering, she worked as an environmental engineer, then decided to study law. She earned her law degree and worked as a staff attorney for the New York State Department of Environmental Conservation. A change of administrations in Albany forced her out the door. She remembers telling herself she would never again grant anyone control over how she earned a living, and she opened a law office in Glen Falls, NY. After 17 years, she stepped away from running her own practice and started down a winding path to founding the Distillery.

She had stumbled across a PBS documentary on the budding craft spirits industry in New York State. Something about the process of distilling alcohol from grains – producing a beverage that people have been consuming for millennia – struck her as creative, scientific, and "really cool." Her next step was locating and visiting an artisanal distillery, to see for herself how spirits were distilled from a fermenting mash. "That's when I was smitten," she says. "This idea of owning a distillery just got into me and wouldn't let go."

She began taking classes and seminars in distilling, blending, and rickhouse management (a system of storing wooden barrels for aging spirits). In 2017, she formed the Barrelhouse 6 corporation with Sorrentino and his wife, Rosemarie; they bought the property above Keuka Lake the same year. In 2019, the company broke ground for the construction of the distillery and tasting room. Barrelhouse 6 Distillery opened for business in 2021.

"I've always looked at myself as Kara Mackey Incorporated," she says. "It's a

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continuing relationship between me and the world.”

Reflecting on the idea of entrepreneurship, she says: “You’re working for yourself, whether you’re working for someone else or not. It’s: Who You Are LLC. And whether you’re working by yourself or in a group, you want to do your absolute, individual best. Also, you have to be able to dare greatly. I’m not saying ‘recklessly.’ I’m saying, ‘greatly.’”

Mackey belongs to a family of Alfred University alums and she maintains close realtions with her alma mater (see sidebar story on page 12.) Her mother, Mary Jane Mackey, graduated from the University in 1955; her daughter, Carissa Dopman, earned a bachelor’s in Fine Arts degree in 2019, and a bachelor’s degree in in Glass Science Engineering in 2021.

As an Alfred University undergraduate, Mackey took classes both in the Inamori School of Engineering and the College of Liberal Arts and Sciences. She was a member of the Student Activities Board, Student Senate, and the Sigma Chi Nu sorority. “I evolved toward entrepreneurial thinking,” she says. “What we did at Alfred was get out and meet other people. At Alfred in those days, there were country people mixing with city people; there were students from wealthy families mixing with students from financially under-privileged families. You ended up with a 360-degree view of the world.”

She adds: “People who go to Alfred develop a lot of grit. You’re walking to class for the final exams in May and you’re walking through a

snowstorm.” Entrepreneurs need that grit; they also need a broad-based set of experiences to prepare them for entrepreneurial challenges. “Entrepreneurs have to be able to think with a wide lens, the widest scope possible. A diversity of perspectives is so important. At Alfred, we got our broader view of possibilities and circles of influence. You’ve got to learn a little how life is different for people who didn’t grow up like you, and that’s crucial in business. Remember: Somebody’s got to buy what you’re making.”



Kara Mackey and her still have been creating award-winning spirits at Barrelhouse 6 Distillery near Hammondsport, NY.

Mackey is

currently finishing her MSc in Brewing and Distilling from Heriot Watt University, in Edinburgh, Scotland. Her expertise so far has contributed to award-winning rye and bourbon whiskeys, moonshine, vodka, and peppermint cream liqueurs, and a fine gin with a floral bouquet and only a hint of juniper. A floor-to-ceiling 500-gallon copper still is in a room adjacent to the tasting room; the room is crammed with wooden barrels and sacks of grain including corn, malted barley, wheat and rye. Mackey rattles off the basic chemistry behind the distilling craft: enzymes

breaking down complex carbohydrates; the

sugars separating and, with yeast, fermenting into alcohol; alcohol boiling off the mash and condensing; the clear liquor aging and, in the case of rye and bourbon, acquiring its distinctive colors and flavor profiles from wood barrels.

The whole operation is complex and looks a little daunting, but Mackey doesn’t sound like someone easily daunted. “Fear of failure prevents



Kara Mackey in the tasting room of Barrelhouse 6 Distillery presenting her award-winning spirits.

people from trying things they have a passion for," she says. "The trick is not being afraid to fail. It's a mindset, and it's probably the biggest skill an entrepreneur can have."

Mackey drew on a wide circle of friendships she'd formed at Alfred University as she developed Barrelhouse 6 Distillery. She co-manages the company with Sorrentino. Her husband, Mark Sikora '88, is an engineer at Corning Inc. and an investor. Artist Bryan Toy '87, of Northeast, PA., designs labels for the different sprits. Mackey's daughter, Carissa, assisted in getting the business off the ground before moving to Colorado.

"The idea of Barrelhouse 6 Distillery was born out of a desire to bring together friends, new and old," Mackey said. "Our goal is to produce the most satisfying and fun experience at the distillery."

Selling an experience, rather than a product, is part of the business plan for Barrelhouse 6. "You've got to look at the emerging trends,"

Mackey says. "What are people buying? Nowadays, people like their purchases to be experiential. You have to know what your customers want to buy, instead of creating something that you think you can sell to them."

She lifts from the wall a framed quotation from Theodore Roosevelt's famous 1910 "Man in the Arena" speech. *It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood...*

"This is a mantra to me," Mackey says. "The entrepreneur brings a different energy to their work. It's your 'Why.' Your 'Why' should be outside of yourself. It should be your customers and your employees, a statement of purpose that describes why you do the work you do. It is your calling. It is your conviction. And the profit is the natural outcome. You have to value everybody else's needs, and your success will follow."

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Alfred University marketing students listen to Kara Mackey describe her distillery operations at Barrelhouse 6 Distillery.

Alfred University Marketing, Communication Studies classes partner with Barrelhouse 6 Distillery for real work experience

Shelly Freyn, assistant professor of Marketing in Alfred University's College of Business, began taking her students to Barrelhouse 6 Distillery during the 2021-2022 school year, working with Barrelhouse 6 co-owner Kara Mackey in a collaboration to provide marketing students with real world experience, and Mackey with strategies for marketing her award-winning spirits.

Classwork included a visit to Barrelhouse 6 and served as a capstone project for Freyn's students. Students researched the spirits industry, including principal distilling companies within the industry, then developed strategic models for Mackey's own marketing efforts.

Freyn is continuing her collaboration with Mackey together with Communication Studies Professor Pamela Schultz and her Public Relations Principles class. The collaboration between Freyn and Schultz represents a unique partnering between Alfred University's College of Business and College of Liberal Arts and Sciences, in which Schultz teaches.

The collaboration is combining the marketing

and PR orientations of each class. Marketing and Public Relations are related fields, although there are also crucial differences. Marketing focuses on selling products; PR, Schultz observes, "is about building the image of an organization."

Freyn and Schultz's classes have identified four segments of the general customer base interested in Barrelhouse

6 products: people

attending weddings and events; individuals engaged in business-to-business gatherings; local residents and tourists; and colleges and universities. Each of these categories, Freyn and Schultz explain, are composed of potential customers with distinct purposes for purchasing Barrelhouse 6 spirits.

Freyn and Schultz divided their classes into four corresponding teams, and Freyn's students conducted market research on each of the four entities. Meanwhile, Schultz's class put together PR proposals that included the market research generated by Freyn's students. In addition, Schultz's PR class had a fifth team working on a narrative that describes Barrelhouse 6 Distillery. That team tells the Barrelhouse 6 story for media that promotes events and destinations in New York's Finger Lakes region, from newspapers to travel directories.

The result is real world experience for Alfred University Marketing and Communications students. Mackey also is a beneficiary. In addition to hosting students at the distillery, she has been visiting classes on the Alfred University campus and describing her efforts to grow the Barrelhouse 6 business. Her collaboration with Schultz and Freyn's students will provide her with a roadmap for the future sales of her award-winning spirits.



ENTREPRENEUR DOWN THE HALL YASMIN

Mattox

**Founder of Arkatecht
encourages entrepreneurship
at University of Rochester**

By Rob Price

When the University of Rochester (UR) appointed Alfred University graduate Yasmin Mattox '07 director of the University's new iZone initiative this summer, it observed the problem-solving culture of iZone was now "in the capable hands of (an) entrepreneur." Mattox was the founder of Arkatecht, the Rochester-based company that provided online professional development and training for direct-care workers in the mental and behavioral health fields. She also had served in an earlier entrepreneurial environment, as program manager for the Rochester Institute of Technology's Center for Urban Entrepreneurship. It was during her tenure at RIT that she dreamed of forming Arkatecht,

a company she envisioned providing online information-coordinating services for young professional women, especially those with children.

"Our initial platform was a conference finder for working parents," Mattox says. "We wanted to help professionals, especially working mothers, find conferences, webinars and seminars, along with all the necessary information they needed about childcare. If you're a mother, that's the Holy Grail of conferences."

Since its founding, in 2017, Arkatecht has continued evolving. The onset of the Covid pandemic and the subsequent cancellation of professional development conferences, forced a shift in its business plan. "Covid put a lot of working mothers in limbo," Mattox explains, "so we shifted our attention to the mental health

field, where I had experience, and we began working on supporting the development and training of people working in that field. We really focused on people who regarded mental health service as a calling." Since that refocus, Arkatecht is undergoing a new iteration, moving into governmental advocacy for mental health support. "People in the mental health field need an infrastructure for their training," Mattox says. "That's going to require federal support, and that's where we're focusing our efforts. We're really moving into governmental advocacy for mental health support."

She sums up her five-year experience of launching a start-up in words many entrepreneurs will recognize.. "You build the plane as you're flying it."

Mattox didn't start out wanting to be an entrepreneur. At Alfred University, she studied Political Science and considered a future with the U.S. State Department. She traces her entrepreneurship to a period of her life when she'd stumbled across the Elance-oDesk website, a freelancing platform that later merged into Upwork. Crafting a freelancer's business profile and applying for freelance assignments opened for her a new world of business possibilities. "That's when I became an entrepreneur," she says, and she distinguishes between two types of entrepreneurs: the ones who start their own businesses because that's what they've always dreamed of doing, and the ones who start a business because they don't have any other

options. When Mattox started scanning the Elance website, she'd just been laid off. "I was a necessity entrepreneur. I was backed up against the wall; I had to pay the bills."

She had grown up in New York City, living with her mother, who worked as a psychologist for nearly 20 years, then studied law at New York Law School while pregnant with her daughter. Mattox says her mother wanted to have an immediate impact on the world, an impact that could be measured by whether she'd won or lost a case in court. When Mattox and her mother moved to Rochester, after she graduated from Alfred University, Mattox was already dreaming big too: "I really thought I could change the world."

She began working at DePaul Community Services, a Rochester not-for-profit that provides mental health services connected with housing and vocational opportunities. With her mother's encouragement, she also began working as a paralegal at a law firm in the city. Then she enrolled at St. John Fisher University, studying for her master's degree in international relations, still imagining a future in the State Department. "So many people go into international relations after law school," she says. "I thought that might work for me. And as far as mental health goes, I've always been intrigued by how people think and behave. I wrote my master's dissertation on



Yasmin Mattox in the University of Rochester's iZone workspace where she serves as director.

identity construction among Muslim youth living in the U.S., the United Kingdom, and France.”

With her master’s degree in hand, she landed a job as a government contract analyst – and eventually lost the job during a round of layoffs. Under such circumstances, entrepreneurs are born, and Mattox began scanning the Elance website. “I had never done that kind of improvisational work before, and it was exciting. I had to figure out how to put up a good-looking profile. I had to go through a period of self-editing, and then learning about marketing and advertising.” Four years later, she was working as a successful, freelancing entrepreneur when a professional acquaintance advised her RIT was looking for a program manager at its Center for Urban Entrepreneurship. She landed that job, and it was while she was working at RIT that she began thinking of Arkatecht, a still-to-be-formed venture that would support young women with a desire for professional success and the obligation to integrate that ambition with their domestic lives. The idea came to her naturally. Mattox was married; she and her husband had two children. “And that,” she says, “is how Arkatecht was born.”

Mattox looks back on her four years of undergraduate study as the source of the skills that helped her navigate through the up-and-down years. At Alfred University, she studied with Political Science professors Robert Heineman and Jeff Sluyter-Beltrao, and she studied Philosophy with Professor Emrys Westacott. “I loved the interdisciplinary flexibility of liberal arts,” she says.

She began practicing the skills of critical analysis. “You had to learn analysis. You had to learn how to be methodical. In Political Science, we went through case analyses; we went through legal questions, summary judgements, dissents and concurrences. We learned to pick out the pertinent information. And from that kind of rigorous approach in an academic setting, I learned how to mark up and edit my

own papers. Later I learned how to create and refine my own business profile. I would never have had a successful freelance run otherwise.”

As director of UR’s iZone, she keeps an eye on the ongoing evolution of Arkatecht while helping UR students explore their own entrepreneurial ideas. “iZone is about being entrepreneurial,” she says, but for most people that doesn’t just mean starting your own company. Being entrepreneurial means being able to innovate. It means continuously improving your work and your life. You’re looking at the impact you can have in the world.”

iZone recently supported the opening the opening of the Kenwood Avenue KABOOM! project, a community recreation/play space on Kenwood Avenue where children, including those with accessibility needs, can play and enjoy their surroundings safely. Mattox says iZone provided the support and guidance to UR students stewarding the project. “iZone stands out in its ability to bring diverse people together,” she says. “It also offers rigorous intellectual and interpersonal opportunities to kick off and accelerate positive change.” That’s what an educational institution can do, she continues.

“Going back to my Alfred University days, what I appreciate in retrospect was how my mentors and professors provided resources from all types of backgrounds and directions. They showed me the resources I needed to figure out my way through problems. And they encouraged me. If I ran into walls, I could dust myself off. If you’re going to be an entrepreneur, you better have that kind of resilience and realistic sense of possibilities.

Mattox laughs, remembering her youthful idealism and readiness to change the world. All that energy is still in her soul. The occasional hard knock she received along the way only just tempered the energy.

“It’s good to be a realist,” she says. “The more realism I can inject into my life and work, the more optimistic I become.”

"It's good to be a realist. The more realism I can inject into my life and work, the more optimistic I become."

Yasmin Mattox '07

INSPIRED BY *Success*



**Improvisational
entrepreneur
Kizzy Parks
started out
selling golf balls**

By Rob Price

Kizzy Parks '01, the founder of K. Parks Consulting, Inc. (KPC) based in Melbourne, FL, grew up in the Midwest near a golf course, with a fence bordering one of the fairways. As a child, she would find golf balls that had been knocked over the fence, and since her grandparents both golfed, she knew that golf balls didn't grow on trees.

"So, I started gathering up the golf balls," she says. "The nice ones I set aside for my grandma, and the others I sold back over the fence to the golfers. My investment was zero dollars. I just had to put a little time into it. That was my first business venture."

She used her earnings to buy her favorite snacks: Funyuns and Little Debbie Nutty Bars.

Like most entrepreneurs, Parks isn't shy about wanting to make money. "My whole mindset was, 'What do I need to do to get some money?' Money is amazing. Nothing would exist in the world without money." She decided at a young age the most direct route to making money was through entrepreneurship. Working for herself and being the captain of her own ship had other appealing qualities too: "I figured being your own boss would provide so much freedom, gratitude, appreciation, happiness. I wanted that freedom."

As an undergraduate at Alfred University, majoring in Psychology, she decided to pursue her Ph.D. because the advanced degree would allow her to earn more as a clinical psychologist.

She discovered, however, she didn't really like clinical work (Her first client had "serious issues... It was too intense."). She then switched to Industrial-Organizational Psychology (IOP), the study of human behavior in organizations and the workplace, and after graduating, she began studying for her doctorate in IOP at the Florida Institute of Technology (FIT). She advanced rapidly through the doctoral program: "I wasn't there to be a seven-year Ph.D. student. I didn't align with any of the professors' backgrounds. I wanted to do my life the way I wanted to do my life."

Parks was serving as a graduate research fellow at the then-Patrick Air Force Base (now Patrick Space Force Base) in Florida when she was asked if she would be interested in working at Patrick as a subcontractor, providing diversity and inclusion services.

She agreed, and formed KPC to perform the subcontracting services. Her subsequent work at Patrick brought her entrepreneurial ambitions into sharper focus and led to the long-term business plan for KPC. The federal government, she had learned, is one of the largest customers

for goods and services in the world. It also advertises on numerous websites (Check out: sam.gov/content/opportunities). Parks figured out she could review those requests for proposals, KPC could submit bids on selected contracts, then provide the services. In 2013, KPC won its first government contract (totaling \$4 million) to provide Information Technology training over a five-year period. Parks prefers contracts with a three- to five-year term, as the revenue is steady for the life of the contract. "And the government always pays," she said.

Since its founding in 2008, Parks estimates KPC has landed \$50 million in government contracts. The company's services cover a gamut, and KPC has secured contracts with the U.S. Army, Air Force, and Navy, as well as the Department of Agriculture, the Food and Drug

" I wanted to do my life the way I wanted to do my life."

Kizzy Parks

Administration, and the National Guard. KPC's services have ranged from providing religious staffing for the armed forces to revising safety regulations for railroad crossings.

"Basically, the government needs support," she explains. "It needs individual contractors to supplement government employees. My work at Patrick just opened my eyes to that. I just had no idea of the opportunities. Getting my head around all that was like earning another degree."

The KPC business plan is an entrepreneurial road map that Parks now shares with online customers at

GovCon Winners, her newest entrepreneurial

venture. Subscribers to GovCon Winners can log onto a series of lectures, talks, and consultations featuring Parks. She explains to her customers how the budding entrepreneur can always find a market in the federal government. Just for context: the federal budget for the current fiscal year is \$4.8 trillion. The GovCon Winners website (<https://www.govconwinners.com>) features a video of Parks introducing visitors to the idea that formed KPC ("You have to add value! ... What problems do you solve? ...Why should the federal government work with you?").

Parks is a natural motivational speaker: vivacious, persuasive, a natural salesperson. "All that's in my soul," she says. Entrepreneurship "is innate to the person who wants to go out there and add to the economy.... There's this enthusiasm, all these endorphins. An entrepreneur isn't just a business owner. It's someone who's constantly thinking in this broader dollars-and-cents mindset. What can I

start that's new? What can I start that's cool?"

She calls out from her website: "You're an entrepreneur! You drive the ship! You are the captain!" She sounds like someone born to close the deal.

"At first," she says, looking back on her earlier years, "I thought I'd have to work ten to 15 years

and then I would start my own company. That's what many other people do, spending years as apprentices, learning the ins-and-outs of a craft, trade, or profession. I thought that was what you had to do. Now, my advice would be: Why do you need to go work for someone? I can

understand wanting to put in your ten thousand hours, but I really don't see the need."

Just to be clear: her advice on GovCon Winners includes practical, even cautious, pearls: "When you're just starting out, you don't want to accumulate a ton of debt ...You don't need a fancy website. The government is not going to purchase from you because you have a million-dollar logo.... You just have to really hustle and sell."

She isn't finished hustling and selling. GovCon Winners is her latest creation, but in five years, she may be following another road to profits. That's what entrepreneurs do. But right now, Kizzy Parks feels like she's on top of the world. She is driving her own ship. She really is the captain. She really has become an entrepreneur.

"This is the happiest I've ever been," she said. "I'm not at the finish line by any means. But at least I know I'm moving in the right direction."



Entrepreneur Kizzy park has dreamed of a successful business career since she sold golf balls as a little girl.



FROM COLD CALLS *to warm leads*

Two friends leverage social media to help businesses find new customers

By Rob Price

Patrick Baynes '07 and Michael Coupe '07 met each other when they were first-year students at Alfred University, and despite different academic paths, they struck up a friendship that lasted through their undergraduate years. They became business partners in 2014, when they decided to start building Nerdwise.

"Remember that idea we've talked about over the past couple years?" Baynes said. "Want to see if we can turn it into a business?"

Coupe had studied Sports Medicine at Alfred University, and Baynes studied in the College of Business (His father John Baynes '68 studied economics and business at Alfred University and served as a colonel in the U.S. Army). Baynes was also interested in sampling multi-curricular possibilities. "Alfred University provided me with a sandbox where I could go in any direction. I did a lot of art classes, theater, and acting. I did television shows for AUTV and learned about video production. I got a nice breadth of exposure as an undergraduate, and I got enough encouragement from people to not be afraid of failing if I wanted to try something new."

He also wanted to be an entrepreneur. "I never wanted to conform or change myself just for my job. I wore Birkenstocks to class during the winter."

When he and Coupe started their entrepreneurial partnership, they began shaping a company that would offer new, unique services in the fields of digital marketing and networking. In 2014, the two friends formally started Nerdwise, with Baynes serving as chief executive officer and Coupe working as chief customer officer. Despite their different backgrounds, they brought complementary skills to the project and similar



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Entrepreneur Patrick Baynes, pictured with friend, says he doesn't "fit easily into any box. A lot of entrepreneurs don't."

attitudes towards their professional lives. "I never wanted to work in a box," Coupe says, and Baynes had a similar attitude: "I don't fit easily into any box. A lot of entrepreneurs don't."

Coupe lives in Saratoga Springs, while Baynes lives in Philadelphia. They run Nerduise remotely, and the company's employees – about 25 (including Alfred University graduate James Powell '07, who serves as vice president of Customer Success) – work primarily from remote locations across the United States, India, South Africa, and Canada. "Our top priority is trying to give people options in life and their career," Coupe says.

Nerduise emerged from the era that had seen the formation of LinkedIn and Facebook, two companies that shifted face-to-face relationships into the digital realm of social media. LinkedIn started in 2003, the year Baynes and Coupe matriculated at Alfred University. Facebook started the following year. Both companies employed digitalized algorithms to facilitate existing relationships and (this part is very important) to encourage new sets of digital

relationships. Baynes went to work for LinkedIn after graduating from Alfred University; he was only its 162nd employee. LinkedIn, now owned by Microsoft, currently has about 18,000 employees and 900 million users. Facebook has about three billion users. From the perspective of people working in marketing and sales, those are hundreds of millions of potential customers linked only by a few Mouse clicks.

"I knew LinkedIn was going to be something," says Baynes. "Social media was starting to emerge, and it was clear we were going to be one of the players."

Over the next six years, he underwent an immersion in business-oriented social media. Two years after joining LinkedIn, he started PeopleLinx with a LinkedIn colleague; four years later, PeopleLinx was bought by Frontline and Baynes began working toward the founding of Nerduise, which would push LinkedIn and PeopleLinx services in new directions. He needed an excellent wingman, and he reached out to his old friend from Alfred University.

The company they've created is a second (or

third, or fourth) iteration of companies plugged into the social media revolution. Nerdwise provides digital support services for other companies' sales departments. Its innovations include a sales app that operates on any cell phone and sifts through universes of online data to determine individual companies' needs and the complementary services other companies offer. Its digital networking allows people to reduce the amount of time spent making unqualified phone calls. Sales representatives can turn prospects into clients at an accelerated pace. The result is a larger customer base assembled in a smaller amount of time. It's about efficiency and productivity, and companies are recognizing what Nerdwise has to offer. Clients number in the hundreds, says Baynes, and recurring revenues are in the millions. Coupe adds those revenues have been almost doubling each year over the past several years.

As a former Sports Medicine student with a subsequent career in Athletic Training, Coupe might've seemed an unlikely choice for co-founding a digitally driven start-up. It's quite the opposite. "Being an effective leader takes a variety of skills," he says. "The ability to inspire, problem solving, discipline, effective communication, accountability, empathy, patience, etc. You also need to be able to thrive through chaos, and my work in athletic training absolutely prepared me for that."

Upon graduating from Alfred University (where he was a three-year starting cornerback for the Saxons), Coupe advanced his career in Sports Medicine by joining the team at Wagner College, a Division I institution. He began developing his leadership skills and was selected to mentor Athletic Training students from Long Island University and Seton Hall. By 2011, he was working with professional athletes and the medical staff at New York University, Columbia Orthopedics, and Hospital of Special Surgery in NYC. He also was asked to serve as Director of Sports Medicine

for international events such as the Inaugural Euro-American Challenge in Warsaw, Poland, and Annual Football Championship Series (FCS) Scout Bowl: An athletic trainer's dream come true.

Coupe says he had always been attracted to the entrepreneurial journey and lifestyle. He recalls shadowing his father, whom he describes as a lifelong entrepreneur. "He owned a coin-operated laundromat for about 10 years which helped me understand how to build a fundamentally sound business with a partner who had complimentary skills. My dad would also fix up apartment complexes and homes so he could either rent or sell them to a family who maybe didn't have the strongest financial backbone. He was an exceptional mentor, problem solver and human being. I'm just so fortunate he was in my corner."

Baynes also had an adult example of entrepreneurship in his own life: An uncle had started a business that supplies elegant food baskets to companies looking for holiday gifts to give employees and clients. "My uncle showed me the path. I could look at his life and think: Okay, that's a possibility." For Baynes and Coupe, the important attributes for successful entrepreneurship involve issues of character. "The biggest thing is a commitment to whatever it is you're doing," Baynes says, "and the conviction you're on a good path.

You're comfortable with being uncomfortable; you have to have a good risk tolerance. You have to believe in yourself. That may be false confidence, but you still have to be able to wake up every day and do it again.

"At LinkedIn," Baynes continues, "I was a back-of-the-bus entrepreneur. When I left and started PeopleLinx, I was riding shotgun. I wasn't driving the bus, but I was helping navigate. I just really wanted to take the driver's seat. I realized I was good at helping companies grow, so I took what I was good at, and put it in a package, and started selling it. And here we are."

"I don't fit easily into any box. A lot of entrepreneurs don't."

Michael Coupe '07



Time of HIS LIFE

**Diverse
interests
at Alfred
University
keyed Eric
Zuckerman's
success in
business**

Alfred University alumnus Eric Zuckerman '03 has made his mark in the retail industry as president and owner of Pac Team Group, a maker of custom displays, packaging, and fixtures for prominent brands of luxury goods. Like many fellow Alfred graduates, Eric took an unconventional path to becoming a successful entrepreneur, his career path reflecting a divergence from his original academic and professional goals.

A member of Alfred University's Board of Trustees, Eric earned a bachelor's degree in political science from Alfred University in 2003. Originally, his intention was to either go on to law school or get involved in politics. That would change.

"This was during the time of the George W. Bush presidency, the invasion in Iraq, and I got a bit disenchanted with politics and started to doubt if that was really the career I wanted to pursue," Eric recalled.

Instead, following his graduation, he launched a niche marketing agency—J Walk Marketing Group—but, after two years, again saw his interest drawn elsewhere. "I realized that although I enjoyed the creative side of marketing, I wasn't finding it fulfilling," Eric explained. "Instead, I wanted something that combined my love of design with the creating of something physical. Something you can see, touch, and distribute."

While operating his marketing agency, Eric met Swiss entrepreneur Alain Borle, who was running his family business, Pac Team, SA, a producer of displays and packaging for the timepiece industry. Eric, coincidentally, had grown up around that industry, his father working for renowned watch brands Seiko and Citizen.

"Alain's business combined design with engineering; craftsmanship with volume manufacturing. And most of all, it touched an industry my father held so close to his heart. We decided to form a partnership and give it a try. Since then, we have not only become a leader of our industry in the United States but across the globe."

Eric joined Borle in 2005 and the two transformed Pac Team into a global organization with offices and manufacturing facilities

By Mark Whitehouse

Photo credit:
Patty Connelly Photography

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around the world. In 2017, Zuckerman founded PT NEXT, a sister company to Pac Team Group focused on the integration of custom-designed retail technology solutions for the luxury and accessories industries.

Eric's time at Alfred University helped prepare him to excel in the retail industry. His political science degree—he also minored in public law and business administration—exposed him to a diverse academic experience, which allowed him to explore interests that resonated with him. "I would say that the Alfred University culture and eco-system had the most to do with building the foundation of my future career," he said, crediting staff and faculty like Dan Napolitano (at the time director of Student Activities) and Carole Burdick (English professor) for encouraging him to pursue his interests. "My closest friends were from across the academic spectrum—from art to business to engineering—and as a result, my appreciation for each discipline developed. My current career closely reflects that environment I grew to love at Alfred University—a fusion of design, engineering, communication, and business."

Eric has used his success in business to help others. In March 2020, during the early stages of the pandemic and about a week after the state of Illinois issued a stay-at-home order, he and some of his employees retooled Pac Team Group's Chicago plant to manufacture protective face shields. The move was made to preserve employees' jobs while contributing to the COVID-19 response efforts. The following January, Pac Team Group donated 30,000 face shields to St. Joseph's Health Foundation, a Paterson, NJ-based organization that supports St. Joseph's University Medical Center, St. Joseph's Wayne Medical Center, and St. Joseph's Children's Hospital.

"Companies have a certain obligation to be positive members of their community. If it is solely about profit margins and bottom lines, a company's culture will be stale and void of the organizational advantages that compassion and humanity provide," Zuckerman said, explaining why philanthropy is important to him. "To me, a great company is built upon qualities such as ingenuity, passion, and vision. When philanthropy is embedded into a company's



Eric Zuckerman '03 (center), surrounded by his Pac Team Group family, says companies are obligated to be positive members of their communities.



Eric Zuckerman '03 (second from right), with members of his company's design team, aspired to a career in law or politics before turning his attention to marketing. He is president and founder of Pac Team Group, a maker of custom displays and packaging for well-known luxury brands.

culture, those qualities of greatness are often also found. Personally, being able to support my community and causes I care about brings me immense satisfaction and serves as a great motivator to keep doing better.”

A trustee at Alfred University since 2014, Eric calls serving on the Board “a wonderful, fulfilling experience” which has helped him gain a better appreciation for his alma mater.

“Prior to joining the Board, I never appreciated the tremendous impact Alfred University has had, and the many opportunities provided to so many lives over its nearly 200-year history. More so, I never understood the many complexities of running, maintaining, and

positioning a small private higher education institution like Alfred,” he said.

“The amount of hard work and challenges are mind-blowing, and I am in awe of the incredible faculty and staff that do it every day with grace, love, and dedication for the students. Being able to witness this firsthand as a member of the Board, and a proud alumnus, is very rewarding. Alfred cultivates the most exceptional individuals, and my fellow Trustees are no exception. Being on the Board allows me to spend time with some of the most brilliant and genuine people I have ever met. I have learned so much in their company while forming lifelong friendships, all thanks to Alfred University.”

“To me, a great company is built upon qualities such as ingenuity, passion, and vision.”

Eric Zuckerman '03

Shelter from the Storm

With support from Alfred University's Board of Trustees, four Ukrainian students began studying far from ravages of war

By Mark Whitehouse

First-year students Yuliia Koreiba, Artem Kolisnychenko, Bozhena Snizkho, and Alina Zabihailo have adjusted well since arriving on the Alfred University campus in August. The four—recipients of scholarships approved by the Board of Trustees last spring for students from Ukraine in the wake of the Russian invasion of that country—are excelling in their studies, making new friends, and exploring the many extracurricular activities Alfred University has to offer.

Shortly after the Russian invasion, Mark Zupan, Alfred University president, and Jonathan Kent, vice president for Enrollment Management, began discussing offering scholarship aid to students from Ukraine.

“We wanted to do something to help the people of Ukraine and address their challenging circumstances,” Zupan said. “Offering the scholarships was the perfect way to do that. These young people have been through so much. We are honored to be able to help them.”

Yuliia Koreiba was living with her family in Kyiv in February, finishing her final weeks of high school and looking forward to late summer, when she would begin her first year of studies at the University of Illinois-Chicago. Then, on February 24, the day before Yuliia was to sign her contract to enroll at UIC majoring in business, the Russian military invaded Ukraine, touching off a war that is now in its ninth month. Soon after, Yuliia and her family made the difficult decision to give the money they had saved for her education to the Ukrainian military to aid in the war effort.

“At that point, I wasn’t really thinking about my studies. I felt like I had no future, so I decided to change my goals. I wanted to help others and felt it would be more beneficial to send the money to the military,” Yuliia says.

Her dream of attending school in the States was put on indefinite hold. But in March, Yuliia said she “heard there was a university (in the U.S.) setting aside funds to help Ukrainian students. I said I’d like to try that.” A business analytics major, with a minor in marketing, Yuliia’s decision to attend Alfred was made in part because of the programs offered in Alfred University’s College of Business.

“My parents are both entrepreneurs, so business is in my blood,” Yuliia says. “I knew from early childhood that I wanted to study business.”

Artem Kolisnychenko, like Yuliia, hails from Ukraine’s capital city of Kyiv. A business administration major, he hopes to someday become an entrepreneur. He says he had always wanted to attend college in the United States, “because the education system here is better than in other places.”

Artem enlisted an agency in Ukraine to help him find colleges in the U.S. and one school the agency suggested was Alfred University. “They had scholarships available for students from Ukraine, so I decided to come here.”

Bozhena Snizkho is from Ivano Frankivsk, a city of 230,000 located about 370 miles west of Kyiv. A business administration major, she knew about Alfred University’s business programs and applied to the University in early February, later learning on social media about the scholarship opportunity offered by Alfred to Ukrainian students.

“I was also considering attending college in the UK or Spain, but I decided on pursuing Alfred when I learned about the scholarship,” says Bozhena, who aspires to someday own an office building housing health- and personal care-related businesses.



Ukrainian students (from left), Yuliia Koreiba, Alina Zabihailo, Bozhena Snizkho, and Artem Kolisnychenko in front of the Olin Building.

Alina Zabihailo, a business administration major from Kyiv, applied in January to several colleges in the United States, including Alfred University. She was accepted to Alfred in March and offered a scholarship the same day. She says in addition to the scholarship, the tennis program played a key role in her decision to enroll at Alfred. Like her compatriots, she envisions becoming an entrepreneur after college.

"It was difficult to decide (on a college), but I chose Alfred based on the communication with the tennis coach (Jordan Crouch)," says Alina. A key member of a Saxons' women's tennis team, Alina was recently named the Empire 8 Conference Rookie of the Year.

Yuliia, Artem, Bozhena, and Alina are enjoying their experiences at Alfred University, both in the classroom and through involvement in clubs and other extracurricular activities. All four have joined the International Student Association, and Yuliia and Alina also formed a new student organization, the Global Studies Club, for which they serve as co-presidents. Bozhena is secretary and treasurer

for the International Student Association, vice president for the Speech and Debate Society, and is a member of the Marketing Club.

"I really love this University. I'm from a big, busy city. Here, it is like a breath of fresh air. Everyone knows everyone; everyone says hello to each other," Yuliia says. "This University really works for the students. President Zupan is so engaged with the students and wants to make sure we enjoy our time here."

Bozhena agrees. "I really like Alfred and enjoy all my classes. Everyone is so kind and friendly here. Everyone knows each other," she says.

"These four students have adjusted super well to the Alfred University community and have been open to discussing what's happening in the Ukraine in addition to sharing their culture beyond the war," Kent remarked. "They want everyone to know Ukraine is friendly, entrepreneurial, and a growing country. They have been an amazing addition to our University's community."



Alumni Voices:

A HISTORIC WORLD WAR II NAVAL BATTLE INTERSECTS WITH CROSSING THE IRISH SEA **By Gary Ostrower '61**

There's a World War II story that has been forgotten for too long.

In December 1944, just seven weeks after the Battle of Leyte Gulf near the Philippines, the US Navy's Task Force 38, under Admiral William "Bull" Halsey, got caught in a dreadful typhoon. Winds of over 100 mph eventually led to the capsizing and loss of three destroyers and serious damage to over 12 other ships, including the aircraft carrier *Monterrey*.

One hundred forty-six aircraft were lost or rendered useless. Nearly 800 sailors lost their lives. It's a tale of stirring heroism and, sadly, avoidable tragedy. It was the greatest natural disaster in US naval history.

Reading about this storm, called Typhoon Cobra, reminded me of one of the most extraordinary moments in my 52 years of teaching at Alfred University.

For a January 1976 class in British history, I took nine students to the United Kingdom. We first visited England, then sailed to Ireland from Holyhead, Wales, on a 450-foot-long ferry. We spent a wonderful week in the Emerald Isle.

Our return, however, contained some drama. Typical of an Irish winter, it was pouring when we arrived at the ferry terminal in Dublin. We expected a three-and-a-half hour voyage back to Wales. What caught my attention were sizable waves in what is normally a silky-calm harbor. I therefore recommend that we all take Dramamine, an anti-seasickness pill. Five students followed my advice. Four declined. They would soon regret it.

The ferry left port around 8 p.m. What we could not have known was that halfway across the Irish Sea, we would encounter a Force 11 gale (70 mph winds) that British weather authorities labeled "Capella." We were all located on an indoor deck just below topside. The four students who refused Dramamine became violently seasick and dashed every few minutes to the lavatories. It didn't help

that the deck had become slick with sea water and vomit from over a hundred other passengers.

If that were not bad enough, a huge wave disabled our rudder. Unable to steer effectively, the ship drifted broadside into yet another giant wave that threatened to capsize the ferry. Glasses, silverware, china and chairs went flying. Trucks in the hold beneath our deck toppled over, causing the ferry to list about ten degrees. That may not seem like a lot, but it was terrifying.

Clearly, our captain should never have left port in Dublin, though, in fairness to him, the storm, which originated in the Baltic Sea, had arrived more quickly than anticipated. None of us slept during what seemed like an eternity. Some passengers prayed. Maybe the prayers helped, for the captain skillfully maneuvered the ferry in the right direction, after drifting miles off course.

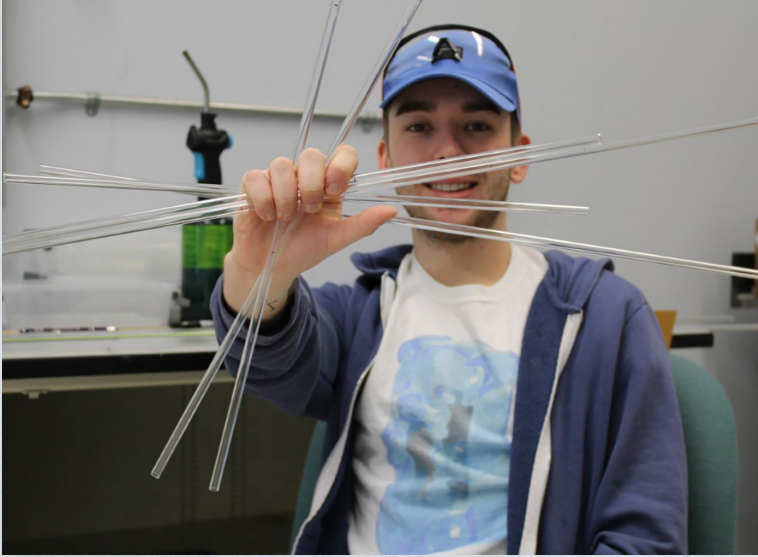
When dawn broke, we discovered what 40- to 60-foot waves looked like. They were liquid mountains. We were surrounded by a half-dozen Irish and English coast guard cutters. We later learned that coast guard officials had considered a helicopter evacuation of all passengers, but the plan was deemed too risky because of the high winds.

As we limped into Holyhead nearly 12 hours after we had boarded the ferry, reporters and TV crews greeted us. We were front-page copy. As for the four students who had refused the Dramamine, they staggered off the ferry. My guess is that they collectively muttered "Never again!"

The writer is a professor emeritus of Alfred University and taught History at the University for 52, retiring in 2021. This article also appeared in the Buffalo News.

Alfred Magazine welcomes submissions from Alfred University alumni of approximately 600 words and reflecting the expertise of the contributor.

THE STRAW MAN



Twenty-three-year-old Aiden LaCourse begins his entrepreneurial journey

By Rob Price

Aiden LaCourse '21, MBA '22 graduated from Alfred University after studying glass engineering in the Inamori School of Engineering and business at the College of Business. He currently works for the University's Office of Admissions as Assistant Director of STEM Recruitment. His focus is on attracting more first-year students to the University's science, technology, engineering and management programs.

The job keeps him busy, but in his spare time Aiden also has founded a start-up company, Glass Lab, based in the IncubatorWorks facility in Alfred. Glass Lab manufactures hardened glass drinking straws using a process similar to the one used to harden glass on cell phones. Aiden dips pre-formed glass straw into a molten solution of potassium nitrate; the sodium ions in the glass are exchanged with larger potassium ions, and the surrounding molecular material undergoes a compressive strengthening as it cools.

Additionally, Aiden says, the glass is hardened to withstand sudden changes in external temperatures. That helps the glass withstand stresses while being cleaned in household dishwashers.

As an added bonus, Aiden also includes a cleaning brush in each cardboard package containing a straw. Also a silicone

cap that fits over the tip, for users' further comfort.

So far, Alfred University has been the main customer for Glass Lab's principal product. The University's Office of Admissions bought 1,000 straws with "Alfred University" etched into the glass surface. The Office of Admissions distributes the straws to prospective students, as a reminder of Alfred University's status as a leading educational institution in the field of glass and ceramic engineering.

The College of Business has ordered another 1,000 straws, and Aiden is currently negotiating with Barnes and Noble for a deal to sell the straws through the Alfred University Bookstore.

Aiden says Glass Lab is working on a line of glass straws with wider widths of nine and 12 millimeters – handy for milkshakes or bubble tea, or Boba: tea thickened with tapioca balls. He notes that as a mechanism for drinking any beverage glass straws are far superior to plastic or cardboard. The glass does not impart a secondary taste to the fluid, and the straw can be reused indefinitely. These two features will be strong elements in his eventual marketing campaign.

Aiden believes that being able to combine studies in engineering and business at Alfred has prepared him well for entrepreneurial success. The 4+1 offering which allows students to combine their bachelor's degree studies in any field with an MBA from the College of Business, thereby earning two degrees in five years, is one of many potent curricular intersections offered by Alfred University.



FROM **Z** TO **AU**

By Mark Zupan, President

Motivational speaker Simon Sinek encourages all organizations as well as individuals to focus on first answering the question of “Why?” Why do we exist and through that existence both sustain ourselves and better the broader world?

Alfred University’s purpose, our answer to the Why question, is to help our students realize their purpose. We do this through two distinguishing strengths:

Our Intersections

- Across a wide range of curricular and co-curricular offerings
- Through the diverse backgrounds and aspirations of our students and employees
- With the development of power skills such as critical thinking, communication, team-playing, leadership, and resilience
- With learning by doing
- With professional opportunities

Our Engagement/Mentoring

- By faculty and staff
- By fellow students
- By alums and friends

This Alfred magazine issue focuses on entrepreneurship and how our University’s Intersections and Engagement/Mentoring have catalyzed various graduates to bring new ideas and ventures to life. The entrepreneurial purpose that Alfred University helped them realize has brought meaning to their lives while bettering our world. And their inspiring stories exemplify why Alfred University’s people do what we do.

Fiat Entrepreneurship!

MARK ZUPAN

P.S. For those of you who know of a promising high school student who would benefit from our University’s Intersections and Engagement/Mentoring, please refer them to Jonathan Kent, our vice president for Enrollment Management (kentj@alfred.edu), for consideration of an AU Scholars award. Please also encourage the student to check out my TikTok site @markzupanfiatlux featuring profiles of our people, programs, and other aspects that make Alfred University such a magical, extraordinary place.

Carolyn Clark '90 first woman to lead Board of Trustees

Carolyn S. Clark '90 made history when she became chair of the Alfred University Board of Trustees, effective July 1. Clark, who had served as vice chair from 2017-22, is the first female in the University's 186-year history to lead its Board of Trustees.

"I'm humbled and honored. We have an impressive line of former Board chairs, and I hope to continue the great work they have done," Carolyn said. She succeeds Greg Connors '92 as chair, while Steve Heine '81 succeeds her as the Board's vice chair. On being the first woman Board chair at Alfred University, Carolyn commented, "I feel extremely grateful to be able to serve and expect that I'm just the first of many women in our future."

Carolyn earned a bachelor's degree in communication from Alfred University; she also has an MBA from Seton Hall University. She has enjoyed a successful career in the field of medical communication services. In 2005, Clark co-founded a medical communication company, Peloton Advantage, LLC, of which she was part owner. In 2018, Amulet Capital Partners acquired a majority share of the company. At the end of 2018, Peloton Advantage merged with OPEN Health to create a global provider of communication services for the medical and pharmaceutical industries. Clark served as chair of OPEN Health Communications. On July 18, 2022, Astorg, a European private equity firm with over \$17 billion in assets, announced that it had completed a transaction to acquire OPEN Health.

Among her most immediate goals for the Board and Alfred University, Clark cites a need to communicate to prospective students everything that makes the University unique and

special.

"Alfred University is a special place that provides a transformational experience for those who attend. We need to promote the value of an Alfred University education, and the endless opportunities for our students to explore and learn given our depth of offerings," she commented. "We must continue to invest in the faculty and staff that deliver on our promise and look for strategic investments that will transform Alfred for the future."

Carolyn cites her love of Alfred University as the reason she serves on the Board and works to promote and advance the University. "I am grateful for the experience that I had as a student and the generous support that I received allowing me to realize my success in life. I want to contribute in any way that I can, to ensure the next generation of students has the same opportunity as I did."

Carolyn credited her fellow trustees, including Connors and Terry Galanis Jr. HD '19 for the influence they have had on her during her tenure on the Board.

"I really can't thank Greg Connors enough for his ongoing guidance and mentorship," she said.

"The first person that I met on the Board was Terry Galanis. His love of Alfred and welcoming personality is what first attracted me to the Board. There have been so many Board members that have provided mentorship and guidance—it really is a special group of people that are focused on supporting Alfred University, today, tomorrow and well into the future with students at the center of everything we do."



Carolyn Clark '90

Amy M. DeKay named VP for Student Experience



Amy DeKay

Amy M. DeKay was appointed vice president for Student Experience, effective July 11. Amy comes to Alfred University with 25 years of experience in higher education student-focused positions, including the last 13 as vice president for Student Development at her alma mater, Medaille College in Buffalo.

“We are pleased that Amy DeKay is joining us as our vice president for Student Experience,” Mark Zupan, Alfred University president, commented. “Throughout her career in higher education, Amy has distinguished herself as an administrator committed to enhancing students’ college experience and promoting their success.”

“I am thrilled to be appointed as Alfred University’s vice president for Student Experience. This position shows Alfred’s commitment to its students,” Amy said. “I look forward to building on all that Alfred University is, including working with the University and community to further our robust student experience and engagement opportunities.”

As vice president for Student Experience, Amy reports directly to University Provost and Chief Operating Officer, Beth Ann Dobie, and is a member of the president’s Cabinet and the Executive Council. She provides leadership for a division which houses several offices and departments aimed at enhancing the student experience at Alfred University, including the Institute of Cultural Unity (ICU); Athletics; Career Development; Counseling and Wellness Center; Student Involvement/Powell Campus Center; Dining Services; Judicial Affairs; Public Safety; Residential Communities; and the Judson Leadership Center.

Amy earned a bachelor’s degree in child and youth services from Medaille in 1995 and went on to earn a master’s degree in student personnel administration from SUNY College at Buffalo in 1997. She served as assistant/associate dean of students and director of Student Activities/Campus Center Operations and New Student Orientation at Medaille from 1997 until 2009. In 2009, she was appointed vice president for Student Development. From 2013-19, Amy also served as director of Athletics.

As a member of the president’s Cabinet at Medaille, DeKay helped promote and implement the College’s strategic plan focused on increasing undergraduate and graduate student enrollment. She provided leadership across the Medaille campus, examining and evaluating new student programs and efforts aimed at ensuring student success. She also oversaw departments providing student development and retention services, including Residence Life, Career Planning, Athletics, Student Involvement, Multicultural Education and Diversity, Counseling Services, and Health Services.

Mark G. Danes appointed VP of Marketing and Communications



Mark G. Danes

Mark G. Danes joined Alfred University, effective November 1, as vice president of Marketing and Communication. Danes comes to Alfred University from Des Moines University, where he led the marketing and communication team since 2016.

“It is a distinct privilege to be invited to join Alfred University at a time of exciting opportunity across the University,” Danes said. “The rich history, culture of diversity and collaboration, and strong curriculum of Alfred University are extraordinary. It is thrilling to see the transformational possibilities of an Alfred education. I am excited to help share the inspiring stories of Alfred’s alumni, students, faculty, and staff on the world stage.”

Prior to Des Moines University, Danes led marketing and communication at the University of North Dakota. Before that, he spent five years leading

marketing and communication at The Citadel in Charleston, SC. There, he built the first marketing and communication team and helped forge partnerships with Google, Boeing, Space and Naval Warfare Systems Command, and Joint Base Charleston. He was also active with The Citadel Foundation, helping to expand institutional advancement capabilities.

“Mark is a dynamic leader who brings with him a depth of experience in leading marketing and communication teams and shepherding institutional brands,” Alfred University President Mark Zupan commented. “He has a strong record of telling compelling stories of the research, teaching, and service performed by faculty, staff, and students. As the vice president for Marketing and Communication, he will be responsible for leading our talented marketing and communication team, crafting a distinctive narrative of educational excellence and impact, and facilitating new approaches that will help us enhance our reputation as an exceptional University.”

Danes has a diverse background in public relations, brand management, and marketing. He is a certified project manager and specialist in organizational change and crisis communication. He has held leadership roles with organizations such as the Boston Consulting Group, Edelman, J. Walter Thompson, and the Forum Corporation, consulting to clients such as IBM, Coca-Cola, and the New York Stock Exchange as well as banks, law firms and financial services firms. He also served as a public affairs leader for New York University’s Medical Center and McGraw-Hill.

Danes earned his master’s degree in project management at The Citadel and his bachelor’s degree in literature and theater at SUNY-Purchase College. He and his wife, Ceri, have three sons: Larson, Tracy, and Soren.

The Brick renovation completed



Students Samuella Tuffour (left) and Sarah Gagliardi (second from left) prepare some food in the renovated kitchen in The Brick residence Hall.

Thanks to a generous \$1 million philanthropic investment by Life Trustee Ann Moskowitz, wife of late longtime Board member Joel Moskowitz '61, HD '95, Alfred University was able to make significant enhancements to The Brick, one of the University’s oldest and iconic residence halls.

The gift funded renovations which included new windows throughout the building; heating, ventilation, and air conditioning upgrades; bathroom and shower renovations; installation of LED lighting; repainting; and refinishing of hardwood floors. In addition, it funded the purchase of new modular furniture for student rooms and lounge areas.

Alfred University alumnus Matt Yuhas '94 supervised the assembly and installation of the modular furniture in The Brick. Matt—who earned a BFA degree from Alfred University and was a resident of The Brick as a sophomore—is territory sales manager for Upstate New York for Sauder Education, a furniture manufacturer primarily serving colleges and universities. The University purchased the furnishings for The Brick’s lounge areas and 47 residential rooms from Sauder Education.

Ann’s and Joel’s philanthropy has long supported Alfred University, particularly with respect to the student experience. The couple’s gifts created two special interest houses on campus: Joel’s House, a 22-bed residence hall constructed in 2004; and Ann’s House, a 48-bed residence hall constructed in 2009. In 2019, a gift from Ann funded renovations of Reimer Hall, which was renamed Moskowitz Hall.

Openhym residence hall renamed in honor of Greg Connors '92



Greg Connors '92 (second from left) is joined by mother Toni Connors (left), Jeni Wetzel Connors '94 (second from right), and son Will Connors (right) at Friday's ceremony renaming Openhym residence hall Connors Hall.

Openhym, the largest residential facility on the Alfred University campus, was renamed Connors Hall in May, in honor of Greg Connors '92, chair emeritus of the University's Board of Trustees.

Connors, a Hornell, NY, native, has been a member of the Board of Trustees at Alfred University since 2008 and has served since 2017 as Board chair; his tenure as Chair ends on June 30. At Friday's ceremony, he spoke about the role his parents—mother Toni Connors and late father William Connors—played in his decision to serve on the Board.

The original Openhym residence hall, named for Evelyn Tennyson Openhym '24, a former University trustee and generous benefactor to her alma mater, was completed in 1969. The building, on the south end of

campus, was constructed—at a cost of about \$1 million—to address a shortage in women's housing. Renovations to Openhym, supported by philanthropy from Connors and fellow trustee and Alfred University alumnus Marlin Miller '54, HD '89, '19, began in the summer of 2020, with students moving into the residence hall during the Fall 2020 semester.

Connors Hall houses a full kitchen and dining area, maker space, a gaming room, study spaces, a small lounge and meeting areas, bathroom facilities, and the resident director apartment and office on the ground floor; the top three floors have 156 student rooms.

Connors' philanthropy has also helped fund renovations to Tefft residence hall. He has also supported projects to improve Alfred University's athletics facilities, including construction of the Connors Family Pavilion, a gathering place overlooking Yunevich Stadium, and the installation of a new scoreboard named in honor of Bob '66 and Pat Codispoti.

Provost Dobie named chief operating officer



Beth Ann Dobie

In July, Alfred University President Mark Zupan announced that Beth Ann Dobie, provost, will serve as the University's chief operating officer. In her role, Dobie will be responsible for the oversight of the internal operations of the University, leading efforts to promote the experience of our students at Alfred—academic as well as co-curricular.

Zupan said the organizational changes are designed to promote the student experience at Alfred University.

Jonathan Kent, vice president for Enrollment Management, and Amy DeKay, vice president for Student Experience, will report to Dobie in her capacity as chief operating officer. The University's academic deans will continue to report to Dobie in her role as provost.

The leaders of our externally-oriented functions—Erin Martinovich, vice president for University Advancement, Mark Danes, vice president for Marketing and Communication, and Mary McAllister, secretary to the Corporation—will continue to report to Zupan. The vice president of Business and Finance will continue to report to the president as well.

Alumni Council Awards program reinvigorated with award statues cast at National Casting Center

Bronze statues cast at Alfred University's National Casting Center were awarded to five Alfred University alumni during the University 2022 Alumni Reunion. The alumni awards represent what the University's Alumni Council and the Alfred University Advancement Office are planning as a reinvigoration of the annual Alumni Council Awards program, dedicated to honoring University alumni nominated by their peers.

The statues were designed by Tomas Penc, a graduate student in the School of Art and Design, who used a 3D printing process to create the mold. Penc based his design on the shape of interlocking tree branches in the Alfred area. His final design won a competition organized by Alfred University's Advancement Office, Alumni Council, and the School of Art and Design.

Penc, a native of the Czech Republic, moved to Alfred in 2021 to begin studying for his MFA. He expects to receive the degree in 2023. His design



Photo of "Alumni Pour"

will be used for the next several years in the casting of new Alfred University alumni awards, although the material used in the statues may change.

Nominations for the 2023 Alumni Council Awards are currently open, and there are five categories: Distinguished Service; Distinguished Achievement; the Lillian T. Nevins Award for Lifetime

Service to Alfred University; the Abigail Allen Award for Service to Women; and the Rising Alumni Award. 2022 winners were:

Kristin Beck '89, Distinguished Achievement; Emma Buckthal, '05, Abigail Allen; Robert Johnson '68, Distinguished Achievement; Anastasia Keefe '13, Rising Alumni; Kevin Keefe '13, Rising Alumni; Donald McPherson '84, Distinguished Achievement.

To learn more about the alumni awards program and/or to nominate an Alfred University graduate for a 2023 award, use your preferred search engine to visit "Alfred University Alumni Awards Nomination Form."

Raub returns as interim VP for Business and Finance



Tammara Raub

Tammara Raub returns to Alfred University as interim chief financial officer and vice president for Business and Finance, effective Jan. 1, 2023. Raub, who served as Alfred University controller from 2001-12, will take over for Giovina Lloyd '96, '97 MBA, who is leaving her position as CFO and VP for Business and Finance at the end of the 2022 calendar year.

Raub will serve the Business and Finance Office as a consultant in December, until she takes over her interim role. Lloyd will then serve in a similar capacity for the first quarter of 2023.

Lloyd, who has served as CFO and vice president for Business and Finance since 2008, announced in October that she is leaving the University. Raub will come to Alfred University from Mozaic, a leading social services agency in Upstate New York, where she has served as CFO since 2016. After leaving Alfred University in 2012, she served as treasurer and vice president of Financial Affairs at Utica College from 2012-16.

Alfred University will begin a national search for a permanent CFO and vice president for Business and Finance in 2023.

Two appointed to Board; three named Life Trustees

Alfred University named two new members to its Board of Trustees, while also confirming three long-time Board members as Life Trustees.

Marianne (Wilcox) Gaige '80 and Terry D. Montgomery '70 were appointed Trustees, while Jay Haberland '72, Jeffrey Maurer '69, and Marlin Miller '54, HD '89, HD '19 were confirmed as Life Trustees. The appointments were made at the Board of Trustees meeting in May and became effective July 1.



Marianne Gaige '80

Marianne earned a bachelor's degree in accounting from Alfred University and went on to earn an MBA from the Harvard Business School. She has served as president and chief operating officer of Cathedral Corporation since 1996 and was named company board chair and chief executive officer in 2013. Cathedral Corporation is a provider of financial, marketing, and fundraising communication services to a variety of industries including financial services, health care, higher education, and religious organizations.



Terry Montgomery '70

Terry, who graduated from Alfred with a bachelor's degree in business, retired from Chubb and Son in 2010 after serving 12 years as vice president and worldwide manager for marine and transportation underwriting. In 2021, he established an endowed scholarship—the Alumni Funded Scholarship for Student Academic Excellence—to benefit Alfred University students in need.

Marianne and Terry each have family connections to Alfred University. Marianne's father, William G. Wilcox Sr., attended Alfred University, and

her brothers, William G. "Bill" Wilcox Jr. '75 and John A. Wilcox '87, are graduates of Alfred University.

Terry's mother, Doris Montgomery, a resident of Almond, New York, is a former employee of our Business Office. His sister, Patricia G. Montgomery Crandall, graduated from Alfred University in 1975 with a degree in nursing and is the wife of our retired dean of Libraries, Steve Crandall '76. Terry's late wife, Nancy (Risser) Montgomery '70, graduated from our nursing program and was among the first nurses in the nation to be certified as an adult nurse practitioner.



Jay Haberland '72

Jay Haberland earned a bachelor's degree in business from Alfred University in 1972. He joined the Board of Trustees as an Alumni Elected Trustee in 2004 and was elected in 2007 as a regular Board member, serving on the Board for a total of 18 years.



Jeffery Maurer '69

Jeff Maurer earned a bachelor's degree in biology from Alfred University in 1969. He was elected to the Board of Trustees in 1984 and served as a Board member for a total of 38 years.



Marlin Miller '54, HD '89, '19

Miller earned a bachelor's degree in ceramic engineering from Alfred University in 1954. He joined the Board of Trustees in 1970 and served as a Board member for 52 years, including six years (1983-89) as Board chair from 1983-1989.



ATHLETICS



Athletics complex planned for Jericho Hill site

In July, Alfred University announced ambitious plans to develop a sports complex atop Jericho Hill in the Town of Alfred. The “Saxon Hill” project, estimated to cost \$18-20 million, will increase the University’s intercollegiate athletic offerings, enhance recreational opportunities for all students, boost student recruitment and retention efforts, and significantly increase enrollment.

On July 19, the University’s Board of Trustees unanimously approved moving the project to the design phase. The Saxon Hill complex will be located on 40 acres on the University-owned

Jericho Hill property at the corner of Jericho Hill Road (Allegany County Road 12) and Kenyon Road, about 1.8 miles south of campus. Clark, Patterson, and Lee, a Buffalo-based architecture, engineering, and planning firm, will develop the project design.

“The Saxon Hill project, once complete, will dramatically enhance the student experience at Alfred University,” commented Mark Zupan, Alfred University president. “Our Board of Trustees deserves credit for making this important commitment, which benefits all our students—athletes and non-athletes alike.”

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The Saxon Hill project will:

- **Add two turf fields, a baseball diamond, an outdoor track, and additional softball playing facilities, which will support the University's existing intercollegiate football, men's and women's soccer, men's and women's lacrosse, and men's and women's track and field and cross country programs**
- **Enable the addition of new sports, such as field hockey, baseball, archery, women's rugby, and men's volleyball**
- **Provide enhanced opportunities for cross country, track and field, and intramural and club activities**
- **Provide regular shuttle service between the Saxon Hill complex and campus**
- **Increase student prospect visits, recruitment, and retention rates for the University**
- **Continue to build upon the student opportunities already in place on Saxon Hill, which include Alfred University's world-class Equestrian Center and Foster Lake recreational area**

"The new facilities will offer expanded opportunities for club teams and intramurals as well as recreational space for our entire campus community," added Zupan. "It will nicely complement the existing assets of our premier Equestrian Center and Foster Lake."

Zupan also noted that the new sports complex will give the University better flexibility to accommodate more convenient practice times for a growing number of teams.

"For our Athletics Department, we are excited to leverage the recruiting opportunities that a vibrant and competitive Division III program provides to our campus by not only enhancing the experiences for our current student-athletes, but also bringing over 100 more students to discover all that Alfred University has to offer," said Paul Vecchio, athletic director. "Our assortment of facilities will not only enrich the lives of our student-athletes but also enhance community opportunities through camps, clinics and outside tournaments and meets."

The design phase of the project, which includes finalizing architectural plans and securing the necessary permitting needed for construction, is expected to last 10-12 months. Once a design is finalized and approved, construction would take approximately one year.

Philanthropy will play a key role in providing the necessary funding. The University has already received \$3.25 million in gifts given or committed, along with an additional \$1 million bequest dedicated to maintenance of the complex.

Continued on page 40

Yunevich Inducted into the Indiana Football Hall of Fame



Legendary Alfred University football coach Alex Yunevich, a Purdue University alumnus and football standout, was inducted into the Indiana Football Hall of Fame on June 12.

David Snyder, public services coordinator for

Alfred University's Herrick Memorial Library and a longtime Saxon football supporter, traveled to Indiana to receive the award for Yunevich, who passed away on January 28, 1992, at the age of 82. Snyder nominated Yunevich, who coached football for 39 seasons, for the award.

Yunevich played high school in Bicknell, IN, earning 16 total varsity letters in four sports. In college, he was a fullback who earned All-Big 10 honors for the Boilermakers of Purdue while also captaining the track and field team. He is the winningest coach in Alfred University

football history, with a 177-85-12 record in 36 seasons at the Saxons' helm. He coached three seasons at Central Michigan before taking the head coaching job at Alfred in 1937. He coached the Saxons from 1937 to 1941 before answering the call of duty at the age of 32, when he was commissioned as a lieutenant commander in the United States Navy in World War II. After the conclusion of the war, he returned to Alfred and coached the Saxons until his retirement in 1976.

He coached six undefeated teams while adding another five seasons with teams that only lost one contest. Yunevich's Saxons won eight Independent College Athletic Conference Championships in 1964, 1965 (co-champions), 1966, 1967, 1970, 1971, 1972 and 1976. He was twice recognized as the Small College Coach of the Year, first in 1956 by the Washington Touchdown Club and again in 1971 by the New York State Football Writers Association. In 1975, Yunevich was inducted into the Alfred University Athletics Hall of Fame. The stadium at Merrill Field on Alfred University's campus was named in his honor in 2014.

Seven join Athletics Hall of Fame



Brian Agro '09

Seven former student-athletes were enshrined in the Alfred University Athletics Hall of Fame during an on-campus celebration on Nov. 12.

The 2022 honorees include Hall of Famers **Brian Agro** '09 (Men's Swimming and Diving), **Jodi (Butterfoss) Dobmeier** '08 (Women's Tennis), the late **Nick Clark** '11 (Football), **Dr. Deborah Loveys** '85 (Women's Soccer), and **Lauren (Pfeifer) Partridge** '10 (Alpine Skiing, Western Equestrian); Silver Saxon awardee **David 'Pop' Warner** '74 (Football); and the **1988 Women's Soccer Team** (Team of Distinction).

Agro was a four-year member of the men's swimming and diving team, excelling in the breaststroke and individual medley events. He currently holds the 200-yard individual medley record and is part of the record-holding 200-yard medley and 400-yard medley relay teams. Agro was an All-American in the 100-yard breaststroke and was instrumental in helping the Saxons to three Empire 8 Championship titles in 2007, 2008 (when he was named Swimmer of the Meet), and 2009.



Jodi (Butterfoss) Dobmeier '08

Butterfoss was a four-year member of the women's tennis program (2003-05, 2007-08), earning All-Empire 8 honors in each of her four years. She was a three-time Empire 8 First Team selection in

singles and twice earned Empire 8 First Team honors in doubles. Butterfoss was also named the 2003 Empire 8 Women's Tennis Rookie of the Year, and in 2005, she helped the Saxons go a perfect 12-0 to claim the Empire 8 title. She holds the school's single-season mark for combined singles-doubles victories (21).



Nick Clark '11

Clark was a four-year member of the football team who twice (2009, 2010) helped lead the Saxons to NCAA playoff appearances. In 2010, the Saxons advanced to the national quarterfinals of the NCAA Division III championships.

Clark, who held the school record in career tackles (since broken) with 377, was a four-time Empire 8 all-star, earning Empire 8 Defensive Player of the Year and All-American honors in 2010 and 2011. In the summer of 2018, Clark was killed in the line of duty, serving as a New York State trooper.



Dr. Deborah Loveys '85

Loveys played for the Saxons for three years, competing during the 1981, 1982, and 1984 seasons. There weren't many school records that she did not hold upon graduating in 1985. Loveys still holds the career points record

with 75. She held the career goals record (30) and single-season goals mark (12, in 1984) upon graduating, and is also in a three-way tie for the school record for most goals in a game with four. Loveys finished her storied career number two



Lauren (Pfeifer) Partridge '10

on the all-time assists leader board, totaling 15.

Pfeifer is one of the most decorated members of the Saxon women's alpine skiing program and achieved success as a member of the Western equestrian team. She competed in the United States Collegiate Ski and Snowboard Association National Championships in 2007, 2008, and 2009, earning All-American honors all three years. In Western equestrian competition, Pfeifer qualified for the Intercollegiate Horse Show Association National Semi-Finals in 2009.

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David 'Pop' Warner '74

Warner is the third winner of the Silver Saxon Award. The award honors student-athletes from early eras (40 years prior to the current Hall of Fame class year) at Alfred University for outstanding athletic

achievement, but may lack statistical information, which puts nominees at a significant disadvantage when assessing them against contemporary student-athletes. Warner

played defensive end on the Saxon football team from 1970-73. He was a member the 1971 undefeated team, and in 1973 was named an All-American.

The 1988 women's soccer team was the first women's team in school history to earn a spot in the NCAA Championship Tournament and is the second-ever University Athletics Hall of Fame Team of Distinction honoree. The Saxons were 14-6-1 in 1988, ending their season in the opening round of the NCAAs against traditional national powerhouse William Smith College. The team was led by Alfred University's winningest women's soccer's coach, Pat Codispoti.

The Saxons had nine shutout wins out of their 14 victories, outscoring their opponents 54-27, and had only four games where they were shut out. Three of the team's 24 members are current Alfred University Athletic Hall of Famer inductees, including **Andrea (Hynes) Krausman '90**, **Carolyn Clark '90**, and **Val DiFlorio '91**.



1988 Women's Soccer Team

Alfred University names new women's lacrosse coach



Julie Decker

The Alfred University Athletics Department named Julie Decker the 11th head coach of the Saxon women's lacrosse program. Decker comes to Alfred University from SUNY Plattsburgh, where she joined the athletics staff in 2017 and built the women's lacrosse program from scratch, serving as head coach for the 2020 and 2021 seasons.

"Our women's lacrosse program has made great strides the past two years and I am extremely excited for what is on the horizon for the program with Coach Decker at the helm," Paul Vecchio, athletics director, said. "She was a tremendous Division III student-athlete, has proven recruiting experience at several NCAA divisions in a variety of areas throughout the country, and has experience building a team as she did at Plattsburgh as a startup program. I believe she will be a tremendous fit within our Saxon family and will continue to push our women's lacrosse program to new heights."

"I am thrilled to be joining Alfred University as the next head women's lacrosse coach! The friendly and supportive community feel is one of the things that stood out to me most during the interview process," Decker said. "I am looking forward to developing the talent and team culture of our women's lacrosse program."

Before Plattsburgh, Decker coached three seasons at Fort Lewis College in Colorado, a NCAA Division II institution, compiling a 26-18 record. She was also selected to coach in the 2016 IWLCA North-South Senior All-Star Game, helping her South All-Star team to a win.

Decker played lacrosse at SUNY Brockport, where she earned a bachelor's degree in physical education in 2008 and a master's degree in athletic administration in 2012.

Withers named assistant director of athletic communications



Devon Withers '22 MBA

After serving two years as a graduate assistant in the athletics communication office, Alfred University alumnus Devon Withers '22 MBA was appointed assistant director of athletics communication, serving under Chris Boswell, director of athletics communication.

Withers', whose duties began July 1, is the primary contact for Saxons' football, men's soccer, men's basketball, women's lacrosse, and men's and women's tennis teams. He will also help maintain the Alfred University Athletics Department's website, www.GoSaxons.com.

Prior to working at Alfred University, Withers was a sports information intern for the University of Rochester and worked as a promotions, social media, and communication intern for the Rochester Red Wings, a minor league baseball Triple-A affiliate of the Washington Nationals. He is a graduate of Alfred State College, earning his bachelor's degree in sports management in 2020.

CLASS NOTES

1962 *GOLDEN SAXONS REUNION*

Maxine (Neustadt) Lurie (BA, history) published a book, "Taking Sides in Revolutionary New Jersey: Caught in the Crossfire," published by Rutgers University Press. According to the author, the book is "an overview of how the American Revolution played out in New Jersey that concentrates on the sides taken by residents (Patriots, Loyalists, Quakers, and Straddlers). It argues that this

was "a nasty civil war in which everyone paid a price." Maxine is a professor emerita of history at Seton Hall University in South Orange, NJ. She is the editor of "A New Jersey Anthology" and a co-editor of "Encyclopedia of New Jersey," "Mapping New Jersey: An Evolving Landscape," "New Jersey: A History of the Garden State," and "Envisioning New Jersey: An Illustrated History of the Garden State," all from Rutgers University Press.



Linda '62 and Walter Reed '62 celebrate 60th anniversary

Linda (Venezia) Reed '62 and Walter Reed '62 (seated in photo above) celebrated their 60th wedding anniversary June 24, 2022, at Flat Creek Club in Peachtree City, GA. The couple was joined by family and friends for the celebration, which was rose themed, given that Linda and Walter—both certified rose judges with the American Rose Society—have long judged roses at the local, district and national levels. They have also judged internationally as judges of The World Federation of Rose Societies.

1968 *GOLDEN SAXONS REUNION*

Tom Reardon (BA, political science) published his first novel, "Mending Wall." The book, published in April 2022, is a contemporary drama/romance set primarily in an idyllic New England town. It is described by publisher BookBaby as "a love story that shares the highs and lows of building a business together, raising a family, living on a picturesque New England farm... and ultimately, a marriage put to the test. It is also a fight between good and evil where the seeming inability to withstand corporate greed and impersonal economic forces leaves individuals feeling powerless." The book is partially set in the Southern Tier of Western New York and makes mention of Alfred University. Tom, who earned a law degree from Harvard Law School in 1971, has had an eclectic career: Senior partner in a major law firm; CEO of numerous health care organizations; managing member of an investment group that invested in tax exempt bonds while simultaneously improving the performance of the underlying hospital credit; faculty member of a renowned school of public health; author of many articles and a non-fiction book on health care; member of many prestigious boards; angel investor; and, most recently, while serving as president, East Coast, of a national, for-profit health care system. He lives with his wife, Anne, on a horse farm on the North Shore of Boston.

1972 *GOLDEN SAXONS REUNION*

Ross Pakula (BS, business administration) is enjoying retirement after 48 years working

as retail buyer and then sales representative in the video game and consumer electronics industry. He reports that he and his wife, Karen, enjoy spending time with their twin granddaughters. The couple have also enjoyed travel excursions to Alaska, Israel, Italy, Scandinavia, and on river cruises down the Rhine and the Danube rivers.

1979

Sue (Boutillier) Vinton (BA, criminal justice) ran unopposed in winning a fourth and final two-year term as a member of the Montana State House of Representatives. A resident of Billings representing Montana's 56th House District in Yellowstone County, Sue was first elected to the House in 2016 and was re-elected in 2018 and 2020. A Republican, she was elected as the Montana State House's first female majority leader in January 2021.

Carl S. Dziekan (BS, accounting, business economics) retired from Utica University after 39 years as professor of Practice in Accounting and Construction Management. Carl, who received an "Honorary Alumnus Award" from Utica University, is a partner at Steates Rimmel, Steates & Dziekan, Central New York's oldest tax law firm.

1984, 1986

Stephen Emblidge, son of **John Emblidge** ('84, physics) and **Cecilia (Vaughn) Emblidge** ('86, nursing) won a gold medal in swimming at the Special Olympics held in June in Orlando, FL. Stephen, of Waterford, CT, won a gold medal in the 50-yard breaststroke (with a personal-best



Matt Yuhas '94 (pictured above in a room at The Brick residence hall) is Upstate New York territorial sales manager for Sauder Education, a furniture manufacturer primarily serving colleges and universities. Matt, who has a BFA from Alfred University, lived in The Brick during his sophomore year. In his role with Sauder Education, he supervised the assembly and installation of new furnishings throughout The Brick in August. The new furnishings were part of a \$1 million improvement project at The Brick, which included new windows throughout the building; heating, ventilation, and air conditioning upgrades; bathroom and shower renovations; installation of LED lighting; repainting; and refinishing of hardwood floors. The project was made possible by a philanthropic gift from Life Trustee Ann Moskowitz, wife of late longtime Board member Joel Moskowitz '61, HD '95.

time of 38.3 seconds) and took fourth-place medals in the 50-yard butterfly and as part of the 200-yard medley relay team. Read the full story at this link:

<https://www.theday.com/sports/20220819/waterfords-emblidge-takes-swimming-gold-at-special-olympics-usa-games/>

1988 *HONORED REUNION YEAR*

Patricia Nilsen (BA, English, Fine Arts) was named president and chief executive officer of New York State Electric & Gas (NYSEG) and Rochester Gas and Electric (RG&E), which are both subsidiaries of AVANGRID, Inc. Patricia, who has been with the companies since 1992, will be the first woman in the company's nearly 175-year

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SNAIL MAIL

Mark Whitehouse
Director of Communications
1 Saxon Drive, Alfred, NY 14802



Alumni team to produce award-winning documentary

Trent Cooper '93, in partnership with fellow Alfred University graduate **Kristen Klabin** '92, produced an award-winning documentary film chronicling an epidemic of suicide of Native American youth at the Flathead Reservation in northwest Montana.

The documentary became available to stream on AppleTV/iTunes, Amazon, Google and Vudu, beginning on September 16. According to the publicity materials, "For Walter and Josiah" "transports (viewers) to the Flathead Indian Reservation in Montana where a small indigenous community is shaken to its core by a teen suicide epidemic that claims 22 Native lives in a single year – including two high school basketball team members. The documentary follows the basketball team during their most recent season as the surviving members play to honor their fallen brothers and uplift their community."

Cooper, a renowned documentary filmmaker/producer whose work focuses on issues of social justice, and Klabin, a renowned documentary filmmaker/producer whose work focuses on social justice, first began discussing the project in 2018 when director Jamie Elias brought them the story of the indigenous community facing unfathomable challenges.

The film received numerous accolades, including: Best Feature Length documentary and the Indigenous Spirit Award from the Portland Film Festival; Luna Female Director to Watch For, Jamie Elias from the Sun Valley Film Festival; and Best Documentary at the Florida Film Festival and Bozeman Film Festival.

Cooper oversees NFL Network's critically acclaimed series "NFL360" and has won five Emmys for sports features and documentaries that he produced and directed for the NFL.

history to serve in this leadership position. As president and CEO, she oversees and leads the NYSEG and RG&E teams which serve more than 1.2 million electric and 579,000 natural gas customers across more than 40 percent of Upstate New York. Prior to her appointment, she served as vice president of Reliability Assistance and Emergency Preparedness for AVANGRID and was responsible for compliance with NERC reliability standards, ensuring emergency

readiness and response and serving as the COVID business liaison officer for AVANGRID Networks. Before that, Patricia served as director of Emergency Preparedness where she led crisis response to system emergencies across all eight of AVANGRID's electric and natural gas companies. She holds a master's degree in English from Syracuse University and a master's degree in adult education from Elmira College.

1998 HONORED REUNION YEAR

Pearl Dick (BFA), a glass artist based in Chicago, was featured on a September 28 airing of the Kelly Clarkson Show, where she talked about her glassblowing studio which offers programs that encourage growth and healing in inner-city youth. The show included a story by local reporter Leeann Trotter from NBC Chicago, which shined a spotlight on Pearl and her studio, Firebird Community Arts. The studio,



Eric Jones '97 wins 'Outrageous Pumpkins' Season 3

Alfred University alumnus Eric Jones '97 won the Season 3 competition of Food Network's "Outrageous Pumpkins" show, in which contestants are judged on their pumpkin-carving prowess.

Jones, who earned a BFA degree from Alfred University, was one of four finalists who appeared on the last episode of "Outrageous Pumpkins" third season. The episode, titled "Gourd Games," originally aired Oct. 23, and was re-aired in late October

Jones, a resident of West Clarksville, NY, in Allegany County, is an accomplished sculptor in a variety of mediums (including pumpkins, wood, snow, and sand), and a caricature artist. He is founder and co-owner of Give A Caricature LLC—website www.giveacaricature.com—where artists create caricatures from photographs provided by customers.



located on Chicago's West Side, offers glassblowing workshops and therapeutic group sessions for youngsters who have experienced trauma.

2010

Kristy Krisher (BA, psychology), writing under the pen name Kristy Lee, is the author of three romance novels published by Blossom Spring Publishing. The most recent, "Drops of Sunlight," was released in June 2022. From the book's description on Amazon: "Miranda (May) Carlson's life has fallen apart. In an attempt to piece together its shattered remnants, she is spending her summer in the place she vowed she would never return: the Colorado Rocky

Mountains. After her parents ended her idyllic childhood by announcing their divorce when she was fourteen, May abandoned the Rockies and her best friend along with it. Now, at age twenty, she is face-to-face with the place and person she left behind." Kristy is also the author of two other novels: "Glimmers of Hope," published in June 2021, and "The Worst Thing I Could Do," published in March 2021. She is associate director of Employer Relations and Internship Development at Monmouth College.

2015

Tan Mu (BFA) had artwork shown as a solo exhibition at Peres Projects in Berlin, Germany. The

exhibition, titled "DAWN," explored the history of humankind's evolution and technological advancements in her luminous oil paintings which she bases on found and taken photographs. The exhibition includes 13 works made over the past three years, including group paintings that each address important cultural markers—an embryo, the atomic bomb, and even the earth itself. It marked Tan Mu's second exhibition with the gallery, and is a continuation of her first solo exhibition, "Signal," at Peres Project's Milan space. Tan Mu's work was shown at several international arts fairs this fall. She exhibited at the Armory Show in



A group of Alfred friends travel abroad to Germany and Austria

(Clockwise from front): Krishna Amin, Shannon Rogers '19, Olivia Piazza '19, Madeline Flint '17, PhD '22, and Mackenzie Stevens MS '21 traveled to Munich, Germany, as well as Hallstatt, Salzburg, and Vienna, Austria in early October 2022. In addition to visiting Oktoberfest, Neuschwanstein Castle, and the beautiful cities in Austria, they hiked up steep slopes to see two caves in one day: First, the oldest salt mine in the world, Salzwelten Hallstatt, then later that same day; Eisreisenwelt, the world's largest ice cave. Pictured above are our alums toasting to finishing the ice cave hike as well as the 1400+ stairs they climbed within the cave.

New York City (September 9-11). From October 13-16, she had work

exhibited at Frieze in London. Her work was shown at Art Basel in Paris October 20-23.

2017

Kade McGarrity (BS, ceramic engineering; PhD, materials science and engineering, '22) co-authored an article that will be published in the January 23 issue of the *Journal of the American Ceramic Society*. The article, "Molecular-level composition design for efficient synthesis of SiAlON ceramics," was co-authored with Holly Shulman '87, professor of ceramic engineering at Alfred University, and Kaijie Ning, a research scientist at the University from 2018-22. Kade is a Product and Process Design Engineer at Momentive Technologies in Cleveland, OH, where he is involved in the research and development of new powder and monolithic

ceramic products for the electronics industry.

2022

Jennifer Hunt

(MS, materials science and engineering) was named 2022 recipient of the prestigious Oldfield Award, which is presented annually by the Society of Glass Technology in recognition of students' theses and research projects. Jennifer was honored with the first prize in the Oldfield Award competition, which

is open to students both from the United Kingdom—where the Society of Glass Technology is based—as well as from any other country around the globe. Her master's thesis—*On the structure of lithium and strontium borate glasses modified with yttrium and rare-earth cations investigated by vibrational spectroscopy*—compared the structure (using IR and Raman spectroscopy) and properties for a series of magnesium- and barium-alumosilicate glasses. This marks the second straight year an Alfred University graduate has won the top honor in the Oldfield Award competition. In 2021, Brian Topper, who earned a master's degree in materials science and engineering in 2020, was awarded first prize.

KEEP
in touch

Please send us your family activities, professional moves, achievements, and photos.

EMAIL
whitehouse@alfred.edu or alumni@alfred.edu

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SNAIL MAIL
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In Memoriam

1943

Caroline G. Kimler, May 1, 2022

1946

Elaine J. Derby, Feb. 14, 2022

1948

Anne E. DeFrancisco, April 2, 2022

Thomas M. McNeill, M.D., July 11, 2022

Carolyn J. Nares, March 18, 2022

John W. Seidlin, July 12, 2022

Margaret "June" Shabb, Dec. 4, 2021

1949

William "Bill" Argentieri, May 5, 2022

Janet "Jan" Jones, April 30, 2022

Joan M. Stein, Feb. 7, 2022

1950

William "Bill" Dougherty, April 14, 2022

J. Robert "Bob" Lunney, March 10, 2022

Jeanne A. O'Connor, June 19, 2022

Bruce L. Tarquino, Sept. 2, 2022

1951

Janice "Jan" Beck, Jan. 21, 2022

Peter Dahoda, Jan. 6, 2022

1952

Elizabeth "Betty Lou" Crowley, Dec. 16, 2021

Frank J. Hamm Jr., May 29, 2022

Thomas James "Jim" Ridgeway Jr., Aug. 15, 2022

Beverly Ann "Bev" Wright, Aug. 20, 2022

1953

William A. Earl, Sept. 8, 2022

Ralph A. Swanson, Nov. 22, 2021

1954

Harry L. Beckwith, April 17, 2022

Robert Z. Kalfin, Sept. 20, 2022

Leon W. Kreger Jr., April 22, 2022

Myron "Mike" Marcus, March 8, 2022

Henry M. Miller, Feb. 27, 2022

William A. Reid, Sept. 8, 2022

Harold Severin, May 13, 2022

Herbert Zlotnick, Sept. 6, 2022

1955

Harold E. "Ed" Bloss, Oct. 1, 2022

William A. Carlson, March 8, 2022

Emmett J. Ersley, Sept. 2, 2022

George N. Graine, Aug. 18, 2022

Gerald B. "Jerry" Rodis, March 24, 2022

Jon K. Tabor, July 17, 2022

1956

Everett T. Harris Jr., Nov. 18, 2021

1957

Garth F. Austin, March 19, 2022

Audrey E.M. Didricksen, Nov. 20, 2021

James C. Dunfee, Feb. 24, 2022

Donald R. Lyman (US Army, Ret.), Sept. 11, 2022

1958

Elwood B. "Woody" Hausler, July 9, 2022

1959

Robert J. "Bob" Blackmar, Feb. 4, 2022

Robert E. Jones, Jan. 8, 2022

1960

Thomas L. "Tom" Cechini, Feb. 28, 2022

Jack B. Heims, April 22, 2022

Howard N. Rekers Jr., May 10, 2022

Irene M. Zablocki, Aug. 11, 2022

1961

Vernon L. "Vern" Burdick, April 3, 2022

Carol A. Cattanach, Dec. 5, 2021

John Merle Herr, Sept. 8, 2022

Robert F. Parke, Sept. 13, 2022

1962

Norman T. Simms, June 26, 2022

David E. Thompson, Aug. 16, 2022

John W. "Jack" Weber, June 28, 2022

1963

Sheilah A. Kirker, Jan. 1, 2022

Paul F. Nichols, July 25, 2022

1964

Patrick F. Donaldson, Aug. 27, 2022

James A. Friant, Feb. 4, 2022

Anthony R. "Tony" Pavoni, July 26, 2022

Michael H. "Mike" Stephens, July 19, 2022

1965

John B. "Jack" Armstrong, Feb. 24, 2022

Ann McCulloch, July 5, 2022

Harvey E. Rich, March 11, 2022

Nancy L. Rider, Feb. 1, 2022

Allen H. Schultz, Aug. 30, 2022

1966

John A. Perri, April 2, 2022

James P. Place, May 12, 2022

James B. "Jim" Schaffer, March 21, 2022

1967

Robert W. Archambau, April 25, 2022

Daniel Z. "Dan" Louis, Jan. 30, 2022

Austin T. "Tom" O'Grady, May 30, 2022

Jane A. Pickering, Aug. 28, 2022

Margaret "Marge" Stevens, April 20, 2022

1968

Katherine A. Chambers, April 6, 2022

Daniel J. Krevolin, Dec. 30, 2021

Carl E. Unger, June 23, 2022

1969

Karen E. Feldman, July 27, 2022

Dennis C. Fernbach, Jan. 31, 2022

Allan A. Judge, April 16, 2022

Kathy E. Scouras, Nov. 17, 2021

1970

David R. Norcross, April 28, 2022

1971

Kenneth L. Hunter, Dec. 5, 2021

Michael A. Krane, Aug. 15, 2022

Edwin P. McCarroll, May 9, 2022

Joan Murphy, Dec. 20, 2021

John W. Wynd, Nov. 19, 2021

1972

Harriet E. Goff, July 13, 2022

Virginia A. "Ginny" Richardson, Dec. 11, 2021

Theodore A. Thomas, Aug. 17, 2022
Davie Lynn Wightman, Aug. 2, 2022

1973

Mark Connell, Feb. 3, 2020
Cheryl "Cherie" Hills, June 16, 2022
Benjamin Ostrer, July 13, 2022
David L. Palmiter, Dec. 26, 2021
Richard J. "Dick" Young, May 7, 2022

1974

Beverly B. "Lee" Borst, Aug. 8, 2022
Donald A. Donovan, June 22, 2022

1975

James R. Dodd, Aug. 27, 2022
Bruce W. Ferguson Sr., Dec. 22, 2021
Mark A. Thielges, Sept. 20, 2022

1977

Amy C. Medrud, Nov. 16, 2021

1978

Charles P. Phillipson (MSEd), May 28, 2022

1979

John A. "Jack" Keller, Dec. 30, 2021
James A. "Jim" King, May 20, 2022
Mary A. Looney, July 3, 2022

1980

Patrick M. Argentieri, March 24, 2022
Karen I. Cushing, Sept. 12, 2022
Kathy H. Doerr, March 26, 2022

1981

Kathleen O. Decker, Sept. 4, 2022
Bruce E. Kremer, June 8, 2022

1982

Loretta R. Kornuszko, April 7, 2022
Michelle L. Morris-Eppolito, June 1, 2022
Spencer H. "Spence" Sullivan, Sept. 12, 2022

1983

Joyce "Joi" Brundege, July 4, 2022

Donald L. Millhollen, May 24, 2022

Kevin M. Shaughnessy, Sept. 11, 2022

1985

Judy L. O'Hern, Jan. 17, 2022

1986

Patricia "Tiger" Moore, Dec. 28, 2021

1991

Janet B. Appier, Nov. 18, 2021

1992

Joseph T. Benedict, Feb. 2, 2022
Deborah E. "Deb" (Farwell) Kurschner, June 28, 2022
James T. Marks, March 15, 2022
James A. Williams, March 4, 2022

1996

Julia A. Deichmann, Feb. 7, 2022
Andrew E. Fisk, May 16, 2022

1997

Jennifer A. Arbuckle, Dec. 18, 2021
Cindy L. Essick-Petric, Dec. 28, 2021
Andrew C. Fogarty, Dec. 17, 2021

2002

Bridgette L. Elston, March 1, 2022

2004

Rebecca F. Barton, Dec. 12, 2021

2007

Gregory R. "Greg" Sargent, Sept. 2, 2022

2017

Courtney R. Wilhelm, Sept. 14, 2022

2019

Timothy J. "T.J." Kilcarr, Aug. 29, 2022

Obituaries

Roger Ackerman

Roger G. Ackerman, a former member of Alfred University's Board of Trustees, passed away on Saturday, July 30, 2022. He was 83. Roger, who was a trustee at Alfred University from 1982-85, enjoyed a 39-year career with Corning, Inc., joining the company in 1962 after earning his master's degree in ceramic engineering from Rutgers University. In 1996, he was appointed CEO and chair of the Board. Under Roger's leadership, Corning became a global leader in the production of fiber optic cable and other optical technologies used in the telecommunications industry.

Jon K. Tabor '55

Alfred University alumnus and former Board of Trustee member Jon K. Tabor '55 passed away on July 17, 2022. Jon earned a bachelor's degree in business and economics from Alfred University and went on to earn his MBA from Northeastern University in 1961. He served as an alumni-elected trustee from 1984-86 and was a full trustee from 1995-98. He was also a recipient of the Alumni Award for Distinguished Service to Alfred. Jon enjoyed a 65-year career in the refractories industry, which included 50 years with Allied Mineral Products. He retired from Allied in 2020 and was chairman emeritus. His son, Jon R. Tabor, is the current CEO and chair. In 1998, Jon and his late wife, Mary (Singleton) Tabor '58 endowed the Jon and Mary Tabor Chair in Family Business and Entrepreneurship, which provides instruction focused on objectives and skills required of family firms.

Vernon Burdick '61, '65 M.S.

Vernon Burdick '61, '65 M.S., emeritus professor of ceramic engineering, passed away April 3, 2022, at Strong Memorial Hospital in Rochester following a brief illness. He was 83. Vern earned bachelor's and master's degree in ceramic engineering from Alfred University in 1961 and 1965, respectively. In 1967, after earning his Ph.D. in ceramic engineering from the University of Missouri at Rolla, Vern was appointed assistant professor of ceramic engineering in the New York State College of Ceramics at Alfred University. He retired as a full professor in November 1997.

William 'Chop' Argentieri '49

William "Chop" Argentieri '49, an inductee into the University's Athletic Hall of Fame, passed away on May 5, 2022. He was 94. Bill earned a bachelor's degree in economics and sociology from Alfred University in 1949. During his time at Alfred, he was a prolific student athlete, earning 12 varsity letters (four each in football, basketball, and track). In 1975, he was inducted into the Alfred University Athletic Hall of Fame. He went on to earn a law degree from the University at Buffalo in 1952. He served in the U.S. Army for two years before returning in 1954 to his native Hornell, where he practiced law for more than 40 years.

Nancy Kohler Cunningham

Nancy Kohler Cunningham, former equestrian program coach and director at Alfred University, passed away April 16, 2022, at her home in Millcreek, PA, after a two-year battle with cancer. She was 67. Nancy was director of the Alfred University Equestrian Center from 2007-15 and served as head coach

of the University's hunt seat equestrian team from 2007-17. Under Nancy's direction, the Saxon equestrian team rose to national prominence, routinely sending riders and teams to Intercollegiate Horse Show Association (IHSA) national championships in both the hunt seat and Western (led by then-head coach Harry Hurd) disciplines. She raised the profile of the Equestrian Program in 2012, when she was elected to two terms as IHSA regional president. As a "President College," Alfred University hosted several IHSA regional hunt seat and Western championships at the Bromeley-Daggett Equestrian Center at Maris Cuneo Equine Park.

William Earl '53, M.S. '67

William "Bill" Earl of Pendleton, SC, Alfred University alumnus and emeritus associate professor of ceramic engineering, passed away September 8, 2022, at the age of 91. Bill, a native of Bolivar, NY, enrolled at Alfred University studying industrial ceramic design and went on to earn a B.F.A. in 1953. In 1959, he began a teaching career at Alfred that would last 29 years, during which time he earned a master's degree in education in 1967. In 1988, Bill retired from Alfred University and moved to Pendleton, SC, with his wife, Connie, who passed away in 2011 and with whom he had six children. The couple opened a store, The Mercantile, in Pendleton in 1988; the store is now run by their daughters, Terri and Cindy.

Kazuo Inamori HD ' 88

Japanese entrepreneur Kazuo Inamori, for whom the Alfred University Inamori School

of Engineering is named, passed away on August 24, 2022, at his home in Kyoto, Japan. He was 90 years old. Inamori, one of Japan's most respected business executives, was founder of ceramics and electronics manufacturer Kyocera Corporation. He served as president and chair of Kyocera—which he founded as Kyoto Ceramics in 1959—until his retirement in 1997. At the time of his death, he was the firm's chair emeritus. Alfred University's School of Engineering was renamed the Inamori School of Engineering in 2005. The decision to name the school for Inamori arose from a \$10 million gift from the Kyocera Corporation in the company founder's honor. Alfred University had previously awarded Inamori an honorary Doctor of Science degree, in 1988, recognizing him for his accomplishments as a scientist and engineer, and for his efforts to promote contributions for the good of humankind by creating the Kyoto Prizes. The annual awards honor significant contributions to humanity in the fields of Advanced Technology, Basic Sciences, and Arts and Philosophy.

Jane Pickering '67

Alfred University alumna Jane A. Pickering '67 of Upper Sandusky, OH, a former member of the Board of Trustees, passed away August 28, 2022, at age 76. Jane, who earned a bachelor's degree in philosophy and religion, was a member of the Board of Trustees at Alfred University from 1987-98. While at Alfred, Jane was editor-in-chief of the Fiat Lux student newspaper for two years.

Danielle Johnson-Kutch '03



Danielle Johnson-Kutch '03 and family

Danielle Johnson-Kutch '03 graduated from Alfred University with a B.A. degree in political science, minoring in sociology and public law. She was a Dean's List student who was a member of the Fiat Lux student newspaper staff, the Inter-Sorority Council, Omicron Delta Kappa, Pi Gamma Mu, Panhellenic Council, and Alpha Kappa Omicron sorority. Danielle went on to earn a master's degree in political science from American University in 2005. She is director of Government Affairs at DocuSign, a San Francisco-based software company that pioneered the development of e-signature technology and is a leader in the digital transformation of agreements. Prior to joining DocuSign, Danielle served for ten years at the U.S. Department of the Treasury in several roles, including director of Policy and Programs in the Office of Financial Stability and then as director of the Office of Financial Stability. She has also held roles at Freddie Mac, Bank of America, and

national trade associations. Danielle lives in Falls Church, VA, with her husband, Tyler, and their two children, Margaret and Anthony.

Danielle bleeds purple and gold and her dedication to Alfred University is inspiring. Her affinity for her alma mater is evidenced by her volunteer work with AKO, the DC Purple City Group, the Judson Leadership Center, and the Alumni Council. She is a supporter of the Alfred Fund as well as the AKO Leadership Awards and AKO Scholarship.

"When I first started to give back to Alfred it was all about leaving a legacy for AKO so I started with donating to the AKO Awards at the Judson Leadership Center," Danielle says. "But today, it's so much more than just leaving a legacy for AKO. It's about giving back to an institution that gave me so much and allowed me to really find who I was and wanted to be and creating and supporting those same opportunities for current students."

The Alfred University Saxon Circle program is in its seventh year and has made a significant difference in our students' experiences. We currently have 556 members who have committed approximately \$14.7 million over a five-year period.



ALFRED SUMMER ARTS



JUNE 26 - JULY 21, 2023

CERAMICS WORKSHOPS

4 Week Studio Intensive
Walter McConnell & Guest Artists

2 Week Wood Firing

Matt Kelleher

2 Week Digital Clay

Del Harrow & Johnathan Hopp

1 WEEK WORKSHOPS

Dance on Coastal Maine, Fibers, Music, Painting, Paper Making, Photography, Printmaking, 3D Printing, Sculpture, VR, +1 day workshops

RESIDENCIES

Painting in Düsseldorf, BIPOC Residency

HIGH SCHOOL INSTITUTES

Portfolio Prep, 3D Printing, Performing Arts

\$500/week + materials, room & board



2023

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REUNION 2023

The 2023 Reunion is scheduled for June 8-11, and plans are well underway. All alumni are welcome to attend Reunion. We will honor all class years ending in 3 & 8. We will honor our 50 Year alumni along with a special celebration for the Class of '73 Nurses. There will be special group celebrations for Alfred University's Golden Saxons, InterVarsity, Habitat for Humanity and Alfred's Chamber Singers.

Alfred University's Greek Community will celebrate this year too. Kappa Psi Upsilon, Lambda Chi Alpha and Delta Sigma Phi will celebrate their Golden Saxons and Honored Years, all members are welcome. Alpha Kappa Omicron will hold their annual meeting during Reunion weekend.

Alfred University's annual Reunion offers you the opportunity to reunite and reconnect with friends and classmates. If you have a special group that you would like to celebrate, call our office at 607-871-2144 and we will work with you to create a memorable event. The weekend offers something for everyone!

*Come back and celebrate at your "Outside of Ordinary"
home away from home.*

See the full Reunion schedule online at alfred.edu/alumni/reunion.cfm

Save the date for Reunion 2023, June 8-11

