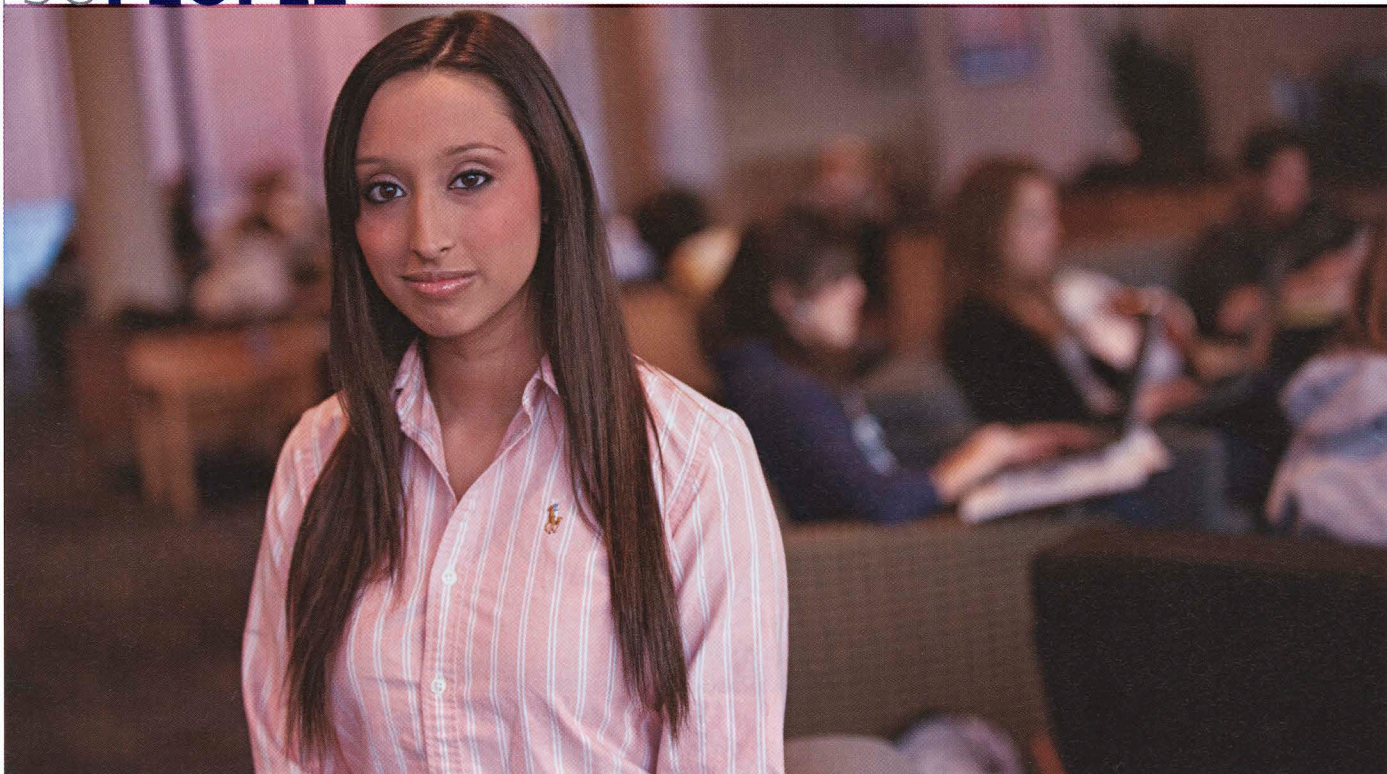


SU PEOPLE



Lorna Rose

PAGEANTRY AND SOCIAL ACTIVISM

ALONGSIDE HER PEERS IN THE SCHOOL OF SOCIAL Work, Lorna Rose '11 is studying the history of social justice and contemporary issues in the field. As Miss Finger Lakes 2009, she is translating theory into practice, leveraging the visibility of her title to bring about the very change social work students are taught to make. As part of her title responsibilities, she makes public appearances and shares a platform dedicated to fighting back against domestic violence and sexual assault. "These issues are incredibly personal to me as I've been a victim of both in my life," she says. "As a result, my motivation is to promote and encourage change, which is why I am a social work major and aspire to a future career in family law."

A native of nearby Rochester, Rose credits her grandmother for serving as a role model with a strong value system while raising her in the absence of her parents. "My grandmother was the most beautiful woman in the world, both inside and out," Rose says. "She was very supportive and generous. My foundation was stripped away from me when she died in 2007." Soon afterward, Rose transferred from the University at Albany to Monroe Community College, where she spent a year before coming to Syracuse University in 2008. "SU is a wonderful place for social work," she says. "The professors I've had are just as excited as the students are, and they love what they teach."

As a full-time student in the College of Human Ecology, Rose earned a 4.0 grade point average last semester. She logs an average of 20 to 25 hours a week as an SU Food

Services employee and also volunteers with Vera House, which provides emergency sheltering services for women in crisis, and Onondaga County Family Court, where she helps victims file orders of protection. "A lot more people are victims than we realize," she says. "While no one wants to talk about being abused by a partner, we have to talk about it. We have to fight back."

Last spring, Rose spoke at SU's annual Take Back the Night rally, which raises awareness about sexual and intimate partner violence. Afterward, she received a lot of feedback from people who attended the event, but was most struck by a Facebook message from a stranger: "I was at the rally, and you changed my idea of what a 'beauty queen' is. We need more strong women like you."

In June, Rose competed in the Miss New York pageant in Albany. While her goal of becoming Miss New York—and advancing to the Miss America pageant—did not materialize, she is looking forward to future competitions. "To know my platform and message have actually touched people and changed their perspectives is exactly why I wanted to be Miss Finger Lakes," says Rose, who has entered pageants since she was 14. During the pageant, one judge asked how she would balance being a bright, pleasant titleholder with the challenging experiences in her past. "My experiences are what got me to where I am," Rose says. "I would highlight my accomplishments, because I don't want people to see me as the girl with a bad life, but rather the woman who is strong and capable despite everything."
—Michele J. Barrett

Rick Burton |

HE'S GOT GAME

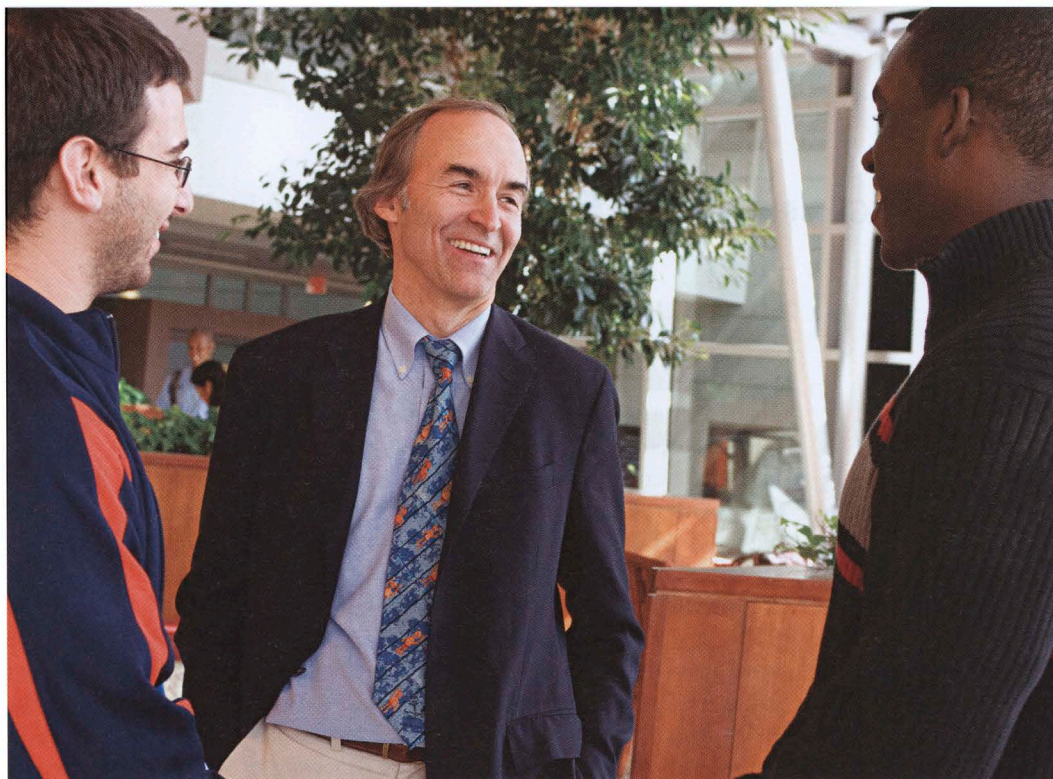
A PASSION FOR SPORTS HELPED LEAD RICK Burton '80 to Syracuse University—twice. “As a student, I was interested in journalism, and the combination of a Newhouse education and sports teams competing at the national level made Syracuse irresistible,” says Burton, an internationally renowned expert on the sports industry who served as the U.S. Olympic Committee’s chief marketing officer during the 2008 Beijing games. “It was the right choice. I did radio work for WAER and WJPZ, wrote for *The Daily Orange*, and was sports editor of the yearbook.” This fall, Burton’s knowledge and understanding of the inner workings of the multibillion-dollar sports business prompted his return to campus as the first David B. Falk Professor of Sport Management. As a faculty member of the College of Human Ecology’s sport management program, he looks forward

to preparing new generations of students for careers in the industry and to developing interdisciplinary teaching and research synergies with students and faculty in management, communications, law, history, hospitality, and other fields. “The connections are endless,” he says.

Burton brings extraordinary credentials to the job. Joining the Miller Brewing Company just months after graduating from SU, he built a reputation during the 1980s as a savvy marketing executive, known for his effective use of sports advertising and product tie-ins. As vice president of Clarion Performance Properties, he had such powerhouse clients as the NFL, Gillette, and Reebok. Demonstrating an ability to keep his eye on the ball from anywhere in the field, Burton, who holds an M.B.A. degree from Marquette, joined the faculty of the University of Oregon in 1995. As first executive director of the James H. Warsaw Sports Marketing Center at Oregon’s Lundquist College of Business, he oversaw establishment of the first master’s degree program to feature a concentration in sports marketing, and published a series of monographs in *Sports Marketing Quarterly*, *Marketing Management*, and other peer-reviewed journals. Not stopping to call a time-out, Burton took on a new set of challenges in 2003 when he became commissioner of the Australia-based National Basketball League (NBL). During the first two years of his four-year term, league sponsorship and broadcast revenues rose by more than \$5 million. His leadership experiences with the NBL and the U.S. Olympic Committee are likely to open doors for SU students. “I believe that students must be globally versed,” Burton says. “I hope to use my relationships to create internship and networking opportunities in Australia, Singapore, China, and other places where I’ve developed ties, at home and abroad.”

With successful records as both “player” and “coach” in the sports business, Burton is uniquely qualified to comment on its spectacular growth into a \$350 billion industry. He associates the rise of sports as an advertising and branding tool with the spread of television during the 1950s, citing such examples as the impressive expansion of the pro football fan base after the NFL’s embrace of the medium and the emergence of golfer Arnold Palmer and others as Madison Avenue superstars. “The sports industry that has grown up since then—broadcasting, licensed products, player endorsements, memorabilia, you name it—it is one of America’s largest industries,” he says. “Yet there are very few academic programs in the country that offer students the comprehensive training they need for leadership positions, or engage in research on how the industry operates. I think that will change, and we plan to lead by example.”

—David Marc



DAVID B. FALK PROFESSORSHIP IN SPORT MANAGEMENT

Recipient: Rick Burton '80,
Department of Sport
Management, College of
Human Ecology

Background: The professorship was created with funds from a multimillion-dollar 2008 gift from David '72 and Rhonda Falk '74, establishing the David B. Falk Center for Sport Management at Syracuse University. A pioneer in the representation of professional athletes, David Falk has gone to the table for more than 100 NBA stars, including such all-time greats as Michael Jordan and Patrick Ewing. The endorsement opportunities and Hollywood crossover packages created by Falk for his clients—including Jordan’s legendary Air Jordan shoe campaign for Nike—have repeatedly set industry standards. “David’s vision for this field is far ahead of the curve,” Burton says.

Gary Radke

REVELING IN ITALIAN RENAISSANCE ART

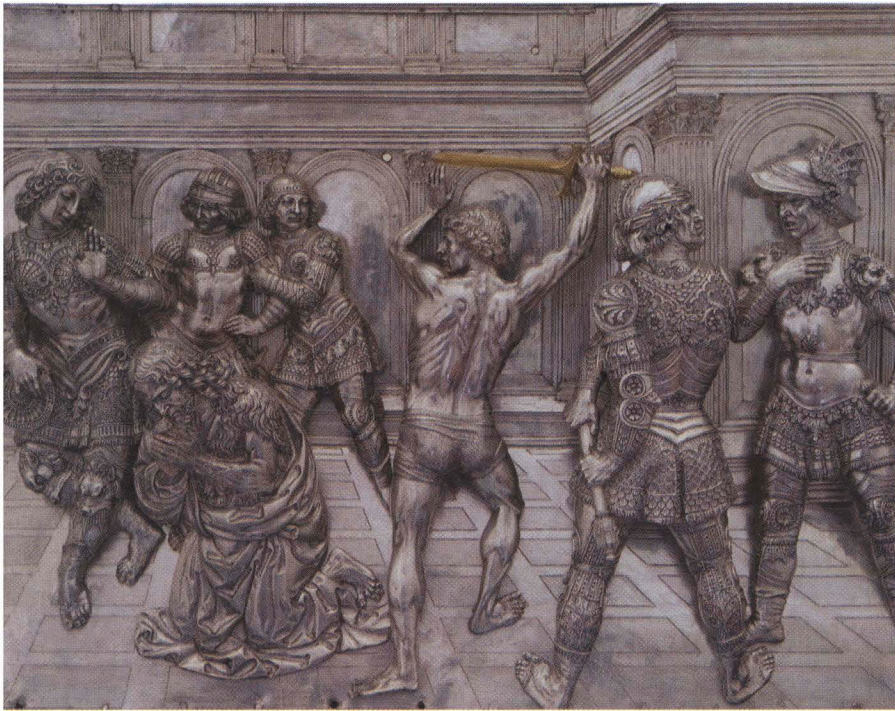
TWO YEARS AGO AT THE BRITISH MUSEUM IN LONDON, Gary Radke '73 was awestruck by the extraordinary detail that Renaissance master Leonardo da Vinci (1452-1519) had created in a silverpoint drawing of a warrior. At the time, Radke, a noted Italian Renaissance art scholar who serves as a guest curator for the High Museum of Art in Atlanta, was scouting for items to include in *Leonardo da Vinci: Hand of the Genius*, an exhibition featuring works by Leonardo, his students, and influential contemporaries that opened this fall at the High. "It was just a miracle of representation," says Radke, Dean's Professor of the Humanities and member of the art and music histories faculty, as well as a faculty advisor to the Goldring Arts Journalism Program. Two days later in Florence, he experienced a miracle of sorts while studying the recently cleaned silver relief of the *Beheading of St. John the Baptist* by Leonardo's mentor, Andrea del Verrocchio. "I thought, 'Wait a minute, that figure looks like that drawing

in London,'" says Radke, author of several books, including *Art in Renaissance Italy* (2005). "I started looking and doing analysis, and now I'm convinced we have two new Leonardos that are part of that relief."

Eureka! Until that moment, the number of Leonardo sculptures known to exist was "next to none," Radke says, but here was this dazzling find—and the relief was already headed for the Atlanta exhibition. It was Radke's latest coup in a series of high-profile Italian Renaissance exhibitions he's organized since 2001 for the High, including shows on Michelangelo, Verrocchio's bronze *David*, and Ghiberti's *Gates of Paradise*. "We are at a very special moment in time when the interest of the American public, the increasing privatization of aspects of Italian culture, and the spectacular restorations of Renaissance sculpture are allowing unprecedented exhibitions to take place," Radke says. "No one before would say, 'Yes, you can have exhibitions of the *Gates of Paradise*.' No, those things stay at the Baptistery in Florence. They don't move. They're not available."

Now Radke finds himself bringing these coveted, centuries-old treasures stateside—and it seems like a natural step in his journey as an art historian. As a first-year SU student, he realized his immediate attraction to learning history through the visual world while leafing through his Brewster Hall neighbor's textbook for the course Arts and Ideas. Two years later, he ventured to Italy for a semester abroad and, living with a host family, experienced Italian life firsthand. "Once I'd gone to Italy, there was no turning back," says Radke, a Buffalo native who shares a passion for all things Italian with his wife, Nancy Radke '74, a culinary author and entrepreneur. "We both love it."

Since then, Radke has immersed himself in the country's history and culture for decades, logging countless trips and living there for extended periods, twice through fellowships. With a doctorate from New York University in Italian medieval and Renaissance art and architecture, and a special expertise in 15th-century Florentine sculpture, Radke came full circle in 1980, leaving a fellowship with the National Gallery in Washington, D.C., to return to Syracuse to join the art history faculty. Recognized as a Meredith Professor for Teaching Excellence, he enjoys the synergy of teaching, scholarly activities, and museum work. He regularly teaches at SU Abroad's Florence Center and leads spring-break trips to Florence and Rome for students in his course on



The *Beheading of St. John the Baptist*, a silver relief from the Museo dell'Opera del Duomo in Florence, Italy, is featured in the Leonardo da Vinci exhibition at the High Museum of Art in Atlanta. Professor Gary Radke '73, the exhibition's curator, believes the youth (far left) and officer (second from right) were created by Leonardo da Vinci.

“My main goal is to get people to see—
to see connections to their own experiences.”

—Professor Gary Radke '73



After a close examination and analysis, Professor Gary Radke '73 was convinced that the youth (above) featured in the *Beheading of St. John the Baptist* relief was the work of Leonardo da Vinci.

Michelangelo's Italy and, with engineering professor Samuel Clemence, takes Leonardo students to Milan, Florence, Vinci, Paris, and Amboise. Ever the enthusiastic teacher, Radke reveled in collaborating with exhibition designers and creating and narrating the audio tour for *Leonardo: Hand of the Genius*—a version of which moves to the J. Paul Getty Museum in Los Angeles in March. Through it all, he has maintained an endless fascination with the “visual power” of art—how it can communicate emotions and ideas with a timelessness that connects generations, telling stories and reflecting the trials of creative endeavor. Radke especially relishes uncovering the story behind the art. With the sleuthing skills of a detective, he scours evidence, draws on historical context, and reconstructs the story, piece by piece. “My main goal is to get people to see—to see connections to their own experiences and to understand the visual language and the context,” he says. “Once that happens, a whole new world opens up to them.” —Jay Cox



To view an audio slideshow about the Leonardo exhibition, visit sumagazine.syr.edu.

Terra Peckskamp |

LEARNING THROUGH LIVING

EVERYONE HAS A FIRST-YEAR ROOMMATE story. Whether it conjures a smile or a headache, being thrown into the college mix with a complete stranger is indisputably memorable. For Terra Peckskamp, her story involves a roommate's pet iguana and the ill-fated morning it decided to venture up her leg while she slept. "I was a little startled to say the least," she says.

As director of the Office of Residence Life, Peckskamp has heard her fair share of such stories. As her title suggests, she is in charge of all that occurs in the 19 residence halls on Main Campus, the Sky Halls on South Campus, and all on-campus apartments. That's nearly 8,000 students she's keeping an eye on. "My job is related to anything the students encounter, run into, create, or need," she says. "Anything that goes on in their residence halls is something I'm connected to."

Residence life is a fast-paced professional environment of student interaction, meetings, and crisis management. Peckskamp takes the job in stride, focusing on a philosophy called the "residential learning initiative," she says. "We believe that conflict resolution, health and wellness, values and clarification, and academic success are key to development that we, in residence life, can assist with in a student's transition to college."

Peckskamp and her staff have developed a series of initiatives around these four issues, providing the opportunity for shared experiences tailored to student needs in the residence halls. She was an integral team member in the design and implementation of the University's learning communities, a program that allows students who live together to take a course or share an experience around a common theme or topic of interest. There are communities for those with a passion for the arts, an eye for fashion, or even a love of the outdoors. "When students begin college they are most concerned with making friends and succeeding academically," Peckskamp says. "Learning communities address both these needs. Students learn about themselves and how to reach out to others who are different from them. It's a lesson they carry with them for the next four years."

As students returned this fall, Peckskamp remembered the



day she walked into her residence hall at Worcester Polytechnic Institute in Massachusetts. "I started out as an aeronautical engineering major," she says. "I became an RA and loved it, changed my major to management, and went in an entirely different direction."

Peckskamp pursued her passion for helping students at Michigan State University, where she earned a master's degree in student affairs administration. Her first job out of graduate school was at California Polytechnic State University–San Luis Obispo, where she gained her first experiences with living and learning communities. She came to Syracuse in 1999 as coordinator for academic initiatives in the Office of Residence Life. Since then, Peckskamp has held a number of positions, including assistant director of residence life and director of learning communities, before her appointment as director of residence life in January. "At that point in my career, it was as if someone had created my dream job," she says. "I hit the wave at just the right time. Syracuse has been such a positive professional experience for me. The work I've engaged in has been very professionally and personally rewarding."

Looking back on her path to Syracuse, Peckskamp shares her own story to motivate the students she mentors. "As it was for me 20 years ago, it's OK to not know what you want," she says. "Your hopes and dreams may change, but it will all work out in the end."

—Hanna Dubansky

Christina Simmons |

DEDICATED TO HELPING

THIS SUMMER, CHRISTINA SIMMONS '10 tutored a teenage girl with autism, taking her strawberry picking and kayaking and helping her communicate nonverbally by typing. "It was challenging and some days it was frustrating, but overall it was a rewarding experience," says Simmons, who first taught children with disabilities last spring as a student teacher at an inclusive preschool. "I love working with children, and I want to be a school psychologist. It's an amazing field because you provide education for everyone, regardless of disability or intellectual level, and I think everyone should have that access."

Simmons, a psychology and Spanish major who is fluent in Spanish and Polish, has long fostered a love of helping others. From her first days at SU, she's been active in the Alpha Phi Omega community service fraternity, the St. Thomas More Campus Ministry, and Habitat for Humanity. She has traveled twice to New Orleans to help gut and rebuild houses in the Ninth Ward, the section hardest hit by Hurricane Katrina in 2005. Although the intense work lasted from morning until night, Simmons says it was an unforgettable experience. "I've helped people in settings I've been comfortable in, like hospitals and homeless shelters, but this was going out and doing something substantial in a different environment," she says. "It was the nit and grit of helping people."

Her caring nature led to a summer internship at Exceptional Family Resources, an organization that provides services for people with developmental disabilities. Through the organization, Simmons developed her knowledge of working with children with disabilities and what resources to use to help them. "A lot of the training and motivation behind my tutoring job came from my internship," she says.

One of her proudest achievements was being named a Remembrance Scholar, a prestigious honor awarded to only 35 seniors a year in memory of the Syracuse students who were among those killed in the 1988 bombing of Pan Am Flight 103. While conducting research about the tragedy, Simmons was inspired by the work of one victim to establish a toy library in Syracuse. Toy libraries allow children to take a toy home for a week or so, and then return it for a new one. Simmons is still finalizing a location, but she expects the volunteer-run toy library to be completed before she graduates in May. "With the current economy, it's difficult for kids to have access to toys," she says. "I want to give all kids that access, regardless of their economic situation."

Simmons, who serves as a resident advisor in Haven Hall, hopes to teach in Spain or join AmeriCorps, a program in which people dedicate a year to helping those living in poverty in the United States. She then plans to enter graduate school to continue moving toward her career goals. Meanwhile, she's making the most of her final year as an SU student. "I love the campus, all the different programs, and the people here are incredible," she says. "The whole experience has been amazing."

—Lindsay Stein



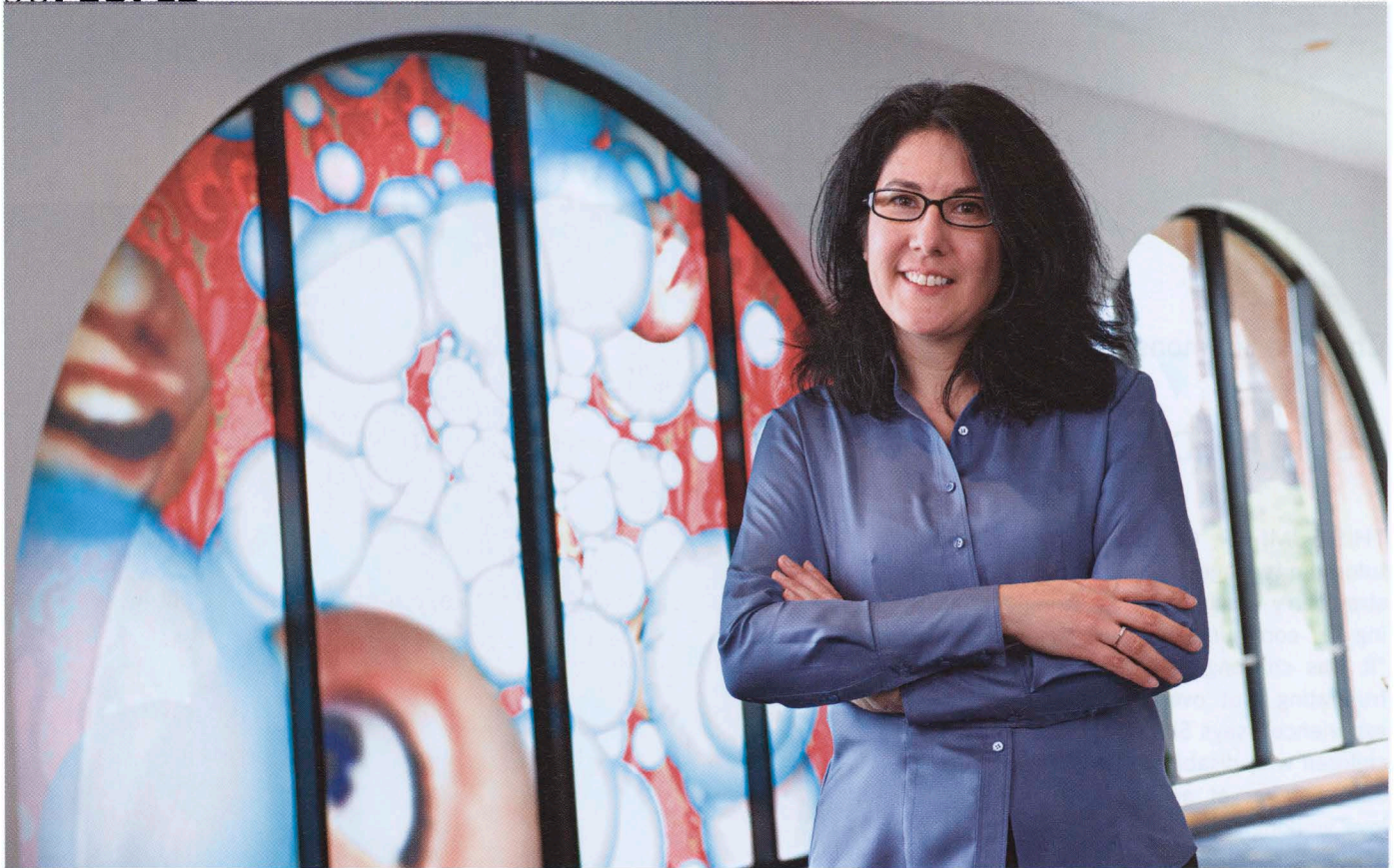
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REMEMBRANCE SCHOLARSHIP

Recipients: 35 seniors, chosen for distinguished academic achievement, citizenship, and service to community

Background: Established by SU to honor the memory of 35 students lost in the 1988 bombing of Pan Am Flight 103, the endowed scholarships provide \$5,000 to each recipient. The endowment is supported by gifts from alumni, friends, parents, and corporations, with significant support provided by C. Jean Thompson '66 and Trustee Richard L. Thompson G'67, in memory of Jean Taylor Phelan Terry '43 and John F. Phelan (Jean Thompson's parents); and by the Fred L. Emerson Foundation.

SUPEOPLE



Hannah Frieser

DEVELOPING THE BIG PICTURE

THE MOST BASIC ELEMENTS OF PHOTOGRAPHY—FILM, developing chemicals, contact sheets, color processors—are gradually going the way of the blacksmith's tools in the age of digital image-making. "If you learn photography in a digital lab, it's a very different process," says Hannah Frieser, director of Light Work/Community Darkrooms, SU's focal point of access and appreciation for all things photographic since 1973. "Working on silver gelatin teaches you a way of looking at images. You have to worry about burning in the edges. You get that breathtaking moment when you see the image emerge. These experiences are being lost. What will that mean for a generation of photographers who may never see the inside of a darkroom?"

An accomplished photographer whose work has been exhibited at dozens of galleries across the country, Frieser engages the photographic arts with an impressive array of talents: essayist, lecturer, curator, educator, and co-administrator of Light Work's celebrated artist-in-residence program. Born and raised in Stuttgart, the daughter of a German father and Hispanic American mother, Frieser enrolled at the University of Texas in Arlington. "I began with an interest in photojournalism, but was wooed away by art photography," says Frieser, a cum laude graduate who majored in interdisciplinary studies. She later earned an M.F.A. degree in studio art from Texas Women's University in Denton.

Elected to the board of directors of the Society for Photographic Education (SPE) in 2007, Frieser is co-chairing the organization's 2010 national conference, "Facing Diversity," to be held in Philadelphia this March. Her long association with the SPE

began as a student volunteer at its Arlington office. She worked there professionally for more than a decade, designing and editing publications, curating exhibitions, and learning the ropes of arts administration, experiences that have served her well since joining Light Work in 2005. "I have met thousands of photographers through the SPE and Light Work, and I know their problems and issues," she says. "Many are struggling to jump on the digital bandwagon, while others still shoot on film for a variety of reasons." According to Frieser, there are some significant cost advantages in traditional photography. "Cost can be very important, since our programs are dedicated to emerging and under-represented photographers," she says.

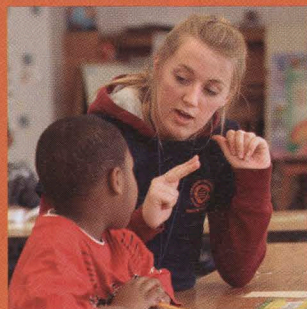
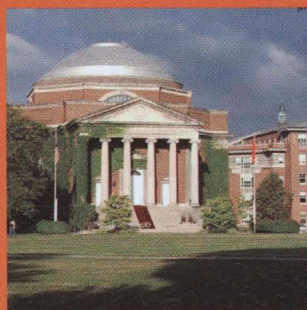
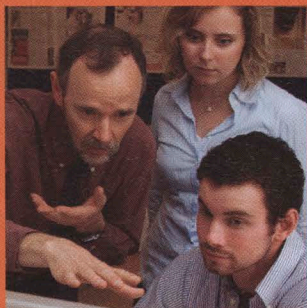
Light Work broke new ground with the August opening of *Intermissions* by Barry Anderson, one of the largest projects in its 36-year history to include videos as well as photographs. Frieser did not hesitate to innovate in mounting the show. "I didn't want video presented on flat panel screens in room after room, because to me that's too much like watching television," she says. Needing space for video projection and other formats, she gained the participation of a dozen Syracuse venues for Anderson's videos. These included both traditional settings for artwork (the Everson Museum) and not-so-traditional ones (outdoor electronic billboards). The presentation was improved and, beyond that, the exhibition morphed into a community initiative, bringing together people from all over the city to collaborate. "It's great to see that a project of this scale can take place in Syracuse—technology and all," she says.

—David Marc



"I included Syracuse University in my estate plan because I wanted to ensure that future generations of students have the same opportunity to succeed as I did. I hope, by my example, to teach my sons the value of supporting education throughout their lifetimes—and beyond."

—David Edelstein '78



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There's no question. Taking care of your loved ones is the first priority of any well-thought-out estate plan. But once you've provided for family and friends, how do you ensure that your ideals and your passions live on? Leaving a bequest to Syracuse University is a simple, flexible, and powerful opportunity to do just that.

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When you name SU a beneficiary of your estate, you can specify how you want your gift to be used. Do you have a passion for the arts? Do you love exploring history? Would you like to support a specific program or department, endow an undergraduate scholarship, or continue making an annual gift? With a bequest, it's easy to choose the gift option that best meets your individual circumstances and desires. You can, for example:

- >> Specify that SU will receive a percentage of the estate that remains after other beneficiaries are provided for.
- >> Designate SU the beneficiary of specific assets, such as securities, retirement funds, or real estate.
- >> Leave a specific dollar amount to SU.

But regardless of the method you choose, you can rest assured that your generosity will be felt on campus for years to come.

How to Make a Plan

Bequests don't have to be big to have an impact. In fact, SU's continued success is the direct result of the thousands of bequests—large and small—made by alumni and friends throughout the years. To learn how you can do the same, call us at **888.352.9535**, or e-mail us at giftplan@syr.edu. Because your values and passions are among your most precious assets.

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