

COMING SOON...

Upcoming Spring Events

January

15th – Martin Luther King Day
16th – CDR/MSAB Leadership Retreat
18th – Annual MLK Interfaith Service, 7PM
24th or 25th – Emerging Leaders Program Workshop Series
26th – Martin Luther King Jr. Commemorative Address with Jesse Jackson

February

7th or 8th – ELP Workshop Series
16th – Application Deadline to submit applications for Susan B. Anthony Institute Research Grants for Associates, Graduate and Undergraduate Students
21st or 22nd – ELP Workshop Series

March

7th or 8th – ELP Workshop Series
10th-18th – Spring Break
21st or 22nd – ELP Workshop Series

April

4th or 5th – ELP Workshop Series
16th – FDI Presents: Gerald Torres, Bryant Smith Chair in Law, University of Texas at Austin “Linking Fates and Lunch Counter Stories: The Necessity of Collective Action”
17th – FDI Presents: Lani Guinier and Gerald Torres “Linked Fate: Democratizing Power for Social Change”
18th or 19th – ELP Workshop Series
20th-21st – MVP Weekend
21st – Tropicana

May

2nd or 3rd – ELP Workshop Series
5th – OMSA ELP Reception
19th – OMSA Senior Dinner

University of Rochester
Office of Minority Student Affairs
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Rochester, NY 14627-0445

“Hold fast to dreams, for if dreams die, life is a broken winged bird that cannot fly.”

~Langston Hughes~

Fall
Issue
2006



University
of
Rochester

Inside this issue

Cover Story:

How Russell Simmons turned a vision into an billion dollar enterprise.



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The Essence of Entrepreneurship

by Martin Fernandez

In his New York University dorm room in 1984, Russell Simmons and his college roommate Rick Rubins had \$5000 and a vision—to promote a fresh breed of talented Rappers and DJs from the shadows of the clandestine world of Hip-Hop to the mainstream. Twenty-two years later, as he made his way through the halls of the University of Rochester, Simmons had not only become “the Godfather of Hip-Hop” by singing Kurtis Blow, Run-DMC, LL Cool J and many more successful groups, but he had revolutionized an entire urban culture by bringing Hip-Hop to unprecedented places in the form of music, magazines, clothing, and television.

Growing up in Queens, New York, in the 1970's, Simmons witnessed entrepreneurship in the form of the drug dealers that brought violence and decadence to his neighborhood.

“I was surrounded by bad influences, but with some good luck and good choices, I got by. A lot of my friends didn't make it,” Simmons said in a September appearance at the University during an interview forum with Vice President Paul Burgett. “You're only as good as those who surround you.”

At the inception of his career, Simmons epitomized the elements of an entrepreneur; the shrewdness of seeing an opportunity; the ingenuity of creating a business using extremely limited resources; the tenacity of driving his vision when no one else seemed to share it. Entrepreneurship is more than simply taking a business risk. It is about generating an idea to enhance an existing process or, like Simmons, to create and promote an entirely new concept that challenges the status quo. “Struggle is your greatest teacher,” said Simmons as he spoke of the days

when businessmen shut their doors to Hip-Hop and its artists. After tireless promoting acts around New York City night clubs and record labels, he met success in the form of record deals that brought unprecedented success to the artists that his label endorsed. In 1986, Simmons signed a \$600,000 production deal with CBS—a small figure compared to the millions of dollars that he amasses every year from his business ventures.

In light of his success in the music industry, Simmons sought to expand his influence and in 1991 created Def Poetry Jam, an uncensored poetry performance on Broadway that he turned into a series shown on HBO. Four years later, he created the clothing line Phat Farm, which capitalized on urban fashion by bringing it outside the city limits to suburban youth.

Today, Simmons continues to run his business, Rush Communications, a conglomerate of his multiple business enterprises. But he has turned his focus on political activism and uses his influence as a billionaire entrepreneur to combat animal cruelty, anti-Semitism, racism, sexism, and urban violence.

At the University however, Simmons was promoting a newly established program in conjunction with Jefferson High School that encourages high school students from Rochester to consider the possibility of starting their own business. While the foundations of the city of Rochester were built on the ideas created by pioneers George Eastman of Kodak and George Pake of Xerox, it took an outsider to summarize the quintessence of entrepreneurship. “It should never be a pursuit of money,” Simmons explained. “Your time on earth should be spent for the pursuit of dreams.”



CORNER



The Office of Minority Student Affairs provides a wide range of support services to a large population of undergraduate students on campus. Some students erroneously believe that only certain students can ask for and receive assistance. Not so - the mission of OMSA is to support underrepresented students on campus as well as students who are part of the Higher

Education Opportunity Program, the Early Connection Opportunity Program, and any others who come in asking for help. OMSA and HEOP counselors meet with undergraduate students to ensure steady academic progress, to talk about extracurricular activities, to suggest internships, to encourage students to think about Study Abroad or to apply for graduate school.

What else do we do? We create and implement a wide cadre of programming to ensure our students move positively toward their chosen degree and towards graduation. Along the way we collaborate with many academic departments and offices (such as Career Center, Student Activities, Residential Life, Financial Aid, Bursar, the McNair program, Etc) in order to advocate for our students, facilitate open communication and help students widen their personal horizons. Members of our staff are also closely affiliated with such student organizations as SALSAs, BSU, NSBE, SHPE, Charles Drew Pre-Medical Society, and more.

Our mission remains constant: to serve the needs of undergraduate students. Our methods, however, have changed with the times. Our participation on the College Diversity Roundtable, the publication of the OMSA Chronicle, the maintenance of our website, and our biweekly electronic abstract are just a few of the ways we stay connected to the students we serve. This introduction is designed to give you a taste of who we are and what we do. Hopefully you will find this issue about Entrepreneurship, overcoming adversity and achieving your goals, just as useful and informative as our Counselors and Staff are at OMSA. Please feel free to stop in and see us. We are here for you. Meliora!

Norman Burnett

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OMSA CHRONICLE MISSION

To provide students with timely information about opportunities and event that support the mission of OMSA; to serve as a forum for students to present ideas, issues and solutions to problems and or issues that exist in our community; to act as an on-going communication resource for students, faculty and staff alike.

CHRONICLE STAFF

Editors-in-Chief
Makini Walker-Sharpe
Jessica Guzmán

Student Editors
Martin Fernandez
Omar Figueredo



The OMSA staff would like to congratulate you for a job well done and encourage you to keep up the good work.

Spring 2006

Deans List 2006

John Abrams
Anthony Alongi
Iman Criner
Ernesto Carcamo-Cavazos
Vanessa Cruz
Vicente Ditto
Nina Fernandez
Fabiana Ferracina
William Fullwood
Jeremy Goico
Meghan Jean
Puiny Joa
Asha Khachane
Jordan Kirkling
J'mir Lamount
Keila Mayes T/5 '07
Gregory Meditz
Nicholas Melendez
Matthew Morgan
Solomon Otim
Bobbi Stewart
Lorena Suarez-Delgado
Benjamin Tejblum
Eddy Toribio
Arthelma Tyson
Anthony Vargas T/5 '07
Katherine Wang
Gaylen Williams

2007

Dominic Anderson
Irina Barahona
Danyra Chavez
Arien Darby
Amanda Duran
Jomo Edwards
George Gilmore
Lauren Goodwin
Cecil Hernandez
Jennifer Hong
Crystal Lane
Maria Manni
Joseph Martinez
Natalie Modzelewski
Christina Montano
Ashley Moore
Onika Noel
Ebony Richards
Ernanclis Santana
Brett Stark

2007 cont.

James Viveros
Matthew Wampler-Doty
Molly Williams

2008

Martin Fernandez
Omar Figueredo
Arthur Goldfeder
Amanda Mack
Camille Madison
Hayley Miskiewicz
Gordian Nubizu
Chin-Ho Poon
Pamela Reese-Smith
Jason Robin
Kevin Royo
Ashley Van Vechten
Donté Watkins

2009

Alejandro Campos
Danae Campos
Jessica Chery
Martin Cozens
Edgard Duque
Sara Fagan
Elisabeth Ginsburg
Sara Goico
Henry Henderson
Melissa Jones
Diana La Torre
John Luebs
Carly Mendoza
Erica Parra
Samantha Ruiz
Roger Smith
Christina Wehbe
Brandon Zimmerman

2010

Lindsay Mulgrew
Deborah Obbeduo

Study Abroad

Mariana Bojaca - Cairo
Micheal Castro - Dakar
Danyra Chavez - Italy
Christina Montano - England
Ebieri Okah - Accra
Joanna Ramnarine - Cairo
Samantha Stern-Leaphart - England

KUDOS!!!

*Other Academic Achievements

Crystal Lane '07 was elected as President of the Society of Undergraduate Biology students.

Carly M Mendoza '09 received an A+ in JPN 101 at midpoint of the Fall Semester

Imoh Ikpot '10 is a Writing Fellows finalist

Marlin Harper '10 is a Gates Millennium Scholars recipient.

Renea Faulknor '10 is a Gates Millennium Scholars recipient.

Congrats to our UR Cheerleaders!!!
Sharmaine Givens
Livnat Blum
Nija Fuller
Danielle Jones

Study Abroad for the 2006-2007 academic year:

Cynthia Arvizo '08 - Paris, France
Gretchen Garcia '07 - Rome, Italy
Antonio Haynes '07 - Paris, France
Cecil Hernandez '07 - Cairo, Egypt
Christine Kenison '08 - Cologne, Germany
Gregory Meditz '08 - London, England
Christina Montano '07 - England
Gabriela Perez '08 - Venezuela
Donte Watkins '08 - Cologne, Germany

CONGRATULATIONS

The *Chronicle* Staff would like to recognize the many individuals that serve as mentors, advisors, counselors, and tutors. Their efforts facilitate students' achievement at the University of Rochester.

Thank you.

*Information obtained by students response to call for KUDOS!
OFFICE OF MINORITY STUDENT AFFAIRS

...Life after Rochester (continued from page 3)

to be discovered, and that coming to an institution such a U of R would be the best time to fine tune and channel those strengths. To me that meant that all of my fears were barriers to all of the inner drive and strength that I possessed that would take me forward. What I took from that experience was the opportunity to go OMSA or go to any faculty and staff and be open with my uncertainties and reservations without feeling vulnerable and weak.

This issue of the OMSA Chronicle focuses on entrepreneurship, and I think that your education and following your personal goal is your business operation. Your self-motivation continues to build your business with which the support of your family, peers and mentors planted the seed within you. Some define an entrepreneur as what he does. I think that is very true. I think I am an entrepreneur because

Kauffman Entrepreneurial Year

by Lisa Norwood

In 2003 the Ewing Marion Kauffman Foundation selected the University as one of eight institutions across the country--and the only one in the Northeast--to receive a major, multi-year grant to make entrepreneurship education an even deeper ingredient of academic activity. The foundation awarded the University \$3.5 million, which with matching funds will be part of a \$10.5 million program over five years to embed entrepreneurship into programs across the disciplines and schools--thus affecting students and faculty in the Eastman School of Music, Warner School of Education and Human Development, Simon School of Business Administration, School of Medicine and Dentistry, and School of Nursing, as well as the College of Arts, Sciences, and Engineering.

Four historical figures anchor Rochester's heritage and shape the University's unusually broad understanding of entrepreneurship. Susan B. Anthony, a Rochester resident, founded the American Equal Rights Association and in 1900 led the University to admit women. Frederick Douglass founded the North Star, America's best-known African-American newspaper. George Eastman, founder of Eastman Kodak Company, is the University's most generous benefactor. And Joseph C. Wilson, founder of Xerox Corporation and long-time Chair of the University's Board of Trustees, led Rochester's rise to national prominence as a research university.

Each of these individuals turned an idea into a venture that benefited others, thus making them entrepreneurs in the deepest sense. Through their example, and the role they played in our heritage, the University defines entrepreneurship as the "transformation of an idea into an enterprise that has value"--intellectual, social, cultural or economic. More than just a discreet set of business skills or practices, entrepreneurship is a way of thinking, and approaching problems.

Given that undergraduate education at Rochester allows students' interests to drive their learning, students will have many opportunities to pursue entrepreneurship.

my enterprise and my venture is my education. I continue to build and take risks with my passions for academia.

I have taken the lessons I have learned at the University of Rochester and tested my fears by concluding that my greatest failure was only if I gave up. I tested and conquered this fear when applying to graduate programs in Public Health and I continue to do so when I take the next step in applying to doctoral programs. As a person and student of color, I think that you will always be tested and questioned about your adequacy. I think the greatest way to denounce that mentality is to turn that into a success story. You have crossed the hurdle into higher education. No longer should you question your ability to succeed; it is your ability to endure that is the next step to you fulfilling your goals.

The University of Rochester's Center for Entrepreneurship, located in Lattimore Hall room 127, has been established to serve as the clearinghouse for the University's entrepreneurial activities. There are already more than 25 courses from ten disciplines offered, with plans to create a cluster, minor and major pertaining to entrepreneurship. UR Entrepreneurs is a new undergraduate organization devoted to "promoting and facilitating entrepreneurship in the UR community by providing education, inspiration, and networking opportunities." Undergraduate and graduate students are encouraged to participate in the entrepreneurial events, courses, programs, clubs, and activities taking place on and off campus.

Among the new programs developed as a result of this grant is the Kauffman Entrepreneurial Year (KEY) Program. Modeled after the existing Take Five Scholars Program, the KEY Program provides accepted students with the opportunity to devote one or two semesters, tuition-free, to the study and practice of entrepreneurship. Proposals may include internships, special projects, business plan development, research into various facets of entrepreneurship, or analysis of how culture and public policy influence entrepreneurial activity. Current KEY students are doing things such as studying women and entrepreneurship, creating a plan for annual musical theatre productions at the University, developing an on-campus organic food co-op, and creating a video game software company. They are working on their KEY projects both individually and in groups, on-campus and off-, and as part of formal courses, and internships and independent studies.

Participation in the KEY program is open to all undergraduates provided that they have officially declared their majors. The program is designed to provide students with the flexibility to study a variety of areas related to entrepreneurship. In deciding whether or not this is something a student should pursue, he or she should establish the depth of his interest and determine if the interest can be sustained

Continued on Pg. 9

Life after Rochester Education as an entrepreneurial adventure

By: René N. Herbert '05

When I think about how much I have gained from the University of Rochester both academically and socially; to say that I am an alumnus of this institution makes me very proud. I am originally from Trinidad and Tobago and came to the United States in 1993 to "get a better education." In the States, I lived in Brooklyn, New York and went to Lafayette High School in Coney Island, Brooklyn. I am currently a second year Masters candidate at Yale University School of Epidemiology and Public Health focusing on women and child health policy. My future goal is to pursue my doctoral degree in health policy, practice in the field and then teach at the University level. Coming from Trinidad and Tobago and going to an American school was not as difficult a transition as coming from a public high school labeled worse high school in Brooklyn to higher education.

When I think about where I am today, any self reflection was difficult because I always compared myself to some false ideal. I think deep down inside, I was afraid of the how much I would accomplish, how much I would achieve and ultimately how much I had inside me to succeed. I look back on what I learned from the University of Rochester that got me to my current place; and it was the life lessons that I learned from the faculty, the OMSA staff, and my peers; that is: to test your fears and test your limitations, to explore your passions and let UoR be an experience that fostered every curiosity you had. I think every success that I have accomplished thus far has

been because I learned not to be afraid to take the chance because I knew that my greatest opportunity to take chances was at the U of R.

What resonated with me during my four years at UoR and continues to stay with me occurred at my first meeting with an OMSA staff. I was an ECO2001 student, and Mr. Crews was my counselor. I sat down, scared and nervous. I wasn't sure if I was suppose to have my whole life planned out at 18 years old, but I knew I was highly unprepared. Mr. Crews asked me how my experience was thus far, and I smiled and said okay. Then I looked at him and told him I don't think I am cut out for such an institution. I expressed all my fears. Mr. Crews smiled and told me everything would be fine, that your greatest strengths are hidden strength within that have taken you thus far. Your greatest strengths are yet

Continued on Pg. 10



Meliora Weekend Recap: Gaining Insight

Omar Figueroa



Although it may be difficult and unappealing for many students, Meliora Weekend can be a valuable and rewarding experience. Lani Guinier, the first tenured Black female professor at Harvard Law School, presented some innovative twists on some important topics in the national community during her lecture on Friday, October 6, 2006. Guinier focused her talk on civil rights lawyers' practices and the significance of "linking fates" with one another, drawing on her personal experiences for examples.

Guinier purported that in many cases involving social movements there is often "good lawyering" on the part of the attorneys involved, but that this does not necessarily equate with effective social change. As she said, many of the important decisions that are made in the United States take place behind closed doors, where access is very limited and restricted to people who may or may not be experiencing the im-

mediate consequences of a social problem. Guinier's lecture and her co-authored book, *The Miner's Canary: Enlisting Race, Resisting Power, Transforming Democracy* stresses the importance of "linked fate." That is to say that all members of a community (or nation) should feel the urgent need for change in their social atmosphere when one member of a group of that community is seen to be in distress. Rather than having civil rights lawyers "parachuting in" to fix the problem of one individual's misfortunes, as Guinier confessed being guilty of once, she emphasized policy-making as being structured from the people at a grassroots level rather than from the top-down.

Guinier's message can be particularly salient to OMSA students because she advises people to be conscious of the risks involved in self-victimization based on one's cultural, national or racial heritage. She advises one to keep in mind that there's a larger set of problems beyond our own personal experience. In Guinier's personal case, she endeavored to be "a woman with a cause not a grievance," so that she could use her experience to telegraph to the rest of the polity, to make visible the problem that is threatening all of us.

Preparing Tomorrow's Entrepreneurs

Committed to leading the music profession into a new era, the Institute for Music Leadership (IML) at the Eastman School of Music was formed in 2001 with generous support from the Andrew E. Mellon Foundation to create, share and implement cutting-edge ideas and programs to ensure the vitality and relevance of music in the 21st century. As the first center of its kind in the country, IML reflects the longstanding role of the Eastman School of Music as an international leader in its field.

The role of IML is to help Eastman students, alumni and professional musicians get the broad education, specialized skills and diversified experiences they need—along with their exceptional musicianship—to become the new generation of musical and cultural leaders. The IML strengthens and sustains core programs that prepare graduates to serve as artistic leaders. It serves as the “umbrella structure” for Eastman’s diploma, certificate and partnership programs—one of which is the Entrepreneurship in Music cluster within the Arts Leadership Curriculum.

Ramon Ricker is Director of the IML and also serves as Senior Associate Dean of Professional Studies and Professor of Saxophone at Eastman.

IML programs are not only open to Eastman students. Former River Campus student Daniel Israel '05 (BA), a 2006 Kauffman Entrepreneurial Year Scholar, completed two IML courses and did part of his Kauffman project—Sculpting the Performing Arts at the University of Rochester: A Plan for Collaborative Annual Musical Theater Productions—through Eastman.

Israel recently landed a coveted spot as a composer in the BMI Musical Theatre Writing Workshop—the developer of A Chorus Line and many other successful musicals. He has some exciting professional plans for the near future and credits the program for preparing him.

“The Kauffman Year was a valuable experience on so many levels, and I made professional connections in the theatre and musical theatre industries,” says Israel. “The year was superb.”

Catherine Filene Shouse Arts Leadership Program (ALP) was created in 1996 as part of the “Eastman Initiatives,” a restructuring of Eastman’s curricular and co-curricular programs and is now under the IML umbrella. The ALP is designed to prepare students for a rapidly changing musical culture and an increasingly competitive and diversified marketplace.

Success as a professional musician requires more than su-

perb technique and artistry—it also requires entrepreneurial savvy, strong communication skills, fluency with emerging technologies, commitment to audience education and public advocacy for music and the arts.

All University students can take advantage of the ALP, but access to certain program components requires that students apply for and be accepted into an Arts Leadership Certificate Program. Students can take courses in the Arts Leadership Curriculum (courses typically are restricted to 15 students), attend large guest speaker events, and obtain internship counseling and career counseling through Eastman’s Career Services Office.

The Arts Leadership Program

The Curriculum—10 to 12 courses per semester on topics in five clusters: Entrepreneurship & Careers; Leadership & Administration; Performance; Contemporary Orchestral Issues; and The Healthy Musician.

Internship Program—paid, for-credit internships in Rochester, as well as paid, summer and post-graduation “externships” in the U.S., Canada, and around the world.

Guest Speaker Series—thought-provoking performers, arts managers, promoters, music writers, and music educators come to Eastman to speak about a variety of career and music-related topics.

Certificate Programs—intense, one-on-one advising and coordinated access to all ALP components. The certificate programs also provide “extras” like special opportunity grants, alumni retreats, and paid post-graduation externships.

musicians and artists. The application consists of three short essays and a faculty recommendation. All finalists undergo a personal interview before they are accepted.

The IML received a major part of a \$3.5 million grant to the University from the Ewing Marion Kauffman Foundation to support entrepreneurship education. Classes offered are designed to help students develop practical skills that will allow them to transform ideas into enterprises to strengthen cultural life and sustain classical music, and various guest speakers who are entrepreneurial leaders in the music industry visit Eastman several times during each semester.

If you think you have an idea that can revolutionize the music world, check out the Eastman New Venture Challenge. It’s a contest to encourage new thinking and innovative ideas in music and gives students the opportunity to fulfill a business plan that could result in the launch of a new entrepreneurial enterprise. Entrants must create and present a thorough business plan that demonstrates creativity and potential for success. It’s not too late to compete—Business plans are due January 29.

Frederick Douglass Institute: Pre- and Post-doctoral Fellows

Alexander Ives Bortolot is a doctoral candidate in the Department of Art History and Archaeology at Columbia University. He received a BA in Art History from Harvard University, where he wrote a senior thesis on tourism and the art market in urban Senegal based on a summer research trip to Dakar in 1998. Mr. Bortolot has participated in the organization of a number of museum

exhibitions and was the chief developer and writer of the Metropolitan Museum of Art’s African art acoustiguide tour and the African art sections and thematic pages of the web-based timeline of art history (www.metmuseum.org/toah). He is currently developing a museum exhibition on his dissertation topic through the Museum for African Art, New York, set to in the fall 2007. His recent publications include an article on performance theory and women’s popular arts for the forthcoming Oxford Encyclopedia of Women in World History.

Mr. Bortolot’s research interests include the arts of southern and eastern Africa, Portuguese colonialism, performance studies, ethnographic film and photography, gender theory, museum studies, and early travelogues. His dissertation, entitled “Appearance versus Reality: The Representational Turn in 20th Century Makonde Masks and Performance,” is based upon one year of field research on sculpture and performance in northern Mozambique. The dissertation concerns the shifting aesthetics of an indigenous Mozambican masquerade genre in relation to Portuguese colonialism and the socialist ideology of the post-colonial Mozambican state, and suggests that a turn toward mimetic representation in the latter half of the twentieth century relates to a fundamental repositioning of the mask within Makonde society.

Currently the predoctoral fellow at the Frederick Douglass Institute of African and African American Studies, Mr. Bortolot is organizing FDI African Film Series on the cinema of Portuguese-speaking Africa (Fall semester) and post-colonial African gender roles (Spring semester).

... KEY Program (continued from page 10)

over an additional year or semester of academic work. If not, simply squeezing in an elective or two, or volunteering several additional hours on a project may be all it takes to meet a student’s entrepreneurial goal. Students should consult with as many people as possible, including the KEY adviser, Lisa Norwood, to discuss their ideas and brainstorm ways to carry out their study or

Jeffrey Q. McCune Jr. is currently the post-doctoral fellow in the University of Rochester’s Frederick Douglass Institute, where this fall he is teaching “Black Masculinities.” He received his PhD in Performance Studies at Northwestern University, where he focused on gender performance and issues of race and sexuality. He also holds a Masters Degree in Communication Studies (Rhetoric and Culture) from the University of Nebraska-Lincoln, as well as a Bachelors Degree in Speech/Theatre and Secondary Education from Cornell College.

Presently, he is turning his dissertation into a book, tentatively entitled *Trapped by the Closet: Black Masculinity and the Politics of Sexual Passing*. This manuscript maps the evolution of the “Down Low” (DL)—men who traditionally identify as “straight” while having sex with other men—refusing to employ the standardized descriptors of sexual identity when they describe themselves. It is an ethnographic and media-centered exploration, which addresses the layered complexities of the representation of DL men and their lived experiences. Jeffrey has several publications, in print and forthcoming, which generally explore issues of race, gender, and sexuality.

In addition to his more traditional academic pursuits, he is an actor, playwright, poet, and public speaker. Presently, he is working on a play which revisits notions of the “racist south” in the mid-twentieth century, based on his grandmother’s experience in rural Mississippi. Dr. McCune will also teach a senior/graduate seminar on “Black Sexual Politics” this spring. He feels blessed to be apart of the University of Rochester’s faculty and community.

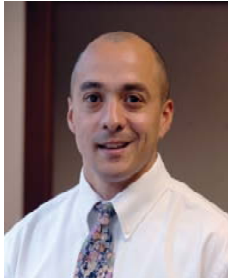
create their enterprise. KEY information sessions are held several times during each semester in advance of the application dates of November 1 and the first Thursday after Spring Break. The dates and locations of these information sessions along with the list of entrepreneurship courses, the basic guidelines of the KEY program, and the KEY application are posted on the web at www.rochester.edu/entrepreneurship/KEY.



For more information, call 274-1113 or send an e-mail message to iml@esm.rochester.edu. Or, visit <http://www.esm.rochester.edu/iml/>

WELCOME, NEW STAFF!

As a Puerto Rican male whose parents were involved in the Latino community of central Massachusetts, Joe Latimer grew up knowing the importance of a cohesive and educated community. His father is a Police Officer and his mother worked (and still works) as a director of an agency that serviced a growing Puerto Rican, Dominican, and South American population. Watching his parents dedicate their lives to disenfranchised and disadvantaged people, Joe grew up understanding the importance and power of mentors, role models, education, and community based organizations.



After graduating from Northeastern University with a Masters in Criminal Justice, Joe accepted a position in the Undergraduate Admissions Office in his undergraduate alma mater, University of Massachusetts Dartmouth. The position focused on attracting underrepresented "minorities" to UMass Dartmouth. Understanding the importance of education in his life, and the lives of his peers growing up, helped him to see this opportunity as a way to promote higher education and help transform lives of young people of color in this community.

After admissions work, totaling 12 years, at UMass Dartmouth, Northeastern University, and Hobart and William Smith Colleges, Joe then became a Regional Director of Admissions for the University of Rochester. This was his chance to recruit diverse students who are the best and brightest from one of the most amazing cities in the world - New York City. New York City has it all, and this can be found in the secondary school arena. While in the boroughs of New York, Joe is dedicated to recruiting students from schools that have high teenage pregnancy rate and where more than 70% of the population is eligible for free or reduced lunch. Within all of these schools, he seeks to find students who are interested in and qualified for the University of Rochester. And, is successful in finding them. In addition to visiting high schools and attending college fairs, the admission staff has also created supplemental opportunities for NYC students and their counselors so they may learn more about the U of R. These activities are offered throughout the fall, summer, and spring.

With help from Michelle Thompson Taylor and other staff members in the office, these recruitment efforts in metro New York are being mirrored in other hotbeds of diversity, such as Atlanta, Baltimore, Chicago, Detroit, Miami, and Philadelphia. While they target events in these areas, they continue to try to interface with diverse students from interesting places such as Los Angeles, El Paso, and Washington, DC. It would also be a remiss not to mention the newest hire to the office, Cortney Harris, who comes from the Mayor's Office in Rochester. Cortney will provide leadership to the Admission Office's renewed



Jessica Guzmán is the new Counselor in the Office of Minority Student Affairs. Born and raised in Rochester, she is a recent graduate from Columbia University where she received her Master's of Science in Social Work. While at Columbia University, she had the opportunity to complete her Social Work Internship in Buenos Aires, Argentina, where she worked for a semester with youth and adolescents on a myriad of environmental, ecological, sustainability, leadership and academic issues. Jessica also earned her Bachelor of Arts in Sociology and Spanish from Case Western Reserve University. While at Case Western, she studied abroad for a semester in Madrid, Spain and after graduating, received a fellowship to work in an orphanage in São Paulo, Brazil. Besides traveling the world, Jessica loves watching romantic comedies and international films, eating spicy ethnic food and dancing!!! She is also the queen of random useless facts, which for some reason always finds a way to sneak in conversations.

Additionally, Jessica is a member of the National Association of Social Workers and the National Association of Puerto Rican/Hispanic Social Workers, and has nearly completed the requirements to attaining a NYS License as a Master Social Worker.

Jessica is very excited to be working at the University of Rochester with such an enthusiastic group of colleagues and students. As an OMSA Counselor, she provides individual counseling, academic and study abroad advising, and assists with career and post-graduate planning. She will also be heading up the Emerging Leaders Program and workshops, so keep an eye out for more information! Her door is always open and she always has candy on her desk. Please feel free to stop by any time, call 275-6476 or e-mail her at jguzman@admin.rochester.edu.

commitment to the city of Rochester, and Monroe County.

It is with hope that their work with community based agencies, the Rochester City School District, Parent Teacher Associations, and churches, sharing much needed early awareness workshops to students, parents, and educators begins soon.

Joe and his colleagues are excited about the mission in the Undergraduate Admissions Office at the University of Rochester. They believe in the value of diversity, and as a staff, seek to attract students with varied political, religious, geographic, racial, ethnic, and economic backgrounds to the UR.

Student Spotlight — Damian Garcia, '07

Birth Place/Home Town: Port of Spain, Trinidad and Tobago

Date of Birth: April 17, 1983

Major(s): African American Studies

Activities: Diversity Roundtable, Minority Student Advisory Board, Messenger Magazine, OMSA Chronicle, Black Students' Union, Spanish and Latino Student Association, Society of Hispanic Professional Engineers, Meridian, Presidential Search Committee

Hobbies: Music, Dancing

Future Plans: MBA

How Have I matured at UR?

At the University of Rochester, I have grown mentally aware of many issues on a national and global scale. Thanks to the plethora of activities and events lead by our peers, staff and faculty, I am privileged to be presented with the many opportunities that allowed me to broaden my horizons and my perspectives on a variety of issues and events in life.

Favorite Quote:

Mathew 7:3-5

3. Why do you see the speck that is in your brother's eye, but do not notice the log that is in your own eye?

4. Or how can you say to your brother, 'Let me take the speck out of your eye,' when there is the log in your own eye?

5. You hypocrite, first take the log out of your own eye, and then you will see clearly to take the speck out of your brother's eye.

Fondest memory:

My sophomore year, I was invited to dinner with a group of seniors during Senior Week at Dinosaur BBQ. After we were seated, we noticed that Vice-President Paul Burgett came in and was seated a couple of tables behind us. One of the seniors decided to play a joke on Vice-President Burgett, and have the waitress deliver our check (for about 12 or 14 people) to his table.

The waitress agreed to play along, so she delivered our check to his table and we had a good laugh. Vice-President Burgett, got up walked over to our table and asked if we were seniors, the majority said yes, and he ended up paying for the dinner. He paid approximately \$400 for the entire table.

When he noticed a nearby table of rugby team members, who witnessed the entire event, he decided to pay for their dinner as well.

It really all comes down to FREE FOOD!! That is one of the things I will miss dearly about college.

Role Model:

Rev. Willie Branch, my high school mentor and advisor. He provided the

role of a father figure in my life throughout high school and nurtured me into the young man I am today. All or most of what I do represents and mimicks his personality and character — giving, caring, loving, strong, adaptive, exemplary leader and countless other endearing qualities and traits.



STAFF SPOTLIGHT

Michelle Taylor-Thompson

Community Relations Manager in the Office of College Enrollment

Michelle began in this role July 1st 2006. The position was created in response to Mr. Boone's expected departure from the Admissions office after over 20 years of service.

In making the announcement, Dean Burdick wrote - "In her new role, Michelle will serve as the point person for the many important relationships the Diversity Teams have built and sustained over the years with

national organizations. These community-based organizations (CBOs) and national organizations focus on educational development activities in historically underserved communities."

In addition to the national organizations, Michelle will also be liaison with various on-campus offices, groups and organizations such as OMSA, MSAB and Students Activities.



What is Hispanic Heritage Month?

Hispanic Heritage Month was a thirty day celebration sponsored by Hispanic Organizations at the University and at the Rochester Institute of Technology. From Peru to Puerto Rico, Colombia to Cuba, and everywhere else within the Latin American Continent, the members worked tirelessly to expose the "Herencia" from their respective countries. We congratulate all of the students that brought a piece of themselves and their culture to the Rochester community.

~The Chronicle Staff



What were the goals of the events your group hosted during Hispanic Heritage Month?

We believe it is very important to host events highlighting the Hispanic culture because of the lack of Hispanic representation on this campus and so many others alike. The Hispanic culture goes unnoticed throughout so many instances in every day life, and we feel that it is essential for us to promote awareness of such a presence and our heritage in our community. Hosting events that highlight important aspects of Hispanic culture also serves as a tool to fortify and unite the Hispanic Community on campus and contributes to an overall campus-environmental contentment amongst the entire student body.

~Lambda Pi Chi Sorority, Inc.

Celebrating Hispanic Herencia

Why is it important to host events that highlight Literature, Film, and other important aspects of the Hispanic Culture?

It is very important to host these events in order to educate the community and get rid of the stereotypes that people have about Hispanic Culture. What is so wonderful about Latino Culture is that it is so different from country to country. Many people do not see this, but through the events that are held they are able to see the beautiful things our culture has to offer

~Omega Phi Beta Sorority, Inc.

What events did students seem to enjoy most and how do these events contribute to the Hispanic experience at the University of Rochester?

The events that people enjoyed most were the ones in which they were able to share their opinion on Latino issues. We had a program called "English Only In America" and people enjoyed it a lot because they were able to become informed about the issue and share their opinions on it. This contributes to Latino awareness on our campus.

~Lambda Upsilon Lambda Fraternity, Inc.

Which Hispanic issues did your organization focus on?

This year our theme was "Our People, Our Work: The Latino Impact on the US Economy." With all that is occurring right now in Congress regarding immigration laws and the future of millions of undocumented immigrants, we felt it was the best topic to focus on. From September 26th to October 1st we hosted events on the four campuses we have sisters, UR, RIT, St. John Fisher College, and Nazareth College. The discussion panel we hosted focused on "Immigration or Your Nation?" We co-sponsored with the Hermanos of La Unidad Latina/Lambda Upsilon Lambda Fraternity Inc. It was a great success. We not only educated our participants on the laws that currently are in effect and those that are in the pipeline, but we also our feelings about the whole immigration situation and alternatives ways the government should deal with it.

~Sigma Lambda Upsilon Sorority, Inc.

Hispanic Heritage Month September 15-October 15, 2006



What events did students seem to enjoy most and how do these events contribute to the Hispanic experience at the University of Rochester?

This year, SALSA hosted its second installment of the Hispanic Heritage Month Show, because it's a great finish to the month. The HHM Show highlights dances, songs, facts about countries, poetry, etc. from our Hispanic/Latino Countries. It is both comical and educational. The show contributes to the

Hispanic experience here because many of our members not only are able to watch the show but they are also able to participate in it. This allows them to feel included and it allows them to do a bit more than just attend an event. The events also allow us all to feel as if our culture is present on campus and it helps us feel more at home to do things or be involved with activities that reflect many aspects of our cultures.

~Spanish and Latino Students' Association

