

IC VIEW

THE MAGAZINE OF
ITHACA COLLEGE

SPRING
'19

MIND GAMES

IC ALUMNI SHAPE WORLD
SERIES WINNERS

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IC VIEW

THE MAGAZINE OF
ITHACA COLLEGE

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FRONT: Tom Cosentino '20,
Photo by Adam Baker
BACK: Photo by Allison Usavage

MISSION: *ICView* is the magazine of the Ithaca College community of alumni, parents of current students, employees, retirees, supporters, friends, and neighbors.

CONTACT US: icview@ithaca.edu
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FROM THE PRESIDENT



PHOTO BY ADAM BAKER

FROM THE FIRST MOMENT I STEPPED ONTO ITHACA

College's campus, I knew. There's just something about this place—something that inspires, something that captivates, something that activates. But defining that “something” can be a challenge, and evolving and sustaining it? That's the work of an entire community.

For nearly one full year, our faculty and staff, our students and alumni, and our trustees and Ithaca neighbors have been deeply involved in formulating the future of IC. This strategic planning process, called *Imagining Ithaca*, kicked off in the fall. It has been robust and lively, prizing innovative, collaborative ideas and linking the success of this institution to our ability, as a community, to create its future right now.

In the fall 2018 semester, the strategic planning steering committee—composed of faculty, staff, students, alumni, trustees, and local community members—laid the groundwork by drafting a guiding mission, vision, and values specific to this process. And this spring, small groups of our faculty, staff, and students from around campus have been diving fully into the challenging work of fleshing out concrete concepts and steps that advance

our institution within three overarching themes: Investment in People, Place, Planet; Evolution of Students, Curriculum, College; and Interconnections among Disciplines, Schools, Partners.

At the outset of this process, I had an opportunity to sit down with the steering committee and deliver my charge to them as they began their work. I wanted the committee and the IC community to know how important this moment is, how deeply their efforts would shape this institution that we all cherish, how the task they had before them was both urgent and profound. I encouraged them to embrace “bold realism.” And most of all, I asked them to center the student experience by prizing our academic enterprise; by strengthening our commitment to a learning community that values full participation, innovation, wellness, wholeness, and inclusion; and by encouraging all on our campus to collectively invest in our students as learners and leaders.

As president, my job is to engage a strategic mindset and think about the big picture over the long term. It has been extraordinary to watch members of our community embrace that mindset, too, as we all join together in our shared identity as architects of the college's future.

This is a major point in the evolution of Ithaca College. We are at a crossroads that clearly compels us to redefine the IC experience to give our institution and our people the opportunity to thrive in a rapidly changing higher education landscape. The very near future will bring quickly shifting student demographics, the swift emergence of new ways to communicate and connect, and the dire need for nimble innovation that enables places like IC to continue to thrive. And as we think about the promise of Ithaca College and what IC can do in this changing landscape, we start by exploring how to leverage our college's existing strengths and how best to cultivate and integrate them to ensure that IC continues to provide a transformative student experience and serve a public good.

In this issue, you'll read stories about alumni achievement, faculty innovation, and student success. These stories are the result of 126 years of living, learning, adapting, and growing at Ithaca College. As we do this work now to envision our future, we are ensuring that students, faculty, staff and future presidents—step onto Ithaca College's campus and know that something very special happens here.

All my best,

A handwritten signature in blue ink, appearing to read 'S. Collado', written over a light blue horizontal line.

SHIRLEY M. COLLADO
President



2018 *ICView* READER SURVEY RESULTS

In December 2018, we sent out a survey about *ICView* and received thousands of responses. Thank you to everyone who participated! Here's a summary of what we learned from you:

You like us! You really like us!

- Most of those who responded said they get most or all of their information about Ithaca College from the magazine, followed by emails from the college and social media.
- Most respondents said the magazine strengthens their connection to the college.
- They also said the magazine was very good in terms of quality and that it was a very credible source of information.

You still prefer print!

The vast majority of our respondents said they prefer to read the magazine in print rather than online.

What you want to see more of:

- Alumni notes and alumni stories
- Updates about the college
- Local community information
- Student experience stories

What you like the best:

Alumni notes, and you want to see more of them. We do, too! But we need your help. Please send your alumni notes to icview@ithaca.edu or call (607) 274-1813.



The mission of *ICView* is to offer a candid, accurate, thoughtful, and lively view of Ithaca College and its alumni, events, and activities. In that vein, we welcome letters in response to *ICView* stories. Letters are subject to editing for space, style, clarity, and civility. To submit letters to the editor for the Your View section, email editor@ithaca.edu, or mail a letter to *ICView*, Ithaca College, 953 Danby Road, Ithaca, NY 14850.

ON SOUTH HILL



PHOTOS BY ALLISON USAVAGE

MASTERING THE BUSINESS OF ENTERTAINMENT

This fall the School of Business is launching an innovative master of business administration degree program. The new MBA in entertainment and media management will leverage the strengths of IC's School of Business with that of its nationally renowned communications and music schools. In less than a year, graduate students can earn an MBA that provides them with the skills and knowledge necessary to manage, develop, and distribute creative content.

This distinctive and specialized MBA program will help students quickly advance their careers, establish themselves

as entrepreneurs, and thrive in the dynamic entertainment and media industries.

In conjunction with the new program, the School of Business, School of Music, and Roy H. Park School of Communications held a symposium on campus in April featuring speakers from the music, film, and television industries. The Music and Sound for Picture Conference featured Cathy Schulman, Oscar-winning producer of the film *Crash*, as the keynote speaker, as well as several alumni working in the business.

➤ For more information, or to apply, visit ithaca.edu/mba-ent.



PHOTO BY ADAM BAKER

IMAGINING ITHACA

*Shaping IC's Future Together through
the Strategic Planning Process*

This past fall, the college embarked upon a strategic planning process that will continue through fall 2019.

The collaborative process has incorporated input and feedback from various areas of the college community. The steering committee includes students, staff, faculty, alumni, trustees, and Ithaca community members. The co-chairs of this committee are Provost La Jerne Terry Cornish and Jason

Freitag, associate professor in the Department of History and a 2018-19 President's Fellow.

As part of the process, draft vision, mission, and values statements were developed, and three key working group themes emerged: interconnections among disciplines, schools, partners; investment in people, place, planet; and evolution of students, curriculum, college.

➤ To learn more and weigh in, visit ithaca.edu/imagining-ithaca.

SCHOOL OF MUSIC RECEIVES REACCREDITATION

This winter the School of Music's accreditation was renewed by the National Association of Schools of Music, which highlighted a number of the school's strengths:

- A legacy of commitment to music, musicians, and the education of superb music educators
- An administration committed to the School of Music as one of Ithaca College's defining strengths
- A rigorous commitment to classical musicianship skills, as evidenced by an uncommonly large number of excellent full-time music theory and aural skills faculty
- A robust range of partnerships in communities at the local, regional, and national levels

According to Karl Paulnack, dean of the School of Music, more than 90 percent of schools applying for reaccreditation are deferred for a year or more while they address questions raised during the process. The IC School of Music's accreditation was renewed for 10 years without deferral.

"Very few schools are reaccredited for 10 years on their first pass through the Commission on Accreditation, and we're very proud that the Ithaca College School of Music was one of those exceptional institutions," said Paulnack.

As part of the reaccreditation process, the School of Music was required to hold an hour-long concert demonstrating



PHOTO BY DURST BRENEISER '15

the range of student performance abilities across all classes and all majors. While most schools seeking accreditation tightly control preparations of such concerts, handpicking the best students to perform, the IC School of Music trusted students to organize the event themselves.

"I knew I could entrust our students with this kind of project and that if I did, the result would be more creative and satisfying than anything we could arrange," said Paulnack.

The National Association of Schools of Music said that IC's concert "demonstrated an institutional commitment to student leadership and risk-taking, and was filled with spirited performances."



PHOTO SUBMITTED

NORMAN LEAR NAMED SERLING AWARD WINNER

Norman Lear, the longtime television producer behind some of TV's most culturally transformative shows, such as *All in the Family* and *The Jeffersons*, was presented with the 2018 Rod Serling Award for Advancing Social Justice through Popular Media. The award was presented to Lear by his colleague, **Mike Royce '86**, codeveloper on the *One Day at a Time* reboot.

Many of Lear's shows from the 1970s, including *Maude*, *Good Times*, and *Sanford and Son*, examined society's social and cultural issues. In 1980, Lear founded People for the American Way with the late Congresswoman Barbara Jordan. The organization fights right-wing extremism and defends constitutional values under attack, including free expression, religious liberty, equal justice under the law, and the right to meaningfully participate in our democracy.

The Serling award, named after *Twilight Zone* creator Rod Serling, who taught at the college from 1967 to 1975, is given to contemporary media industry professionals whose work highlights prejudice, inequality, and evolving social norms.



PHOTO BY DAVID PRUNTY

FOOD PANTRY OPENS ON CAMPUS

As part of the college's efforts to respond to students struggling with food insecurity, IC established an on-campus food pantry with the assistance of a gift from the Lissy Family Foundation. The pantry opened in February.

"The mission of our family foundation is to help people in need across a variety of spectrums," said **Dave Lissy '87**, chair of the Ithaca College Board of Trustees. "When we hear

about issues like food insecurity, and that there are students experiencing hunger on our own campus, it resonates with my wife and me. It felt like an opportunity to lend a hand."

This issue is not unique to Ithaca College. A report last spring from the Wisconsin HOPE Lab revealed that more than a third of students at 35 four-year colleges reported having "low" or "very low" levels of food security. And a quarter of students said they had skipped or cut the size of their meals three times in the last month due to lack of money. There are currently 570 colleges with food pantries for students, up from four just a decade ago.

Since spring 2017, the college has hosted a mobile food pantry on campus once a month in a program provided by the Food Bank of the Southern Tier, in partnership with the Ithaca College Food Insecurity Working Group. Approximately 200 community members take advantage of this service each time. The new on-campus pantry will help ensure that the college can meet the needs of students on an ongoing basis, and, as with the mobile food pantry, it will be open to all members of the campus community.

▶ Visit ithaca.edu/giving to make a gift to the food pantry.

Under "Designation," please indicate that you would like to "Give to area(s) of your choice," and then specify "IC Fund to Address Food Insecurity." Your gift will be used to purchase food, personal care items, and other supplies needed by our campus community.

TWO STAFF MEMBERS RECOGNIZED WITH AWARD

IC's Staff Council presented a new award at the beginning of the spring semester, and the first staff members to be recognized were **Jennifer Pawlewicz '95** and Luca Maurer. The award was created to honor staff members who are actively involved with the IC community and who have gone above and beyond their regular work duties, demonstrating initiative, support, commitment, and accomplishment.

A career engagement and marketing specialist in the Office of Career Services, Pawlewicz was honored for her involvement in the Life after IC series and First Generation Working Group, as well as for independently planning the college's graduate school expo and sundae social. Pawlewicz also represents Career Services at admissions and orientation events throughout the year.

The director of the Center for LGBT Education, Outreach, and Services, Maurer was honored for his work toward creating an inclusive, supportive, and equitable community.



LEFT: PHOTO SUBMITTED; RIGHT: PHOTO BY ANDY GILLIS/CASCADILLA PHOTOGRAPHY

From left: Jennifer Pawlewicz '95 and Luca Maurer received a new award to recognize exceptional staff.

Maurer worked with the Office of Human Resources to advocate for LGBT community members to gain equity in benefits, assisted with the process of amending records for preferred names, and developed a clinic to help IC and local community members who are transitioning.



PHOTO ILLUSTRATION BY JUSTIN LUTES, ATHLETIC COMMUNICATIONS

2019 CORTACA JUG TO BE PLAYED UNDER THE BIG LIGHTS OF METLIFE STADIUM

IC has more than 17,000 alumni in the greater New York City area, and now they'll have a chance to watch the Cortaca Jug in person with thousands of fellow Bombers. The grudge match between Ithaca and Cortland will be played at MetLife Stadium in East Rutherford, New Jersey, on Saturday, November 16.

"The move to MetLife is a game changer," said **Sam Gelman '13**, president of the Metro New York Regional Chapter of the Ithaca College Alumni Association. "The amount of feedback from alumni in the metro New York area has been phenomenal and overwhelmingly positive. I know I am very excited for this game, as are my fellow Ithaca alumni."

In conjunction with the National Football Foundation's yearlong celebration of the 150th anniversary of college

football, the Bombers and Red Dragons will square off in one of the NFL's largest stadiums. The two schools hope to break Division III's all-time, single-game attendance record of 37,355, set in 2017.

As of press time, 25,000 tickets had been sold. That total is nearly double the previous Cortaca Jug record of 12,620, set in 2001 at Butterfield Stadium. Tickets for alumni are on sale now at cortacajug.com. Tickets for current students and the general public will go on sale on campus in the fall. "In addition to breaking the attendance record, it looks like this game will prove to be the largest gathering of IC alumni in one place, ever, which up to now is probably about 4,000 at the 125th IC anniversary celebration here on campus last year," said IC's athletic director, **Susan Bassett '79**.

👉 Buy your tickets now at cortacajug.com. To purchase Cortaca 2019 gear, visit ithaca.edu/cortaca-shop.



PHOTO BY SHERYL SINKOW

(From left:) Women's swim coach Paula Miller, IC president Shirley M. Collado, Ashley Bird, Lee Bird '86, Linda Bird '86, Haley Bird, IC director of athletics Susan Bassett '79, and men's swim coach Kevin Markwardt at the ribbon cutting.

GIFT MADE TO NAME COLLEGE'S NATATORIUM

In December, the natatorium in the college's Athletics and Events Center was named in honor of Kelsey Partridge Bird, daughter of alumni donors **Lee and Linda Bird**, who both graduated from the School of Business in 1986. Their endowment of the Kelsey Partridge Bird Natatorium will sustain the pool's operational costs for generations.

The Birds' gift to name the natatorium is not their only contribution to the facility within the Athletics and Events Center. In 2009, the Birds made a gift to name the warming pool housed within the facility. As with the natatorium, the warming pool, known as Kelsey's Pool, is named after Lee and Linda's third child of eight, who was born with a heart condition and lived 13 days.

"We wanted Kelsey to be remembered here on earth and find a way to perpetuate her name," Lee says. "Those 13 days changed our whole perspective on life, love, and community; that's why we decided to name the warming pool after her."

Linda says, "Our thinking was because Kelsey isn't here to experience key moments in life like going off to

college, naming the warming pool after her was a perfect opportunity to remember her." Today, swimmers and divers routinely recharge in Kelsey's Pool.

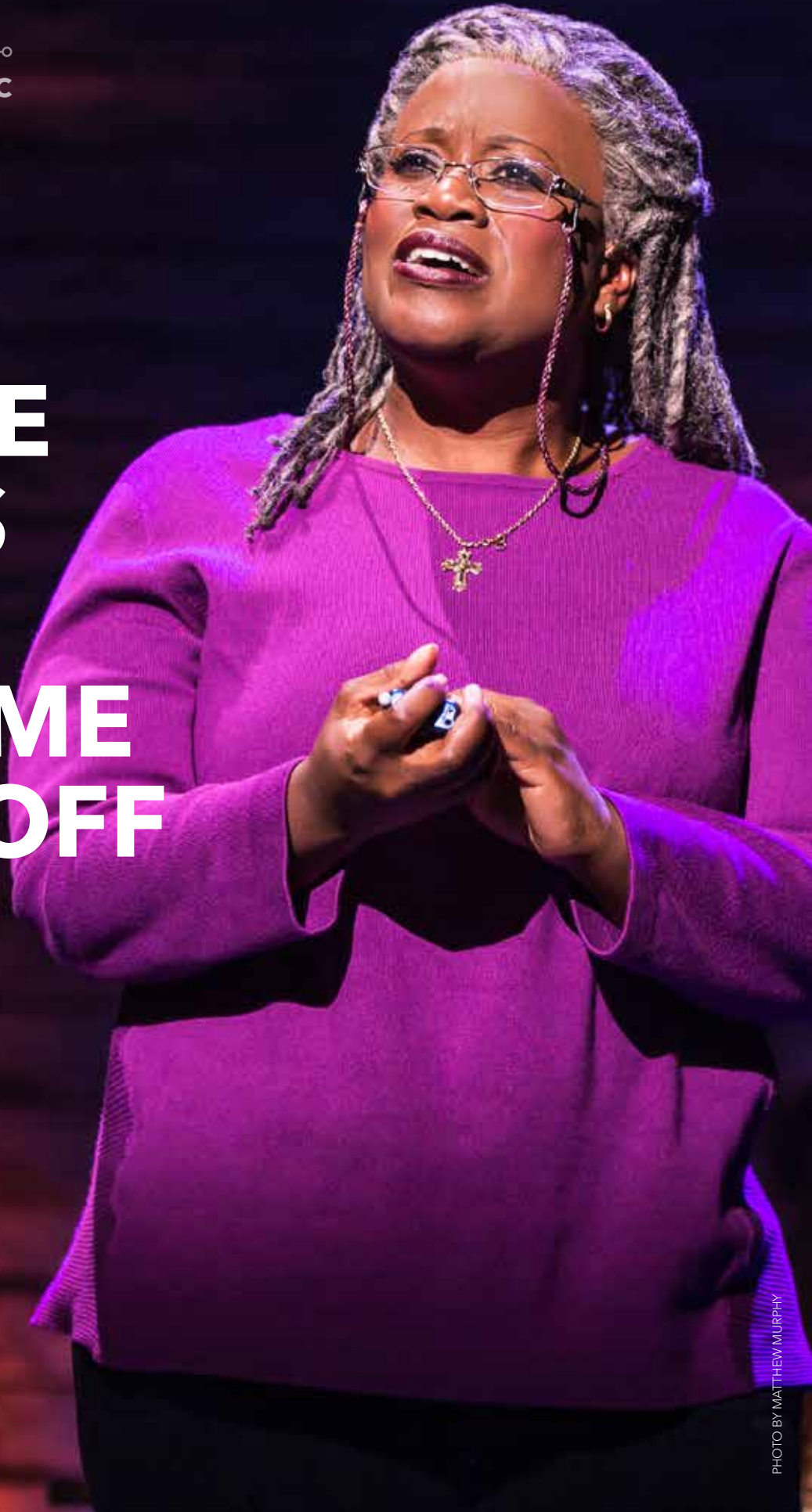
The natatorium facility benefits more than the swim teams. Faculty and students from departments across campus regularly use the facilities in their classes. There are open swim opportunities, swimming lessons for adults and children, and lifeguard training and scuba certification for community members. Additionally, the pool also hosts numerous regional and state high school swim meets each year, and in 2014 it served as the venue for an American Heart Association fundraising event.

Lee was an all-American swimmer while at IC, who met Linda through their high school swim team. "When we started talking more seriously about making a gift to name the natatorium, we were really looking for something that would have a lasting effect on IC," he said. "The turning point was realizing how much the pool benefits not only the IC community but also the community at large."

ITH ✈️ YQX ✈️ NYC

YQX: WHERE ROLES OF A LIFETIME TAKE OFF

BY KELLI B. GRANT '04



IN THE AFTERMATH OF THE 9/11

terrorist attacks, 6,579 airline passengers found their flights diverted to and grounded for days in an unlikely place: the remote town of Gander in Newfoundland, Canada, airport code YQX.

For actors **Q. Smith '00** and **Caesar Samayoa '97**, telling the real-life stories of those travelers—and the locals who hosted them—through the Tony Award-winning musical *Come from Away* has been the opportunity of a lifetime.

"We don't call it a 9/11 story," says Smith. "It's definitely a 9/12 story."

Confirms Samayoa: "Because of that horrific act, that tragedy, there was so much human kindness happening all over the world. This story emphasizes that. It really is one of those shows that has changed our lives."

Getting to this point has been a long, multi-legged journey for the Ithaca College grads—and there's no sign either will stop racking up the miles anytime soon.

OMA ✈ ITH

"I started performing at church," says Omaha native Smith. "I would do all the Easter and Christmas plays. I sang in the church choir—never soloed, I didn't have that great of a voice—but I enjoyed it."

Smith also performed in the community with her brother and cousin, reciting poetry written by famous African American poets and singing gospel songs. But it wasn't until she got to high school that she discovered musical theatre.

"WE DON'T CALL IT A 9/11 STORY. IT'S DEFINITELY A 9/12 STORY."

—Q. SMITH '00

"These two girls would sing show tunes in my choir class. They introduced me to *Les Misérables*, *Phantom of the Opera*, *Miss Saigon*," Smith says. "I lived for that music. Then I went to go see *Les Mis* when it came through town," she says. "I remember saying, 'This is what I want to do for the rest of my life.' It was my a-ha moment."

Smith's late interest put her behind when it came to auditioning for college musical theatre programs. "I was pretty green," she says. "I didn't know what I was doing. I didn't get accepted anywhere."

Left: Q. Smith '00 plays Hannah, whose son is a New York City firefighter.



PHOTO COURTESY OF THE DRG IMAGE

Smith has also appeared on Broadway in *Mary Poppins* and *Les Misérables*.

So she studied drama at the University of Nebraska at Omaha, learning as much as she could about the business and honing her skills through community theatre. During her sophomore year, an audition landed her acceptance as a transfer student to Ithaca College.

"Ithaca was the only school that accepted me out of probably about 15 to 20 schools I auditioned for over three years," she says. "They were the only ones, and thank God. Ithaca changed my life," Smith says. "It's really the people who made my experience—the professors, the students—my world really expanded. It's a hard program, but it brought out the best of me."

EWY ✈ ITH

Samayoa credits his parents, who came to New York City from Guatemala, for introducing him to theatre.

"We didn't know much about the arts, Broadway, any of that," he says—but they wanted him to have those experiences. A family trip to see Sandy Duncan in the Broadway revival of *Peter Pan*, when Samayoa was in elementary school, became a pivotal experience. "I immediately knew what I was going to do with the rest of my life," he says. "I'll never forget it."

Growing up in New York City and northern New Jersey, Samayoa sought out any kind of performing opportunity he could find. But when it came time to set a course for college, he ended up at Bucknell University to study international relations and Japanese.

"It's funny; it never even occurred to me that [acting] was something I could study," he says. Then he realized that all his extracurricular activities still focused on



PHOTO BY MATTHEW MURPHY

Caesar Samayoa '97 portrayed Kevin J. and Ali, a Muslim chef. He also appeared in the original Broadway production of *Sister Act*.

performing arts. So Samayoa researched and auditioned for theatre programs during his freshman year, ultimately landing on Ithaca College.

"There was something about transferring into this program that was amazing because I knew exactly what I wanted to do," he says. "I had this drive to get as much from the program as possible."

Like Smith, Samayoa says the people were the most influential part of his Ithaca experience: "My teachers really strived to introduce me and my fellow classmates to as many different techniques as possible and put everything in our hands to run with it," he says. "My training at Ithaca set me up perfectly for the diverse and challenging—and frankly really amazing—experience of theatre that I've had."

ITH ✈️ JFK

That training paid off quickly for both Samayoa and Smith.

"I graduated, I got to New York, and I went to an open call for *Shakespeare's R&J*, which [class of '92] Ithaca alum **Joe Calarco** directed," Samayoa says. "He cast me in the show."

"THERE WAS SOMETHING ABOUT TRANSFERRING INTO THIS PROGRAM THAT WAS AMAZING BECAUSE I KNEW EXACTLY WHAT I WANTED TO DO. I HAD THIS DRIVE TO GET AS MUCH FROM THE PROGRAM AS POSSIBLE."

—CAESAR SAMAYOA '97

Smith returned to Omaha to take a job touring with renowned Omaha Theatre Company for Young People, with an aim of saving money for a move to New York.

"Probably around Thanksgiving, I got this jolt of energy, and I was like, 'You know what: I'm going to New York,'" she says. "So I did. I bought a one-way ticket. I just had to get there."

On her flight, she circled four prospective auditions in trade publication *Backstage*. "I slept on my friend's couch for a few hours, woke up, and went to those auditions—and I booked all four of them," she says.

Her pick: *Smokey Joe's Café*, starring Gladys Knight. "I didn't have a cell phone, so I had to call my parents collect and say, 'Guess what? I just booked my first job!'" Smith says.

Smith and Samayoa say they have been fortunate to work regularly. *Come from Away*, naturally, stands out for both. Smith also calls out highlights including a Boston run as the understudy for Aida in the eponymous musical and productions with Transcendence Theatre Company in Sonoma, California.

Samayoa says his most memorable opportunities include *Love's Labour's Lost* for Shakespeare in the Park. "There's something about doing Shakespeare under the stars in New York City at the Delacorte Theater for 2,000 people every night in this place that has so much history behind it," he says. "So that's kind of iconic for me."

JFK ✈️ SAN

Come from Away wasn't initially an opportunity either Samayoa or Smith—both of whom were in the city on 9/11—thought they wanted.

"I said, 'Absolutely not. Exploring 9/11 in any shape, way, or form is too personal for me,'" Samayoa recalls. "I lost friends from school in the towers. So I turned it down, and my agent said, 'Would you please just read the script?' I remember sitting in my living room just rabidly reading. Turning the last page, I called my agent and said, 'I don't know how I'm going to get in this show, but I need to do this show.'"

Smith was in Arkansas doing a regional production of *Mary Poppins*, following her Broadway run in the musical, when her agent contacted her about *Come from Away*.

"It's nice to get [a role] from the ground up," Smith says. "Every actor wants that. That's the dream, is creating a role, putting your stamp on it."

The venue—La Jolla Playhouse in California—proved as big a draw. "If a show is going to La Jolla, there's a good chance it'll end up on Broadway," she says.

Neither Smith nor Samayoa knew the other had been cast until, by happenstance, they ended up seated next to each other on the same flight to California to start rehearsals.

SAN ✈️ JFK (VIA SEA, IAD, AND YYZ)

Smith and Samayoa stayed with *Come from Away* through its La Jolla run and went with the musical as it traveled to cities including Seattle, Washington, D.C., and Toronto. It opened on Broadway in February 2017.

"Q. and I happen to play the two characters who are New Yorkers," Samayoa says. One of his characters, Kevin J., is half of a gay couple (both named Kevin). Samayoa also plays Ali, a Muslim chef ostracized by his fellow passengers. Smith plays Hannah, whose son is a New York City firefighter.

The actors say knowing that the story is based on real events and real people they have met, and having their own 9/11 connections, requires approaching the piece with sensitivity.

"Oftentimes as actors, we portray characters that are fictional, imaginary, made-up, or over the top, and this is set and based in reality," Smith says. "It's very challenging, and it's something that every actor strives to do, to be honest in their work. It's difficult, because you can get your own emotions tied up in it," she says.

The audience reactions—not just in New York City but everywhere *Come from Away* has performed—have been an especially rewarding part of being involved in the show, Samayoa says.

"The stage door lines afterward are unbelievable," he says. "It's not about, 'Oh my gosh, you were great in this show.' People want to say thank you so much for telling this story. Or people want to tell us their 9/11 story, or say now they have a different version of that day in their head." 🍷

ALSO ON BROADWAY

Three other IC alumni also originated roles on Broadway in the last year.

JEREMY JORDAN '07 starred opposite Kerry Washington in *American Son*, which opened this past fall and ran through January. He portrayed a police officer, while Washington played a mother searching for her missing teenage son. Netflix announced it will be adapting the play for its streaming service this spring.

KERRY BUTLER '92 originated the role of Barbara in *Beetlejuice* on Broadway this spring.

This summer, **AARON TVEIT '05** will appear as Christian in *Moulin Rouge! The Musical*, adapted from Baz Luhrmann's film. Read more about Tveit on page 31.

MIND GAMES

IC ALUMNI
SHAPE WORLD
SERIES WINNERS

BY CHARLES MCKENZIE



Los Angeles Dodgers' legendary play-by-play announcer Vin Scully once said of outfielders that they "have a lot of time to think and to destroy themselves."

In a three-hour start-stop game like baseball, the ball might only be in play for 10 minutes. But during the downtime, players can see their mistakes replayed both in their minds and on 10,000-square-foot screens. Each error is assigned and tallied on scoreboards around the stadium and even online. Every mistake is seen and talked about around the world.

Athletes are human. Amid the chaos, they can't help but scramble for reason, trying to impose order where seemingly none exists, searching for a reentry point for the mind to start taking back control. Thinking isn't a bad thing depending on how you do it, why you do it, what you are thinking about—and whether you can change it. No longer content with having meticulous control over every other part of their bodies, athletes now work on their brains as well.

Finding that psychological edge on the field is now a field in itself, one led in part by dozens of Ithaca College alumni offering mental skills training not just in sports but also in business, the military, and other fields. However, it's Major League Baseball where they've had the biggest impact. In fact, of the last three World Series winners, each has had in its organization an alumnus from Ithaca College's sport psychology master's program. **Dan Abrams, MS '08**, of the Boston Red Sox; **Jesse Michel, MS '09**, of the Houston Astros; and **Josh Lifrak, MS '05**, of the Chicago Cubs. Overall, four of the 30 organizations employ

Left: Tom Cosentino '20 is a pitcher for the Bombers.

an IC alumnus in their mental skills department. Like Abrams, the Tampa Bay Rays' **James Schwabach, MS '11**, works primarily with younger minor league players (read his story online at ithaca.edu/icview).

WINNING OVER MINDS

In a time when psychology and therapy in general were still deemed taboo by society, many players, managers, and coaches dismissed or mocked sport psychology. When Chicago Cubs owner Philip Wrigley employed baseball's first practitioner in 1938, the team manager ordered players not to talk to him, and within two years, the sport psychologist was gone.

"If you don't perform well for a game or two, you feel it. If you don't perform well for a week or two, it drains you. If you don't perform well for a month, you feel like you're at the bottom of a well without a way out."

—Jesse Michel, MS '09

Fast forward to 2014. The Cubs and their relatively new president, Theo Epstein, hired Josh Lifrak as director of the mental skills program, and the next season, Joe Maddon as manager. Inheriting the Cubs' World Series drought, which was going into its 106th year, the three brought in the late Ken Ravizza, already a pioneer in sport psychology. This time around,

Cubs players were told they should respect the mental skills coaches just as they would their batting and pitching coaches. In the intervening 75 years, general acceptance of sport psychology had grown. In the last decade alone, the number of mental skills coaches in baseball had doubled.

Most teams now had them, and players realized that what was in their head could help them get ahead, especially when struggling. "If you don't perform well for a game or two, you feel it," says Jesse Michel. "If you don't perform well for a week or two, it drains you. If you don't perform well for a month, you feel like you're at the bottom of a well without a way out."

For players already on the lower fringes of a roster, especially those in the major leagues, a string of poor performances only adds to the pressure. They stand to lose salary, endorsements, maybe even their careers. That stress increases for young players who are not making a lot of money, especially those who grew up poor and face the added pressure of supporting an extended family back home, which could be across the world. A drop in performance could be financially disastrous.

"It's not like you're going to avoid the negative or not think about it," Michel said. The difference between a AAA salary and a Major League salary is drastic. Players who make it want to stay, but if they start thinking too much about having to do well here, it's kind of like trying to pitch with a 50-pound backpack on. It isn't going to work. Instead, it really is just about, 'Hey, what do I do well? How do I execute? What do I need to focus on in order to do that? And now, let's go do it.'"

Young phenoms, with their meteoric rises, especially struggle when they struggle.

"The reason they're here in professional baseball is because they've never failed before. They've been the best player everywhere they've been, and now everyone

around them is elite. The alpha-level competition is new to them," Michel said.

"Most people believe elite athletes have this natural gift, this talent, this God-given skill. I don't necessarily believe that's true. They might have it initially. Their starting point is higher. But elite athletes get to that elite point because they outwork everybody else, nurture that skill, and develop the right mindset to succeed."

Almost like a nutritionist who feeds the body in such a way to boost immunity and head off deficiencies or imbalances, sport psychology practitioners want to arm the athlete's mind with skills to adapt and cope. This is often done through classroom work in groups.

FINDING CONSISTENCY

"Early on," Michel says, "we do a lot of training on mental skills,

confidence, emotional control, focus, perspective, and redefining failure. If we teach them that stuff up front, maybe once they start failing, they'll have a better chance to succeed, putting to work the skills they need so that we don't have to put out as many fires." Michel notes that mentor Greg Shelley, associate professor in the Department of Exercise and Sport Sciences at IC, used to say their goal should be to work themselves out of a job.

When mental skills coaches try to help players through short-term struggles, having them latch on to the familiar can be helpful. Some players are famous for their routines, which might seem fun, fanatical, or frivolous to outsiders. They can have a purpose though, if used correctly, especially for staying in a rhythm and remaining focused.

"We really like to do things mindfully, so our framework is doing things on purpose with purpose.

We try to help players lock into a process or a routine that will help them," Lifrak says.

Circumstances, cities, leagues, and ballparks can differ greatly, but every park has a foul line to jump over, clay to feel under your feet, the top of a foul pole to stare at. Focusing on one of those as part of a routine can chase away distraction and provide a sense of normalcy and consistency.

"If I'm going from hanging out on the bench to running out onto the field, maybe my jumping over the foul line re-engages my mind, wakes me up. 'Okay, I'm ready to go. I'm jumping back into this game,'" he said. "However, once they become rote, a meaningless routine, they have no purpose. They become superstition."

And that's what the coaches want to avoid: assigning a bigger meaning to something that is meaningless. If a player doesn't



"Elite athletes get to that elite point because they outwork everybody else, nurture that skill, and develop the right mindset to succeed."

—Jesse Michel, MS '09



Tony Kemp of the Houston Astros hits during a spring training game in March in West Palm Beach, Florida.

PHOTO BY JOEL AUERBACH/GETTY IMAGES

do part of the routine for whatever reason, it should still be okay. The process should be kept simple.

"We talk about getting in the batter's box the same way every time. We talk about stepping on the mound the same way every time. As uncomfortable as it can feel out there, at least there is some comfort in that. It feels the same. So whether you're in Myrtle Beach, South Carolina, with a thousand people, or at a sold-out Dodger Stadium with five tiers—there's a similarity."

That's especially important if you are like **Tim Locastro '18** (see his profile on page 21), standing on second base being watched by 48,000 rabid Colorado Rockies fans hoping to see their team clinch a playoff berth—and conversely, for him to fail. They didn't care that he just stepped into a Major League game for the first time, or that the day before, his baseball season had seemed long over.

Distractions can change perception, and perception can become reality. It can also quickly become a nightmare.

CHANGING PERCEPTIONS

Baseball has a four-letter S-word: S-L-U-M... Okay, it's actually a five-letter word, but we dare not add the P. If you must refer to it, it's "underperforming offensively," "struggling a bit at the plate," or "in a drought." "The yips" are also spoken of as a disease—when they're spoken of at all. They involve a sudden loss of motor control that leaves even veteran all-stars incapable of completing what should be simple, routine tasks. The yips have ended careers, especially in baseball and golf.

"Language is really important. I do not use the word 'slump.' I don't use the word 'yips.' I don't use whatever buzzwords popular

psychology uses," Michel says. "I try to avoid those because I don't want the athlete to assume it's okay to think that way. 'Slump' implies that they've somehow fallen off a cliff, that they're in this quicksand of performance, and they have no way of escaping, which is wrong.

"It's not a slump. They're performing at a lower level than they expect or than they're capable of," Michel says. "They aren't a different person than they were a month ago. Struggling is a lot more mental than physical."

Coaches often yell, "Get your head in the game" or "Be smart and think out there." That can be good advice, but during games, the key can actually be thinking less, Michel says. Your body needs every millisecond, and thought can slow everything down.

"If you're thinking while you're hitting, that takes time. It's like an accelerating race car hitting a speed

FORGING OLYMPIC METTLE

In a Venn diagram of practice and performance, the circles should ideally overlap, but the Olympics, says **Nicole Detling, MS '05**, presents a set of rings all its own, linking athletes and their nations on an overwhelmingly historic worldwide stage.

"As an athlete, you might tell yourself it's just like training or any other competition, but the reality is—it's not. It's the freakin' Olympics. There's no reason to discredit or discount that," says Detling, the owner of HeadStrong Consulting.

Competitors must first comprehend the gravity of the experience before anticipating and working through all of the unique thoughts, feelings, and pressures the games produce.

"That way, they'll build the tools to handle this being the biggest competition of their lives."

As coordinator of mental performance of athletics for the University of Utah, where she received her PhD in 2007, Detling helps prepare winter athletes who are thrust into the spotlight only once every four years. Detling even got a taste of that attention when she appeared on *The Colbert Report* before the 2010 Vancouver Olympics.

It was at those same games that one of her athletes,



PHOTO SUBMITTED

Olympic speed skater Apolo Ohno with Nicole Detling, MS '01, holding the Order of Ikkos medal, which symbolizes excellence in coaching at the Olympic level.

a speed skater, ended up winning Olympic gold. That night, she heard a knock on the door. It was the athlete, holding one of the most prestigious award in all of sports.

"Before I even knew what was happening, he was putting it around my neck. I said, 'What are you doing? That's yours!' And he said, 'Yeah, but I couldn't have gotten there without you.'"

bump. Now, all of a sudden, you're out of rhythm. Your body is out of whack. You're not performing the same way you practice."

And what if it is not just an individual player but an entire team that is struggling...for more than a century? Could a team of mental skills coaches help the Cubs break a championship drought that started 20 years before the Great Depression? Could they put an end to the curse? Technically speaking, it ceased being "a curse" for the players, Lifrak said. It was reframed.

"We never saw the drought as a curse. We saw it as an incredible opportunity," Lifrak says. "Our players were thinking not about a curse

"We really like to do things mindfully, so our framework is doing things on purpose with purpose. We try to help players lock into a process or a routine that will help them."

— Josh Lifrak, MS '05

but about how awesome it would feel to go down in history as part of the team that ends up winning the World Series for the Cubs and the people of Chicago. 'This will be amazing! What a privilege!'"

TURNING THE TIDE

Just two years after Lifrak came on board, the Cubs did make it to the World Series. After losing three of their first four games, they miraculously tied it up, forcing the deciding Game 7—the most-watched baseball game in the last 25 years. After eight innings, the Cubs were on fire, up by three runs and needing just four outs to clinch



PHOTO BY MARK SKALNY

Josh Lifrak, MS '05, works with players at the Cub's training facility in Mesa, Arizona this January.

the championship. And. Then. It. All. Vanished. The Cubs' lead. The blood in their faces. The hope. The game was tied, and no team had ever won a Game 7 on the road in extra innings. That's when the skies opened up.

With a tarp covering the infield, the teams sought shelter. Cubs' right fielder Jason Heyward called a players-only meeting in the weight room, and Heyward, who had struggled mightily the entire postseason, gave a speech that's now part of baseball lore: "We're the best team in baseball, and we're the best team in baseball for a reason. Now we're going to show it. We play like the score is

nothing-nothing. We have to stay positive, and fight for your brothers. Stick together, and we're going to win this game."

In case you didn't feel the seismic shift in baseball that night, the next day's *Chicago Tribune* front page read simply "At last!"

Lifrak wasn't surprised that the players did it for Chicago and for each other. That's what they had done all season.

"When you are not doing it for yourself, when you put it in that perspective, it's really easy to focus on a process instead of an outcome," he says.

When the Cubs finally won, the city of Houston watched with

envy. In the 55 years it had hosted a major league team, the city had never won a World Series title. Just a few months after Lifrak earned his ring with the Cubs, Houston hired Michel as their first mental skills coordinator. After leaving IC, Michel had headed straight to West Virginia University for a second master's in counseling and a PhD. Then he worked for three years with the military in Hawaii.

In Houston, Michel immediately saw eager players who were highly motivated and bought in to the program. Although top mental skills coaches exude a kind of charismatic and confident communication style that's more indicative of

ALUMNA HELPS ELITE SOLDIERS WIN THE BATTLE OF THE BRAIN

Long before their heroism becomes legend, long before they don that coveted Green Beret, they are soldiers trying to pass a qualifications course.

In many of their minds, failure is not an option, but in the Special Forces selection process, failure of some sort is an inevitability, especially on these courses. That's literally where **Sydney Masters, MS '17**, steps in. Even if it's in a muggy and buggy pine forest in Fort Bragg, North Carolina.

Whether in the field or in classrooms or even one-on-one, the cognitive performance coaches at Fort Bragg use a proactive approach to help aspiring members of the U.S. Army's Special Forces enhance their mental performance for their jobs. Masters has a unique perspective, because she works with soldiers who have failed to meet the standards and are trying to get back in the program.

"These soldiers aren't used to failing. Sometimes you can see them struggling, and other times you just know that internally it's eating away at them," she says. "What they do after that adversity defines what they'll continue to do. Will they push forward? Will they attack it? Will they try to find another way?" They could also fail to reach standards or quit.

Sometimes it comes down to motivation or willpower, which is challenging because it is an intangible concept, yet so powerful. But it can be influenced by the circumstances involved in the various situations soldiers encounter.

"These courses are so rigorous that they have to

go in highly motivated, but that's not to say it doesn't wax and wane as they fail and succeed," she says. For Masters herself, success is occasionally a struggling soldier who has an a-ha moment in the field, but more often, that's just where it starts.

"If our conversation sparks something in them two weeks, a month, or a year from now, good. Our job is to start that process. We have to ask the right questions, present concepts they may never have associated with their performance, and provide trainings to elicit internal dialogue that helps them build more self-awareness. Then, they can ask those questions of themselves: How are they viewing their internal and external experiences? What makes them tick? What do they value?"

Even when a soldier is doing well, self-awareness then can help them later, when failures do arise.

"When they are crushing it, instead of letting it just be a fleeting moment that they enjoy, let's help them understand what's going on in that successful moment, so they can maybe recreate it when they need to."

As Masters is not in the military herself, she says being a confidential third party helps strong soldiers talk about their weaknesses.

"It lets them be vulnerable and tell me things that they might not feel comfortable telling anyone else," which she says gives her an insider's look into their development. "It's beautiful to watch somebody as they mature and overcome something that had prevented them from performing well."

motivational speakers and CEOs, their role is almost always behind the scenes. As part of the job, they literally meet the athletes where they are, whether it's during batting practice or in a weight room, over dinner, or in their office. For follow-ups, some use FaceTime or other video devices, and although it's not ideal, they'll even text with athletes.

It's important both to be approachable and to know when and how to approach an athlete, especially if he's been struggling for a while.

"Sometimes just talking to somebody who gives you their full attention for an hour is a catharsis, enough to clear your mind," says Michel.

MEASURING SUCCESS

So how do the practitioners measure their own success?

Job titles are good. World titles are better. These coaches are confident in their abilities and secure in their outcomes but are always quick to point out that the seemingly infinite variables in a season, or even in one athlete's performance, make it impossible to take credit. The support team off the field outnumbers the one on it: dozens of coaches, nutritionists, trainers, medical staffers, and family members all contribute.

If it takes a village to raise a player who's down, it might take a city to raise an entire team. But it all starts with individual players.

"We're part of the performance equation, an important part," says Michel. "But the player is the biggest contributing factor. I might have helped them unlock or tap into a mindset shift or an ability to focus a little bit more or less, or trust themselves more,

communicate better, but I'm not the one performing on the field. My credibility is established based on the work that I do with the players. If the players say I helped them, that's where my credibility comes from."

Like the elite athletes they train, the practitioners know what motivates them. It's the relationships, not the fanfare. Even after the Houston Astros finally won a World Series, amid a chaotic celebration that was beamed around the world, a private glance was enough for Michel.

"I'm more comfortable watching the athlete celebrate. If just he and I know the story of how much he went through and the work he put in, and if we can look at each other and give a little smirk because nobody else has any clue what the athlete went through, that's enough for me." 🍀

SPORT PSYCHOLOGY AT IC

Although they practice all over the country in a variety of sports, the mental skills coaches in this story all have one thing in common: a master's degree in exercise and sport sciences from Ithaca College.

Students in the sport psychology concentration explore topics like mental toughness and resiliency, confidence, motivation, team development, leadership, and communication. They get real-world experience through coaching and consulting opportunities with teams at IC, Cornell University, and local high schools. They also graduate with applied hours toward the field's main certification and many become certified mental performance consultants through the Association for Applied Sport Psychology.

Alumni go on to join private performance practice firms, set up their own consulting businesses, or pursue doctoral degrees in the field at prestigious programs. In the U.S., the biggest employers in the field are Major League Baseball, the military (or its contractors), and college athletic departments. Most of the professors and alumni mentioned in these pieces have worked or consulted for various teams ranging from youth to national, elite, and professional teams.



PHOTO BY ADAM BAKER

Students in the master's program work with IC athletes. Pictured: Nina Bustamante '19 of the gymnastics team.

📌 To read more about the program and the faculty, associate professors Greg Shelley and Justine Vosloo, visit ithaca.edu/icview.



PHOTO BY CHRISTIAN PETERSEN/GETTY IMAGES

Tim Locastro '18 bats against the Arizona Diamondbacks in May 2018.

STAYING SHARP DESPITE THE GRIND

Tim Locastro '18 had been a Bomber, a Desert Dog, a Driller, a Quake, a Lugnut, and a Canadien. Like most minor league players, he didn't care what you called him, as long as he got "the call," the one every player dreams of.

In 2017 with his season over, Locastro wasn't exactly living in his parent's basement, but he was painting it. That's when "the call" came. The Los Angeles Dodgers. Tinkering with their last roster spot before their World Series campaign, they wanted him for a two-game tryout as a "burner," a fast, cunning base-stealer they could use off of the bench.

Locastro was headed to the majors. Painting could wait.

He stepped out of his parents' basement in Auburn, New York, and just one day later he stepped into a hostile sold-out Colorado Rockies stadium. Sent in as the Dodgers' pinch runner in the eighth, he looked up to see 48,000 filled seats that could have easily fit all of Auburn and most of Ithaca. Ultimately, there was no chance to steal, and his two innings in left field were equally uneventful, but his first big league game was in the books.

Coors Field was still rocking the next night when Locastro was sent in again and ultimately stole his first major league base.

"It's packed. The stadium starts shaking, and your heart starts racing, but if you start thinking about all of that, you're prone to mistakes," he says. "You have to calm yourself down quick and get in baseball mode, find out what your job is, and do that. You get in the zone and just sort of block it out."

The Dodgers did not give Locastro a roster spot permanently but did send him to Arizona to work out in case they needed him before the next playoff round. That call never came. He watched the World Series as his Dodgers were beaten by a hungry Houston Astros squad aided by their new mental skills coach, Jesse Michel, MS '09.

Mental skills professionals like Michel help players develop a routine and a mindset that keep them focused on the moment instead of the situation. Ideally, going up to bat at IC or in Vancouver would feel the same as going up to bat in the majors with a roster spot on the line. Ideally.

"Games just feel completely different from the minor leagues to spring training to the major leagues. But absolutely, in a perfect world, you'd like for every moment to feel the same, so you can sort of slow your heartbeat down and be calm. But we're all human. I don't think that's always possible," Locastro says.

To unwind and to stay mentally sharp, Locastro says books get him away from baseball, but not necessarily from sports. Before he heads to the field and after games, he studies great athletes like Michael Jordan, Tiger Woods, and Kobe Bryant. He also reads about calming his mind and "getting in the zone," and books like *How Champions Think*, *Relentless*, *The Mindful Athlete*, and *The Champion's Mind*.

The key, he says, is being open and always looking for a mental advantage, whether it comes from books or mental skills exercises with a professional.

"I will try everything," he said. "If you try 100 things, if even one helps your career in some way, it's all worth it."

He says the hardest part of the mental game stems from the daily grind of playing 162 games plus two months of spring training with 10 to 15 days off. It's staying focused and energized through the ups and downs.

"You can be so locked in one day, and then the next, you can feel like you've never picked up a bat. But you have to be ready to go again the next day, to bounce back. Everybody can do well when they feel well, but to be successful here, you have to find a way every day to grind it out and put something together, to not let your failures build up."



LEFT: PHOTO BY DAVE BURBANK
RIGHT: PHOTO BY STEYSON DOGGETT '19

ALUMNI WEEKEND ITHACA COLLEGE 2018

More than 900 alumni, students, and guests attended the college's Alumni Weekend

this past fall. Relive the memories, or see what you missed, in the photos below.

▶ Visit ithaca.edu/alumniweekend to see more photos.

SAVE THE DATE FOR THE NEXT ALUMNI WEEKEND, OCTOBER 11-13, 2019.

Classes ending in 4 or 9 are celebrating reunions, but all alumni are invited!

If you're interested in serving on your class reunion committee, please contact Kristin Van Ormer, associate director of constituent relations, at kvanormer@ithaca.edu or (607) 274-3314.



PHOTOS BY SHERYL D. SINKOW

Top left: Ami Maki '94, president of the Alumni Association Board of Directors, at the Alumni Association Recognition Dinner. Top right: Mary Jo Lopez '68 and her husband, Adolfo, at a "wine and design" event where participants painted the Dillingham fountains. Bottom left: Arlene Wolff '57 and her husband, honorary alumnus, Mel Wolff. Bottom right: Patrick McLaughlin '89 at the homecoming game.



PHOTOS FROM TOP TO BOTTOM, LEFT TO RIGHT: (1) BY VICTORIA JACKSON '19, (2) BY SHERYL D. SINKOW, (3) BY DAVE BURBANK, (4) BY STETSON DOGGETT '19

Top: Omar Stoute '18 speaks as part of a panel titled "What's Next" for students. Middle left: (From left) Calissa Brown '20 and Tanya Hutchins '89 at the ICUnity Intercultural Social; Middle right: (From left) associate director of volunteer programs, Lynne Pierce, former School of Health Sciences and Human Performance dean Richard C. Miller '69, MS '71, and Carin Miller Clingan '00; Bottom: (From left) Jack Martin '64, Fred Moriarty '63, Frank Racioppo '64, and Mike Burke '64 at Simeon's on the Commons.



PHOTOS FROM TOP TO BOTTOM, LEFT TO RIGHT: (1) BY DEANNA WETMORE '19, (2) BY SHERYL D. SINKOW, (3) BY SHERYL D. SINKOW

Top left: Students perform in the IC Choral Collage. Top right: Alumni enjoy the alumni party at the Marriott downtown. Bottom: The class of 1993 celebrates its 25th reunion.

IC ATHLETICS INDUCTS 49TH HALL OF FAME CLASS



The 1998 gymnastics team



The 2018 athletic hall of fame inductees with IC athletic director, Susan Bassett '79 and master of ceremonies, Kevin Connors '97

PHOTOS BY DAVE BURBANK

THIS PAST OCTOBER, ITHACA College celebrated its 49th athletic hall of fame class. Eight individual student-athletes and one team were honored in Emerson Suites for their outstanding athletic accomplishments.

The 1998 gymnastics team was recognized for earning the program's first-ever national championship. A year after finishing in second place, the Bombers scored a record-setting 148.875 points to edge defending champion Wisconsin-La Crosse. After setting a school record with 16 victories during the season, the Bombers took home the title by two-tenths of a point.

One of the most dominant swimmers in school history, **STEVE BARNES '05** was a four-time all-American in the middle to long distance races. He still owns school records in the 1,000-meter freestyle (9:37.93) and the 1,650-meter freestyle (16:01.37).

ERICA CUTSPEC KURNATH '08 was one of the softball program's most potent hitters. One of only two players with more than 200 hits in her career, Cutspec Kurnath hit .369 for her career, and her .462 mark as a senior is the sixth-best mark in program history. That year, she was named an all-American by the National Fastpitch Coaches Association and won the Empire 8 Player of the Year award.

IAN GOLDEN '99 became the only two-time all-American in men's cross country. In his illustrious career, Golden

finished 25th at the 1997 Division III Cross Country Championships and followed that up with a 22nd-place finish the following season. He was also a member of the track and field team, where he earned a New York State Collegiate Track Conference championship in the steeplechase during the 1997–98 season.

Few men's lacrosse players lit up the scoreboard for the Bombers like **JOE HOPE '98** did. The two-time all-American scored 145 goals and had 215 points during his career, both good for sixth on Ithaca's all-time leaderboard. After graduating, Hope was selected by the Bridgeport Barrage in the sixth round of the 2001 Major League Lacrosse supplemental draft.

MIKE MURTHA '94 was a two-sport star for the Bombers on the gridiron and the wrestling mat. A three-time all-American grappler, Murtha won 52 matches, and his fifth-place finish at the 1994 NCAA championships helped the Bombers win the program's third national title. Murtha was also a captain on the football team, where he was a member of the 1991 Stagg Bowl champions. He ran for 732 yards during his career.

CHRIS RAUTH '85 was a dominant pitcher for the Bombers during his career. As a senior, he set a school record by striking out 93 hitters while winning 12 games. He also set a school record with 12 complete games in his career.

These efforts not only earned him first-team all-American status, but they also led to him being drafted by the New York Mets.

The only gymnast in school history to earn three all-American honors in the all-around, **KELLY STEVISON HARDING '07** earned a total of eight all-American awards during her time on South Hill. She finished second at nationals as a freshman in the vault with a score of 9.700 and culminated her career with an all-American performance in floor en route to receiving the Empire 8 Female Scholar Athlete of the Year award.

Two-sport athlete **JULIE STONE RADNOFF '93** was a goaltender on the Ithaca College field hockey team, where she went 2-0 with a 1.17 goals against average. But it was on the lacrosse field that she truly excelled. After spending her first three seasons primarily as a defender, she was moved to attack as a senior and responded with a then-school-record 84 points. Following that season, Stone Radnoff was selected to compete with the United States National Developmental Lacrosse Team.

➤ More details about the inductees, as well as the hall of fame process, can be found on the Ithaca College athletics website at athletics.ithaca.edu.



SOUTH HILL STARS

IC Alumni Make an Impact

BY KELLI B. GRANT '04

PHOTOS BY CASCADILLA
PHOTOGRAPHY, ANDY GILLIS
(unless otherwise noted)

A HUMANITARIAN WHO STARTED WORKING

to improve education conditions in a village in Ghana while he was still an undergraduate. A beloved jazz studies professor who influenced Ithaca College's School of Music. A businessman who invests in companies that give back—and gives back himself by mentoring business students.

IC's 2018 Alumni Award winners have walked different paths, but all have left a mark on the world, reshaping people and places at home and abroad. Another thing they have in common: no matter where their dreams have taken them, Ithaca College still feels like home.

"I was there at a time in my life when I was really finding what I wanted to do and what I was passionate about," says actor **Aaron Tveit '05**, recipient of the Outstanding Young Alumni Award. "The fact that I didn't have to leave Ithaca College to satisfy the calling that I had was a testament to how incredible the school is. It was the perfect place for me, and I think it's a perfect place for a lot of people," Tveit says. "It's a very special town, and it's a special place up on that hill."

Meet the alumni award winners who have made a difference. >>



STEPHEN "STEVE" BROWN '64, MM '68

Lifetime Achievement Award

Without **Stephen "Steve" Brown '64, MM '68**, jazz at IC just wouldn't be the same.

At the time he retired from Ithaca College in 2008, Brown had been the School of Music's director of jazz studies for 40 years. But his influence started well before that.

As an undergraduate music education major, Brown played guitar in the jazz ensemble as a freshman, and then took over directing after the previous student director graduated. Then he took a few years' detour to teach music in the public school system on Long Island (and to jump into New York City's jazz scene). Brown returned to Ithaca, pitching a new course of study in classical guitar.

"When I came back to Ithaca College, at the time, they did not offer any degrees in guitar—or a degree of any kind in jazz studies," he says. "So when I returned as a classical guitar major, I was the first recipient of the master's degree in classical guitar."

The college hired him right after he graduated, both to teach courses and lead the jazz bands. His work led to the adoption of a BM degree in jazz studies in the late '80s that he initiated.

And of course, Brown performed regularly—although he says many of his most memorable performances were one-night-only.

"Don't forget—I've lived up here for 40 years, and I became a permanent member of the faculty," he says. "So I wasn't out on the road like a full-time professional jazz musician. I was a full-time professional professor who played nationally and internationally at the same time. I had opportunities to play with really, really great people, but in many instances, there was only one concert that I did with them," he says—often, when someone giving a concert upstate needed a last-minute guitar-player substitute.

Like the time he played with Ray Charles, who was giving a performance at Cornell University. One of the guys in the band was a former student of Brown's brother, Ray, and recommended him.

"The guy that was booking the musicians called me and said, 'We just fired the guitar player last night, and we need somebody for the concert at Bailey Hall,'" Brown recalls. He played the concert but rejected the offer to join the band full time.

For Brown, not attending Ithaca College would have been a discordant note in a family of musicians. His mother and father both graduated from Ithaca. So did his older brother, Glenn '59, and then their younger brother, Ray '68, his wife, Susan '71, plus Brown's wife, Barbara Katz-Brown '74, MS '75, and more recently, their daughter, Randi, MS '04, who received a master's degree.

"My mother used to make a joke that she paid so much money in tuition that we own a corner of the building," he says.

Now they do, in a fashion.

"In the bottom floor of the music building, the new wing, there's the Brown Family Jazz Chamber Room, and it's dedicated to my family," he says. "There's a plaque inside the door, and it commemorates the fact that all of us attended IC. That's a legacy that I'll leave behind, for sure. The best reward of my teaching career is the continued contact I have with former students. I play with and still keep in touch with them, and enthusiastically follow their developing musical careers."

Brown says he has, to use the words of a friend, "retired to music"—spending much of his time writing, recording, and performing, both locally and internationally. He recently returned from Europe, where he toured with a band, Atlantic Bridge, co-formed with one of his previous students from his jazz seminars in Spain in the '80s.

"I play a lot with the former students all over the world," he says. "It's a great connection. My wife retired the same time I did, and so the finest part of all of this is that we can go everywhere together."



Michael Serventi's son, Jesse Serventi, accepted the award on his father's behalf and is pictured with his mother, Gail Serventi '72.

MICHAEL SERVENTI '72

*Edgar "Dusty" Breddenner Jr. '50
Distinguished Alumni Award*

Ithaca College was a lifelong love for **Michael Serventi '72**, who passed away in 2012 at age 61.

Serventi made his mark on the campus through numerous and varied roles over the years—notably, as a member of the IC Board of Trustees for more than a decade, as a cochair (with his wife, **Gail Weir Serventi '72**) of the President's Associates giving club during the '90s, and as a key fundraiser for the construction of the Athletics and Events Center.

And Michael left a powerful mark on those he met through the college, many of whom became his lifelong friends. At his funeral service, recalled his son, Jesse, fellow IC grad **Charlie Miracle '71** eulogized Michael in front of a crowd of several hundred people in the local high school auditorium.

"He asked all of the Ithaca folks to stand and probably, I don't know, 75 to 100 people stood," Jesse said at the awards ceremony. "It was such a powerful moment."

Michael's affinity for Ithaca developed early on, thanks to several older friends who attended the School of Music, says Gail. During his high school years, he would make the drive from his hometown of Perry, New York, on weekends to visit. So when it came time to

"He asked all of the Ithaca folks to stand and probably, I don't know, 75 to 100 people stood. It was such a powerful moment."

—JESSE SERVENTI

decide on a college himself, Ithaca was the obvious choice.

As a business administration student at the college, Michael made an impact early on, becoming active in student government, the President's Host Committee, and the Interfraternity Council. He was a distinctive presence around campus, says Gail, who was friends with him through the Greek system even before they began dating as juniors.

"He was 6'5" and wore a size 15 shoe," she says with a laugh.

The two married in 1973 as Michael was earning his MBA in Boston and then set out for Atlanta as he began his career with Johnson & Johnson. Later, they returned to Perry to take up his family's business, Lew-Mark Baking.

Michael's family eventually sold the business to a larger commercial bakery, and he then served on several private and public companies' boards. All the while, he was active at Ithaca College—and not just in the aforementioned roles.

Michael served on committees including the Business Professors Alumni Advisory Committee, the Audit and Finance Committee, and the Young Alumni Leadership Council, among others. He was part of search committees for past college leaders and acted as a local area representative for the Office of Admission. And he was a distinguished executive lecturer in the School of Business.

Fundraising for the college was an area where Michael shone, says Gail. When they worked together for the President's Associates, they would call people to ask for gifts.

"That was not in my comfort zone at all," she recalls. "Mike really taught me how to ask people for money."

His skill helped bring the Athletics and Events Center, the college's largest construction project to date, to life—helping to raise \$65.5 million in support of the center.

"That was, I think, his legacy for Ithaca," Gail says. "That was his final mark."

Michael is survived by Gail, as well as his son, Jesse, who spoke at the awards ceremony, and daughter, Michaela, and their families.



STEVE GONICK '85

Volunteer Service Award

Stephen “Steve” Gonick '85 is thinking about professional wrestling.

Not as a next career move—but because right after his interview with *ICView*, he was hopping on a FaceTime call with a current business student whose dream job is with World Wrestling Entertainment.

“I’m either going to talk common sense into him or help him get that job,” Gonick says.

Probably the latter.

Gonick is a fixture at the School of Business, serving both on the dean’s Business Advisory Council and as a member of the Investment Advisory Board. In his role as the school’s executive and entrepreneur in residence, Gonick visits campus at least once a month for a few jam-packed days of giving lectures, speaking in classes, and meeting one-on-one with students to help them prepare for their careers.

By his estimates, he mentors about 125 students each year and, since 2014, has guided some 700—most of whom he has stayed in touch with.

“Honestly, it’s like a shot of B12,” Gonick says. “I love working with students. Maybe I’m living vicariously. And I’m trying to set an example to them, of giving back.”

His extensive mentee network led Gonick to help the School of Business form a Young Alumni Network, which connects current students with recent graduates who have common interests or a similar career trajectory.

“So you have a student who wants to work for

“I thought, ‘Why don’t I just do something that makes my heart feel good?’ And my vehicle was Ithaca College and the students.”

Unilever one day, and then you know we have a young alumnus at Unilever to connect him with,” Gonick says. “Because those young alums are really the ones that can help these students get their jobs. I was very concerned that if I got hit by a bus, all of this data that’s in my head about these students and where they are would be lost,” says Gonick, whose efforts earned him the Alumni Volunteer of the Year Award from IC’s Business Advisory Council in 2016.

When he’s not on campus, Gonick dedicates time to the investment company he set up with his wife, Denise, which invests in socially responsible start-up businesses. In that capacity, he’s a cofounder of Passport for Good, which works with schools, churches, and other entities to encourage volunteerism—and then uses software to track and measure its impact.

During his own undergrad tenure, Gonick majored in personnel administration and industrial relations.

“At the time it was basically human resources,” he explains. “But when I got out of school, I did what most kids do when they don’t really have a good understanding of what they want to do: go into sales.”

One of his first sales jobs involved phonebooks for U.S. West, one of AT&T’s newly divested Regional Bell Operating Companies for a local phone service, known as the “Baby Bells.”

“I got to call on all different types of businesses, like a plumber, or a law firm, or a big utility company,” he says. “It got me into marketing.”

Gonick worked in marketing for various pharmaceutical and consumer product companies. He took a leap of faith during the recession in 2009, leaving Johnson & Johnson to form Adirondack Funds, a mutual fund firm.

When he left Adirondack in 2014, Gonick says, it was a chance to take stock of the situation and what he wanted to do. The School of Business’s executive and entrepreneur in residence opportunity came up shortly after.

“I thought, ‘Why don’t I just do something that makes my heart feel good?’” he recalls. “And my vehicle was Ithaca College and the students.”



ERIN STEVENS '00

Professional Achievement Award

(By Nancy J. McCann)

Helping cancer patients has given **Dr. Erin Stevens '00** a glimpse into—as strange as it might sound—the good side of cancer.

“The good side of cancer? Cancer teaches you what’s really important in life,” she says. “So what are the important things you really need to be doing?”

For Stevens, one of only roughly 1,000 practicing gynecologic oncologists in the country, making an impact is one of those important things. Until late 2018, she worked at the Billings Clinic in Montana, the only site for this specialty in all of Montana, Wyoming, North Dakota, and half of South Dakota and Idaho. Some patients drove eight hours for her care.

“What I love about gynecologic oncology is caring for a woman through the course of her cancer,” says Stevens, who recently moved to Green Bay, Wisconsin, to practice at Prevea Health. “I’m the person she sees when she’s diagnosed, the one who’s in the operating room with her and who’s going to give her chemo. I’m the person who follows her in remission until we say she’s cured, or follows her through the course of her life until she dies of cancer. That’s me. To have the patients and families trust me so much—that relationship is amazing. It’s an honor and privilege to do what I do.”

Stevens studied psychology at Ithaca before heading to New York Medical College. A Bomber track and field

“Cancer makes you live your life in the moment and doesn’t let you put things off. I’ve chosen to live my life as if any moment I might be sitting on the other side of my table in the office as the patient.”

standout, she held the school records for shot put and 20-pound weight throw. “Coach Jim Nichols was a huge positive influence on my college career and my life,” says Stevens. “He really made sure you followed your passion. Ithaca College and the town of Ithaca made me into the person I am today. I really liked the liberal, open-minded community.

“I did my residency in OB-GYN and loved the surgical aspect of it, but more importantly, I loved my patients in gynecologic oncology. They were these amazing, strong women who were diagnosed with cancer, doing whatever they could to get treated and healthy. Or, if they were dying, died amazingly gracefully. It was the patients that made me fall in love with oncology.”

After completing her residency at Stony Brook University Medical Center and a gynecologic oncology fellowship at SUNY Downstate Medical Center, Stevens headed west to Big Sky Country in 2013.

Stevens took her work beyond where most would go by shaving her head in support of her patients. For the 2017 Relay for Life, an annual, community-based fundraising event of the American Cancer Society, Stevens promised to go bald if her goal of \$25,000 was reached. She raised nearly \$31,000 and was among the top 1,000 fundraisers in the country. At midnight on the night of relay, Stevens sat on stage with her hairdresser and her patient, Kelli Kundert, age 34 at the time, by her side. (Kelli was diagnosed with ovarian cancer in 2015. Stevens did her surgery, chemotherapy, and is now following Kundert in remission.) Stevens’s long locks were donated to Pantene Beautiful Lengths, a national program that makes free, real-hair wigs for women with cancer.

“It’s amazing what shaving my head means to other people and what it means to me now,” she says. “In the beginning, people were thanking me, congratulating me, telling me I looked beautiful. I would say, ‘I hope you go up to cancer patients and tell them they look beautiful.’”

“Cancer makes you live your life in the moment and doesn’t let you put things off,” Stevens says. “I’ve chosen to live my life as if any moment I might be sitting on the other side of my table in the office as the patient.”



PHOTO BY NATHAN JOHNSON

AARON TVEIT '05

Outstanding Young Alumni Award

Taking more than four years to earn a degree is known as a “victory lap.” For award-winning actor **Aaron Tveit '05**, however, earning his final credits was more of an encore—a well-deserved one after detours from the classroom to star in movies, television shows, and Broadway productions.

Tveit's big break came during a musical theatre workshop during the fall of his junior year, when a visiting alumnus—the music director for the national tour of *Rent*—had the students do mock auditions to get them used to the process.

“Afterwards, he pulled me aside and said, ‘Hey, you’re perfect for our show. Can I take your phone number if anything comes up?’” recalls Tveit.

A few months later, they called Tveit in to do a final callback in New York. He was driving back to Ithaca from the audition when he got the call to join the *Rent* cast as Steve and understudy for Mark/Roger.

“I was really lucky that all those things fell into place,” says Tveit, who had almost ended up at Cornell University as an applied economics major before deciding at the last minute to go to IC's School of Music instead. He transferred into the musical theatre major as a sophomore.

From that first run in *Rent*, Tveit has gone on to have a varied career with starring roles across media: on stage in theatre productions including *Hairspray*, *Next to Normal*, *Wicked*, and *Catch Me if You Can*, among others;

“Stage for me is where I started and where my heart lives a little bit. I’ve missed it. I’ve been waiting for the right timing and right opportunity and right show and part to come back.”

in films such as *Les Misérables*; and on television in shows like *Gossip Girl*, *Graceland*, *Ugly Betty*, and *Law & Order*. A few roles have called on skills across formats, like his role as Danny Zuko in *Grease: Live* that aired on Fox in 2015.

Tveit's latest turn brings him back to Broadway this summer as Christian in *Moulin Rouge! The Musical*. And his performance has already garnered rave reviews after the musical's world premiere in Boston. *New York Times* critic Ben Brantley called Tveit's Christian “a role he was born to play.”

Although theatre has the most challenging schedule, it's also the most rewarding, Tveit says.

“Stage for me is where I started and where my heart lives a little bit. I’ve missed it,” he says. “I’ve been waiting for the right timing and right opportunity and right show and part to come back.”

Tveit's rising star meant it took additional time to complete his degree. Between three years of classes at Ithaca and some advanced placement credits from high school, he was only 12 credits shy of the requirements to graduate.

The college eventually determined Tveit could receive internship credit for his professional work, leaving him with just one three-credit science requirement to navigate—which he aced with an online biology course shortly after he finished shooting the *Les Misérables* movie in 2012.

“When I started taking that science class, I then really realized how much it actually meant to me to finish my degree,” he says. “I was a little bit on the ‘11-year program,’” Tveit jokes, “But I was very excited that I finally got it done.”



PHOTO BY DALE PETERSON

CHRISTOPHER H. TOONE '13

Humanitarian Alumni Award

Several stops into a Semester at Sea during his sophomore year, **Christopher H. Toone '13** and his shipmates arrived at their first sub-Saharan port, in Ghana.

"We all piled in the back of a van and then drove down dirt roads," Toone says of the journey to the rural African village of Akatim. "When we finally got there, I truly felt like we were in the middle of nowhere," he says. "There was no cell service; there were no electrical towers in sight."

In what became a pivotal moment for him, Toone saw village children going to school in a downpour.

"The roof was leaking, so it was raining inside the classrooms," he says. "That resonated with everybody who was there. We decided that we needed to do something about it."

Back on the ship, Toone and his friends started holding regular meetings to brainstorm ways to help. The Senase Project—a nonprofit aimed at eradicating poverty through community development—was born.

"There was a notary on board the ship, so our articles of incorporation were notarized somewhere in the Pacific Ocean," says Toone, who has served as chief executive officer of the 501(c)(3) since its inception in 2010. "By the time we got off the ship in San Diego, we actually had our bylaws and our incorporation certification waiting for us. Then we went back to our respective colleges and just kept pushing along from there."

"Our ultimate goal is to create this reformed idea of what public education looks like in Ghana."

Back at Ithaca College, Toone balanced running the Senase Project with his studies in athletic training. Since graduating, he has worked with the U.S. Ski Team, and is currently with a professional ski racing team. He travels to Ghana for the Senase Project at least once a year, and uses WhatsApp and email to build relationships in the interim with the local government, village elders, teachers, and students' families.

The nonprofit's first goal, of course, was building a new primary school in Akatim to rectify the situation that Toone had seen during his semester abroad. Fueled by growing community interest—with more than 100 kids attending—classes now run from kindergarten through junior high.

"It was an, 'If you build it, they will come' kind of thing," says Toone.

But the work of building the school highlighted other cracks in the village's education system. So the Senase Project expanded its efforts, collaborating with village leaders and the government on ventures that promote accountability and sustainability.

For example, the group has promoted teacher training, distributed solar lanterns to village families to enable students to study at night, and implemented hand-washing stations to promote hygiene. Since 2015, a Sponsor a Student program has paired U.S. donors with village families.

"Our ultimate goal is to create this reformed idea of what public education looks like in Ghana—to work with the government on that, work with the parents, and make it successful through three areas: the environment, teacher training, and community collaboration," he says. "So then we're going to take this and we're going to do it in these three schools, and then these three schools, and slowly but surely we'd hopefully see some change." ■



PHOTO BY FRANK MONKIEWICZ PHOTOGRAPHY

LEARN, MENTOR, CONNECT

IC's Office of Engagement and Constituent Relations is dedicated to helping alumni sustain their bonds with the college and with each other. One crucial component of this work is to create **professional development opportunities** for alumni to receive support throughout their career journey, and in turn support fellow alumni and current students.

No matter where you are in your career, consider listening in on a webinar through the **IC Webinar Series**. Experts (including IC alumni) present information on topics including career and networking practices, building a personal brand, managing health care challenges in the workplace, and effective leadership. Webinars last an hour and take place each month. Visit alumni.ithaca.edu/webinars to check out our webinar schedule.

Whether you're searching for a mentor or would like to serve as one, IC's exclusive networking platform, **IC Mentor Connect**, helps initiate one-on-one conversations between students and alumni. Registering and creating a profile is easy, as you can import your LinkedIn profile to pre-populate your IC Mentor Connect profile. If you don't have

a LinkedIn account, you have the option to create a profile on the IC Mentor Connect website using your email address. Visit icmentorconnect.com to get started. You can also download the "IC Mentor Connect" app via Google Play and the iTunes App Store.

And, coming soon is IC's 34th annual **Network Nights**, with events slated to take place in January 2020. Network Nights events bring together alumni and students to share perspectives on career paths and life after IC. Volunteer ambassadors at each event welcome attendees, share their professional expertise, and assist with starting conversations to help attendees connect with each other. Interested in serving as a Network Nights ambassador? Contact Gretchen Van Valen, MM '93, at gvanvalen@ithaca.edu. And stay tuned for more details on Network Nights, including the locations where we'll be hosting events!

➤ To learn more about staying connected to IC and your alumni community, visit alumni.ithaca.edu.

WAYS TO LEARN, MENTOR, AND CONNECT

IC WEBINAR SERIES

➤ alumni.ithaca.edu/webinars

IC MENTOR CONNECT

➤ icmentorconnect.com

NETWORK NIGHTS

➤ ithaca.edu/networknights

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PHOTO SUBMITTED

DEAR IC FRIENDS,

Two main drives motivate the Alumni Association Board of Directors (AABD): our passion for sustaining connections among our alumni community and our love of Ithaca College.

Our shared work creates opportunities for alumni to engage with each other, current students, and the wider IC community. The Connections section in each issue of *ICView* reveals the many benefits available to alumni, including ongoing career, educational, and networking programs; events held in Ithaca and communities across the country; and a network of alumni who can help activate incredible opportunities.

In my previous *ICView* letter, I described the AABD as “super fans.” One super fan I want to make note of in particular stepped up to take on the role of chair of the AABD’s Professional Development and Life Stage Committee: **Chris Lee ’10**.

Chris has been an IC super fan since his days as a student. He was a member of the President’s Host student ambassador program, was active in Ithacappella and the Student Government Association, and was elected as a student trustee to IC’s Board of Trustees. Today, Chris is director of global talent and culture operations with Dell—a position that allows him to do what he loves most: help others to grow, thrive, and succeed. In his role with the AABD, Chris leads the committee’s efforts to engage alumni with one another and the greater IC community through innovative professional and life stage programs.

No matter where you are in your professional development or life stage, the members of the AABD are here to support you and can connect you with helpful resources. I encourage you to learn more about the alumni community and the AABD by visiting alumni.ithaca.edu. And if you’d like to get involved or share ideas for future alumni engagement initiatives, please email me at aabdpresident@ithaca.edu.

AMI MAKI ’94

President, Alumni Association Board of Directors

1973

PAUL HARRICA was named the president of the New York State Public High School Athletic Association.

1974



Nancy Wyllie (center) won the best experimental short film award at the Americas Film Festival New York.

NANCY WYLLIE won the Americas Award for best experimental short film at the Americas Film Festival New York in June 2018. The awards ceremony was held at the Smithsonian National Museum of the American Indian. The festival is organized by the City University of New York and represents the rich diversity of the cultures, languages, and stories of North America, Central America, and South America.

1980

KIM GALTON's role as director of retail for the Houlihan Lawrence Commercial Group in New York and Connecticut entails overseeing the leasing, sales, and development of retail properties. She represents landlords and tenants, and works with national organizations as well as neighborhood businesses.

1985



MONICA DIGILIO is the executive vice president and chief human resources officer for Caesars Entertainment, where she oversees human resources strategy and

operations for the Caesars portfolio of brands. She is responsible for executing the strategic HR vision for over 65,000 employees worldwide. She also serves on the company's senior management team.

1986

RICHARD FRANKEL is chairman and chief executive officer of Red Rock, by Seven Stars Cloud Group. Red Rock is a financial services and digital financial asset development company that supports the creation, ownership, and security of exchange tradeable digital assets. Richard is also an attorney with Ruskin Moscou Faltischek on Long Island and is an on-air consultant for ABC News. Prior to his current work, Richard spent 26 years in law enforcement as a prosecutor and FBI special agent.

1989

LISA NAMEROW is Pandora Media's head of podcast partnerships, where she leads efforts to expand Pandora's podcast offerings. Lisa has spent her career in the music industry, beginning as an intern for WTIC-FM when she was a student at Ithaca. She later took on various marketing roles before becoming general manager and vice president of AOL Radio and AOL Music.

1991

MICHAEL GIANCURSIO was named executive vice president and chief lending officer at Fairport Savings Bank. He has more than 20 years of experience in commercial credit, lending, and deposits. He was also a bank examiner for the Office of the Comptroller of the Currency in Syracuse.

JODI WHORISKEY is a program manager at the nonprofit organization Family Lives On, which helps children who have had a parent pass away. The organization works to continue annual family

traditions that the children celebrated with that parent. Based in Pennsylvania, Family Lives On partners with Eagles Care, an outreach organization of the Philadelphia Eagles.

1992

DAVID GOLDBERG was named 2018's best physical therapist by *Seacoastonline*, a publication based in New Hampshire. He is a physical therapist at ProCare Physical Therapy and Hand Center in Portsmouth. Practicing since 1992, David uses the latest and most efficient treatments for his patients, including functional dry needling, instrument-assisted soft tissue mobilization, and kinesio taping.

1993

ALLIE KLINE was appointed to the Pier 1 Imports board of directors and is a member of the board's compensation committee. Prior to that, she was the chief marketing and communications officer for Oath Inc., a subsidiary of Verizon Communications, and was the head of its prominent Makers Women division, a media brand focused on female leadership.

ASHLEY LOMERY is chief development officer at the Pennsylvania Academy of the Fine Arts. Prior to this position, she was the assistant vice president for development at Temple University.



SARAH SANDERS is the senior vice president and chief marketing officer of Nemours Children's Health System. She leads the multistate

health system's local, regional, and national marketing strategy in advancing children's health by managing teams in branding, marketing, public relations, internal communications, and clinical service line support. Prior to working with Nemours, Sarah was

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the associate chief marketing officer at the University of Pennsylvania Health System (Penn Medicine).

ERIC JORDAN YOUNG returned to South Hill this past October to direct Ithaca College Theatre's production of *Ragtime*. Eric was in the show's ensemble during its original run on Broadway in 1998 and later played Booker T. Washington during its 2009 revival. Based on E.L. Doctorow's best-selling novel, *Ragtime* won the Tony Award for best book and best original score in 1998. The musical explores race and socioeconomic class through the interconnected stories of a resilient white upper-class wife, a hopeful Jewish immigrant, and a bold, black Harlem musician at the dawn of the 20th century.

1995



David Muir's *ABC World News Tonight* is the top-rated evening newscast.

DAVID MUIR was named the 2018 broadcaster of the year by the New York State Broadcasters Association. *ABC World News Tonight*, for which David is the anchor, was awarded best television network newscast at the Radio Television Digital News Association's annual Edward R. Murrow Awards gala. Previously, David was coanchor for ABC's *20/20*, which was recently inducted into the Broadcasting & Cable Hall of Fame. David was also honored by global humanitarian organization Save the Children with their Voice Award for his reporting

on the food crisis and drought affecting millions in Somalia.

1998

DANIEL GOLD was named senior director of corporate accounts at Catalyst. Catalyst designs, builds, and runs software platforms to help corporations and their counsel manage complex litigation, investigations, and regulatory compliance matters. In his position, Daniel advises corporate clients on technology-driven strategies, advanced analytics, and technology-assisted review to help control litigation and regulatory costs.

2000

BENJAMIN SIMONDS was promoted to vice president of sales at NFL Media. He leads sales teams within the NFL's Chicago and Los Angeles offices to cover the Midwest and West Coast territories for NFL Media. Benjamin has spent more than a dozen years on the media sales team.

2001



David Alima and his wife, Laura, are "trying to help the world achieve happiness through ice cream."

DAVID ALIMA, owner of the Charmery ice cream shop, opened his second and third locations in Baltimore, Maryland. Their second location includes an ice cream production facility as well.

2003



EMILY RIEMER won an Emmy Award for *Beyond the Cure*, a program she wrote and produced that looks at the late effects of childhood

cancer treatment on patients who survive the disease but later on develop other serious health complications. The show won a 2018 National Headliner Award. Emily anchors the 4 and 5 p.m. newscasts on Boston's WCVB-TV and also covers the medical beat. She has been with the station since 2011.

2004

DAVID DONOVAN is editor in chief for *North Carolina Lawyers Weekly* and *South Carolina Lawyers Weekly*, two community newspapers serving the legal profession in those states. David manages and leads the team in producing the publications' editorial content. Prior to becoming editor in chief, David was a news reporter for a local news source, *Lawyers Weekly*, since 2012.

2006



CHRISTY AGNESE was named vice president for advancement at Albright College. Her job entails building

relationships and creating connections by engaging alumni, establishing strategic partnerships, and facilitating opportunities for philanthropic support. Christy is also on the IC Alumni Association Board of Directors and is a former IC Board of Trustees member.

2007



BRITTANY GIBSON is the executive director for the Seneca Lake Wine Trail. In this role, she works closely with

the executive committee, winery owners, and managers to achieve the trail's strategic objectives, which include increasing tasting room visits and wine sales at member wineries. She also manages the trail's marketing, promotion, and financials.

ADAM HEASLIP is the account director of club business development for the National Football League. As a key conduit between the NFL's league office and its 32 teams, Adam is responsible for building and maintaining relationships with team personnel. Prior to this role, he oversaw business development in the college athletics marketplace for Paciolan, a ticketing software company.

2008

BEN STRAUSS was appointed to the *Washington Post* sports section to cover the business of sports and the media being used in the sports industry. He examines the changing technology that is reshaping how fans consume sports and profiles the people who work the industry, such as ESPN personalities. Previously Ben was a contributing writer for *Politico* magazine, where he wrote about the intersections of politics, sports, and media.

2009

ROBERT DIETZ was named assistant director of graduate recruitment at Syracuse University's School of Information Studies, where he focuses on recruitment and admissions to the school. He leads many of the recruitment and communication activities and is responsible for the graduate students who assist in communication, recruitment events, and marketing research.

CHRIS GRAY, a former all-American offensive lineman for the Bombers, has been hired by Hobart and William Smith Colleges to be the

strength and conditioning head coach. Before his new position, he was the performance operations manager at Ignition Athletic Performance Group. Chris has extensive experience working with student-athletes at both Division I and Division III institutions. He spent two years as the assistant director of strength and conditioning at the University of Cincinnati and a season at Villanova University.

2010



TODD KOONS is a manager in the advisory forensics practice at Pricewaterhouse-Coopers (PwC) in New York. His

group works with large advertisers to improve their agency partner contracts and improve transparency and effectiveness of their media and creative investments. Todd has been with PwC for five years and has prior experience with Ebiquity marketing and media consultants and with the media and advertising agency Universal McCann.

ATA MOVASSAGHI was named digital marketing director and content lead at Roc Nation Sports. Overseeing a diverse group of more than 70 National Basketball Association, National Football League, Major League Baseball, soccer, and boxing athletes, he works to shape the overall digital strategy and execution of marketing plans for individual clients, as well as the Roc Nation Sports brand. He is responsible for overseeing the development of content for the brand and its athletes, which includes photography, video production, games, philanthropic efforts, and personal plans. He and his team create and execute marketing plans and partner pitches, and collaborate with clients to accomplish their individual initiatives.



PHOTO BY CASEY MARTIN

Bradley Tucker (right) stands outside Ithaca's State Theatre.

BRADLEY TUCKER is the executive assistant and project manager for Dayglo Presents. An integral part of the company since 2010, his responsibilities involve all Dayglo Presents properties, including Brooklyn Bowl New York and the

YOUR GENEROSITY – CAN – CHANGE A LIFE

By including IC in your will, you leave a lasting legacy and give the gift of an amazing IC education to students.

For sample bequest language and to find out more about planned giving at Ithaca College, visit ithaca.edu/plannedgiving or email plannedgiving@ithaca.edu.

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Capitol Theatre. He is the marketing director at *Relix* magazine and creator of the Relix Live Music Conference, a forum for professionals in the live music industry. He also writes a music industry interview section called "Behind the Scene" for the magazine and Relix.com.

2011

TOM ESCHEN joined the Lax Sports Network team as an anchor and host. He is responsible for anchoring the in-studio coverage, which includes *Lacrosse Now* on a nightly basis, along with pre- and post-game coverage of a variety of professional, collegiate, and high school games throughout the year. He is also a play-by-play anchor and sideline reporter. Lax Sports Network is based in the Boston area.

VIRGINIA LEARY was featured in *Buffalo Spree* magazine for her efforts to live a low-waste lifestyle. Inspired by her time at Ithaca College and Bea Johnson's book *Zero Waste Home*, Virginia has reduced her household waste to less than one pound per month. She has been documenting her journey and offering tips through her Instagram, @zerowastebuffalo. Virginia was also previously featured in articles for DIY Network and *Sisters for Financial Independence*.

MICHAEL SHIPMAN was a recipient of the Pennsylvania Institute of Certified Public Accountants' 2018 Young Leader Award. Each year, the Pennsylvania Institute of Certified Public Accountants honors 40 young leaders under the age of 40 who have demonstrated a commitment to the profession. Michael is a business administration and accounting instructor at Pennsylvania College of Technology in Williamsport.

2013

NICOLE KUKIEZA was awarded a grant through Fund for Teachers, an organization giving teachers the opportunity to create self-designed summer professional learning. Serving K-12 educators, it has awarded more than \$27.5 million since its inception in 2001. Through her grant, Nicole traveled to Korogocho, an impoverished area of Kenya, where she spent time working with students in the Ghetto Classics Orchestra. Nicole is a K-5 music teacher at Britt Elementary School in Snellville, Georgia.



Jake Lichter at the Cornell University pool

JAKE LICHTER has taken on a new role as the assistant men's swimming coach at Cornell University. He works in collaboration with the head coach in running all aspects of the program. His primary roles are season planning, writing and implementing practices, recruiting, and student-athlete advising.



LEONARD TEITELBAUM is the clinical director for Professional Physical Therapy's newest location in Fort Lee, New

Jersey, overseeing all operations of the clinic including patients, budget, and clinical care. Prior to being named director, he worked as a staff physical therapist with the same company where he worked with a caseload of pre- and post-operative patients and athletes.



MISSING CAMPUS?

Follow the Ithaca College Alumni Association on Facebook for campus photos, updates, upcoming events, and **#weddingwednesday!**

SIERRA YAPLE is working in human resources at the global Under Armour headquarters in Baltimore, Maryland, as a talent development specialist. In her role, Sierra oversees the learning management system, ArmourU, and helps facilitate professional development trainings for other Under Armour employees.

2014

MASON ST. PIERRE was awarded a finalist honorable mention for the American Prize in Orchestral Performance. The award program, administered by Hat City Music Theater Inc., honors various genres in the performing arts. Mason recently completed his master's degree in wind performance at the Sydney Conservatorium of Music in Australia. On scholarship, he was

the first international student to be admitted into the program.



BRITTANY SMITH is the senior digital editor of *Men's Journal*. This past August, with Wilderness Safaris and the Netbank

Tour de Tuli, she mountain biked 155 miles across Botswana, Zimbabwe, and South Africa over the course of four days, powering over rocky koppies (hills), sandy drainage lines, thorn bushes, and baobab trees.

2015

SAM CARNEY is business support coordinator at the Downtown Ithaca Alliance. In this role, he communicates with restaurants and retail stores to ensure they know about downtown Ithaca events, ways they can participate, and ways the events can help improve business. He also helps schedule downtown networking nights. Prior to this position, Sam worked as an operations lead and career coach for the San Francisco-based ed-tech startup Vocate.



Bethany George holds the Emmy she won as part of CNN's documentary unit.

BETHANY GEORGE and her team at CNN's documentary unit won a News and Documentary Emmy Award for an outstanding science, medical, and environmental report for their story *Separated: Saving the Twins*. The film tells the story of babies who were born conjoined at the head. Bethany worked to gather and organize home videos

before, during, and after the operation and worked with editors to find the best images and video clips to illustrate the twins' story. Bethany has been working for CNN for the past two years.



LEIGH MARTINO was hired as marketing and communications coordinator for the Center for Regional Economic



JOIN ICUNITY

ICUnity is a network of students, alumni, staff, parents, and friends who support diversity-related programs and events.

We are seeking a variety of alumni volunteers representing all

- identities
- schools
- class years
- regions
- skills
- industries

For more information on how to get involved or to volunteer, please contact Jeanette Rivera-Watts, director of engagement and constituent relations, at griverawatts@ithaca.edu or (607) 274-1431.

 alumni.ithaca.edu/icunity

ALUMNI NOTES

Advancement (CREA) at Cornell University. In her primary role she works with the center's marketing strategist to adopt marketing and communication plans to promote CREA and its programs. Leigh is also an assistant track and field coach at Ithaca College. She works with the men and women hurdlers and helps recruit for both programs. Prior to working at Cornell, Leigh spent two years as sports information director at the State University of New York at Binghamton.

MATTHEW SADOWSKI is director of bands at the University of California at Berkeley. In this position, he is in charge of both the University of California's marching band and its wind ensemble.

2016

NICOLE GODREAU was selected as an Adcolor Futures recipient. Adcolor Futures is a program dedicated to identifying and nurturing the next generation of leaders in the advertising, marketing, media, and public relations industries. With a 15 percent acceptance rate in the program, the criteria for selection involves being part of the creative/communications industry and being a person of color, differently abled, LGBTQ+, and/or a military veteran. Currently, Nicole is a sales coordinator at Spotify, where she conducts market research and reporting as well as event execution and business operations.

MATT MIKKELSEN is the founder of Hayloft Audio, which specializes in nature sound-recording and soundscape analysis. He works to preserve natural soundscapes from noise pollution, most notably One Square Inch, a sanctuary for silence in Olympic National Park. He also does location sound and sound design for film for many clients including the Public Broadcasting Service, National Public Radio, and Microsoft.

2017

JAKE ASMAN was hired by SB Nation Radio to join their nationally syndicated sports talk network as a full-time host. On SB Nation Radio, Jake's show focuses on the hot topics in professional and collegiate sports. The show features interviews with some of the biggest names in the industry and interactions with listeners through phone calls and tweets. Jake comes to SB Nation Radio after hosting the morning show on Long Island's SportsOnTheGo1 Radio.

VICTOR ANTHONY LOPEZ-CARMEN was named to the National Center for American Indian Enterprise Development's Native American 40 under 40 list. As a member of the Crow Creek Sioux Tribe, as well as being Yaqui, Victor is the first of his tribe to receive this award. Recipients are nominated by members of their communities and are typically those who have demonstrated leadership, initiative, and dedication and have made significant contributions in business and their community. He also edited *Indigenous Youth: Through Their Eyes*, a book on global indigenous youth experiences being published by Columbia University. In 2017, he was elected as the United Nations Global Indigenous Youth Caucus Focal Point for North America and was the North American representative on the UN Food and Agricultural Organization Youth Committee.

2018

ADAM FRON was named football operations intern at the State University of New York at Buffalo (UB). He splits his time working with the football team and at the Hamburg Brewing Company, where he is an operations/sales and marketing representative. In his work with the brewing company, he travels across the state promoting and selling products.



MARC ROZYNES-CHASIN joined the Miami-based real estate firm Rivergate Companies in a newly formed position as a

corporate development associate. His responsibilities include organizing and coordinating with associates, partners, and clients. He also serves as a liaison for Rivergate's partners: Eden Multifamily, Miami City Self-Storage, and property management firm RKW Residential.

KYLE STEWART was awarded the Tim Russert Fellowship, a position for a recent college graduate

MAKE A TRIBUTE

You are invited to submit a tribute to an online space dedicated to celebrating the lives of the members of our IC family. An Enduring Tribute is a virtual memory book that shares the lives and contributions of deceased students, alumni, staff, faculty, and friends.

➤ ithaca.edu/tribute

For more information or to submit a tribute, contact Kelly Dowd, director of engagement and constituent relations, at kdowd@ithaca.edu.

in the NBC News Washington, D.C., Bureau. The fellowship had him rotating through multiple departments including the television show *Meet the Press* and the NBC News Political Unit. In his first rotation with *Meet the Press*, he did research, assisted producers with interview preparation, and helped the digital team.

Celebrations

ANDY KLEIMAN '05 and Allison Cohen. August 25, 2018, at the Harlem Stage Gatehouse in New York City. **Matthew Corsetti '05** was a groomsman.

CHRIS WNUK '06 and Karen McKinnon, September 16, 2018, at the Sunrise Amphitheater in Boulder, Colorado.

RYAN BOYCE '09 and **WENDY HALIK BOYCE '09**. October 7, 2017, in Rochester, New York.

JASON KLEBAN '14 and Olivia Haas on June 30, 2018.

Introductions

MICHAEL RATTAY '01 and Amy Deveau. Millicent Jane, June 29, 2017.

ADRECK MCDONALD '08 and **KATHERINE SCHAEFER MCDONALD '09**. Callum James, October 4, 2018, joins big brother, Samuel.

TIM CAREY '09, MBA '10, and **SARAH LINDLAND CAREY '10**. Ian Michael, September 18, 2018.

Farewells

ALFRED CAFFIERO '60, February 7, 2017, at age 84. A graduate of the school of physio therapy at IC, Alfred had a prominent career in physical therapy for over 30 years. With partners **Bill Hahn '60** and Walter Szymanski, he founded Western New York Physical Therapy, serving patients in the Buffalo area. Throughout his life, Alfred was a dedicated teacher at

the State University of New York at Buffalo (UB) in the school of public health. Despite being diagnosed with ALS in 1998, Alfred continued his work teaching students and started a scholarship in his name to support aspiring PhD students. At the time of his passing, more than 50 students had benefitted from the scholarship. Alfred was a staunch supporter of the Muscular Dystrophy Association and pledged more than 38 years of volunteerism to raise money to fight the disease. In 2018, he received the Ronald Offhaus Award for outstanding volunteerism at the Harvest of Hope, an MDA benefit event he founded in 2002 to raise money for ALS research. Alfred is survived by his children, Elizabeth Smietana and Leanne Pressly; and his grandchildren, Jennifer and Ryan Smietana and Sophia Pressly.

JAN KLOTZ, August 30, 2018; in Ithaca, New York, at age 71. After graduating from Earlham College in 1969, Jan accepted a position at Keuka College as an assistant director of admissions, where he worked until 1973. From 1973 to 1975, he was the business manager for Farm & Wilderness camps in Plymouth, Vermont, after which he joined Ithaca College as the director of financial aid, a position he held until 1994. Jan then joined Educaid and Wachovia Bank as a customer service representative and eventually rose to marketing manager of the Northeast. Jan is survived by wife and partner Cindy Klotz, his son Jeff, stepson Bryan, sister Kathy, brothers Gary and Jay, and grandchildren Braelyn, Alexandra, Olivia, Morgan, and Mitchell.

Ithaca College Board of Trustees chair emeritus Herman E. "Skip" Muller Jr. and honorary trustee George Schunck both passed away this winter. Please see the next issue of ICView for more information.

TO PLACE AN ALUMNI NOTE, Celebration, Introduction, or Farewell, please visit ithaca.edu/icview and fill out the online form.

ICView reserves the right to edit for length and clarity.

Notes can also be mailed to

ICView
Ithaca College
953 Danby Road
Ithaca, NY 14850-7002

PHOTOS

Photos should be at least 3.5 inches wide and have a resolution of at least 300 dpi. If you mail a glossy print to us, please make sure to include your contact information and the names of any people in the photo.

FAREWELLS

Farewells honor alumni, current or retired employees, and students who have passed away. Space limitations may compel us to include only career, military, and volunteer activities.

This Alumni Notes section includes news that was received by November 1, 2018. Because of the nature of a tri-annual publication and the volume of notes we receive, you should expect to see your note about six months after you submit your information.

ALUMNI PROFILES

WHERE THERE'S A WILL

Jamie Osborne '79 worked tirelessly in the face of devastating injury

BY MICHAEL BLANDING

Later, **Jamie Osborne '79** would discover that his bike had been defective, that a bit of debris caught under the front wheel had caused the frame to crack in three places. All he knew at the time, however, was that he was riding north along the Green River outside Seattle—when suddenly he was falling—straight down to pavement at 25 miles an hour. The next thing Osborne knew, he was lying on the ground, looking up at the sun through the trees. His bliss lasted only a moment before he became aware of a screaming pain in his neck and shoulders. That wasn't as troubling, however, as the complete absence of pain—or any other feeling—in the lower two-thirds of his body. "That sent some shivers up my..." Osborne says, before catching himself. "That scared the heck out of me."



You can let this injury defeat you, or you can fight the good fight and give it everything you've got. I decided I was going to fight.

Osborne chronicles his 2007 accident in a book published last year, *Will Your Way Back: How One Man Overcame a Tragedy with a Winning Mindset*. He describes how the same drive that caused him to push himself so hard in sports also helped him to recover from his spinal injury.

The American Spinal Injury Association (ASIA) assigns four letters to spinal cord damage, with A being the most severe and D being the least. Osborne was diagnosed ASIA-C, a middle ground in which some patients fully regain their ability to walk, while others do not. "I was in this cone of uncertainty," Osborne says, "not knowing what, if any, function I was going to get back."

Lying awake during the fifth night in the ICU, he realized he had reached a fork in the road. "I said to myself, 'You can let this injury defeat you, or you can fight the good fight and give it everything you've got.' I decided I was going to fight."

Osborne had grown up outside Boston in an active family, skiing by age 5. While attending prep school in



Connecticut, he played hockey, soccer, and baseball, but he says it wasn't until he rowed varsity crew at IC that he really knew what it meant to push himself. "That was really my foray into heart-pumping aerobic sports," he says. "It was a big turning point in my life."

Osborne studied health administration at Ithaca, and after graduation, he took a job at a medical center in Seattle in 1981 doing systems analysis, a job that fit his highly analytical mind. In 1993, he started working in technology management at outdoor outfitter REI. There he discovered cycling, which quickly became his passion. He biked 25 miles each way to work every day and took a 20-mile group ride during his lunch break as well. Post-injury, he used his sports training to commit to physical therapy. He started rehab in a pool and on a treadmill, and then went to the gym to work with a personal trainer to strengthen his upper body.

After months of training, he was able to do a set of pushups every minute for 75 minutes—until he'd done more than 1,000 in all. Even as he was strengthening his arms and hands, he never gave up on the idea of getting back on his feet again to walk—and more. "From the days I was in the hospital doing therapy, I remember having this picture in my head of getting my ski boots back on," Osborne says. "Over the years, I never lost sight of that particular goal."

In his head, he repeatedly played a movie of being able to ski down Whistler Mountain in British Columbia. With time, he worked first to dress himself in ski gear again, and then to get up on skis. Finally in 2016, he and his family drove up to Whistler, where he took the chair lift to the top and skied down. "It was off the charts epic," he says. Through his book, he hopes to inspire others who have had accidents to never give up on their goals. "I had to train myself physically to the point where I had the leg strength," he says. "But for me anyway, it was just as important to visualize it and play that movie in my head in such detail. I believe there is real magic in that." ■

SOUND SKILLS

Professional noise maker **Shelley Roden '96** brings movies to life

BY KELLEY FREUND

Shelley Roden '96 keeps a grade-school report card with the following note from her teacher behind her work desk: "Shelley moves from quiet and pensive to making strange noises while walking in the hall."

Roden says her teacher's observations were spot on. As a child growing up in Victor, New York, Roden made random noises that were interruptive both in the classroom and in Girl Scout meetings. But it turns out, she just needed an outlet. Today, Roden is a Foley artist, spending her time running, splashing, and banging at the Skywalker Archives Foley stage in Northern California, all in the name of creating a rich soundtrack to enhance movies, TV shows, and video games. Roden's résumé includes the feature films *Moana*, *Black Panther*, and *Dunkirk*, which won the 2017 Academy Award for best sound editing, and the Netflix show *Mindhunter*.

“ ”

Imagine the production sound as a tomato sauce base. Foley does not add more tomatoes but augments and enhances using spices.

It's a career that was sparked by a summer course at Ithaca College. Roden majored in cinema and photography and worked as a cinematographer for her feature film classes, but when a professor placed her in the sound department one summer, things changed.

"I loved living in the world of sound where I could put on my earphones and just observe and listen," Roden says.

She picked up an audio minor and through Ithaca's Los Angeles program secured an internship at a postproduction sound house, where she began performing Foley for student film projects after hours. A sound supervisor encouraged her to pursue Foley as a career, and Roden went on to work freelance jobs before joining Skywalker Sound in 2015.

Foley teams are necessary in postproduction because a microphone on the set of a movie or TV show is meant to capture dialogue. With microphones tuned to what the actors are saying, whatever they are doing with their hands or body doesn't get picked up. Adding the sound of footsteps (using the Foley artists' footfalls), the clashing of swords (with props), or the swish of a



PHOTO SUBMITTED

character's jacket (made by moving cloth) helps the audience feel like they're in the scene.

"Let me compare it to cooking," says Roden. "Imagine the production sound as a tomato sauce base. Foley does not add more tomatoes but augments and enhances using spices. The end result becomes a complex, savory experience."

For each project, Roden and her colleagues figure out how to layer sounds into a spectrum that's also taken up by dialogue, music, and hard effects. Working the Foley into that sonic real estate can be a challenge, as can selecting the right prop or shoe and manipulating it to create a distinctive sound. According to Roden, the work is a team effort.

"Collaboration can result in greatness," Roden says. "Together with my Foley partner John Roesch and Foley mixer Scott Curtis, we toss around ideas and experiment until we achieve something better."

There are some props Roden uses over and over—like a stretchy-sounding latex Tin Man mask that has been the audio for moments such as Elastigirl stretching in the *Incredibles 2* and a fish trying to get out from between two rocks in *Finding Dory*. But sometimes Roden and her team build their own props or go shopping for new ones. For *Avengers*—where every character has a metal weapon, wears armor, and walks across the floor of a spaceship—Roden and her team shopped at salvage yards to find objects that would distinguish the metal sounds from one another. For Roden, these challenges teach her new things from one movie to the next.

"It's a process of discovery and experimentation, and I love that," says Roden. "Every second I get to do this, I feel so lucky. I get to move around, to be expressive and inventive, and to have fun with my team. Every day presents a different challenge." 🍷

Shelley Roden was at Ithaca College on April 6, presenting at the college's Music and Sound for Picture Conference.

GOING WITH THE GRAIN

Amber Lambke '96 moves
Maine Grains into high gear

BY BRIAN HUDGINS

When Maine farmers faced a two-fold problem, **Amber Lambke '96** found solutions inside a four-story county jailhouse.

A decade ago, Maine's organic dairy farmers lacked the organic feed and straw necessary to sustain their dairy farms. The state also lacked the necessary infrastructure and machinery to make food-grade grains available for consumers.

Enter Lambke, a Brunswick, Maine, native and a speech-language pathologist who had been part of a private practice in the coastal town of Portland for a decade. Marriage and a move took Lambke north to Skowhegan, a town with a population of about 8,500. "I was still a practicing speech-language pathologist, but at some point, Maine Grains became an all-encompassing project," she said.



I set speech-language pathology aside, but being a good listener and observer is still important. I am just solving different kinds of problems.

Lambke and Michael Scholz, a local baker, were able to secure Skowhegan's 14,000-square-foot former jailhouse for \$65,000. The repurposed Somerset County Jail Building became home to Maine Grains, a gristmill and retail outlet that gives grain growers a spot to process the fruits of their labor.

On the positive side, the downtown location of Maine Grains provided easy access for trucks to make deliveries or exit, and the facility also contained a functional commercial kitchen. The thickness of the walls created a ready-made sound barrier to prevent noisy equipment from bothering residents and visitors. But then—there were some challenges: Converting the jailhouse into a grain processing facility was pricey. Concrete floors and ceilings had to be cut so that pieces of equipment could be hoisted up multiple floors. Processes also had to be put in place to facilitate the flow of grain. In 2012, Maine Grains opened for business.



PHOTO BY LILY PIEL PHOTOGRAPHY

Lambke's preparation at IC for her later career came from both the speech-language pathology program and women's crew. "You have to work hard toward a common goal, and it takes a fair amount of grit to stick with crew," Lambke said. "There was so much to rowing—where to place your energy and not place your energy. All of this does not happen without learning about team functioning and team building."

Lambke started learning about the needs of Maine farmers when she volunteered at a farmer's market. As she delved further into farming, Lambke learned about grains and soil particular to New England. She found that oats and rye are two solid crop options for choking out weeds and maintaining healthy soil. Oats also tend to grow well in the cooler New England climate. As farmers have seen their sales capabilities improve during the last decade, the state's craft brewery industry has also grown. According to the Maine Brewers Guild, there were 73 active craft breweries in Maine in 2015. As of spring 2018, Maine had 117 active licensed breweries.

Amid the progress, Lambke sees more room for growth and the continued revitalization of downtown Skowhegan. "Not all [Maine] counties have the infrastructure," Lambke said. "Fifty percent of our business comes from outside the state of Maine."

In 2018 Maine Grains worked with 36 organic farmers and processed 1,200 tons of grain. The regional growth of the business has been steady, albeit on a smaller scale than mills that serve a nationwide clientele. "Our annual throughput amounts to what an industrial mega mill can do in two days," Lambke said. "Our sales have resulted in grain purchases that amount to over \$1 million spent with organic farmers since our startup. Sales in 2018 will have grown by 45 percent."

Lambke has been getting the word out for more than a decade. "I set speech-language pathology aside, but being a good listener and observer is still important," Lambke said. "I am just solving different kinds of problems." ■

BEYOND THE COURSE

Chris Lotsbom '13 runs and writes for the Boston Athletic Association

BY KELLEY FREUND

Chris Lotsbom '13 hasn't missed a Boston Marathon in more than 20 years. Growing up in Walpole, Massachusetts, it was a family tradition to pack lunches and head along the course to cheer on runners every Patriots' Day. Even while a student at Ithaca, Lotsbom took a bus to New York City and then to Boston, traveling for 12 hours to catch the race.

Lotsbom has yet to run in the Boston Marathon, but he's no longer on the sidelines. Now he's behind the scenes as the communications manager for the Boston Athletic Association (BAA), the organization responsible for the country's oldest annual marathon.

His trips to see the race inspired Lotsbom to pick up running in high school. One day, he received a brochure from Ithaca College, and the sport media and sport management majors piqued his interest. But he didn't know if he would be fast enough to run for the cross country team.



People work so hard to get to the starting line, and when you walk around Boston and see all the marathon jackets and finisher medals, you realize it's a dream come true for so many.

"I made it by the skin of my teeth," Lotsbom says of his freshman and sophomore years. But in his junior season, he began running twice a day and had logged a higher number of miles during the summer. He improved so much that he qualified to run in the Northeast regional meet.

"To earn a spot on the starting line at regionals was really special," Lotsbom says. "It's the only meet of the year we wear gold uniforms."

Lotsbom began working in the running industry his freshman year, with a writing position for *Race Results Weekly*. That gig led to freelance work for various magazines and running companies, as well as an internship with NBC for the 2012 Olympics.

His junior year, Lotsbom began working with the BAA as an intern and continued part time after graduation. Now with a full-time position, he is responsible for the organization's messaging, covering



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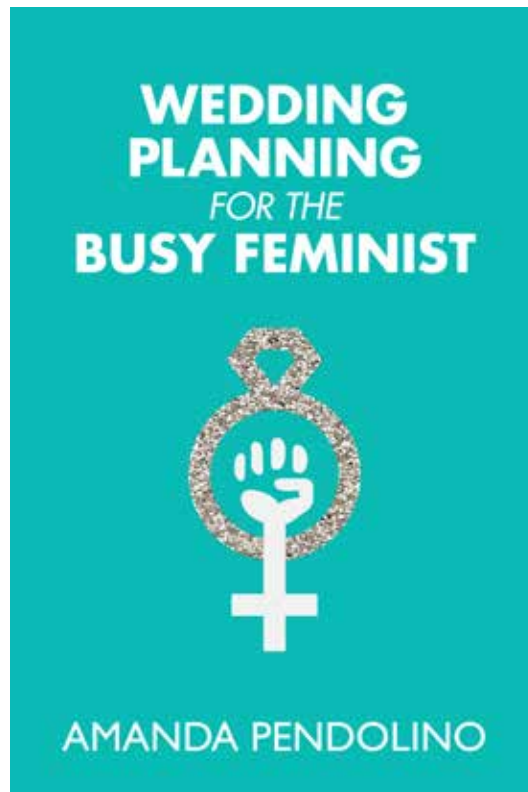
things such as media management, press releases, printed materials, and participant newsletters.

BAA races span the year, with a 5K, 10K, and half marathon, but its main event is the Boston Marathon. And it turns out organizing the race is a lot like *training* for it. While registrants begin logging longer miles in January and February, Lotsbom is working hard to make his print deadlines. As race week arrives in April, there's a lot of adrenaline—for the 30,000 participants who are anxious to toe the starting line and for the 30 staff members making last-minute preparations for their arrival. And come race day, Lotsbom says it's all about execution. While thousands of runners are putting their race plans into action, he and his team are making sure their own plans come together to provide a memorable race experience.

"The coolest part is how much this race impacts others," says Lotsbom. "People work so hard to get to the starting line, and when you walk around Boston and see all the marathon jackets and finisher medals, you realize it's a dream come true for so many. It makes all those long days worth it."

The one bad part about working for the BAA? If you're in charge of the event, you can't run in it. Lotsbom hopes to do so someday, and he has already qualified with his two marathons, including a personal best of 2:48:14 in New York City. Lotsbom trains with the BAA running club, logging between 50 and 80 miles a week, and he plans to race another marathon in the next year. Another goal is to return to Ithaca for the cross country team's annual alumni race. So far, work and travel has kept him away, but he's excited to come back to the place where he enjoyed working hard with his teammates and where he received an education that continues to serve him.

"Everything I learned at Ithaca, I use in my day-to-day in some form," says Lotsbom. "So many times, the things I studied in class have come up, whether it's small things like preparing press releases or race notes, or big PR communications strategies. My Ithaca education has helped in my career, and I'm very thankful for that." ●



THE HOW-TO OF “I DO”

Amanda Pendolino '07 Writes Guide to Surviving Wedding Planning

BY PATRICK BOHN '05, MS '07

IN THE SPRING OF 2017, Amanda Pendolino '07 found herself in the middle of a self-described “wedding whirlwind.” Not only was she the maid of honor for both her sister and her best friend, she was attending several other friends’ weddings. But rather than fall into a matrimonial stupor, Pendolino started making mental notes about what she saw.

The result is *Wedding Planning for the Busy Feminist*, which was published last May. In the book, Pendolino—who is not married—takes an outsider’s view of planning a wedding and expertly straddles the line between irreverent and practical. “I tell the readers to think of me as their unofficial maid of honor,” Pendolino said, “while I try to guide them through this process.”

“It seems like so much of wedding culture is kind of at odds with itself,”

she continued. “On the one hand, you have women who are getting married much later in life, and who don’t see a wedding as the center of their lives. But on the other, they’re getting a lot of pressure from social media to have a ‘perfect’ wedding.”

So while the book contains plenty of practical advice, such as a timeline and money-saving tips, it’s also driven strongly by a mantra that Pendolino repeats several times in the first few pages: You do you.

“I interviewed dozens of married people for this book and sent out surveys to many others, and I wanted to highlight some of the funny things I’d seen that showcased the couples’ personality,” she said. “One couple had someone painting their wedding as it occurred. I’d never seen that before.”

Pendolino has been living in Los

Angeles since shortly after graduating from Ithaca in 2007 and has worked as a freelance writer, screenwriter, and script reader. She credits her semester spent in the college’s Los Angeles internship program as helping with the transition. “There’s a community of IC people out here, and that’s great,” she said. “I don’t know if I’d have been as comfortable coming here without that.”

And although Pendolino’s book has taken her in a different direction than her scriptwriting background, it did influence one aspect of the process: her decision to self-publish. “As a screenwriter, if you sell a script, you don’t often have control of what the final product is going to look like,” she said. “So by self-publishing, I was able to maintain that control, and see my original ideas in print. It’s a great feeling.”



NATHAN BURBA '08

Electronauts

(Survios, 2018)

Electronauts is a virtual-reality music creation platform that aims to help anyone interested in music find their artistic voice through innovative technology.



ANIKA DENISE '95

Planting Stories: The Life of Librarian and Storyteller Pura Belpré

(HarperCollins, 2019)

An inspiring picture-book biography of Belpré, a storyteller, puppeteer, and New York City's first Puerto Rican librarian, who championed bilingual literature. A Spanish-language edition, *Sembrando historias: Pura Belpré: bibliotecaria y narradora de cuentos*, is also available.

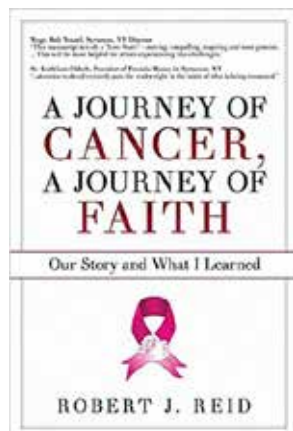


JOSH MODNEY '07

Engage

(New Focus Recordings, 2018)

Modney's debut solo album features work by collaborators Eric Wubbels, Sam Pluta, Kate Soper, and Taylor Brook, a new solo version of Anthony Braxton's *Composition No. 222*, Modney's reinterpretation of Bach's *Ciaccona*, and his own improvised music for solo violin.



ROBERT REID '72

A Journey of Cancer, A Journey of Faith: Our Story and What I Learned

(BookBaby, 2018)

Reid wrote the book following his wife's passing from breast cancer to help himself through the grieving process and to help others who may be experiencing similar circumstances.

ONLY IN ITHACA

NO DRAMA LLAMA

You may have heard of therapy dogs, but have you heard of a therapy llama? This winter, during finals week, the library invited a trained llama from Cornell Companions to come to campus and help students de-stress. The llama, named Late for Breakfast, was a big hit with the students.

TO THE RIGHT: A llama whispers encouraging words to a student.

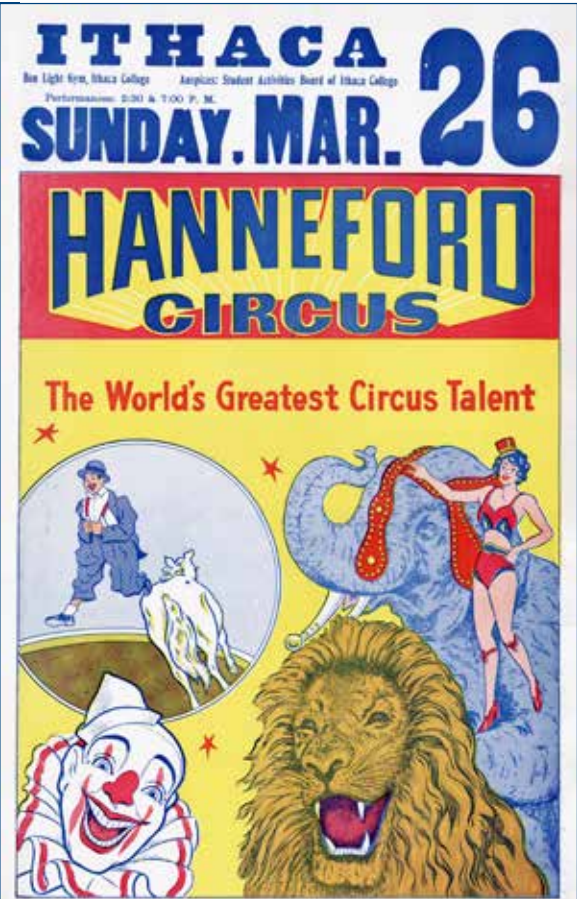


PHOTO BY BOB WAGNER

I REMEMBER WHEN... THE CIRCUS CAME TO CAMPUS!

A trip to a local thrift shop unearthed this poster from 1972, which shows that the Hanneford Circus appeared on campus on March 26. We have not been able to confirm whether there were live elephants in Ben Light Gymnasium, but as of this year there will no longer be elephants performing in any circus shows in New York, thanks to a law signed by Governor Andrew Cuomo, which prohibits them from being used for entertainment.

📍 Do you remember when the circus was on campus? Email icview@ithaca.edu with your memories.





SAVE THE DATE | OCTOBER 11-13

ALUMNI WEEKEND

Head back to South Hill for celebration, nostalgia, and fun at Ithaca College's 2019 Alumni Weekend.

- 50th Athletic Hall of Fame Ceremony
- Alumni Association Recognition Dinner
- Special celebrations for those classes ending in 4 or 9
- 50th anniversary of the African Latino Society
- 50th anniversary of the Higher Education Opportunity Program



Plan early for your trip to Ithaca!

Discounted group rates at several local hotels are guaranteed through September 1.

➤ ithaca.edu/alumniweekend

Interested in serving on your class reunion committee? Talk to **Kristin Van Ormer**, associate director of constituent relations, at kvanormer@ithaca.edu or (607) 274-3314.





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