

# IC VIEW

THE MAGAZINE OF  
ITHACA COLLEGE

FALL  
'19

MORE THAN  
JUST A GAME





PHOTO BY IC ATHLETIC COMMUNICATIONS



PHOTO BY SHERYL SINKOW

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THE MAGAZINE OF  
ITHACA COLLEGE

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**FRONT:** Illustration by Decue Wu

**BACK:** Photo by Adam Baker

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

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# FROM THE PRESIDENT



PHOTO BY ADAM BAKER

## ON AUGUST 27, ITHACA COLLEGE WELCOMED 1,514

first-year students to our campus during a Convocation that was filled with energy and excitement as the newest members of our IC family prepared to begin a transformative phase of their lives. Our Convocation capped off a weeklong orientation for all incoming students—the first time in decades that we’ve oriented an entire class together, intentionally building community among and a strong identity for the class of 2023.

For me, an incredibly moving part of our Convocation ceremony is the singing of our alma mater, “Ithaca Forever,” and hearing the voices of our first-year students combine with those of returning students, faculty, staff, alumni, and trustees. This is a powerful moment, connecting not only those of us in the arena but also generations of our IC family. “Ithaca Forever” sets a firm expectation—right from the start of a student’s time on campus—that ours is an institution and a community that endures.

As we begin this new academic year, “Ithaca Forever” remains in the air long after Convocation. These two powerful words are the title of our strategic plan, which lays out nine goals and numerous objectives supporting each. Our community created this plan over the course of the past year, and this year we begin activating it. Ithaca Forever places current and future students at the core of everything we do: they are our “why.”

But to truly understand Ithaca Forever in this new context, we are called to think about what it means to participate fully in the life of this institution and how it’s connected to our ability to cultivate a sense of belonging as a member of the IC family—in both our lived experiences while we are on campus and across time and space.

There are many ways our strategic plan addresses this intention, and I invite you to read the full plan at [ithaca.edu/imagining-ithaca](http://ithaca.edu/imagining-ithaca). I want to share three specific initiatives contained within our plan that really excite me and will help us fulfill our mission to educate, engage, and empower through theory, practice, and performance.

The first is to become a year-round place for living and learning. We are going to explore ways in which all of our campuses—in Ithaca, New York City, Los Angeles, and London—can provide innovative programming, ranging from professional programs to unique immersion experiences, for all life stages.

The second is a commitment to support our faculty, staff, students, and community in testing innovative ideas and failing forward. One way we plan to do this is to establish a separate limited liability corporation incubator to facilitate research and business development.

Finally, we will continue our strong investment in the mission-critical, student-centered goals of our existing facilities master plan. Our physical campus directly affects our students’ lives and IC experience, and we must transform this campus in ways that will make us more connected to one another as members of a community and as scholars seeking a balanced, holistic education that is integrated and cross-disciplinary.

Ithaca College is a place where creativity flourishes, where the fire of intellectual inquiry is lit and fed. It’s also an enduring mindset, a touchstone for our alumni, families, and neighbors. And as I begin my third year as president, I am thrilled to join with our IC community to realize the promise of Ithaca Forever.

All my best,

A handwritten signature in blue ink, appearing to read "S. Collado". The signature is fluid and cursive.

**SHIRLEY M. COLLADO**  
President



PHOTOS BY (TOP ROW) MIKE GRIPPI '10 AND (BOTTOM ROW) NATALIE JENERESKI '09

## IC HAS A BALL

Last spring, students, faculty, staff, and prospective students alike had the chance to hop into an adult-sized ball pit filled with school spirit. The experience was part of a social media pop-up event planned by senior social media strategist **Natalie Jenereski '09** and supported through an IC Presidential Seed Grant. This marketing technique is used by national brands to encourage consumers to share their love for a brand on social media, and the pop-up was timed to coincide with IC's accepted students weekend, Ithaca Today. The pop-up included 11,000 blue, white, and silver balls and neon signs celebrating Ithaca College and Bomber pride.

“What better way to show your love for IC than being in a room that just has Ithaca College plastered all over it?” said Brian Hanshaw '21, a social media student assistant.

“What better way to show your love for IC than being in a room that just has Ithaca College plastered all over it?”

– BRIAN HANSHAW '21

➤ To see more photos from the pop-up event, search [#ICPopUp](#) on social media!

# ON SOUTH HILL



PHOTO BY ADAM BAKER

## FROM IMAGINING ITHACA TO ITHACA FOREVER

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This fall, Imagining Ithaca will become Ithaca Forever, as the strategic plan that the community has envisioned over the past year moves to the implementation phase, turning ideas into actions.

The five-year plan presents a framework for how IC will provide an exceptional educational experience that is accessible, affordable, and responsive to the needs of the next generation of Ithaca College students.

“We are delighted to endorse and support the strategic plan, and we applaud the collaborative process within our community that produced it,” said **David H. Lissy ’87**, chair of the Ithaca College Board of Trustees.

“We acknowledge that while this plan provides the strategic framework for the college over the next five years, it will require additional collaborative work to analyze and make challenging choices and decisions.”

President Shirley M. Collado said, “I am so proud of the intentional, inclusive approach that guided and sustained our strategic planning process. Imagining Ithaca is the result of the hard work and thoughtful participation of hundreds of people from our college community and from the Ithaca area, and I look forward to seeing how this tremendous effort will shape our institution in the years to come.”

A detailed, year-one implementation plan will be shared with the campus community later this fall, and the college will officially launch Ithaca Forever.



➡ To read or download the plan, go to [ithaca.edu/imagining-ithaca](https://ithaca.edu/imagining-ithaca).

## CLASS OF 2019 CALLED TO BE BEACON OF HOPE AND OPPORTUNITY

Mildred García, president of the American Association of State Colleges and Universities, told graduates at Ithaca College's 124th Commencement ceremony that they have a profound responsibility to use the achievement of their degree to serve as a beacon of hope and opportunity for others. García delivered the main address to some 1,500 graduates at the ceremony on May 19.

"Today we celebrate far more than a degree achieved; we honor a dream, your dream, realized," García said. "I am proud that each of you now joins me and President Collado in being the change we want to see in the world so that the next generation of diverse students encounters less obstacles and more opportunities, less discrimination and more equal pay, less broken hopes and more broken glass ceilings."

President Shirley M. Collado presented García with



PHOTO BY SHERYL SINKOW

an honorary doctor of letters degree. She also awarded honorary doctorates to educator and journalist Melissa Harris-Perry and Ithaca mayor Svante Myrick.

At the ceremony, retiring executive vice president and senior advisor to the president Nancy Pringle was also presented with the inaugural Presidential Medal, which honors a member of the IC family or a valued institutional partner whose contributions better the IC community and our world.



PHOTO BY GIOVANNI SANTACROCE

## FACULTY MEMBER RECEIVES PRESIDENTIAL AWARD

On May 14, Belisa González, associate professor of sociology and director of the Center for the Study of Culture, Race, and Ethnicity, was presented with the President Shirley M. Collado Award for Outstanding Contributions to the Ithaca College Community.

The new award supports the professional development of the chosen faculty member, providing \$5,000 to further enhance the capacity for equitable

and inclusive leadership. It was established by a gift from Gloria Hobbs, an honorary member of the Ithaca College Board of Trustees, who was inspired to create the award after learning about Collado's inclusive vision for the Ithaca College community.

For more than 10 years, González has run the Urban Mentor Initiative, a distance mentorship program that pairs middle school students from Brooklyn, New York, with students from Ithaca College. González has also co-created and conducted a series of workshops on inequality in higher education, inclusiveness and excellence in the hiring process, microaggressions in the classroom, and how to have difficult dialogues in the workplace. Her teaching and research focuses on inter- and intra-group relations between and within communities of color in the United States.

"Belisa González has been working to help Ithaca College and our community become a more equitable and inclusive place for all of us since her arrival on campus 12 years ago," said Wade Pickren, now retired director of the Center for Faculty Excellence. "Her commitment to inclusive education has been evident in her teaching, her work with students, her scholarship, her service, and her leadership—as well as her work in this community and beyond. She is dedicated to making our world, our campus, and our community places where inclusion and equity matter for all of us."



PHOTO BY SCOTT VAN OSDOL

## AD LAB WINS NATIONALS

A team of nearly two dozen Ithaca College students took home first place in the American Advertising Federation (AAF) National Student Advertising Competition at the organization's annual conference, thanks to a last-minute change in strategy.

The challenge was to create a strategic advertising, marketing, and media campaign for Wienerschnitzel hot dogs that also elevated perceptions about the hot dog in general. The team made a daring decision just a few weeks before they had to submit their plan that paved the way to victory.

## FIRST GENERATION CENTER ESTABLISHED

From financial aid and course registration to unusual terminology, like bursar and registrar, the college experience can be intimidating and difficult to navigate. It's even harder for first-generation students, who may not have college graduates in their families to whom they can turn for guidance and advice. New and expanded programming at Ithaca College aims to support first-gen students throughout their time on campus.

The First Generation Center is supported by a fund established by the chair of the Ithaca College Board of Trustees, **Dave Lissy '87**, and his wife **Suzanne Lissy '88**, through the Lissy Family Foundation. Among the programming offered by the center is the FIRST Look preorientation program, FIRST Place residential learning community, and year-round programming focused on academic preparedness and time management, as well as a lecture series and leadership development opportunities.

IC's efforts to assist first-gen students have already

"We rewrote the entire plan, practically from scratch," said **Carlie McClinsey '19**, one of the team's cochairs and presenters. "We weren't pumped about the direction we were going. Our creative team came up with a great new idea in two days, and we went ahead with it."

Their idea? Defend the Dog, a courtroom concept where hot dogs were the defendants in a trial. "To us, hot dogs have always been a good food," explained **Connor Sheffield '19**, a member of the group's creative team. "They've just been falsely accused of being a bad one. We set out to defend them."

This is the first time since 1993 that an IC team has won the national competition.

"I was very excited for this year's Ad Lab team win, and within hours of the announcement, 10 or so of our 1993 team were on Facebook Messenger talking excitedly about it," said **Patrick Holland '93**. "The amount of hard work, creativity, and strategic thinking—along with a bit of luck—to accomplish what they've done is remarkable."

Scott Hamula, the team's mentor and advisor, who is also associate professor and chair of IC's Department of Strategic Communication, received AAF's 2019 Distinguished Advertising Educator award during the conference.



PHOTO BY ALLISON USAVAGE '11

First Generation Organization founder **Omar Stoute '18** (left) and **Quaine Joseph '18** pose for a photo after the 2018 Commencement ceremony.

earned plaudits, as the college was recently designated a "first forward" institution by the Center for First-Generation Student Success. The First Forward program recognizes institutions of higher education that have demonstrated a commitment to improving experiences and advancing outcomes of first-generation college students.

## ALUMNUS ESTABLISHES BUSINESS ANALYTICS LABS

When making choices that can lead a business to its boom or its doom, it's critical to have a working knowledge of the latest tools of the trade. Now, two dedicated business analytics laboratories at Ithaca College will provide students with hands-on experience to help them thrive in a world that relies on data to drive innovation.

The endowment to create the lab spaces, which opened this fall in the Roy H. and Dorothy D. Park Center for Business and Sustainable Enterprise, was established by **John J. Neeson '84**, a graduate of the School of Business and an authority on business-to-business marketing and analytics. Neeson's gifts support the creation of the Neeson Business Analytics Lab and the Neeson Digital Marketing and Analytics Lab, and establish the John Neeson '84 Endowed Software and Database Fund to support software updates and future upgrades to the Neeson Business Analytics Lab.

While it is common to find educational resources such as virtual trading rooms in business schools across the country, IC's School of Business will be among the very few institutions (and the first of its size



PHOTO BY ALLISON USAVAGE '11

School of Business students work on projects in an accounting analytics class led by assistant professor Margaret Shackell-Dowell.

compared to far larger competitors) to offer lab spaces fully dedicated to the study of analytics.

"In my world, we look to see why companies are growing," Neeson said. "Analytics has been the fastest-growing area in business over the last seven years, and understanding analytics gives businesses an edge, as they can be more precise in their actions. The digital marketing and analytics labs will give students the skills businesses are looking for today."

## STUDENTS WIN INTERNATIONAL BUSINESS STRATEGY COMPETITION

A team of students from the School of Business traveled to the prestigious International Collegiate Business Strategy Competition last April and took home first place. The students took over the management of a simulated manufacturing company and assumed responsibility for key strategic and operational decisions in marketing, finance, and operations. They were also responsible for delivering a strategic business plan, an annual report, and a formal oral presentation to judges who acted as the company's board of directors. The students—Meryl Berger, Ginny Fimmano, Ferdinand Mase, Demetri D'Orsaneo, and Dalton Elias—were all seniors in the capstone Strategic Management course, taught by associate professor of management Duncan Duke. The opportunity was made possible by Jay and Sandra Gelb, who personally funded the grant proposal.

## NEW BOARD OF TRUSTEES MEMBERS ELECTED

The Ithaca College Board of Trustees has elected two new members.

In April, **Jan Singer '86**, previously the chief executive officer of Victoria's Secret Lingerie, was elected to a four-year term. She has held executive leadership positions in many of the biggest companies in fashion, including Chanel, Prada, Calvin Klein, Nike, and Spanx.

At the board's May meeting, wine industry consultant **Kathleen Keltos Newlands '89** was elected to a four-year term. Newlands joined E. & J. Gallo Winery in 1989 as a sales representative and worked in 11 different positions there for more than 10 years before becoming vice president of marketing for St. Supéry Estate Vineyards and Winery in Napa Valley, California.

The board reelected three board members at the same meeting and named retiring board secretary, Nancy Pringle, an honorary trustee.



PHOTO BY STEVE FROMMELT, D3PHOTOGRAPHY

## GYMNAST EARNS NATIONAL TITLE

Courtney Christoforo '21 won an individual title in the uneven bars at the National Collegiate Gymnastics Association (NCGA) Championship last spring with a score of 9.675. Christoforo is the eighth gymnast in school history to earn an individual title at the NCGA Championship and the third to win a title on the uneven bars, joining **Lisa Gould '85** and **Sandy Picioccio '87**.

## TWO LONG-TIME COACHES RETIRE

At the end of last spring, two long-time coaches announced their retirements: baseball coach **George Valesente '66** and softball coach **Deb Pallozzi, MS '93**.

“Coach Val” coached Bombers baseball for 41 years, bringing home two national championships. He was named to the IC Athletic Hall of Fame in 1980 and the American Baseball Coaches Association Hall of Fame in 2005. His son, David Valesente, was named the new head baseball coach in August.

Pallozzi coached the Bombers for 31 years, and her team won the program’s first national championship in 2002. She ranks ninth all-time among Division III softball coaches for victories (with 864). She was inducted into the National Fastpitch Coaches Association Hall of Fame in 2011 and to the IC Athletic Hall of Fame in 2012. IC hall of famer **Hannah Shalett Quintana '07** was named the new head softball coach in June.

## IC RANKS HIGHEST IN STATE IN DIRECTORS' CUP

For the fourth consecutive year, the Bombers have finished in the top 20 of the Learfield IMG College Directors' Cup standings, which ranks the performance of all Division III colleges in the country. Points are awarded based on each institution’s finish in NCAA postseason competition in up to nine women’s and nine men’s sports. This year, Ithaca was the top school in New York, edging out the State University of New York College at Geneseo by 8.5 points, and led the Liberty League, beating its closest conference rival by 177 points. IC is just one of six Division III schools to finish within the top 30 every year, including Amherst College, Calvin College, Emory University, Middlebury College, and Williams College.



## ATHLETICS ANNOUNCES 50TH ANNIVERSARY HALL OF FAME CLASS

Ithaca College’s Department of Intercollegiate Athletics has officially announced the 50th Ithaca College Athletic Hall of Fame class. Eight student-athletes and one team will be enshrined in the hall of fame in a ceremony on Friday, October 11, during Alumni Weekend: the 1980 baseball team, **Gary Bucci '76** (baseball, football), **Sean Burton '09** (basketball), **Robert Driscoll '74** (administration, baseball, hockey), **Abby Hanrahan '03** (softball), **Meghan Morningstar '06** (track and field, volleyball), **Lindsay Hicks Reeves '79** (administration, gymnastics, swimming and diving), **Jessica Welch Shea '03** (lacrosse), and **Dan Sheehan '95** (lacrosse, coaching).

You can read more about the inductees in the next issue of *ICView*.



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PHOTO BY SHANA SURECK



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PHOTO SUBMITTED

## COLLEGE NAMES NEW DEAN AND THREE NEW VPS

Four administrators joined the college last summer.

On May 6, Hayley Harris became IC's vice president for human and organizational development and planning. Since 2017, Harris was the human resources director for Cornell University's Research Division. Prior to that, she served in progressively responsible strategic human resources roles at Cornell and worked for eight years in HR positions in the Yale School of Medicine and the university's central HR operations.

Melanie Stein, the new dean of the School of Humanities and Sciences, began her position on July 1. She was dean of academic affairs at Trinity College in Hartford, Connecticut, where she had been a member of the mathematics faculty since 1995. She is an expert in geometric group theory, studying groups through their actions on topological metric spaces.

On August 9, Laurie Koehler joined the college as vice president of marketing and enrollment strategy.

Koehler came to IC from George Washington University where she was senior vice provost for enrollment and the student experience. Prior to that, she held leadership roles in enrollment at Bryn Mawr College, Cornell University, Miami University, and the University of Virginia.

The new vice president of institutional advancement, Wendy Kobler, joined the college on September 3. Kobler held the same title at Kentucky State University in Frankfort and had previously held executive positions in advancement at Alabama A&M University, Purdue University Fort Wayne, and Wittenberg University.

Photos above (from left to right): Hayley Harris, Melanie Stein, Laurie Koehler, and Wendy Kobler.

## FACULTY RETIREMENTS

The following faculty members retired in the 2018–19 academic year:

Luanne Andersson, *Associate Professor, Speech-Language Pathology and Audiology*

Marlene Barken, *Associate Professor, Politics*

Greg Bostwick, *Professor, Theatre Arts*

Alan Cohen, *Associate Professor, Graduate Study in Business*

Dan Briotta, *Associate Professor, Physics and Astronomy*

Ron Denson, *Assistant Professor, Writing*

Susan Durnford, *Clinical Associate Professor, Speech-Language Pathology and Audiology*

Lynn Gitlow, *Associate Professor, Occupational Therapy*

Kurt Komaromi, MS '03, *Assistant Professor, Marketing*

Steven Mauk, *Professor, Performance Studies*

Elisabeth Nonas, *Associate Professor, Media Arts, Sciences and Studies*

Chris Pogorzala '82, *Assistant Professor, Gerontology*

Pamela Pospisil, *Instructor, Mathematics*

Susan Rosenthal, *Associate Professor, Management*

Gary Sforzo, *Professor, Exercise and Sport Sciences*

Gordon Stout, *Professor, Performance Studies*



PHOTO BY GARY HODGES

## SKIP MULLER LEAVES LASTING LEGACY AT ITHACA COLLEGE

BY DAVE MALEY

The legacy of **Herman E. “Skip” Muller Jr. ’51** will long be felt at Ithaca College. Muller—who passed away on February 10 at the age of 90—provided over four decades of service to the college, including eight years as chair of the IC Board of Trustees, during which he presided over a critical presidential transition.

Skip received his degree in business management from the college in 1951 and went on to earn an MBA from Columbia University. He spent his professional career in accounting and management consulting, working for prestigious firms including New York City’s Pannell Kerr Forster before becoming a private financial consultant. He was active with a number of community and civic organizations, including the

Empire State Housing Foundation, Metropolitan Opera National Council, Leopold Stokowski Society, and National Endowment for the Arts.

Skip’s mother, **Florence Sidur Muller ’33**, was an active alumna. His father, Herman E. Muller Sr., joined the Ithaca College Board of Trustees in 1950 and was elected as chair one year later. During a time when IC was struggling financially and on the verge of bankruptcy, his guidance helped secure a strong future for the college, and he led the board in the decision to move the campus from downtown to South Hill.

Herman and Florence were tragically killed in an automobile accident in 1965, but their mark on the college and the campus lives on through the Muller

Faculty Center, dedicated in 1969, and the Herman E. and Florence S. Muller Memorial Chapel, dedicated in 1976.

Skip continued the family connection by joining the board of trustees in 1966, serving initially through 1982, at which time he was named an honorary trustee. He was reelected to active trusteeship in 1991 and chosen as chair in 1993, a position he held until 2001. Upon retiring from the board in 2003, he was once again named an honorary trustee, and in 2011 he was granted the status of chair emeritus.

His own tenure on the board spanned many critical years of significant growth and change at his alma mater. As chair, Skip successfully led the college through the transition from long-term president James J. Whalen to the 1997 selection of Ithaca College's seventh and first woman president, Peggy R. Williams.

At Muller's memorial service held at New York City's Brick Presbyterian Church, Williams spoke of his impact on both her and the college.

"I met Skip for the first time 22 years ago—almost to the date—for the first round of interviews for the presidency of Ithaca College. Skip gave me the opportunity of a lifetime, and I will be forever grateful," said Williams. "Throughout that time and in the years thereafter, Skip encouraged and supported me in my role, nudged me where appropriate, and was clear on the distinction between the role of the board and the CEO. He led with a firm, yet caring hand. Beneath that sometimes gruff and impatient demeanor was a man who cared deeply about Ithaca College and all associated with it. I am fortunate to have had Skip in my life."

Skip's leadership was marked by his deep desire to firmly root the board's decision-making in delivering a high-quality, transformative student experience. He also believed strongly in an inclusive approach to developing trustees, always looking for ways to leverage the skills and expertise of all board members in contributing to the greater good of the institution.

In 1998 he received the Ithaca College Alumni Association's Distinguished Alumni Award for his outstanding contributions to the college, and at the 2004 Commencement ceremony he was awarded an

honorary doctor of letters degree. The degree citation noted, "You are an example to our graduating students of all that is possible with an Ithaca College education. Your life and service truly embody the values of the Ithaca College mission to engage in a lifetime of learning, dedicated to fostering intellectual growth, aesthetic appreciation, and character development."

Upon being named chair emeritus, a resolution from the board stated, "During his tenure, Skip led the institution with an unwavering hand through one of the most significant presidential transitions in the college's history, oversaw the expansion of the college's infrastructure, and championed an institutional plan that strengthened the college into a strong and nationally recognized, academically competitive, comprehensive institution in the field of higher education."

Current board chair **David Lissy '87** pointed out that, even as an honorary trustee, Skip continued to regularly attend board meetings up until a few years ago, when his health prevented him from traveling to the college. Acknowledging his service to the college and his lifelong career in business, Lissy said that Skip's real passion was music.

"For over 50 years, Skip was a member of the Grove Street Stompers Band, playing his bass weekly on Tuesday evenings until 1

a.m. at Arthur's Tavern in Greenwich Village. In his late 80s, when he could no longer travel with his bass to the village, he performed weekly at the noontime senior citizens' music program at the New York City Public Library. Everyone who knew Skip knew that he was always happiest when he had his bass in his hand."

He is survived by his wife, Evelyn G. Muller, and his grandson, Grayson Muller Cowing.

"Skip's commitment to Ithaca College was evidenced both through his service and through his and Evie's ongoing and active yearly philanthropy," said Lissy. "The Muller family has had a profound impact on this institution, and Skip embodied all that was and is Ithaca College." ■

Skip's commitment to Ithaca College was evidenced both through his service and through his and Evie's ongoing and active yearly philanthropy. The Muller family has had a profound impact on this institution, and Skip embodied all that was and is Ithaca College.

— DAVID LISSY '87

— | WHEN A GAME IS | —

# MORE THAN JUST A GAME

On the eve of a historic Cortaca matchup at MetLife Stadium, alumni reflect on what the game means to them.

BY PATRICK BOHN '05, MS '07, AND KERRY C. REGAN

**IF YOU'VE CHOSEN** to read this article, there's a good chance you already know something about the Cortaca Jug. You know it's the nickname given to Ithaca's annual football game against the State University of New York (SUNY) College at Cortland. You might even have heard the origin story of the jug itself—how in 1959 Ithaca captain **Dick Carmean '60** and Cortland captain Tom Decker talked about creating a trophy prior to that year's game, and Decker subsequently picked up a stoneware jug at a yard sale in Homer, New York.

This year, both the jug and the game are moving from their upstate New York home to a much bigger venue—MetLife Stadium in East Rutherford, New

Jersey—after the National Football Foundation invited the schools to play there in celebration of the 150th anniversary of college football. It's there that the rivalry will take on a collaborative twist: the Bombers and Red Dragons will attempt to break the all-time Division III single-game attendance record of 37,355.

But this story isn't about the upcoming game or attendance records. This story is about the Cortaca you might not know about—the one that also takes place on the sidelines, in the athletic training and locker rooms, and spills over to the campuses and the towns. It's a story of strong family ties, shifting family allegiances, and the family-like connections that grow with a team and in a community when a game is more than just a game.

## “FAMILY” CIRCLES

You might think that for the players and coaches who have bled Bomber blue in Cortaca games over the years, the strongest memories would be the on-the-field action—the big tackles, long runs, and crucial decisions that determine the Cortaca Jug’s mailing address for the following 12 months. And you’d be half right. But for those who took part in the games, those plays all added up to something bigger: a sense of family that resonated among the players.

“During my freshman year, we were down on the goal line at the end of the game, driving for the winning touchdown,” said quarterback **Josh Felicetti ’06**. “I tried to run it in and got tripped up at the two-yard line, and we wound up not scoring and losing 16-12. I think about that play every day.

“My junior year, we were up by a point in the second half, and I scored on a one-yard run,” he continues. “When I got to the sidelines [IC’s former head coach **Mike Welch ’73**] hugged me and told me he loved me. I told him I loved him. It was a really special moment.”

The familial nature of Cortaca wasn’t just confined to the players however. Former President James J. Whalen believed in the idea of the Ithaca College

family, and that belief permeated the college during his tenure—which coincided with the height of the Cortaca rivalry. Similarly, the idea of family also resonated strongly with former head coach Jim Butterfield and his players, especially during Cortaca week.

“From James Whalen, to the trustees, the deans—everyone was pulling for you that week,” said **Mike Scott ’89**, a running back on the Bombers’ 1988 national championship team. “You didn’t want to let the family down by losing Cortaca.

“I remember that, heading into Cortaca week, our locker room manager ‘Cagey Dave’ [Dave Ankrum] and our field room manager ‘Bobcat’ [Bob Hart] would remind me of how many yards I’d run for in Cortaca the year before,” Scott continued. “And I would be thinking that I didn’t even remember how many I’d run for. That’s how much the game meant to them.”

Players from both schools also realized that the Cortaca result had a major impact not only on their campus, but in their respective towns as well. As Scott said, “You did not

want to lose Cortaca and then go out to eat at the Pine Tavern that night because you’d hear it from people.”

**Paul Parker ’90**, Scott’s backfield running mate in 1988, can attest to that—literally. That year, the previously undefeated Bombers lost a heartbreaker to the similarly undefeated Red Dragons, 21-20. Parker’s



Former head coach Jim Butterfield was a strong believer in the Ithaca College football family.

PHOTO COURTESY OF THE ITHACA COLLEGE LIBRARY ARCHIVES

## CORTACA JUG TIMELINE

### 1950s

#### OCTOBER 17, 1959

The first Cortaca Jug game is played on Ithaca’s South Hill Field. The Red Dragons prevail, 13-7.

### 1960s

#### OCTOBER 29, 1960

The Bombers win their first jug, 12-6.

#### OCTOBER 9, 1965

Coached by Dick Lyon, Ithaca defeats Cortland, 13-12, for 100th win in program history en route to its only undefeated season.

#### OCTOBER 7, 1967

Jim Butterfield, a future College Football Hall of Fame coach, makes his Cortaca debut as Ithaca falls to Cortland, 11-7.

### 1970s

#### SEPTEMBER 29, 1973

Ithaca defeats Cortland, 41-33, in the first of nine straight victories for the Bombers and the longest winning streak in Cortaca history.

mother and sister had traveled to see the game, and after returning to Ithaca from Cortland, they wanted to go out for dinner. Instead of going with them, Parker decided to head back to his room for the night, but he gave his family members a tip before he did: "I told them, 'You probably want to eat somewhere outside of Ithaca,'" he laughed. "I'm actually not sure where they ended up."

Decades later, former players returning for Cortaca still feel those family bonds. In some ways, it's like time has stopped. "I remember seeing Coach Welch before a game one year," Scott said. "He looked exactly the same, and when we caught up, it was like we'd never been apart. When I come back for a Cortaca game, it's family all over again."

**Marc Hudak '90**, an all-American center and captain on the 1988 team, who also spent a year on Butterfield's staff, knows firsthand how important the idea of the Ithaca College football family was to the coach: "It was a core philosophy of his," he said. "We sort of refer to it now as the 'Bomber Brotherhood,' and regardless of when you played, we are all connected in this way. About 60 of us got together last year for the 30th anniversary of our 1998 national championship and it was great seeing everyone."

Hudak added that he expects the brotherhood to show up in force at MetLife stadium in November. "I am sure we will have several hundred former football players show up for this year's Cortaca game, and it will be great to see them," he said.

## CORTACA BLOODLINES

While many former players speak fondly of the family-like atmosphere surrounding the jug, for some, taking on the Red Dragons is part of their family tradition.

**Bobby Garone '15** doesn't remember attending a Cortaca Jug game when he was just two years old, but his family sure does. "I was walking around with my parents, and everyone was screaming the F-word," he said. "So I started screaming the F-word and running around."

One of those parents was **Bob Garone '87**, an all-American center for the Bombers who helped Ithaca go 4-0 in jug games when he was a member of the team. It's no surprise Bob passed on to Bobby and his brother **Nick '20** an appreciation of the rivalry—although he did not pressure either of his sons to attend Ithaca. In fact, when deciding where to play college football, Bobby's final two schools were Ithaca and Cortland. When he was only offered a walk-on spot for the Red Dragons, he chose Bomber blue.

Unfortunately for Bobby, his teams didn't have the same success his father's did: they dropped all four contests during his career as part of a seven-game Cortland winning streak from 2010 to 2017. One of those games was a 27-3 loss in 2011, which happened to be Nick's first Cortaca game.

"Once I saw my first Cortaca, I realized how big it is and how crazy the rivalry really is," he said. "I couldn't even hear myself think."

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**"WE SORT OF REFER TO IT NOW AS THE 'BOMBER BROTHERHOOD' AND REGARDLESS OF WHEN YOU PLAYED, WE ARE ALL CONNECTED IN THIS WAY."**

—MARC HUDAK '90

## CORTACA JUG TIMELINE (CONTINUED)

### 1980s

#### NOVEMBER 8, 1980

Running back **Bob Ferrigno '81** runs for 133 yards in a 21-7 Bomber win, finishing the regular season with 1,307 yards and setting a single-season record that still stands.

#### NOVEMBER 5, 1983

In a game televised by ABC,

Ithaca takes back the jug, defeating Cortland, 49-26. Current Cortland head coach Dan MacNeill is on the Ithaca sidelines as a Bomber assistant coach.

#### NOVEMBER 8, 1986

In a 40-12 Ithaca rout, **George Mack '87** catches a school-record four touchdown passes.

#### NOVEMBER 5, 1988

Both teams sport 8-0 records and meet at Cortland's Chugger Davis Field in front of nearly 8,000 fans. Coach **Dennis Kayser '74** and his Red Dragons win the thriller, 21-20. (Later the Bombers and Red Dragons meet for first and only time in the NCAA playoffs, and Ithaca wins, 24-17.)

And although Nick didn't get to see older brother Bobby claim the jug, those games clearly had a positive impact. When it came time to pick a college, there was really only one choice: "My brother played here, my sister and my dad went here, and I'd been coming [to games] since 2011," Nick said. "I felt comfortable here."

The third Garone family member to take part in the Cortaca Jug, Nick is a captain for this year's squad. He's also moved the family win-loss record back to the positive side, as the Bombers have gone 2-1 during his first three years.

That's a source of pride for his older brother. "One of my regrets is that we never beat Cortland," Bobby said. "So it's really been rewarding to see [Nick] beat them a few times."

This year marks the 12th time that a member of the Garone family will play in a Cortaca Jug game. And it's the eighth and final time Bob will see one of his sons take part. "To have my two boys play in the Cortaca game—watching them play in a game I played in—that's something special to me," Bob said.

The Cortaca rivalry is also special to the Heinzelman family, which counts three Cortaca participants among their ranks: **Tom '75**, his son **Kevin '10**, and his nephew **Keith '95**. And according to Keith, the consequences of picking the wrong side would have been dire.

"I realized that the best way to get thrown out of the family would have been to attend Cortland," Keith said. "My uncle was all about beating Cortland. Playing football for them was outside of his realm of consciousness."

Keith made his uncle happy, choosing to become a safety for the Bombers. Tom would take Kevin and his brother, Mark, to Keith's games to watch their cousin.

During those visits, he would often tell his sons matter-of-factly: "This is where you will go to college."

Mark wound up eschewing that edict and attending Holy Cross, where he played football for four years. But it was Kevin who truly danced with the devil—or Dragon. An offensive lineman, he was recruited by Cortland. In fact, Kevin's recruiting visit to Cortland was during the 2004 Cortaca Jug game, meaning not only was he on the opposing sideline during the game but his father, Tom, sat in the Cortland stands as well—for a while anyway.

"At halftime, he went to the Ithaca side and sat with his friends," Kevin said. "I can only imagine how painful [sitting on the Cortland side] must have been for him, but he was incredibly supportive."

Thankfully for the Heinzelman clan, Kevin saw a 47-22 Bomber victory that day and, when Kevin

*(continued on page 18)*



PHOTO COURTESY OF THE ITHACA COLLEGE LIBRARY ARCHIVES

Since the early '90s, crowds of more than 10,000 are common in Cortaca games held in Ithaca.

## 1990s

### NOVEMBER 3, 1990

Graduate assistant coach for the Bombers in 1983 and 1984, Dave Murray coaches his Cortaca debut for the Red Dragons. The Bombers win, 28-14.

### NOVEMBER 9, 1991

A revitalized jug rivalry breaks Ithaca's single-game attendance

record when 10,903 fans show up to watch Ithaca defeat Cortland, 23-14. It's the first Ithaca game to draw more than 10,000 fans.

### NOVEMBER 6, 1993

Butterfield leads the Bombers to a 32-14 win over Cortland for the 209th and final victory of his career in his final home game.

### NOVEMBER 5, 1994

First-year Ithaca head coach **Mike Welch '73** wins his Cortaca debut, 15-13. Welch goes on to win nine Cortaca games during his career.

### NOVEMBER 8, 1997

The Red Dragons win their first game at Butterfield Stadium since 1967, defeating the Bombers, 33-28.



PHOTO COURTESY OF THE ITHACA COLLEGE LIBRARY ARCHIVES



PHOTO BY DARL ZEHR PHOTOGRAPHY



PHOTO SUBMITTED



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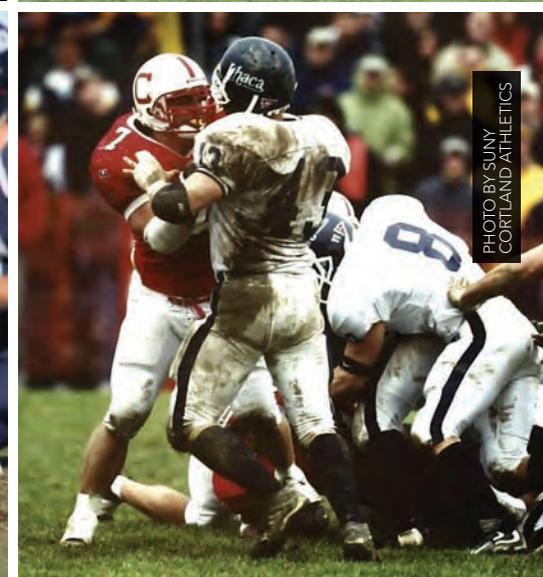
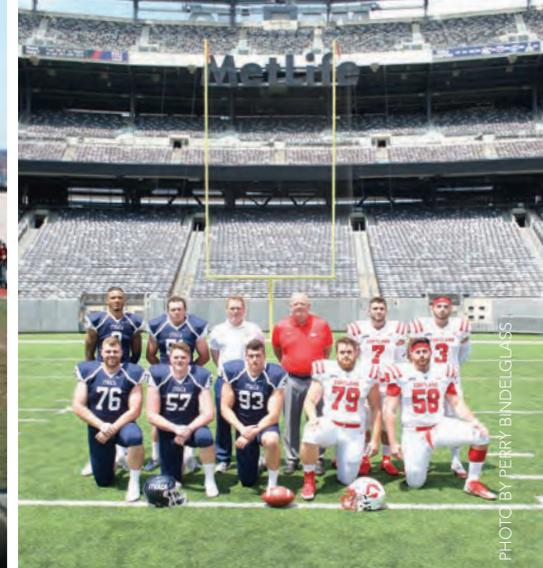


PHOTO BY SUNY CORTLAND ATHLETICS



PHOTO SUBMITTED

(Top left) Jim Butterfield being carried off the field after the 1973 Cortaca Jug win. (Top right) Cortaca creators Tom Decker and Dick Carmean '60 at the 2008 game. (Middle left) IC's cheerleaders at the 2013 matchup. (Middle right) A Bomber player making a leaping grab in the 1967 game. (Bottom left) Dennis Kayser '74 working with Cortland's quarterback in practice. (Bottom right) Nick Garone '20 in action during the 2018 matchup.



(Top left) Members of Ithaca College's dance team performing at halftime in 2017. (Top right) The captains and coaches for IC and Cortland at MetLife Stadium for a sneak peek. (Middle left) Isaiah D'Haiti '20 in action during the 2017 matchup. (Middle right) The weather playing a part in the 1998 game. (Bottom left) Kevin Heinzelman '09 and his father, Tom '75, with their jug wins for the Bombers. (Bottom right) Emeritus professor of exercise and sport sciences Kent Scriber '72 and Marie Dardano '15 working with an athlete.

made his visit to Ithaca, something clicked. He decided to continue the family tradition of being a Bomber and help them retain the Cortaca Jug.

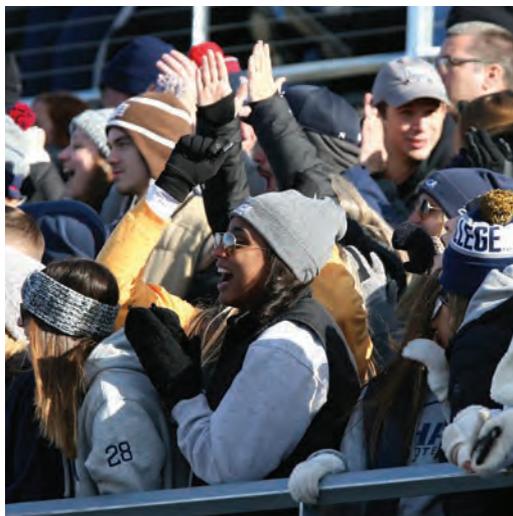
“Something just felt right,” he said. “I felt at home there. There’s something about Ithaca and South Hill and Butterfield Stadium that I wanted to work my tail off to be a part of.”

Being a part of all that naturally means getting to compete for the jug. As **Joe Scalice '06** recalls about visiting South Hill as a recruit, that can make all the difference. “[The coaches] had the Cortaca Jug out, and they talked about it—the last game of the year, the biggest little rivalry in the country with 12,000 people at the game,” he said. “It was like, ‘Wow, Division III played in front of that many people. The storied tradition going on that long.’ It was fantastic. That’s something I wanted to be part of.”

Joe wound up a first-team all-American performer on the offensive line and was part of the dominating Cortaca win Kevin Heinzelman saw in 2004. Also in attendance at that game? Joe’s younger brother, **Matt Scalice '09**, who, along with the rest of Scalice clan, went to all of Joe’s games. Those contests left such an impact on Matt that when it came time to choose where to go to college—and play football—the choice was obvious. “I didn’t even do a tour,” Matt said. “I’d been to

so many games with my brother, I didn’t need to.”

Matt’s decision to go to IC worked out well for the Bombers, who got another all-American, this time at linebacker. For the younger Scalice, winning the Cortaca Jug was one of the highlights of a standout career. “You get total support from the whole campus community,” he said. “As a player you’re supposed to look at it just like any week, but you could tell there’s something special about winning that game.”



Fans cheer on the Bombers during the 2017 game.

PHOTO SUBMITTED

## OUTSIDE THE LINES

Cortaca Jug games aren’t just the domain of the players and coaches. Anybody who has been to a football game—especially a Cortaca Jug game—knows that countless other people are involved. And for them, the Cortaca memories are just as indelible.

**Lynn Bacon Steenberg '78** was the first female athletic trainer to work with the football team. Steenberg was a physical therapy major—the athletic training program was not accredited at the time—and a multisport athlete in high school who was naturally

drawn to working in athletics, football in particular. But at the time, the staff in football locker rooms was dominated by men.

“**Kent Scriber '72**, [former head athletic trainer and athletic training program director], introduced me to the

## CORTACA JUG TIMELINE (CONTINUED)

### 2000s

#### NOVEMBER 11, 2000

In the final game at Cortland’s Chugger Davis Field, the Bombers top the Red Dragons, 27-20, behind a school-record 39 carries from running back **Tommy Giorgio '01**.

#### NOVEMBER 10, 2001

A Cortaca-record 12,620 fans converge on Butterfield Stadium to see the Bombers defeat the Red Dragons, 21-14, clinching Ithaca’s first playoff berth since 1994.

#### NOVEMBER 13, 2004

In a 47-22 Ithaca rout, quarterback **Josh Felicetti '06** raises his career totals to 5,380 yards and 418

completions. Running back **Jamie Donovan '07** sets a Cortaca record with 203 rushing yards.

#### NOVEMBER 12, 2005

The first overtime game in Cortaca history ends with the Red Dragons prevailing, 37-30. Felicetti throws for a Cortaca-record 373 yards.

program,” she said. “And Coach Butterfield was extremely supportive of women working with men’s sports. If it wasn’t for them, I wouldn’t have been able to do it.”

Steenberg worked with the football team during the 1976 season, which was one of the three years her boyfriend (and later husband), **Matt Steenberg ’77, MS ’78**, was on the squad. “I’d been to Cortaca before, but I realized pretty quickly that I preferred being on the sidelines to being in the stands,” she said. “There was more energy and excitement in the air.”

Cindy Trowbridge agrees. Currently an associate professor in the athletic training program at the University of Texas, she served as an athletic trainer for Ithaca football from 1994 to 2001. “I went to the University of Colorado during a period where they won a national championship in football,” she said. “And, although I’d been told about Cortaca, I never thought I’d experience something with the intensity of the Colorado–Nebraska rivalry. But I remember looking around at my first jug game, and I thought, ‘It really is that serious.’”

The palpable feeling of excitement hits everyone involved with the game. “I remember being on edge and hyped up when I was working during Cortaca,” said **Sarah Piebes ’06**, who was an athletic training major. “After all, I was still a student, and I’d been working with these guys since August. But I had to remind myself that I couldn’t participate. I had to be a professional, which meant controlling my emotions and helping the players I was working on stay focused as well.”

Keeping players focused is always a challenge when it comes to athletes who may be out of the action due to injury. But it was even more challenging during Cortaca. “We had to be extra vigilant,” Trowbridge said. “The players were much more pumped up, and the extra adrenaline could mask pain and make it harder for them to recognize fatigue. We also had to be on the lookout for players downplaying a possible injury because no one wanted to miss Cortaca.”

As if that wasn’t difficult enough, with so many fans in attendance, athletic trainers were plying their trade in cramped quarters. “I remember my first game at Cortland,” Trowbridge said. “Their stadium at the time didn’t have a natural barrier between the stands and the sidelines, and the fans were right on top of us. A fan could tap me on the head if they wanted to.”

Trying to do your job in front of more than 10,000 fans is a daunting task. And the pressure didn’t end when the players, coaches, and staff retreated to the locker rooms at halftime. In fact, for members of the college’s cheerleading and dance teams, that’s the time when everything

ramps up. Even though they’d been working and perfecting their routines for months, this performance was different from any other.

“[Cortaca] is so much more overwhelming than the typical home game, and there is a lot more pressure on the cheerleaders to perform,” said **Alyssa Orlando ’14**. “But because there are so many happy people cheering you on, you can’t help but enjoy it.”

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**“COACH BUTTERFIELD WAS EXTREMELY SUPPORTIVE OF WOMEN WORKING WITH MEN’S SPORTS. IF IT WASN’T FOR THEM, I WOULDN’T HAVE BEEN ABLE TO DO IT.”**

—LYNN BACON STEENBERG ’78

#### NOVEMBER 10, 2007

Donovan scores a trio of rushing touchdowns to break Ithaca’s all-time record of 44. He would finish his career with 46.

#### NOVEMBER 15, 2008

Cornerback **Jason Chier ’09** intercepts a record-tying three passes as the Bombers upset previously unbeaten Cortland, 35-13. Chier joins **Kevin Farrell ’86**

and **Bob Gneo ’85** as the only Bombers with three interceptions in a jug game.

#### 2010s

#### NOVEMBER 12, 2011

Kicker **Andrew Rogowski ’12** sets a school record with his 13th field goal of the season in 27-3 Cortland win.

#### NOVEMBER 11, 2017

In Ithaca head coach Dan Swanstrom’s Cortaca debut, freshman quarterback **Wahid Nabi ’21** sets a school record with six touchdown passes. The Bombers snap a seven-year Cortaca losing streak with a 48-20 victory.

#### NOVEMBER 16, 2019

Ithaca and Cortland play the Cortaca Jug at MetLife Stadium.

In fact, for some half-time performers, the extra fans mean extra energy.

“Cortaca is one of the times you can really feel the school spirit coming from so many students at once, all directing their energy and attention towards one thing,” said **Avalon Singer ’18**, who was a member of Pulse, the college’s hip-hop dance team. “Being on the receiving end of all of that during the biggest football game of the year was a special moment. Dancing during the half-time show took months of preparation, learning choreography and practice. I would say that for many of us, myself included, Cortaca was an event we looked forward to.”

## THE PAYOFF FOR SWITCHING SIDES

The passion with which so many members of the Ithaca College community approach the Cortaca Jug might make the idea of crossing to the Cortland side unfathomable. But over the long history of competition between the two schools, several individuals have sported both Ithaca blue and Cortland red.

Current Red Dragons head coach, Dan MacNeill, a Cortland alumnus, served as an assistant coach on Jim Butterfield’s staff for two years in the ’80s, and **Larry Czarniecki ’76**, a former all-American and assistant coach for the Bombers, also served as Cortland’s head coach from 1983 to 1985 and then later as a long-time assistant coach.

But of all the IC-Cortland crossovers, there’s one you need to know about if you want to understand why the 2019 game is going to be played in an NFL stadium in front of 30,000 to 40,000 fans: **Dennis Kayser ’74** played for Jim Butterfield and even remembers holding the jug aloft at South Hill field after the Bombers won 41-33 in 1973. But it wasn’t until he switched sides and became Cortland’s head coach in 1986 that he became arguably the most critical figure in the evolution of the rivalry.

Although Butterfield turned Ithaca into a national power by the mid-1970s, Cortland’s program did not follow suit, which left the jug game lacking something. Crowds at Cortaca were solid, though other Ithaca home games drew more fans. And not only did Ithaca win almost every year, but the scores were often lopsided as well, with 30- and 40-point Bomber victories not uncommon.

But Kayser, who has called Butterfield one of his mentors, quickly turned around the Red Dragon program, instilling a culture of discipline and accountability. Wins followed, and by 1988, Cortland was one of the top teams in the country—along with Ithaca.

That November, the two teams met at Cortland’s Carl A. “Chugger” Davis Field for what was really the first iteration of the Cortaca Jug as we know it today. Contrary to the games of the past, Welch, who at that time was an assistant coach, remembers the atmosphere that day as frenzied.

“We were playing in front of 8,000 fans,” he said. “The only thing holding them back was a snow fence. It was so loud I couldn’t get the players’ attention to get the game started.”

That day, Kayser’s team was victorious over his alma mater 21-20 (though the Bombers would get revenge in the NCAA playoffs). By switching sides in the rivalry, an Ithaca College alumnus had not only given Cortland the biggest win in school history, but he had, in the words of Welch, “turned the game into a national phenomenon.”

The game continued to grow in prominence and size in the following years. In a preseason article in 1991, *Sports Illustrated* writer John Walters wrote: “The biggest little game in the country could turn out to be Ithaca versus SUNY Cortland by the shores of Cayuga Lake on Nov. 9.” He was prescient. Cortland came into the game the top-ranked team in the

East region, but the Bombers prevailed 23-14 in front of a then-school-record crowd of 10,903, en route to their third national championship.

Crowds of more than 10,000 fans then became commonplace, and for alumni not fortunate enough to make it back to South Hill for the game, viewing parties began popping up in New York City, Washington, D.C., and Los Angeles, where typical noon Eastern Standard Time kickoffs meant the “Cortacal” festivities began in the early morning hours.

But even time zone changes haven’t been enough to slow the growth of the Cortaca Jug reputation. So now, 33 years after Kayser switched allegiances and gave the jug a jump-start, the two programs will set out to make Division III history.

“Cortaca was always intense,” said running back **Bob Ferrigno ’81**. “And moving the game to MetLife is going to make it even more so.”

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“CORTACA IS ONE OF THE TIMES YOU CAN REALLY FEEL THE SCHOOL SPIRIT COMING FROM SO MANY STUDENTS AT ONCE, ALL DIRECTING THEIR ENERGY AND ATTENTION TOWARDS ONE THING.”

— AVALON SINGER ’18

## A FAMILY AFFAIR

If you were asked to describe a Cortaca Jug game to a total stranger, you'd probably have a specific image in your mind: getting up early to tailgate with your friends before heading to Butterfield Stadium and trying to beat the crowd to a good spot. You'd probably be clad in Bomber blue, looking down (literally) on the players beneath you, perhaps letting your eyes wander from time to time to the view of Cayuga Lake stretching out in front of you.

But if you could hop into a time machine to follow members of the Steenberg family throughout their four decades of being involved with the Cortaca Jug, you'd get a much more complete picture of everything the game embodies from both sides of the field.

The early views **Lynn Bacon Steenberg '78** had might mimic your own, as she cheered on the Bombers—and her future husband, **Matt Steenberg '77, MS '78**—from the bleachers before moving down to the sidelines for her junior year, breaking barriers and setting the stage for **Sarah Piebes '06** and countless other female athletic training students to follow in her footsteps.

Matt might still be fired up from the night before, when the seniors would speak to the rest of team about the importance of the Cortaca Jug before ripping off their shirts to fire up the squad. Then he'd be in action, first as a tight end and then as a wide receiver, running routes and helping the Bombers to a perfect record in jug games when he was a player, extra motivated on this day because Cortland didn't recruit him.

Flash forward to 1984, and suddenly, you're not looking out at Cayuga Lake anymore. You're on the visitor side of the field, looking at Butterfield Stadium's iconic rock wall as you watch Matt, now clad in Cortland red as an assistant coach for the Red Dragons, walk out onto the field before the game to embrace and

have a few words with Jim Butterfield, before his former coach, who never forgot a member of the Bomber family, would ask him, "How's my Lynn?"

A little more than a decade passes and you're back on the sidelines watching Matt, now in his second stint as a Red Dragon assistant, still seeking out Jim Butterfield before the game for a hug and a quick word as Butterfield, now retired, still inquires about his Lynn. But out of the corner of your eye, you might catch a glimpse of Matt's son, **Ryan '05**, zooming around as the Cortland ball boy, getting yelled at by good-natured fans intent on a little razzing.

Before long, Ryan's old enough to go to college, and—what do you know—he's playing for the Bombers, first as a quarterback and then as a linebacker, where Lynn can watch him from the familiar home bleachers, next to Matt, who

is no longer coaching for Cortland. If you watched Ryan in a jug game, you would see that he never stops giving maximum effort, which is the reason he earned the Whistleman Award, just like his father, for his continued effort until the whistle blows.

After Ryan graduates though, the Steenberg

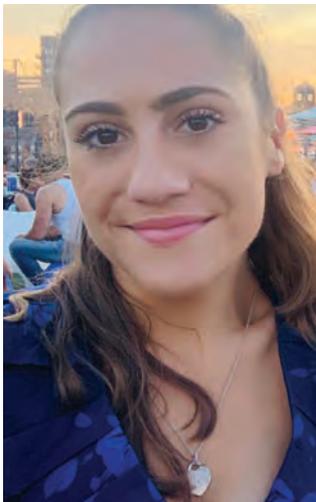
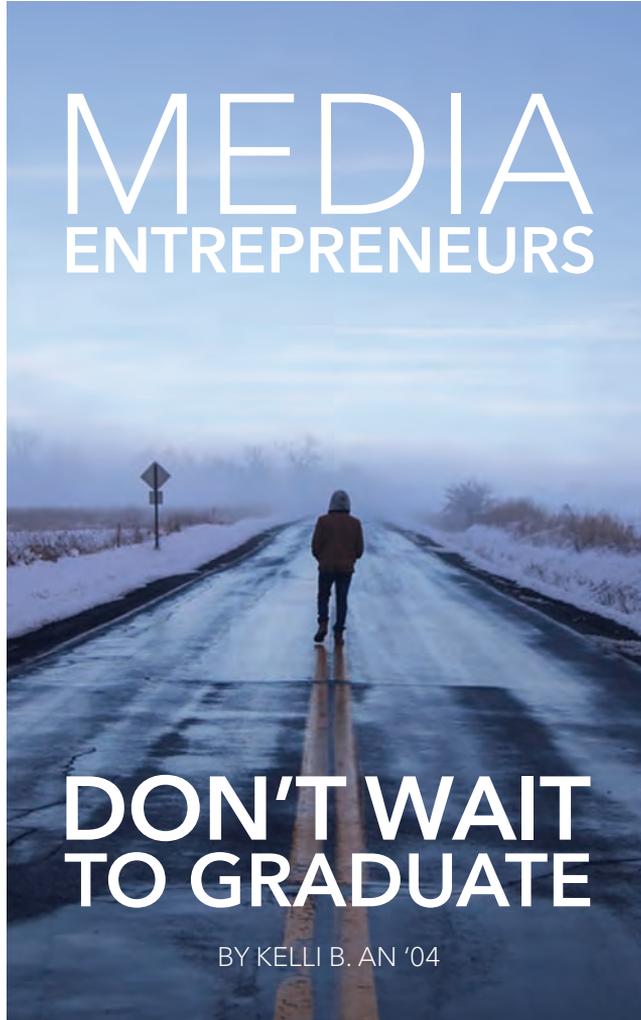
clan once more turns their backs to the lake, as Matt returns to the Cortland sideline for a third time, first as an assistant coach, and now as a staff member who works with the players on developing mentorship and leadership skills. By this point, he jokes, his family's been involved with the jug "in every way except cutting the grass before the game."

But there's one common theme in all those changes, over all those decades, over the lake disappearing and reappearing from view as they were drawn from one side of the stadium to the other. For the Steenbergs, like so many before them, the Cortaca Jug is more than a game. "It's a family affair," Lynn said. "Part of our hearts are on both sides."

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**"IT'S A FAMILY AFFAIR.  
PART OF OUR HEARTS  
ARE ON BOTH SIDES."**

**—LYNN BACON STEENBERG '78**



PHOTOS SUBMITTED

### SHOOTING VIDEO FOR NEW YORK FASHION WEEK OR TAKING OVER

Instagram's official account to cover the March for Our Lives in Washington, D.C., would be bucket-list achievements for most media professionals. For student entrepreneurs in Ithaca College's Roy H. Park School of Communications, however, it's business as usual—even if they are writing term papers en route to an event or blocking out time between classes to remotely attend a client meeting.

"I feel like I've had a significantly different experience than other people," said **Casey Schoch '19**, who is one year into a five-year contract with Amazon to stream her short film, *Dead Weight*, which she created as a sophomore at IC. "I've just been super fortunate in that way, that I knew what I wanted to do, and I've had the chance to meet all these incredible people who have helped me move forward with my career."

By taking advantage of the hands-on training, mentorship, and alumni network afforded by Ithaca College, Schoch and other students have been able to take their careers to the next level. Rather than putting their dreams on hold until after graduation, they have been building their media livelihoods while earning their degrees.

"I've just been super fortunate in that way, that I knew what I wanted to do, and I've had the chance to meet all these incredible people who have helped me move forward with my career."

—CASEY SCHOCH '19



PHOTO BY STEVE HOOKSTEIN/HARVARD STUDIO



PHOTOS SUBMITTED

## Malick Mercier: The Journalist

Out of the blue in March 2018, **Malick Mercier '21** heard from a producer at Instagram. She got right to the point, he recalls: “How would you like to be the host for our March for Our Lives coverage?”

Just a few days later, Mercier [[@classymalick](#) on Instagram] was in Washington, D.C. He shared his experiences at the demonstration against gun violence with Instagram’s followers—which at the time numbered more than 230 million.

“I was lifted high into the sky via a scissor lift above the crowd that I now know was hundreds of thousands of people,” Mercier said in interviews with the college right after the march. “I was truly moved at that sight—all those people coming out to fight for something they believed in, and it was organized by students! I could feel the energy, which strengthened me and my work.”

That led to a wave of other opportunities. Media company Mic asked Mercier to host its Instagram coverage of the first stop on the March for Our Lives Road to Change tour. *Teen Vogue* and shoe brand TOMS cast him in a video urging young adults to vote—and then came JetBlue, Converse, CNN, DoSomething.org, and the list goes on.

The Instagram pitch may have come as a surprise, but Mercier has been building a professional portfolio and reel since high school, when the self-professed aviation geek began freelancing for aviation news site [AirlineGeeks.com](#) and interning with public access Manhattan Neighborhood Network.

Ithaca College, he said, offered the chance to build on those skills from day one—and a full-ride scholarship through the Park Scholar Program. “Just seeing that other schools wouldn’t let you get hands-on experience, especially your first year, was just really annoying,” he said. “I think a lot of us are already figuring out ways to tell stories, whether it be on social media or on other platforms, in high school.”

Mercier scaled back his projects temporarily while on leave from the college to recover from a car accident. But he sees that break as a way to find his focus and hone in on his goals amid the opportunities coming his way.

“I’ve been approached by all these different brands and news organizations,” he said. “I’m figuring out, who do I actually feel I’m more like? Realizing where your values are and what you align with more is a cool thing that I’ve been able to do,” said Mercier.



PHOTO BY SHERYL SINKOW



PHOTOS SUBMITTED

## Kristin Butler: The Marketer

An open spot in her high school schedule proved serendipitous for **Kristin Butler '20**. Butler's mother suggested she take a marketing class to learn how to better market herself for job opportunities. "I ended up doing really well in it, and actually loving it, and understanding all the strategies and the ideologies that come with it," she said. "It really inspired me to want to do something with marketing."

With that new career path in mind—and two parents who graduated from the Park School as TV-R majors—Ithaca was the first place Butler looked for a marketing program. The college's integrated marketing communications degree seemed like a perfect fit.

The summer after Butler's freshman year, she had an internship with Boston-based startup Armored Things, which quickly escalated into bigger opportunities. The company uses technology to create safety solutions for large venues.

"The first week I was actually promoted," Butler said. "I was able to work on social media for them and help them network with clients, and so that was a really great experience."

She continued working for Armored Things through her sophomore year at Ithaca, remotely attending

meetings and working on projects. "It was really exciting to see that I was able to really make a difference within the startup culture," she said. "You can feel insignificant in large corporate environments, and I didn't feel that at all here."

"I feel like I know a lot, and I should know a lot because there was no department of marketing there when I started," Butler said. "It was just a startup with five people, and I was the one involved in all this marketing. It really let me see that I'm far more capable of doing things than I even dreamed of."

Now a senior, Butler has shifted her focus. "I really want to be in an advertising agency and be a part of that," she said.

She's still freelancing for Armored Things but has also taken on other clients—including a photography-videography company that uses drones. "I've been helping them understand how to position their brand," she said, "as well as determine how to target an audience using social media. I've been able to challenge myself and accomplish things that I had never even realized that I would attempt to accomplish," Butler said.



## Jake Lattimore: The Videographer

Launching a YouTube channel at the ripe old age of 10 provided **Jake Lattimore '21** with his first foray into media. By his freshman year of high school, he was shooting and editing videos for his Instagram (@jakelattimore4)—and hatching a business idea.

"I realized that there were a lot of fields where the advertisements and videos made for them were very boring," he said. "I thought that I could just put a good spin on them and make them exciting." JL Media was born before Lattimore's sophomore year of high school.

It was around that same time that Lattimore got his first drone, seeing it as an investment in a tool that a lot of video producers weren't yet taking advantage of. "I used it to make my videos different and to separate myself from others," he said.

Clients hiring Lattimore based on his work portfolio were often surprised to discover he was so young. "I was going to business meetings, and my mom would drop me off," he said. "I walk into the meeting with a mouth full of braces and a button-down [shirt], and they're like, 'Oh, you're Jake.'"

When Lattimore looked toward college, he kept spotting Ithaca connections in artists he admired—such

as photographer-videographer **Mike Holland '16**, who worked on the Everybody's Tour for the rapper, singer, songwriter Logic. "He's doing something that, honestly, my dream would be to do," Lattimore said.

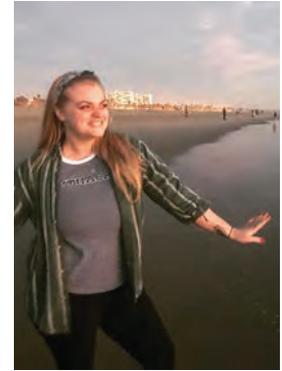
"What was best for me was going to a school that will set my future up," he said. "That's why I chose Ithaca." Once at the college, Lattimore quickly took advantage of the IC Drone Workshop, which gives students access to the fleet for projects after they take a licensing course. "It's almost given me the open road to go and do what I want to do," said Lattimore, and added: "I'm working with equipment now that I've only dreamed of."

As his skills grow, so has his roster of projects. Lattimore has taken on diverse clients, shooting video for big events and organizations including New York Fashion Week, Rochester Jazz Festival, and Save a Child's Heart, as well as local restaurants, gyms, and real estate agencies.

He sees the semester as a training ground to prepare for breaks where he'll focus on his own work. "It gives me the time to hone my craft, to learn new things and how to be better," he said.



PHOTO BY JACOB LIFSCHULTZ '13/JAKE WEST PHOTO



PHOTOS SUBMITTED

## Casey Schoch: The Filmmaker

When film festival acceptances started rolling in for **Casey Schoch '19** and her short film *Dead Weight*, her bosses at film distributor Digital Media Rights took notice. They helped Schoch—who was there for a summer internship—broker a deal with Amazon to stream *Dead Weight*.

But before she signed the contract, Schoch knew she should get professional advice. She decided to seek guidance from faculty members Phil Blackman in the School of Business and Jack Powers in the Park School.

Blackman and Schoch went through the contract line by line, with Blackman providing an explanation for the key terms and what they meant for the film. Powers focused on the financial aspect and the image of the film to make sure the deal was fair.

Fast forward one year into the five-year contract, and she's starting to make a profit from users watching. "That's unheard of for a student film," Schoch said.

At Ithaca, Schoch got involved right away with IC's media incubator, The Studio. "Not only did I pitch my own ideas for The Studio, but I was also able to work on other people's scripts and give critiques," she said.

*Dead Weight* came to life during the spring semester of Schoch's sophomore year. The idea for the film, about a heist gone wrong, came from a short poem she'd written for a creative writing class. Schoch also directed, executive produced, and edited the film.

"I was super fortunate to know exactly what I wanted to do when I came in freshman year," Schoch said. "Because of that, I was able to hit the ground running. When it came time to film, I knew exactly what I had to do."

With that first film under her belt, Schoch has since made a historical re-creation for a class, focusing on the last day of novelist Virginia Woolf's life. And last spring she finished her senior thesis film—a comedy that follows a couple who stage a fight to trick a restaurant into giving them free food.

Then there are her passion projects in progress. The first is a spoken-word piece called "Last Entry," about a girl who's dealing with depression. The second is a psychological thriller she originally conceived as a short in high school that she's turning into a feature film. As a freshman, Schoch pitched the project to **Dan Heffner '78**, executive producer of the *Saw* movie franchise, when he visited for a Pitch It to Produce It event. He liked it, she said, and recommended a few changes.

"I feel like every single thing that's happened with this process has definitely been just super helpful in understanding where to even go after graduating, and what you can do with the work that you do have," Schoch said. 🍀



PHOTOS SUBMITTED

## TIPS TO SUCCEED

Building a business as a full-time student is no easy feat. Here, the students share what's helped them excel:

- 1 | Get organized.** Butler keeps a detailed schedule, allocating time for her class and work commitments, as well as personal time. That lets her easily determine how much time she can devote if a client has a sudden need or a short deadline—and when she has to say no. “It’s okay to focus on yourself before you take on other responsibilities,” she said.
- 2 | Maintain your network.** Getting work can often hinge on your connections, Lattimore said. “It’s all about what people can say about you—if they like your work and how hard you work,” he said. “So, making sure that I show people that I’ve only continued to get better and grow is something that I really try my best to do.”
- 3 | Build a presence.** Mercier credits his Instagram opportunity in part to having a professional, approachable presence online. “Had I not had a reel, and had I not had a blog, and had I not had all this stuff for them to vet me by, I would have been passed by,” he said.
- 4 | Enlist help.** After doing almost every role for *Dead Weight*, Schoch said she learned to outsource different project roles to people she can trust—and can help teach others on the crew. “That way, in the future, I can rely on them for bigger roles and bigger things,” she said.
- 5 | Set a fair price.** The students agree that their entrepreneurial endeavors have taught them a lot about setting a fair price for their work—and not accepting lowball offers or requests for free work. Being young, Lattimore pointed out, “doesn’t mean that you have to charge a very minimum price.”

“It’s okay to focus on yourself before you take on other responsibilities.”

—KRISTIN BUTLER '20

“Had I not had a reel... I would have been passed by.”

—MALICK MERCIER '21

“[Being young] doesn’t mean that you have to charge a very minimum price.”

—JAKE LATTIMORE '21

REMEMBERING

# Karel Husa

AND HIS  
MASTERPIECE,

## *Music for Prague 1968*

BY SHERRIE NEGREA



**KAREL HUSA WAS RELAXING AT HIS SUMMER** cottage on Cayuga Lake on August 20, 1968, when he turned on his transistor radio and heard some alarming news: the Warsaw-Pact troops had just invaded his native Czechoslovakia, and thousands of troops and tanks were rolling into Prague.

As a composer, Husa responded the way he knew best—through music. He had just received a commission to write a piece for the concert band at Ithaca College, where he had been appointed a lecturer of composition the year before. Distraught by what was happening in his home country, Husa spent the next six weeks composing what would become his best-known work—*Music for Prague* 1968.

After an initial performance on campus, the Ithaca College Concert Band premiered the four-movement piece at the Music Educators National Conference, Eastern Division, in Washington, D.C., on January 31, 1969. Within months, bands on college campuses across the country were playing it, and over the next 50 years, *Music for Prague* 1968 would appear on concert programs more than 10,000 times.

“It was like an earthquake because what I heard and what people heard was something that they had never heard in band music,” said **Frank Battisti, ’53, MS ’64**, a friend of Husa’s who became the director of the New England Conservatory Wind Ensemble. “It changed the evolution of band and wind ensemble music from that point on.”

In honor of the 50th anniversary of its premiere, the Ithaca College Wind Ensemble performed the roughly 23-minute piece at Alice Tully Hall at Lincoln Center in New York City on April 27. Hoping to inspire another groundbreaking composition, Chris Hughes, director of bands at IC, commissioned Carter Pann, a composer at the forefront of wind ensemble music, to write a new work, which he named *Labyrinth*, for the concert.

“I thought, wouldn’t it be great if we had a concert for the anniversary of *Music for Prague* and after that piece, we have a brand-new piece that is going to be significant enough that it’s going to be celebrated 50 years from now,” said Hughes, who directed the concert along with Benjamin Rochford, associate conductor of bands.

## FROM PRAGUE TO ITHACA

It was a fluke of history that Husa, who won the Pulitzer Prize for Music in 1969 with his *String Quartet No. 3*, even became a composer. After growing up in Prague, he decided to study engineering but was forced to abandon his plans when Hitler’s troops occupied Czechoslovakia in 1939 and closed all the technical schools. Husa, who had played violin and piano as a child, enrolled in the Prague Conservatory, earned a doctorate in composition from the Prague Academy of Music, and then moved to Paris to study conducting with Eugene Bigot and Andre Cluytens.

In 1954, Husa arrived in Ithaca after having been invited to Cornell for a position as instructor of music theory. He joined the faculty at IC as a lecturer in composition in 1967.

Dana Wilson, IC’s retired Charles A. Dana Professor of Music, recalled that Husa brought a European touch to the School of Music. “Karel was always dressed rather formally—always in a jacket and tie—and was very gracious to everyone,” said Wilson, who was on the faculty with Husa in the mid-1980s. “But beneath the genteel and polite exterior was a person of great depth and intensity. This was conveyed in this important work but also in most of his music.”

A year after Husa began teaching at IC, Kenneth Snapp, conductor of the concert band, commissioned him to write a piece for the ensemble. The composition would become his second work for band; his first was a concerto for saxophone commissioned



PHOTO BY STEVE HOCKSTEIN/HARVARD STUDIO PHOTOGRAPHY

The Ithaca College Wind Ensemble performed at Lincoln Center last April. Their performance was supported by a gift from **Fred Laub ’71** to the **Beverly Baker ’54 School of Music Travel Fund**.

in 1960 by Battisti when he was the band director at Ithaca High School.

“Basically, I had never written for a wind group because no one had asked me to,” Husa said in an interview with the Band Director Media Group shortly before his death in 2016. “I had always admired wind music, but as a violinist I was initially drawn more to the orchestral sound.”

Within months of receiving the commission, Husa learned that the Soviet-led Warsaw Pact countries had invaded Czechoslovakia. The attack successfully halted the liberalization reforms known as the Prague Spring, which had been launched by Alexander Dubcek, the secretary of the Communist party of Czechoslovakia.

“Husa was appalled by what he saw was going on in his native country,” said Mark Radice, a professor of music theory, history, and composition at IC and author of *Karel Husa: A Composer’s Life in Essays and Documents*. “He saw the commission from Ithaca College as a perfect opportunity to make a statement.”

Husa’s siblings were living in Czechoslovakia when 250,000 troops invaded Prague, killing 137 civilians and seriously wounding 500 people. When Czechoslovakia became a Communist country in 1948, Husa’s music was banned there, and he was not able to return to attend his own mother’s funeral.

“I couldn’t believe these two friends, the Soviet Union and Czechoslovakia, would attack each other,” Husa said in an interview with *Cary Magazine* after retiring to North Carolina. “I remember the 1939 occupation by Hitler when I was 18. I knew what freedom was and why people fight for that.”

## A MUSICAL EXPERIMENT

While composing *Music for Prague 1968*, Husa used a range of sounds to reflect what he had heard over the radio on those two days in August: the piccolo solo opening the piece mimicked a bird call, symbolizing freedom. Clanging bells referred to Prague’s designation as “the city of a hundred towers,” representing calls of distress and victory. The snare drum signified the troops marching in, and the trombone’s glissando recalled the military airplanes landing.

“You could tell with the drums and the military

parts of it—you could almost feel the tanks in the invasion,” said **Don Riale ’69**, a trumpet player who performed in the world premiere. “It was a very powerful piece.”

The band members who rehearsed the piece with Husa quickly realized that *Music for Prague 1968* was not another John Philip Sousa march. Many were aware of the invasion and why Husa was deeply affected by it.

“He was just emotionally torn by what had happened in Prague, and he was a very sensitive man,” said **Gary Rockwell ’69**, the principal percussionist of the band at the time. “And we were in the ’60s and all the Vietnam stuff was going on, too. It was like someone had thrown a hand grenade in the middle of our college education.”

At rehearsals, which began in October 1968, Husa would experiment with the score, asking the band members to test out his ideas. The students would then pencil in the revisions in their music.

“Husa was making changes as we went along,” Riale said. “He would add different sounds and textures that he was going for. If something didn’t quite come off the way he wanted, he would change it.”

Woven through the piece was a 15th-century song of the Hussites—a pre-Protestant Christian movement that originated in Bohemia—called “Ye Warriors of God and His Law.” Husa wrote that

the song has been “a symbol of resistance and hope for hundreds of years, whenever fate lay heavy on the Czech nation.”

What was its most experimental scoring technique, however, was the third movement, written exclusively for percussion. Husa divided the percussion players into three groups and assigned each to a different station on the stage.

“This is Husa’s earliest score to explore the possibility of spatial music,” Radice said. “So, not only do we have an organization of the pitches and rhythms, but the place where the sound emanates is part of the musical scheme.”

## THE ROAD TO WASHINGTON

After its unofficial premiere in Ford Auditorium on December 13, 1968, a music review in *The Ithaca Journal* called the piece a major work that expressed a quest for freedom. “One left after this last work with a strong

“It’s a piece that addresses a universal longing for freedom, and that resonates with any person in any land.”

—MARK RADICE

feeling that music as great as this should not be written about: one should only listen, and be deeply moved,” the reviewer wrote.

Six weeks later, the band embarked on a tour that began with a concert at Rahway High School in Rahway, New Jersey, a blue-collar, working-class town. The next stop was a concert at the Elkton Senior High School in Cecil County, Maryland, where Riale, the trumpet player, had grown up.

The reaction of the audience gathered in the church was “very muted,” Riale recalled. “This is an area that was not particularly sophisticated musically. It was probably the kind of music that none of them had ever heard before—nothing even close. They did applaud at the performance, but it was very reserved.”

The reception at the Music Educators National Conference (MENC), which drew music teachers from elementary school to college, however, was overwhelming. Along with the band, Husa, who attended the premiere, received a standing ovation.

“It was incredibly well received there,” Rockwell said. “It was a staggering performance, and the audience was very emotional.”

As clarinetist **Karen Dembow Erler** ’70 recalled, playing at the prestigious conference was an unforgettable experience. “It was really exciting because we put everything we had into it,” she said.

## HUSA’S LEGACY

After the premiere of *Music for Prague 1968*, its popularity spread quickly across the country. One conductor, William Revelli, director of bands at the University of Michigan, made it his mission to expose audiences to the piece and performed it more than 150 times with bands in the United States and Europe.

One reason the composition was so widely embraced was that it expressed the anti-Soviet fervor simmering across the country in the 1960s. “We were in the middle of the Cold War, so a lot of ensembles played it for political reasons,” Wilson said. “Any statement against Soviet aggression was a positive statement from the Western perspective.”

At the same time, the piece began attracting attention in Europe, and Husa was invited to conduct it in France. But because concert bands were not as common in Europe, Husa wrote a new version of the work for orchestra. His decision to transcribe it led many American orchestras, including the Boston Symphony, the Chicago Symphony, and the Cleveland Orchestra, to add it to their repertoire.

It was not until 1990—22 years after the composition was written—that Husa returned to his homeland to conduct the piece at Smetana Hall in Prague.

“It was the first time that the piece was permitted to be performed in Czechoslovakia,” Radice said. “At long last, Husa returned to his native country, triumphant, optimistic, and free.”



Karel Husa (left) works with a music student.

After retiring from IC and Cornell, Husa moved to Apex, North Carolina, where he lived until his death on December 14, 2016. Yet his legacy continues—through his music, and at IC through a professorship created in his honor to bring renowned composers to campus.

In 1986, the Karel Husa Visiting Professor of Composition was established at IC to provide support for leading composers to visit campus, lecture on their music, and give private lessons to composition majors. The professorship was created by Dana Wilson and two former deans of the School of Music—Arthur Ostrander and Gregory Woodward (who was a professor of composition when the program was established).

Beyond campus, *Music for Prague 1968* continues to be performed, particularly in its 50th anniversary year. The piece is regularly played throughout the world for the message it conveys, Radice said.

“It’s a piece that addresses a universal longing for freedom, and that resonates with any person in any land,” he said. “Fortunately, in the case of Czechoslovakia, the story of the struggle had a happy outcome, and so the work is not only an optimistic work but also a beacon of hope.”

# CONNECTIONS



PHOTO BY JON GREGORY '10



PHOTO BY MAURA DONOVAN



PHOTO BY JULIA KOHN '16

## REGIONAL EVENTS BRIDGE THE ALUMNI EXPERIENCE

Alumni who reside in close proximity to Ithaca can take advantage of myriad local opportunities to stay connected to the alumni and IC communities. And even if you live 200 (or 2,000!) miles from campus, regional events coordinated by the Office of Engagement and Constituent Relations are designed to bring the IC alumni experience to you, no matter where you are.

### EAST COAST REGION

The college's largest alumni presence is found in the Northeast, and so we accordingly hold many events in this region. Just a few examples include alumni meetups at New York Yankees, Philadelphia Phillies, and DC United games; brewery tours (including Harpoon Brewery) in Boston and Philadelphia; and excursions to Tanglewood in Massachusetts to hear the Boston Symphony Orchestra under the stars. Additionally, ICUnity hosts regular summer events in New York City, Boston, and Washington, D.C.

### WEST COAST REGION

IC's thriving West Coast alumni community enjoyed many opportunities to connect during the year. In the past year, Los Angeles-area alumni took advantage of

events that included a movie night at Hollywood Bowl with a live orchestra, an LA Alumni Volunteer Day at Operation Gratitude, the ICUnity Summer Event, and the annual Los Angeles Holiday Happy Hour. Farther north, IC alumni in the Pacific Northwest attended IC alumni gatherings at Seattle Mariners and Portland Trailblazers games.

### CORTACA

For alumni across the nation, Cortaca is an annual occasion to break out the blue face paint and IC swag and cheer the Bombers on to victory. Can't make it to the game at MetLife Stadium on November 16? Cortaca viewing parties for alumni have you covered! Parties for the 2019 contest are being held in select cities; visit [alumni.ithaca.edu](http://alumni.ithaca.edu) for a complete list.

IC's Office of Engagement and Constituent Relations is dedicated to expanding regional programming for alumni, and to that end hosted first-time IC alumni events in cities such as Durham, North Carolina, in 2018 and Dallas, Texas, in 2019. If you have a suggestion for an IC alumni event in your community, please share it with us! Simply email your suggestion to [alumni@ithaca.edu](mailto:alumni@ithaca.edu) or call (866) 442-2586.

Photos above: (Left) Charlie Eberhardt '93 and his son, Hayden, at an IC event at the Buffalo Bills training camp. (Top right) Clemenza Nwinye and Katrina Nwinye '08 attend our inaugural Dallas meetup. (Bottom right) Molly Sherwood, Helen Murphy '17, Steve Meehan, and Jennifer Barlow '87 at the Harpoon Brewery event in Boston.



PHOTO SUBMITTED

## DEAR IC FRIENDS,

Serving on the Alumni Association Board of Directors is a wonderful opportunity to help guide the college's efforts to sustain a dynamic alumni community with strong ties to the institution and to each other.

It takes a lot of time and careful consideration to cultivate a board that represents the multitude of experiences and talents of IC's incredibly varied alumni community, and so I'd like to extend my gratitude to **John Balduzzi '01** and **Arthur Catalanello '90**, respectively chair and vice chair of the Membership Committee, for their incredible dedication to this crucial responsibility.

Each year, the Membership Committee, led by John and Arthur, collaborates with the goal of producing a pool of diverse nominees to represent our alumni community while considering aspects of representation such as class year, school, gender, identity, orientation, and ethnicity. The committee then produces a vetted pool of nominees for consideration.

As a result of the committee's work, the board's newest slate of directors assumed their roles earlier this summer: president-elect **Christy Agnese '06** (School of Music), **Michael Hertzendorf '89** (School of Business), **Ellen Israel '79** (School of Humanities and Sciences), **Sarah Richards '89** (School of Humanities and Sciences), and **Jocelyn Scriber '72** (School of Health Sciences and Human Performance). Please join me in congratulating the board's newest members!

If you're interested in serving on the Alumni Association Board of Directors or can think of alumni candidates for consideration, I encourage you to nominate them to join the board in 2020! Please visit [alumni.ithaca.edu](http://alumni.ithaca.edu) to learn about the nomination process and access the online nomination form. Nominations must be received by December 31, 2019.

I send you my best wishes and hope to see many of you at MetLife Stadium on November 16 for Cortaca 2019!

**AMI MAKI '94**

President, Alumni Association Board of Directors

## ALUMNI NOTES

1965

**JUSTIN G. SCHILLER** served as the general editor of the book, *Sendak and Blake: Illustrating Songs of Innocence*. For the book, author Maurice Sendak was asked to produce a single line drawing for seven different poems from William Blake's *Songs of Innocence*.

1968



**VADA TRUEX** is a sales associate with Keller Williams Realty in Oklahoma City. She also works as a church organist twice a week and performs occasional piano recitals, usually at retirement centers.

1969

**DAN KARSON** retired after working as a lawyer for 45 years. He spent 35 years as chief legal officer at Kroll, a risk advisory and business investigations firm, the last five years as chair of the company. Dan continues to advise Kroll in a senior consultant role and is also engaged in volunteer activities.

**BILL SWEET** was inducted into the Bristol Sports Hall of Fame in Connecticut. He taught English at Bristol Eastern High School for 35 years and coached soccer at the school for 50 years. Twice named the Connecticut Soccer Coaches Association Class L coach of the year (1994 and 2008), he was also named New England's soccer coach of the year in 1994. The Connecticut High School Coaches Association chose him as soccer coach of the year in 1999.

1970



**Eve Parkes** and **Don Bishop** enjoy singing Christmas carols at nursing homes in the Rochester, New York, area.

1971

**RICH GOODWIN** is the co-captain of the Ely Fagan Post 1151 American Legion baseball team in Rochester, New York. The 1967 team won the American Legion New York State Championship and in August 2018 was named a "team of the ages" on the Frontier Field Walk of Fame.

1973

**JANET JACOBS** is the founder, vice president, and program manager of Therapy Missions, an organization designed primarily to treat children and adults with disabilities. This group educates family members in proper care techniques and trains other clinicians in updated therapy procedures. Therapy Missions has sent teams of occupational, physical, and speech therapists, nurses, and teachers on dozens of missions to countries across the globe.

1974



**ROBERT DRISCOLL** was promoted to vice president at Providence College. He works on the president's leadership cabinet and is responsible for management at the college, including its strategic plan. He continues to serve as the school's director of athletics.

1976

**BOB MARX** and his wife, Joy, were honored as "business persons of the year" by the Granby (Connecticut) Chamber of Commerce. Their company, Landmark Tours and Cruises, is celebrating 28 years in business. Bob is past president and a 14-year board member of the Granby chamber. He has also served as president of two service organizations in Granby—the Lions Club and UNICO (Unity, Neighborliness, Integrity, Charity, Opportunity). Bob was the sports information director at Ithaca College from 1977 to 1980, when the Bombers won national championships in football and baseball.

1982

**MARK HAUSER** calls college basketball games for Westwood One radio. Prior to that, he was the football and basketball play-by-play radio announcer for Wofford College for 26 years.

1983



**NELL MCCORMACK ABOM** is vice president of marketing and communications for the Pennsylvania Bankers Association, overseeing all communications operations within the organization. She brings more than 30 years of expertise in journalism, government, marketing, media, and public relations to the position. Prior to this role, Nell was founder and president of her own public relations firm. An Emmy Award-winning television host and producer, she has received numerous industry awards for her journalism, media, and public relations work.



PHOTO BY TED KEGAN '83

**Rebecca Spencer** performed the featured comedic mother role of Carol Strong in a production of *Catch Me If You Can* at Musical Theatre West, one of Southern California's premier union regional musical theatre companies. Since graduating from IC, she embarked on a 30-year professional musical theatre, concert, and recording career in New York City. In 2004, she received a Backstage Bistro Award for her debut solo recording, *Wide Awake and Dreaming*. She was also an original Broadway cast member and early collaborator for the musical *Jekyll & Hyde*.

## 1986



**MIKE ROYCE** was the executive producer, showrunner, and head writer for the Netflix series *One Day at a Time*. This

past year, the show—based on Norman Lear's 1970s sitcom of the same name—was nominated for a Peabody Award as well as three Critics' Choice Awards.

## 1987

**TIM JONES** was hired as executive vice president and chief lending officer with Genesee Regional Bank and works as its commercial banking business development and sales executive. Tim is primarily responsible for oversight and management of the sales culture, with a focus on building new and deepening existing commercial loan, deposit, and treasury management client relationships. Previously, he was the administrative vice president/group manager of commercial banking for M&T Bank in Rochester, New York.

**PHILIP MARTZOLF** has been named president of NBC Affiliate

Relations. Prior to this, he was the executive vice president of syndication at Sony Pictures Television, managing sales and marketing for first-run and off-network programming and domestic feature films.

## 1989



**CRAIG BAILEY** is celebrating the 30-year anniversary of *Floydian Slip*, a weekly Pink Floyd show heard on more than 100

stations in the United States, Canada, and overseas. He aired his first episode of *Floydian Slip* on Ithaca College's student station 106-VIC.

## 1992

**MICHAEL CAPOZZOLA** is a standup comedian living in London. He has performed in France, Ireland, the United Kingdom, Bulgaria, Germany, Spain, Denmark, Poland, Israel, the Netherlands, Luxembourg, and Turkey. He will also make a brief appearance in the film *Men in Black: International*.

## 1993



**DIANA CHAROS REILLY** conducted the New Jersey Youth Symphony at Drew University last December. She is the conductor of the Flute Choir, Flute Forum, and Fortissimo Flutes.

## 1994

**AMI MAKI** is the chief operating officer at the Institute of Contemporary Art in Boston. She is in charge of operations for the museum and also oversees employee engagement, diversity, equity, accessibility, and inclusion. Previously, Ami was associate director of operations and collections management at the



## SOME THINGS ARE Difficult to Roll Over

The Textor ball at IC may be impossible to roll over. But rolling over a gift from your IRA? That's simple! If you are 70.5 or older, a new, permanent law allows you to make a gift of up to \$100,000 to Ithaca College from your individual retirement account—without incurring income tax on the withdrawal.

For more information about charitable IRA rollover gifts, visit [ithaca.edu/plannedgiving](https://ithaca.edu/plannedgiving) or email [plannedgiving@ithaca.edu](mailto:plannedgiving@ithaca.edu).

## FAIR VOTES FOR ALL

Sangita Sigdya '95 is trying to make politics less polarizing

BY TOM KERTSCHER

Not long after arriving at Ithaca College in 1991 from her native Nepal, **Sangita Sigdya '95** took a trip to Seneca Falls, New York. Visiting the site of the Seneca Falls Convention, a gathering where the women's suffrage movement was launched in 1848, brought a discovery.

"I didn't realize women [in the United States] didn't have the right to vote until not too long ago," Sigdya said.

Now, the United States is marking the centennial of the 19th Amendment, which was passed in Congress in 1919 and became law in 1920.

Sigdya, after becoming a U.S. citizen and casting her first vote in 2016, is now the managing director of FairVote, a non-partisan Washington, D.C.-area nonprofit that pushes for electoral reforms. FairVote's board chair is Krist Novoselic, a Washington state civic leader and founding member of the rock band Nirvana.



More women need to be in office. Female leaders and their work style often lead to consensus building, which is really needed in today's political climate.

"This has been a work in progress for humanity and the United States in particular," Sigdya said, reflecting on her Seneca Falls visit. "I guess it brought it front and center. Many of the rights—such as the 19th Amendment and the Voting Rights Act prohibiting racial discrimination in voting—shouldn't be taken for granted as there were long fights before they were won."

After getting her bachelor's degree from Ithaca and a master's in public administration from Columbia University, Sigdya served as director of operations and interim chief operating officer at the Open Government Partnership, a 75-country initiative to promote government transparency; and she worked at the World Bank, launching a campaign to open up and transform public contracts.

After having lived in the United States for longer than the first 18 years of her life spent in Nepal, Sigdya decided to give up her native citizenship in 2016 to become a U.S. citizen. That's when she got the sense that perhaps American elections could be done better—with ranked-choice voting, a priority of FairVote, where she went to work in November 2018.



PHOTO SUBMITTED

With ranked choice, voters can rank multiple candidates in their order of preference; candidates do best when they attract a strong core of first-choice support while also reaching out for second and or third choices.

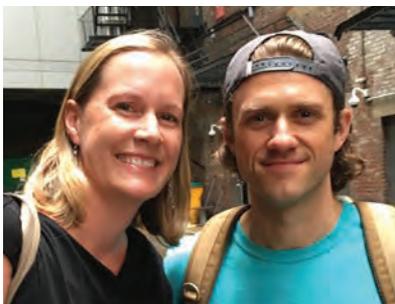
"It creates more civil campaigns whereby, if you are a candidate running for office, you are not only trying to be the voters' first choice, but you're also trying to be the second choice," Sigdya said. "So, you cannot be a divisive force running a campaign; you must bring the highest number of people under your tent to win, and that changes the tone of campaigns."

According to FairVote, ranked choice is used by the state of Maine and a number of cities, including San Francisco, Minneapolis, and Cambridge. A record number of women were elected to Congress in 2018 and, largely because of that, a record number of women are now serving in Congress. Moreover, a record number of women are now also serving in state legislatures across the country.

It took nearly 100 years for a woman, Nancy Pelosi, to be elected speaker of the House of Representatives in 2007 and, of course, the country has not yet elected a woman president. But Sigdya said she is encouraged by the number of organizations that are helping women run for office and raise money for their campaigns.

"More women need to be in office," she said. "Female leaders and their work style often lead to consensus building, which is really needed in today's political climate. So, I think engaging the 50 percent of our population in political leadership is super important. From voting, we're now at a point where we need more women to lead. This country needs female leaders to help fix our broken democracy." ■

Davis Museum at Wellesley College. Ami is currently the president of the Ithaca College Alumni Association Board of Directors.



**Ilka Rivard** (left) met fellow IC alumnus **Aaron Tveit '05** in the pre-Broadway opening of *Moulin Rouge* at the Emerson Colonial Theatre in Boston. Ilka is the visitor experience manager at Emerson College, overseeing the visitor center and admission events.

1997



**LYNN SMITH** is the founder of Healy, a company that combines the best of emerging technologies to solve long-lasting problems in the health care system. Her goal is to create a system where patients control and influence their own health care.

1998

**HEATHER BURNS PAGE** received her PhD in teaching and learning (science education) from New York University in May 2018. In January of that year, she joined the Affinity Field Support Center as an academic policy lead. Later, she became the instructional lead, providing math and science instructional support to New York City public high schools.

**AUDRA WALLACE** was promoted to editorial director of *Scholastic News*, editions 3-6. She began as an assistant editor on *Scholastic News*, a national classroom magazine for children, in 2006. Audra has also written several children's nonfiction books for Scholastic including *Yosemite*, which earned a Booklist

starred review; *Cool Careers with Animals*; and the young reader's edition of *How Full Is Your Bucket?*

2000



**ABRAHAM N. CEESAY** is the chief executive officer of Tiburio Therapeutics, a private biopharmaceutical company that focuses on developing treatments for rare neuroendocrine tumors and rare endocrine diseases. Before joining Tiburio, he was the chief operating officer at scPharmaceuticals, developing and leading all operational and commercial aspects of the company. He was vital in raising more than \$140 million in private

and public capital as well as closing the company's initial public offering.

2001

**MALINDA LOGAN** is starring in and producing an off-off Broadway revival of the award-winning play *My Sister, My Sister*. She produced a short film that has received festival recognition and also won a best actress prize at Riant Theatre's 2017 Strawberry One-Act Festival. She has worked as an associate instructor at Columbia University.

2002

**DANE FISCHER** is the head coach for the College of William & Mary men's basketball team. Previously, he was an assistant coach at George Mason University, Rider University, and Williams College.



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## TURNING GRIEF INTO ACTION

Lou Magrone '04, DPT '06, and his wife, Francine, launched Walk in Sunshine to support grieving parents

BY JESSICA TROSKOSKY

The months leading up to a baby's birth are often filled with excitement, planning, and information-gathering through books like *What to Expect When You're Expecting* and *Dude, You're Gonna Be a Dad*. Parents-to-be may celebrate with pregnancy announcements, gender reveal parties, and baby showers.

Most likely these were the types of things **Lou Magrone '04, DPT '06**, and his wife, Francine, were thinking about as they prepared for the arrival of their first baby in March 2017. However, in an instant, their world shattered. At 30 weeks pregnant, Francine noticed that the baby's movements had slowed. She tried to chalk up her concerns to first-time pregnancy jitters but couldn't shake her fears. She went to the hospital where she worked as a family nurse practitioner and confirmed that the baby was still, and there wasn't a heartbeat.



My Ithaca collegiate career helped to create this charity. The college doesn't just provide education. Its football coaches, professors, and mentors help prepare students with life skills like coping, working hard, and compassion.

On January 6, 2017, the Magrones both welcomed and said goodbye to their baby boy, Joseph Louis Magrone. The days following Joseph's birth were long and riddled with tasks that no one preparing for the arrival of a baby would ever want to imagine. The Magrones had to arrange an autopsy, purchase a family burial plot, weigh the costs of honoring Joseph, and so much more. Without a single resource to help with all the decisions to make, the process was a gut-wrenching experience that ultimately led the Magrones to start a charity called Walk in Sunshine.

"As an entrepreneur and someone who has evolved my career, I am no stranger to life and business challenges," said Lou Magrone, who left his Staten Island physical therapy practice in 2010 to eventually



PHOTO SUBMITTED

succeed as one of the top medical device salespeople in the country. "But nothing could have prepared me for the most horrific experience of my life. However, in the back of my mind was the football helmet on the Ithaca locker room wall that said, 'Champions Meet Challenges Head On.' And this is what we did." Since his time at IC, Magrone has gone on to own 12 limited liability companies in construction, medical billing, and hardware—in addition to creating Walk in Sunshine.

Walk in Sunshine helps parents who have lost a child through stillbirth or other unexpected loss. The not-for-profit provides financial assistance to New Jersey families who are grieving the loss of a child and online resources for families around the world. Magrone writes blog posts about maternal health care and other relevant resources to bring grieving parents together. In the future, they hope the organization will grow to support better stillbirth and infant loss research and prevention.

According to the National Center for Health Statistics research, more than 20,000 babies are stillborn every year in the United States. The Stillbirth Collaborative Research Network states that the causes of about one-half of stillbirths cannot be explained, making preventative care challenging.

"Losing a child is a difficult story to share. But Walk in Sunshine allows me to talk about something very important to me and gives me a way to help others," said Magrone.

Getting Walk in Sunshine off the ground in August 2018 as a charity was no small feat. It took tenacity, hard work, and a passion for helping others.

"My Ithaca collegiate career helped to create this charity," said Magrone. "The college doesn't just provide education. Its football coaches, professors, and mentors like Father Scott Kubinski help prepare students with life skills like coping, working hard, and compassion."

Magrone lives in Westfield, New Jersey, with Francine and their second son, Nicholas, who was baptized by Father Scott, one-time chaplain at IC.

You can learn more about Walk in Sunshine at [WalkinSunshineCharity.org](http://WalkinSunshineCharity.org). 🍓

## 2004

**KELLI GRANT AN**

is a senior editor for Acorns + CNBC, overseeing a team that produces articles for *Acorns Grow*. She assigns and edits stories and writes her own pieces. In her previous position, she was a reporter with the CNBC personal finance team.

## 2007

**ZAHIDA SHERMAN**

is the director of the Multicultural Resource Center at Oberlin College. Her main roles are to lead the center in its support and services to underrepresented students and guide members of the campus community in their understanding and navigation of equity, identity, and belonging. Zahida works with students, faculty, staff, alumni, and community members to realize the center's vision.

## 2008

**DION RABOUIN**

is the markets editor for *Axios*, a publication started by the founders of Politico. Dion oversees the markets team and writes the daily *Axios Markets* newsletter, which features news, analysis, commentary, and interviews with global leaders in business, finance, and economics. He makes regular appearances on *Marketplace*, the most listened-to radio program in the United States, as well as Fox Business, CNBC, MSNBC, and other media. Previously, he was the global financial markets reporter at *Yahoo Finance* and the host of its *Middy Movers* broadcast program. Dion was also the sole New York-based emerging markets reporter for Reuters,

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# ALUMNUS WINS JAZZ COMPETITION

**Bobby Spellman '10** dedicated his composition to Anthony Bourdain

BY ASHLEY REEDMAN

Trumpeter and philosophy major **Bobby Spellman '10** beat out 54 anonymous entrants last spring to win the David P. '60 and Susan W. Wohlhueter Jazz Composition Contest with his Ethiopian-infused, Duke Ellington-inspired entry, *The Kingdom of Aksum*.

The piece was performed by the IC Jazz Ensemble, with special guest trombonist Vincent Gardner, last May.

Spellman started playing the trumpet in fourth grade and pursued it semi-professionally in high school before joining the IC Jazz Ensemble in college. He went on to perform and compose for jazz groups in Ithaca, Boston, and Brooklyn and said he saw the contest as another opportunity to navigate new stylistic avenues in jazz.

"I always try to push myself deeper into uncharted musical territory by combining contrasting sounds and



I always try to push myself deeper into uncharted musical territory by combining contrasting sounds and concepts, and for this piece I wanted to apply traditional Ethiopian tonalities to the classic big-band aesthetic.

concepts, and for this piece I wanted to apply traditional Ethiopian tonalities to the classic big-band aesthetic," said Spellman, whose musical inspiration comes from the blending of cultures. The composition was also inspired by and dedicated to the late celebrity chef, author, and travel documentarian Anthony Bourdain, who bridged cultural gaps between people through food.

"I think we gain a lot as human beings from examining and absorbing a multitude of contrasting ideas from divergent perspectives. It's how we got jazz music and sushi burritos. Art and culture give us a way to see life from other viewpoints and to celebrate our shared humanity," said Spellman.

The contest rules required that the composition be written for a 17-piece jazz orchestra: five saxophones, four trombones, four trumpets, and a rhythm section consisting of piano, guitar, double bass, and drum set.



PHOTO BY CASEY MARTIN

Spellman, who typically writes for a nine-piece jazz band, had to make adjustments to *The Kingdom of Aksum*, first written and completed in December 2018. "Writing for jazz orchestra is similar in many ways, but the feel of the band and the options you have are very different when you're working with 17 or 18 voices in four distinct sections. I had to really get into the jazz orchestra mindset in order to use the wider palette in a responsible way," said Spellman.

This is Spellman's first entry in a composition competition. He said that he didn't participate for the purpose of winning but for the opportunity of producing and performing new music for jazz enthusiasts, professionals, and the general public to enjoy, while also being challenged by the contest's criteria and deadlines.

"The purpose of the exercise for me was to create a new piece of music, and the competition part was, more than anything, a deadline and a set of parameters to follow," he said. "I was content to have completed something new regardless of the outcome, but I was happy to hear that [the judges] liked the music."

Spellman was awarded \$1,000 and received a recording of the jazz ensemble performing the piece with Gardner. A trombonist with the Jazz at Lincoln Center Orchestra since the early 2000s, Gardner has contributed many arrangements to the Jazz at Lincoln Center Orchestra and other ensembles.

In addition to teaching, Spellman composes and performs for the Dingonek Street Band and his *Revenge of the Cool Nonet*, both based in Brooklyn, New York, where he lives with fellow IC Jazz Ensemble musician and fiancée, woodwind instrumentalist **Emily Pecoraro '12**.

"Both Susan and I are thrilled to promote new talent in the realm of jazz," said **David Wohlhueter '60**, whose gift established the competition. "This contest is a win-win for both the aspiring writers and the young musicians in the IC Jazz Ensemble who not only get to play the entries but actually pick the winner." ■

covering Latin America as well as the U.S. Treasury, currency, and stock markets.

## 2009



**CORNELL WOODSON** is the global head of diversity, equity, and inclusion for the California-based tech company

Looker. In this role, he is responsible for developing, implementing, and evaluating the company's global diversity strategy, which includes driving diversity initiatives for hiring underrepresented populations, diversity training, and diversity retention strategies.

## 2010



**JAYLENE CLARK OWENS** is the director and cowriter of the play *Renaissance in the Belly of a Killer Whale*. The play—in

which she also plays the role of Bridget—explores the multifaceted issue of gentrification in Harlem through spoken-word poetry, theatre, song, and more. Performed twice at Ithaca College, the play first premiered in 2011 and has appeared at theatres such as the Times Square Arts Center, National Black Theatre, and Theatre Horizon.

## 2012

**ALEX CANOVAS** has been named artistic director of the Young New Yorkers' Chorus. He also made his Lincoln Center debut with the Mostly Mozart Festival's premiere of *In the Name of the Earth*, which was performed at the Cathedral of St. John the Divine. Alex also serves as director of music at St. Paul's Episcopal Church in Brooklyn and associate conductor of Choral Chameleon, also in Brooklyn.

**KAYLA INANC MUSTO** is a vice president at The Door, a consulting, marketing, and public relations idea house with offices in New York City, Chicago, and Los Angeles. She's been with the company for six years, where she began as an account coordinator.

**KELLY MCKENNA** is a program specialist for the Office of External Relations at the Law Library of Congress. Kelly promotes the services of the library through public programs, professional visits, communications, and outreach activities. Her work focuses on measuring the library's impact to determine how to best engage audiences from various sectors. While a student, Kelly also hosted a specialty show called *Eve Out Loud* on 92-WICB.

## 2013

**ABIGAIL DIXON** received her master's degree in higher education from the University of Pennsylvania Graduate School of Education.



**Sarah Furie** (left) on the Rotary float with Rotary International President Barry Rassin and wife, Esther Rassin. Sarah is the digital marketing associate at the Pasadena Humane Society & SPCA. She is in charge of all digital media, runs the social media platforms, updates the group's website, and works on flyers, postcards, event programs, and signage. On New Year's Day, she walked in the Rose Parade with the Rotary float.



**DEANNE STEWART** is in the ensemble of the North American touring company of the Tony Award-winning hit, *Beautiful: The*

*Carole King Musical*. Throughout the show, she portrays members of early pop girl groups such as the Shirelles and the Crystals.

## 2014



**BEN KNOWLES** manages the operation center at Miller Brothers Solar in Conshohocken, Pennsylvania, which

provides third-party operations and maintenance for solar farms. Customers for the company include Goldman Sachs, New Energy Solar, and Marina Energy.

*"I chose to attend Ithaca College because I knew it would be a place where I could grow, prosper, and thrive. Without alumni support of the college, I wouldn't be here."*

—JALEEL GREEN '19, DPT '21

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# GOOD GRANOLA BEGINS AT HOME

**Brian Tetrud '11** used his mom's recipe and an economics degree from IC to launch a health-food business

BY BRIAN HUDGINS

When **Brian Tetrud '11** began exploring the feasibility of turning his hobby into a business, he had two main tools: a recipe and a spreadsheet.

As an IC student, Tetrud used a family recipe to make granola for himself that he also shared with his friends. But once he decided to put it out for public consumption, he embarked on a year's worth of homework—and the granola became the fundamental ingredient in the success of Ladera Foods.

"When we started, it was a pretty nascent space," Tetrud said. "Overall, premium granola was not very common. There were some local premium brands but no national premium brands."



I wanted to go into a career in renewable energy, and those were the first jobs I had at Tesla and other solar startups. I started the granola company as a hobby.

Walking the aisles at local markets in the San Francisco Bay Area gave Tetrud an avenue to compare his infant company to products already established on shelves. His ever-growing spreadsheet contained brand names, corresponding shelf prices, sugar content, protein content, and product amounts per container.

"Every granola had so much sugar," Tetrud said. "For people trying to stay away from sugar, that is a key differentiation for us. My mom is a Stanford-trained medical doctor. That [low sugar] became our niche. Taking a broad sweep of the industry allowed us to find our position—we had the lowest sugar content at three grams per serving."

A local bakery owner gave Tetrud some pointers regarding packaging, vendor contact information, flavor varieties, and an efficient use of rack ovens fit for baking hundreds of pounds of granola.

"We got some help from people who were not necessarily competitors with our business," Tetrud said. "Once you are solidified as a brand, it's much easier to talk with competitors. They know you aren't going to try to steal their customers or a recipe."



Majoring in economics at IC gave Tetrud the insight to analyze the food industry overall—to see how big it is and differentiate the various players—from the types of products that dominate to the various up-and-coming brands.

"Overall, it helps with the analytics side," Tetrud said. "I wanted to go into a career in renewable energy, and those were the first jobs I had at Tesla and other solar startups. I started the granola company as a hobby."

His hobby first gained a foothold in local stores and then took a big leap forward in 2015 when Ladera Foods landed a spot on Whole Foods shelves.

"That was an 'aha' moment," Tetrud said. "Many food startups who are premium producers go to Whole Foods. Then I hired a team, and we got into Safeway."

The local granola, made in Redwood City, California, has found a customer base primarily in the western half of the country. Supermarket chain H-E-B has provided a Texas outlet, and Ladera Foods also sells roughly 600 bags of granola per month nationally via Amazon. Tech companies in the Bay Area have provided another sales outlet by letting Ladera sell granola in their cafeterias.

Yet rapid growth presented a challenge.

"Expansion happened quickly, which costs money," Tetrud said. "I had to repay that debt, which was a big challenge financially to get through that time period. We then had to stabilize at a lower level of growth."

The company's measured growth includes the hiring of additional staff to service accounts—with an eye on expanding to the East Coast. In addition to the flavor varieties featured on the Ladera website, the company is planning later this year to introduce Ladera Bites—high-protein, bite-sized puffs.

A major influence on the beginning and evolution of Ladera Foods has been Tetrud's mom, Dr. Karen Butterfield.

"She crafted that recipe and shared it with me," Tetrud said. "She has always been inquisitive, and it has been nice to have her asking questions, being a sounding board and having that support." ■



**Hanna Friedlander** is the human remains analyst for the Michigan State Police. In addition to tracking all unidentified remains in Michigan, she also leads experiments used for teaching law enforcement personnel. Hanna participates in the interstate Emergency Management Assistance Compact, which allows her to assist in emergencies.

## 2016

**MICHAELA BLAND** is the recipient of a Skadden Fellowship. A third-year law student at Roger Williams University School of Law in Bristol, Rhode Island, Michaela will work with the Rhode Island Center for Justice and focus on finding legal solutions for the school-to-prison pipeline. Fellowship applicants must propose a public-interest project and find a sponsoring nonprofit organization providing civil legal services to the poor, including the working poor, the elderly, the disabled, or those deprived of their civil or human rights.

**NICOLE GODREAU** is a brand strategist at Twitter, helping to develop and position best-in-class creative opportunities to the world's largest marketers. Nicole helps to align innovative, creative uses of Twitter with advertisers' marketing objectives.

**KATRINA PIEMONTE** worked with Ithaca College chemistry professor Mike Haaf on a research effort that discovered a low-water method of dyeing cotton with indigo. The process uses less water and eliminates the need for reducing agents, chemicals that are used to help dye adhere to cotton and that are harmful to the environment.

The discovery was published in the *Journal of Coloration Technology*.

## 2017

**STEPHANIE SAIAS** is a video editor for Dick Clark Productions, the world's largest producer and proprietor of televised live event entertainment programming. Stephanie creates promotional videos for award shows including the Golden Globes, Academy of Country Music Awards, Billboard Music Awards, Hollywood Film Awards, NBA Awards, and *Dick Clark's New Year's Rockin' Eve with Ryan Seacrest*. In her free time, she is a freelance photographer and videographer.

## 2018



**Sarah Johnson** is a production assistant for E! Live Events, supporting the creation of E!'s *Live from the Red Carpet* show, broadcast on E! News. Her responsibilities include brainstorming and pitching ideas for the show, the preview show, and the after-party show. She also researches the E! archives, clips and edits footage to be used in entertainment packages, and assists the segment producers throughout the show. Since starting, Sarah has worked on the Emmy Awards, People's Choice Awards, Golden Globes, Screen Actors Guild Awards, Grammy Awards, and Oscars.



**ANGELA KIM** is the morning coanchor, reporter, and producer for *Newswatch 12 Today* in Rhineland, Wisconsin. She joined the team in August 2018 as a reporter and weekend anchor and producer before transitioning to the early morning hours. The two-hour show

consists of health, business, local, foreign, and national news.



**TAYLOR MOODY** is the event coordinator at Best Events in Los Angeles. Taylor helps produce a variety of events

such as product launch parties, food festivals, and award-show after parties. She also assists with venue research, vendor outreach and management, design concepts, client conversations, and budgets.

**CARLEY NEWMAN** is the marketing and growth coordinator for WPP, a marketing and advertising company. Carley works in the New York City office researching prospective clients and organic growth through events.

## Celebrations

**JOHN MILLER '87** and Patricia Brotschul; October 13, 2017, in Guilford, Connecticut.

**SARA GERSTENBLATT '09** and Michael Mandy; October 20, 2018, in Newport, Rhode Island. **Rachel Rauch '09, Lindsey Nadolski '09, Eleni Hardman '09, Nick Corasaniti '08, Dan Hausermann '08, Drew Appleton '08, Jordan Rait '08, Trevor Dolge '07, and Ben Mayhew '08** were members of the wedding party.

**KALYA INANC MUSTO '12** and Michael C. Musto; September 29, 2018, in Cortlandt Manor, New York. **Kara Zdrojeski '12, Elicia Wartman '12, and Carli Mazich-Addice '12** were members of the wedding party.

**JACQUELINE DONG '11** and Jason Sandoval; August 25, 2018, in Hudson, New York.

## ALUMNI NOTES

### Introductions

**GINA DEMASI '01:** Ari Elizabeth Moonves, June 7, 2018.

**EMILY PHILLIPS '02, MM '06,** and Dan Cappuccio: Connor James, October 5, 2018; joins older brother, Joseph.

**BETSY UHLER COLOMBO '04** and Bret Colombo: Indiana Randall, July 2, 2018.

**MICAH KARG '04** and Jessica Hammerman: Henry Milo, June 1, 2018.

**VICTORIA TIDMARCH KETCHAM '04** and Jeffery Ketcham: Elliott Charles, June 16, 2018.

### Farewells

**BETTY BIRDSEY,** November 7, 2018, in Ithaca, New York, at age 90. Betty was the first music/audio librarian at Ithaca College, serving from 1969 until her retirement in 1995. Prior to moving to Ithaca, Betty held library and music librarian positions at the Dallas Public Library, Oberlin College, and the University of Illinois, Urbana-Champaign. She held a music degree from the Eastman School of Music in cello performance as well as a master of library and information science degree from the University of Denver. Betty is survived by her nieces, Paige Morgan of Ithaca, Beth Morgan, and Debbi Morgan.

**HEINZ KOCH,** September 2, 2018, in Ithaca, New York, at age 86. A longtime professor of chemistry, he came to Ithaca College in 1965 and retired in 2007. He was named professor emeritus in 2009. A founding member of the Council on Undergraduate Research, Heinz continued to publish scholarly research with undergraduate students until well after his retirement.

**LUCINDA BANFIELD RUGER '58,** December 22, 2018, in Durham,

North Carolina, at age 82. A graduate of IC's Department of English, she earned a master's degree in education from Elmira College and taught English at Dryden and Watkins Glen High Schools. After retiring, she spent 19 years assisting her husband, William, in his law practice. She is survived by her husband; daughter and son-in-law, Lydia and Jeffery Voorheis; son and daughter-in-law, William and Karen Ruger; and grandchildren, Devyn and Jason.

**GEORGE SCHUNCK,** February 6, 2019, at age 88. An honorary trustee, George served on the Ithaca College Board of Trustees from 1982 to 1993. During those years, he played a tremendous leadership role in managing and directing the college's finances through his decade-long service as chair of the Investment and Finance Committee. He had a son and grandson who both graduated from Ithaca College, and throughout his life George remained an avid fan of Bomber football. George was predeceased by his wife of 62 years, Barbara G. Schunck. He is survived by his three children, James (Kristen), Lawrence '81 (Karen) and Lorraine (John View); as well as his four grandchildren, Allison, Brendon, Kenneth (Molly), and Matthew Schunck '19.

**ARTHUR L. STONE '49,** June 7, 2018, at age 91. A World War II U.S. Navy veteran, he received his degree in physical education and taught in the Georgetown and Earlville central schools from 1952 to 1961. After receiving a certificate in guidance from Colgate University, he became director of guidance in the Marion central schools, where he stayed until his retirement in 1986. He is survived by his son, Bruce, and his daughter and son-in-law, Brenda and George Strickland. 🍷

**TO PLACE AN ALUMNI NOTE, Celebration, Introduction, or Farewell, please visit [ithaca.edu/icview](http://ithaca.edu/icview) and fill out the online form.**

*ICView reserves the right to edit for length and clarity.*

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### 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 May 1, 2019. 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.

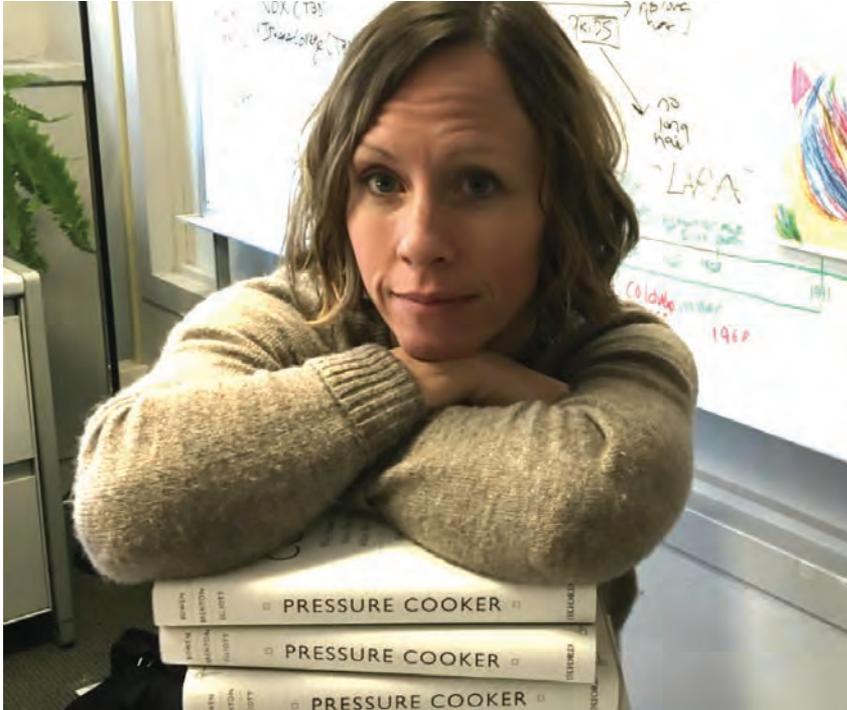


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## RE-EXAMINING MEALTIME

Assistant professor Joslyn Brenton’s book challenges the ideal of the home-cooked meal.

BY DAN VERDEROSA

**FOOD PUNDITS AND CELEBRITY CHEFS** often put forth a narrative that growing your own vegetables and cooking meals from scratch can help cure many of society’s ills—everything from childhood obesity to environmental degradation. Joslyn Brenton, an assistant professor in Ithaca College’s Department of Sociology, disagrees.

In the new book, *Pressure Cooker: Why Home Cooking Won’t Solve Our Problems and What We Can Do About It*, Brenton and her coauthors, North Carolina State University associate professor Sarah Bowen and University of British Columbia assistant professor Sinikka Elliott, interviewed more than 150 mothers and spent 250 hours going with families to the grocery store and watching them cook and eat.

Their conclusions fly in the face of the above narrative. Rather than acting as a panacea for societal issues, the emphasis on family meals places a disproportionate burden on families and mothers.

“Food pundits and food experts—they’re giving us the same message: if we slow down, if we prioritize food in our lives, if we just take the time to care and get back in the kitchen, everything’s going to be better. We don’t find that at all,” Brenton said in an earlier interview. “What we’re looking at in the book are structural inequalities and how they shape people’s lives and what they eat.”

Structural inequalities—where one group of people is attributed an unequal status in relation to other groups—create societal imbalances in the roles, functions, rights, opportunities, and decisions available to these various groups.

“We wanted to know how diverse mothers of young children think about food and how they see their own relationship to food. What we find is a complex picture, and that’s sometimes hard to work with,” Brenton said. 🍷

## CARLEENA ANGWIN '01

### *The Carleena Show*

*The Carleena Show* is a podcast and YouTube channel, where Angwin invites guests from across the globe to sit down with her via Skype and share their personal journey.

## MARY I. ARLIN and MARK A. RADICE

Professor Emerita of Music Theory and Professor in the Department of Music Theory, History, and Composition (respectively)

### *Polycultural Synthesis in the Music of Chou Wen-chung*

(Routledge, 2018)

Arlin and Radice coedited this collection of essays about composer Chou Wen-chung, who was displaced from China in 1948. They also contributed essays for the collection, as did Ithaca College music librarian Kristina L. Shanton.

## KENDRA BARRETT '08, DPT '09

### *Yes I Can! A Girl and Her Wheelchair*

(American Psychological Association, 2018)

Barrett, who works as a pediatric physical therapist, coauthored this book with Jacquelin B. Toner and Claire A. B. Freeland, who are both pediatric psychologists. This children’s book tells the fictional story of a typical day in the life of a young girl who uses a wheelchair. The book includes a note to parents, caregivers, and teachers with more information on discussing disabilities with children and helping them to build positive, empathic relationships.

>>

## MIXED MEDIA

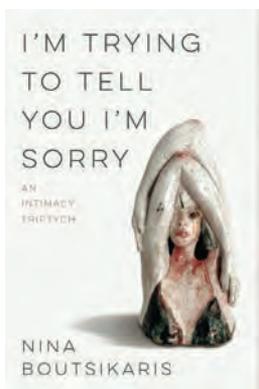


### RYAN BERMAN '98

*Return on Courage: A Business Playbook for Courageous Change*

(Greenleaf Book Group Press, 2019)

Berman spent three years shadowing business leaders, CEOs, as well as an astronaut and a U.S. Navy SEAL, in order to discover how they've achieved some of their biggest business and personal accomplishments.

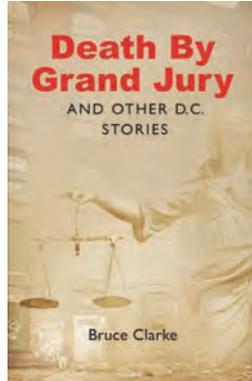


### NINA BOUTSIKARIS '09

*I'm Trying to Tell You I'm Sorry: An Intimacy Triptych*

(Black Lawrence Press, 2019)

In Boutsikaris's latest publication, she pairs art with experience, as she not only examines others around her but also questions her own actions.



### BRUCE CLARKE '67

*Death by Grand Jury and Other D.C. Stories*

(Gatekeeper Press, 2019)

Clarke's book features the fictional stories of defense attorneys, defendants, detectives, witnesses, and investigators during a spectacularly violent era in Washington, D.C.'s history, from the 1980s to the early 21st century.

### VICTORIA CORLISS '86

*The Pendulum's Truth*

(Brown Corliss Publishing, 2019)

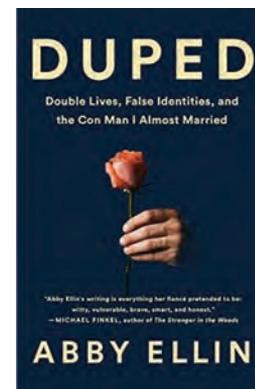
Coauthored with Leigh Brown, this is the third entry in the Brown Corliss Books library. It is the story of Ava Dell, who believes that everything happens for a reason. But, unlike her friends and family, she also believes she knows why they happen. She happily shares her insights with the people she loves, providing them guidance and affirmation until the day her awareness fails her. When tragedy results, Ava suddenly finds herself in a moral and emotional dilemma.

### MICHAEL DEMASI '91

*What They Said: 25 Years of Telling Stories*

(Troy Book Makers, 2018)

This collection of articles highlights the wide variety of people DeMasi has written about during his 25-year journalism career in upstate New York. The collection includes stories from a priest at a maximum-security prison, a salvager who bought Albany's biggest and ugliest building, a mayor who became the Pied Piper of Guyanese immigrants, and a friendly clock enthusiast named Smiley Lumpkin.

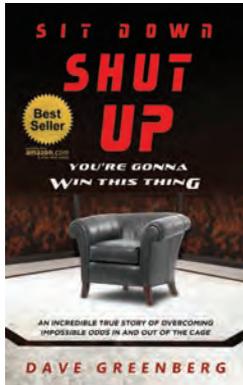


### ABBY ELLIN '89

*Duped: Double Lives, False Identities, and the Con Man I Almost Married*

(PublicAffairs/Hachette, 2019)

In this hybrid memoir and piece of investigative journalism, Ellin's second book, she not only writes about her own mistakes but also investigates the science and art of lying.



**DAVID GREENBERG '06**

*Sit Down, Shut Up, You're Gonna Win This Thing: An Incredible True Story of Overcoming Impossible Odds in and out of the Cage*

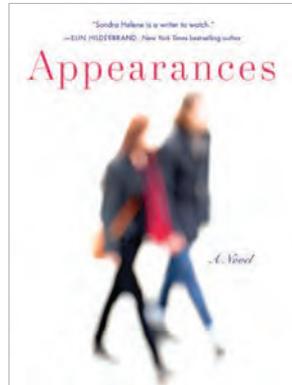
(Mimo Publishing, 2019)

In his first book, Greenberg recounts the details of his first amateur mixed martial arts cage fight and then describes his journey of growing up, confronting adversity, and finding himself.

**ANTHONY GUILIANTI '11**

*Thirty Days of Red*

Guilianti won the Best Adapted Screenplay award at the Burbank International Film Festival with this screenplay, which is based on the book of the same name. It tells the story of a seemingly picture-perfect couple whose lives contain dark secrets.

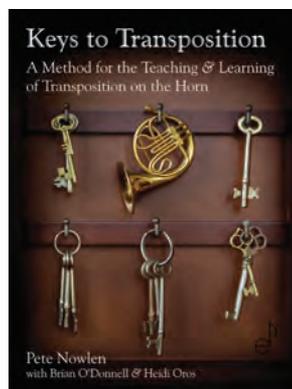


**SONDRA LEVENSON '78**

*Appearances*

(She Writes Press, 2019)

Written under the pen name Sondra Helene, Levenson's book is a fictional account of what happens when tragedy strikes and shatters a seemingly perfect life. This dramatic story of love and loss highlights the importance of family.



**HEIDI OROS '85, MM '88**

*Keys to Transposition: A Method for the Teaching and Learning of Transposition on the Horn*

(Ensemble Publications, 2018)

Coauthored with Pete Nowlen and Brian O'Donnell, Oros's method book provides a concrete strategy to mastering transposition based on the historical reason hornists transpose. Skills are built through exercises and then the student progresses to excerpts. It includes tips, musical advice, practice techniques, and much more.

**MELLISSA PATNELLA '19**

*Dynamic Existence*

(Bowker, 2019)

Pantella's first book of poetry contains many pieces that examine the emotional experiences of life.



**SARAH SKILTON '99**

*Fame Adjacent*

(Grand Central Publishing, 2019)

Skilton's latest book is a romantic comedy about the sole cast member of a 1990s song-and-dance show for kids who didn't become famous, and who, 25 years later, sets out to confront her famous ex-friends at a televised reunion special.

**MONTY WEINSTEIN '62**

*From the Mob to the Therapist's Chair*

(Family Therapy Center for New York & Georgia 2018)

In this biographical book, Weinstein shares both his unconventional upbringing and how his later life experiences helped him excel in his career as a marriage and family therapist.

# ONLY IN ITHACA

## ITHACA IS LOVE

The history of the LGBTQ movement in Ithaca may have been lost forever, had it not been for the efforts of a small team of IC students, staff, and an alumna who created a self-guided walking tour.

The “Ithaca LGBTQ History Walking Tour,” available on the PocketSights app, documents accounts from local residents and includes 32 landmarks, many of which are on South Hill. For instance, a conference held by the Quakers on campus in 1972 led to one of the first statements on the bisexual movement in the country, now known as the “Ithaca Statement on Bisexuality.”

Luca Maurer, director of the Center for LGBT Education, Outreach and Services, worked with **Rachel Steinmetz '19**, **Cal Goodin '19**, **Gianna Caputo '19**, and **Rachel Kreidberg '18** to make the tour a reality.



PHOTO BY SHERYL SINKOW

## I REMEMBER WHEN... I MET MY HEROES!

My father—who has worked at the college since 1980—brought me to my first IC football games during the 1988 season, when I was five, and the Bombers were one of the best teams in the country. My two favorite players were fullback **Paul Parker '90** (left), and running back **Mike Scott '89** (I really liked that Scott did backflips when he scored long touchdowns).

One day, my parents told me to wear my Bombers shirt to school because my dad had a surprise for me. He took me to his office that afternoon, and when I opened the door, I couldn't believe my eyes: there was the dynamic duo, right in front of me!

Both of them couldn't have been nicer to an overexcited five-year-old pestering them with questions. My dad snapped this photo, which I've held onto for three decades.



PHOTO SUBMITTED

As fate would have it, the Bombers won the Stagg Bowl that year, coincidentally enough, on my birthday. But it was the meet-and-greet in my father's office that cemented a love of Ithaca College football in me that still exists more than 30 years later.

— Patrick Bohn '05, MS '07, assistant editor

THE BIGGEST LITTLE GAME IN COLLEGE FOOTBALL

# JUST GOT BIGGER



**Cortaca takes over MetLife Stadium—**  
home of the NFL's New York  
Giants and New York Jets.  
**Will you be there?**

## GAME DAY INFORMATION

Saturday, November 16, 2019  
MetLife Stadium  
East Rutherford, New Jersey

**Cheer on the Bombers** as they take on their long-time rival SUNY Cortland. Be part of Ithaca College history at the largest ever gathering of IC alumni. Join students, alumni, faculty, staff, and friends as we attempt to break the Division III single-game attendance record of 37,355.

▶ Get your tickets now: [cortacajug.com](http://cortacajug.com)  
Get your Cortaca gear: [ithaca.edu/cortaca-shop](http://ithaca.edu/cortaca-shop)

**Can't make it to the game?** Share your Bomber spirit on social media using **#Cortaca**.



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