

Selected News Coverage November 2006

The University of Rochester news clips report will be taking a break over the holidays. Look for the next report early in February 2007.

National

BBC News
New York Times
Washington Post
Los Angeles Times
Boston Globe
USA Today
ABC News
CBS News
CNN
Bangkok Post (Thailand)
Toronto Star
Newsday
UPI
New York Sun
Cleveland Plain Dealer
Chronicle of Higher Education
London Free Press (Ontario)
Seattle Post Intelligencer
Arizona Republic
Innovations Report (Germany)
Medical News Today
National Review Online
Library Journal

Local

Democrat and Chronicle
Rochester Business Journal
13WHAM-TV (ABC)
R News

Highlights

About Research and Faculty

BBC News (November 30)

Chemo Drugs 'Destroy Brain Cells'

Drugs used to destroy cancer cells may actually be more harmful to healthy cells in the brain, research suggests. A team from New York's **University of Rochester** found several types of key brain cell were highly vulnerable to the drugs. . . . Lead **researcher Mark Noble** said: "This is the first study that puts chemo brain on a sound scientific footing, in terms of neurobiology and cellular biology." (Also reported by *Forbes*, *MSNBC*, *Washington Post*, *Los Angeles Times*, *Baltimore Sun*, *San Francisco Chronicle*, *Reuters*, *USA Today*, *Guardian [U.K.]*, and many others.)

Los Angeles Times (November 13)

A Foot Hold That Spurs Healing

The study, led by **Benedict DiGiovanni, an orthopedic surgeon and associate professor of orthopedic surgery at the University of Rochester**, tested a new exercise specifically designed to stretch the plantar fascia. DiGiovanni theorized that it might be more effective than the Achilles tendon stretch—a common exercise for the injury. (Also reported by *Washington Post*, *Forbes*, *Voice of America*, and many others.)

ABC News (November 6)

Belly Fat in Kids on the Rise

Abdominal obesity increased more than 65 percent among boys and almost 70 percent among girls between 1988 and 2004, according to data from a large national study published in the current issue of *Pediatrics*. **University of Rochester** researchers say that abdominal fat is a better predictor of future heart disease and diabetes than the typical body mass index (BMI) measurement. (Also reported by *MSNBC*, *Los Angeles Times*, *Newsday*, *Fox News*, *Reuters*, *Toronto Daily News*, *Daily Telegraph [Australia]*, *Vancouver Sun*, and others.)

About Students

The Chronicle of Higher Education (November 24)

Two Fans Refine the Art of Rooting

Two students have refined the art of rooting at collegiate sporting events. **Carl Adair '07** substitutes epic-poetry readings for colorful commentary at **University of Rochester** football games. (Also reported by *Democrat and Chronicle*.)

National Coverage

About Research and Faculty

CBS News (November 30)

Abortion Drug RU-486 vs. Breast Cancer

[M]ouse and human breast cells with BRCA1 mutations are overly sensitive to progesterone, a major sex hormone. Indeed, mice with BRCA1 mutations get breast cancer. . . . The researchers are now testing new progesterone-blocking drugs to see if they have the same effect in mice. But researchers can cure many kinds of cancers in mice, notes **Kristin Skinner, director of the multidisciplinary breast program and chief of surgical oncology at the University of Rochester** in New York.

***Innovations Report* (Germany) (November 29) Scientists Find Aging Gene Also Protects Against Prostate Cancer Development**

Cancer scientists at the Kimmel Cancer Center at Thomas Jefferson University in Philadelphia have shown that a gene that is involved in regulating aging also blocks prostate cancer cell growth. . . . “The discovery is a true breakthrough in our field,” says **Chawnschang Chang, George Hoyt Whipple Professor of Pathology and Laboratory Medicine and professor of urology and of biochemistry at the University of Rochester.**

Washington Post (November 29)

Five Years After Enron, Firms Seek Weaker Rules University of Rochester President Joel Seligman

expressed concern about any new limits on the ability of people to sue companies over accounting, saying it could “handicap the ability of the SEC to be a vigilant watchdog.” “To have this occur, so soon after the dramatic increase in fraud that led to Sarbanes-Oxley, would be deeply troublesome,” he said.

CNN (November 27)

New CT Scan Could Do Away with Mammogram Pain

A new breast scan using a souped-up kind of X-ray called a CT scan may be more accurate than a standard mammogram—and much less uncomfortable, U.S. researchers reported Monday. The new scan produces three-dimensional pictures, which are better at showing whether a spot on the X-ray is a benign lesion or a tumor, the researchers at the **University of Rochester** in New York said. . . . “We have one case

in which a cancer shows up phenomenally well using this new imaging system, whereas when you look at the same lesion on a mammogram it is hard to detect,” said **Avice O’Connell, director of women’s imaging at the University’s Medical Center**, who led the study. (Also reported by *Forbes*, *Scientific American*, *Washington Post*, *Reuters*, and others.)

***Seattle Post Intelligencer* (November 27) Quarreling Parents Need to Fix Their Marriage (Column by Dr. Joyce Brothers)**

Studies at Auburn University and Brown University, appearing in the journal *Child Development*, showed that 8- and 9-year-old kids whose parents were involved in even moderate levels of conflict lost about a half-hour of sleep a night. Another study, by the **University of Rochester** and University of Notre Dame, showed that the 6-year-olds who were tracked did not get used to high levels of parental conflict—they got more sensitized to it. (Also reported by *Innovations Report [Germany]*.)

Toronto Star (November 26)

Blacker Than Black Is the New Black

A scientist at the **University of Rochester** has developed a new way to turn metals blacker than ever. But instead of using paint, he uses a femtosecond laser. . . . **Physicist Chunlei Guo**, a specialist in optics, discovered that by using a femtosecond laser to blast various metals, he could turn them not just black, but truly black. This means they absorb 100 percent of visible light. (Also reported by *Science Daily*, *Azom.com*, *ZDnet*, *Slashdot*, and others.)

The New York Times (November 22)

In a Rarefied World of Lutenists One Makes the Antique Fresh

For fans of the lute and its repertory, [**Eastman School of Music associate professor of conducting and ensembles**] **Paul O’Dette’s** annual recitals—and, for that matter, his work as a vocal accompanist and ensemble player—are highlights of the concert season. His playing is fleet and clean, and in the best parts of the repertory—the music of the Elizabethan lutenists, for example—he tempers sheer virtuosity with an emotional warmth that makes this antique music seem not very distant at all.

National Review Online (November 21)

Al Gore Is Captain Planet

Gore asserts that climate sensitivity, which represents how much temperature increase—all other things being equal—we can expect from a doubling of carbon dioxide in the atmosphere, is in the order of 3 degrees C. . . . Yet when **Robert Douglass and Robert Knox, professor emeritus of physics and astronomy at the University of Rochester**, examined the real world effects of the eruption of Mount Pinatubo, they found a climate sensitivity of only 0.6 degrees C—well below the 3 degrees Gore claims “the real world evidence” shows.

UPI (November 15)

Study: Neural Noise Primes Our Brain

The **University of Rochester** researchers determined our brain uses seemingly chaotic (“noisy”) signals to represent the ambiguities of the real world and that noise actually enhances the brain’s processing ability, enabling us to make decisions in an uncertain world. “You’d think this is crazy because engineers are always fighting to reduce the noise in their circuits and yet here’s the best computing machine in the universe and it looks utterly random,” said **Alex Pouget, an associate professor of brain and cognitive sciences**. (Also reported by *Science Daily*, *MonstersandCritics.com*, and *Playfuls.com* [Romania].)

USA Today (November 14)

Scientists Study Genes, Severe Injuries

[A] massive federal research program is under way to determine why one patient dies while another with equally severe injuries lives. . . . “The patients [are] basically dependent on fixing themselves,” says **Paul Bankey, trauma chief at the University of Rochester Medical Center**. “Whether they’re going to ultimately make it or not boils down to whether they acquire organ failure.” (Also reported by *CBS News*, *Washington Post*, *Los Angeles Times*, *MSNBC*, *Forbes*, *San Francisco Chronicle*, and many others.)

Cleveland Plain Dealer (November 14)

Organ Music Journey Certainly Worth the Trip

Organist **David Higgs** had to do nothing more than play the superb Schantz organ Sunday at Fairmount Presbyterian Church in Cleveland Heights to envelop the audience in many-splendored sonorities. . . . Higgs, **chair of the organ department at the Eastman School of Music** in Rochester, N.Y.,

inhabited the works he brought to celebrate the instrument’s 10th anniversary.

Newsday (November 13)

Fewer Women Lead in Suffolk

Suffolk women have lost ground since 2002 in the county legislature, compared with Nassau County and New York City, according to a new study. That . . . earned the county a grade of “unsatisfactory” in a report from the **University of Rochester’s Susan B. Anthony Center for Women’s Leadership**. . . . “The progress of women [in politics] is not that straight line up on the graph,” said **Nora Bredes**, a former Suffolk legislator [**and director of**] the **Rochester center since 1999**. “But there are areas where women are doing quite well, such as district attorneys; we have 11 female DAs [out of 62] across New York, including Kathleen Rice in Nassau.” (Also reported by *Poughkeepsie Journal*, *Jamestown Post-Journal*, *Troy Record*, and others.)

Washington Post (November 11)

Is America Too Racist for Barack?

Too Sexist for Hillary?

Fredrick Harris, a political scientist at the University of Rochester, sees a post-gender future out there, and its name is Condoleezza Rice. The secretary of state, he notes, “is unmarried, has no children, is completely dedicated to her job, for pleasure she plays the piano and works and that’s about it.” (Also reported by *Salt Lake Tribune* and *Dallas Morning News*.)

Arizona Republic (November 11)

Students May Get Boost in Aid

What will the change in power in Congress mean? **Joel Seligman, president of the University of Rochester**, said, “The news was largely inspiring in terms of potential access (for students to college). There have been a number of e-mails and press releases on the Democratic side focusing on initiatives, ranging from Pell grants and an increase in their significance, potential deductibility of college tuition, reduction by up to 50 percent of interest . . . on federally guaranteed loans.”

Medical News Today (November 7)
Doctors Launch New Effort To Treat Stroke More Effectively

Just a small fraction of patients who have a stroke receive the only drug—TPA—available to treat the condition. Now doctors and scientists at the **University of Rochester Medical Center** have developed a potential new treatment that will reach a milestone in the next few months, when the experimental treatment is tested for the first time in people who have suffered a stroke or “brain attack.” (Also reported by *Spirit India*, *RxPG News*, *Democrat and Chronicle*, and *Rochester Business Journal*.)

Washington Post (November 3)
SEC Enforcement Cases Decline 9 Percent

The number of new enforcement cases brought by the Securities and Exchange Commission fell by 9 percent last year as the agency grappled with staffing cuts brought on by a recent budget crunch, according to figures released yesterday. . . . **Joel Seligman**, author of a history of the SEC and the **president of the University of Rochester**, said he is not surprised that the enforcement figures have leveled off given the burst of activity following accounting frauds and mutual fund trading scandals in the past few years. “I do not have the sense that the SEC is pulling its punches,” Seligman said. (Also reported by *Lincoln Journal Star [Nebraska]*.)

New York Sun (November 3)
Big Power Shift Ahead for New York if Democrats Win the Congress

[T]he **chairman of the political science department at the University of Rochester**, **Gerald Gamm**, pointed out that any tax increases passed by a Democratic-majority House would still have to get through the Senate, and President Bush would still hold veto power. (Similar reports by *Capital 9 News [Albany]*, *13WHAM-TV [ABC]*, and *Democrat and Chronicle*.)

ABC News (November 2)
Scientists Get Snapshot of AIDS Defense Mechanism
Having an image of the enzyme, called A3G, could help researchers design a drug to mimic its effects and perhaps provide the first medicine to boost the ability to fight AIDS, the team at the **University of Rochester Medical Center** in New York said. (Also reported by *Scientific American*, *Reuters*, *Australian*, *Medical News Today*, *Innovations Report [Germany]*, and others.)

Medical News Today (November 2)
Wyeth Presents Data on a Tissue Selective Estrogen Complex

“Many women experience menopausal symptoms, yet remain untreated,” says **Vivian Lewis**, **professor of obstetrics and gynecology at the University of Rochester**. “I would expect physicians to be interested in this research on the TSEC class, as it could provide new options in menopausal therapy.”

Library Journal (November 1)
Under the Online Hood
Suzanne Bell's *The Librarian's Guide to Online Searching* is aimed at LIS students. . . . Bell, economics/data librarian in the **Rush Rhees Library Reference Department at the University of Rochester** . . . wanted a text that described the resources and systems that were “similar to what [students would] find in future jobs (assuming most were going to academic or public library jobs).”

About Alumni

Los Angeles Times (November 17)
Documentarian Slips into Everyday Iraqi Life
When Hussein was toppled, everything changed. . . . Over the next 18 months, Longley shot what would become *Iraq in Fragments*. . . . **James Longley**, 34, studied film at the **University of Rochester**, Wesleyan University and the All-Russian Institute of Cinematography in Moscow.

The New York Times (November 17)
Keeping the Notes Dancing and Flying
Much of **Maria Schneider's** large-ensemble jazz of the last six years has been nearly a figurative description of long-flow movement, particularly dancing or flying. . . . After attending the **Eastman School of Music**, she moved to New York and worked as [composer Gil Evans's] assistant, copying scores, transcribing things, helping Evans with arrangements. He never helped her directly with her music—she didn't presume to ask—but she has since become, in a sense, his best-known contemporary student.

Boston Globe (November 16)
Ick! Eek! Encore!
This is the world of *The Bug Opera*, a work by composer Geoffrey Hudson and librettist **Alisa Pearson**, where imagination flies free. Pearson—who received a degree in biology from Oberlin, and degrees in voice from Oberlin

and the **Eastman School of Music**—spent eight years in Vienna performing in opera and films.

Boston Globe (November 10)

War Stories—Literal and Literary

Lieutenant Colonel **Paul Danielson**, a U.S. Army Reserve combat surgeon and 99 others who have returned from Iraq are featured as the writers who contributed to . . . *Operation Homecoming*, the collection is a National Endowment for the Arts project that seeks to give the American public an uncensored view of feelings and experiences from soldiers in combat and their loved ones on the home front. For Danielson, who joined the Army Reserve in 1992 on the day he graduated from the **University of Rochester School of Medicine**, the narrative was an extension of a journal he kept in Iraq.

About Students

London Free Press (Ontario) (November 18)

Practice Makes Perfect

Aimee Piche . . . will be in more formal wear tonight when she's the guest soloist at Beal secondary school on a program including the guitar classic Rodrigo's *Concierto de Aranjuez*. "It's just a magnificent work . . . my guitar teacher says, 'Hating this piece would be like hating the sun,'" Piche says, quoting **Nicholas Goluses, professor of strings at Rochester's Eastman School of Music**.

The New York Times (November 17)

At the Heart of the Storm, That Cool Prince of Reason

The Miller Theater's Bach in Context series usually fulfills its mandate, sensibly enough, by juxtaposing Bach's works with those of his contemporaries. But the installment offered by the South African harp-sichordist and fortepianist **Kristian Bezuidenhout, an Eastman School graduate student**, on Tuesday evening broadened the picture.

Bangkok Post (Thailand) (November 15)

The BSO's Tribute to the King

The Bangkok Symphony Orchestra Foundation paid tribute to these two events in music, by holding the Royal Celebration Concert. . . . Yazaki and the BSO appeared with the promising Thai pianist **Pornphan Banternghansa**, recipient of many prestigious awards. . . . She is currently studying at the **Eastman School of Music**, pursuing a doctorate of musical arts.

Local Coverage

About the University

Rochester Business Journal (November 27)

Paetec Founder, Wife to Give \$1.5 Million to Simon School

Mark Zupan, dean of the William E. Simon Graduate School of Business Administration, this afternoon is expected to announce a major donation from Paetec Communications Inc. chairman and CEO **Arunas Chesonis** and Chesonis' wife, Pamela. A 1991 graduate of the University of Rochester business school, Chesonis and other Simon School alumni are slated to participate in a panel discussion this afternoon at the UR River Campus. (Also reported by *Democrat and Chronicle*.)

Democrat and Chronicle (November 18)

UR to Clear Path for Research

University of Rochester is about to change the way it turns researchers' scientific discoveries into new companies and products. **UR President Joel Seligman** announced this week that the area's largest employer and one of the nation's leading research universities will adopt a raft of recommendations that came out this week from its Steering Committee on Technology Transfer and Corporate Alliances.

Rochester Business Journal (November 15)

Deutsch Gives \$1 Million to Strong

Rochester entrepreneur and wine connoisseur Sherwood Deutsch has given \$1 million to **Strong Memorial Hospital**, officials said, and the hospital outpatient pharmacy will be named in his honor. (Also reported by *Democrat and Chronicle*.)

Rochester Business Journal (November 15)

CEIS Logs Record Economic Impact

Rochester's Center for Electronic Imaging Systems—located at the **University of Rochester**—on Wednesday evening will announce it generated a record \$114 million in total economic impact statewide from 39 projects during the 2005–06 fiscal year. . . . "We are especially pleased with this achievement in light of the diversity of technologies transferred to a large number of regional companies," said **Eby Friedman, CEIS director**. "We believe that our progress reflects a deliberate effort to focus our request for proposal process on projects that

demonstrate increasingly significant economic impact potential.” (Also reported by *Democrat and Chronicle*.)

***Democrat and Chronicle* (November 14)**

Wilson Fund to Give \$392,000 in Grants

The Marie C. & Joseph C. Wilson Foundation, a private, family foundation that seeks to improve the quality of life through initiating and supporting projects, has awarded \$392,000 in grants to the following organizations: **Memorial Art Gallery**, support to cosponsor three family days at the gallery, \$9,000. . . . **Mt. Hope Family Center**, support for summer camp for at-risk children, \$25,000. . . . **University of Rochester Medical Center**, support for translation research for cancer center, \$25,000.

***Rochester Business Journal* (November 2)**

Strong Logs Net Surplus of \$35.7 Million

Strong Memorial Hospital today reported a \$35.7 million net surplus on patient revenues of \$787 million for its 2006 fiscal year. . . Strong, the **University of Rochester’s** teaching hospital and the region’s largest acute care facility, [saw] a 5.5 percent operating margin, up from 4.9 percent last year. (Also reported by *Democrat and Chronicle*.)

About Research and Faculty

***Democrat and Chronicle* (November 30)**

Why We Still Need to Acknowledge World AIDS Day

In much of the developing world, says **Michael Keefer, director of the HIV Vaccine Trials Unit at the University of Rochester Medical Center**, the shortage of health care facilities and personnel, along with the stigma of carrying the disease, are huge impediments to progress. There is progress on the vaccine front, he says. In 1999, UR was among the first universities to begin preliminary vaccine trials, which have over the years helped researchers refine their approaches. Vaccine trials at UR are ongoing, Keefer says, and volunteers are welcome.

***Democrat and Chronicle* (November 29)**

Mind Over Body

O.J. Sahler, a pediatrician, finds biofeedback very helpful for patients who have abdominal pain linked to stress. . . . For headaches, Sahler recommends sitting down, relaxing and telling yourself you can make it better. “The mind has a lot to do with how we’re feeling,” says Sahler, who works at **Strong Memorial Hospital** and at the Body-Mind Center at F.F. Thompson Hospital .

***13WHAM-TV* (ABC) (November 28)**

Artificial Eye Implant in Use at UR

Infants and adults who are blind due to a cloudy or damaged cornea are seeing remarkable results thanks to a new version of an artificial implant called the Boston Device. It takes the place of the cornea, the clear covering of the eye. Doctors at the **University of Rochester Eye Institute** performed some of the first operations using the Boston Device.

***Democrat and Chronicle* (November 26)**

UR Presses Quest for Stem Cell Breakthrough

Quietly but steadily, under the watchful eye of some of the nation’s top scientists, hundreds of technicians and researchers isolate cells and scrutinize data in 18 immense laboratories at the **University of Rochester Medical Center**. They’re teasing out the secrets of stem cells, the building blocks of the body, in the hope of finding cures for diseases such as Parkinson’s, diabetes, and multiple sclerosis. . . . **Bradford Berk, CEO of the Medical Center** . . . believes UR can be one of the top programs in the world for cancer and neurological stem cell research, and the recruitment of two or three more researchers should help UR reach that goal, said Berk.

***Democrat and Chronicle* (November 24)**

UR’s Work with Kids Lauded

[F]our **University of Rochester** residents have started a push with fifth-graders at School 35 in Rochester, trying to teach them social and coping skills that would prevent them from making decisions that could lead to health problems as grown-ups. The effort last month earned the residents some national recognition—the 2006 American Academy of Pediatrics Resident Section Dyson Child Advocacy Award.

***Democrat and Chronicle* (November 21)**

The Revolutionary Medical Mind of DeHaven Puts UR on the Map

Sports medicine was the new kid on the block when **Kenneth DeHaven** began his residency at the Cleveland Clinic back in the early 1970s. And, as he quickly discovered, new kids often struggle to gain acceptance. “Let’s just say our discipline wasn’t held in the highest esteem by some of my colleagues in the medical profession,” says DeHaven, a world renowned **knee surgeon who helped build the**

University of Rochester sports medicine program into one of the nation's most respected.

Democrat and Chronicle (November 15)

A Self-Esteem Campaign Leads Girls to Question Perceptions of Beauty

"Evolution," part of the [Dove soap] company's self-esteem campaign, shows makeup and hair professionals transforming a young woman from plain to glamorous. The thought-provoking twist: A photograph of the woman's primped appearance is then computer-edited—to make her eyes bigger, her neck longer—before it's displayed on a billboard. . . . Some professionals at Rochester-area colleges watched the Dove video and provided these written comments:

Joan Saab, director of the graduate program in visual and cultural studies, University of Rochester:

"As part of Dove's Campaign for Self-Esteem, the short film is powerful but not all that new. Historians and cultural critics have been writing about the role of the beauty industry and the media (advertising, fashion magazines, film and television) in fostering unrealistic images and expectations of idealized beauty for some time."

Democrat and Chronicle (November 11)

UR Provost to Retire at Academic Year's End

University of Rochester's top academic officer is retiring after more than 12 years in the job. UR announced Thursday that **Provost Charles E. Phelps** plans to leave the position at the end of the academic year. (Also reported by *Rochester Business Journal*.)

Democrat and Chronicle (November 9)

UR Researchers to Study Universe's Smallest Bit

A team of **University of Rochester** researchers is on the hunt for information about an elusive subatomic particle, and using local machine shops to help build the tools of the pursuit. **Kevin McFarland, professor of physics and astronomy**, and his colleagues are building a machine to track the behaviors of neutrinos, the subatomic particles so small they are dwarfed by even electrons.

Democrat and Chronicle (November 5)

Robots: Newest Frontier in Surgery

With his head buried in a viewfinder, fingers in suspended controllers and feet working pedals underneath a giant console, **Jean Joseph** looks as if he's playing a video game. But this **Strong Memorial Hospital**

surgeon isn't blasting away bad guys. He is guiding robotic arms that are about 10 feet away inside a patient's abdomen, snipping out a cancerous prostate.

R News (November 2)

Nurses Design NICU Program

"Parents often feel helpless as their new baby is attached to all kinds of machines that help them to live," said **Nancy Feinstein, assistant professor at the University of Rochester School of Nursing**. A program designed by nurses at the Golisano Children's Hospital at Strong has shown great results in helping babies and parents cope with the stress of the Neonatal Intensive Care Unit (NICU).

Rochester Business Journal (November 1)

UR Gets Funds for Nanotech Research

University of Rochester researchers are slated to receive \$1.1 million for nanotechnology and microelectronics research.

About Alumni

Democrat and Chronicle (November 24)

Om Is Where Musician's Heart Is

You can hear **Steve Gadd**—the **Eastman School of Music** grad, Brighton resident, and drummer of choice for some of rock's biggest stars — playing with Eric Clapton in many people's CD collections. But he's in new territory now, backed by a chorus of "Ommmmmm ..." on *Joy!*, a new holiday release celebrating upstate New York musicians.

About Students

Democrat and Chronicle (November 15)

Not Your Usual Shakespeare

Shakespeare's popular romantic comedy *A Midsummer Night's Dream* will have a slightly different twist at Pittsford Sutherland High next month. The play's audience will hear Indian music and see 18-year-old senior **Michael Van Munster** play the tabla—two small drums. . . . He is a percussion and music theory student at the **Eastman School of Music** and a member of the school's percussion ensemble. He also is in the Sutherland concert band.

***R News* (November 4)**

Students Offer Non-Violent Toys

Some **University of Rochester** medical and dental students are working with kids to help them come up with ways to solve problems without violence. This weekend, the students held a toy trade-in day. Kids were able to drop off their play guns or swords in exchange for other toys.

About University-Related Businesses

***Rochester Business Journal* (November 6)**

VirtualScopics Inks Deal; Stock Rises

VirtualScopics Inc. has signed a \$1.7 million, 30-month contract with an undisclosed top 10 pharmaceutical firm. A **University of Rochester** spinoff, VirtualScopics employs some 60 people at its offices in Linden Oaks. (Also reported by *Democrat and Chronicle*.)