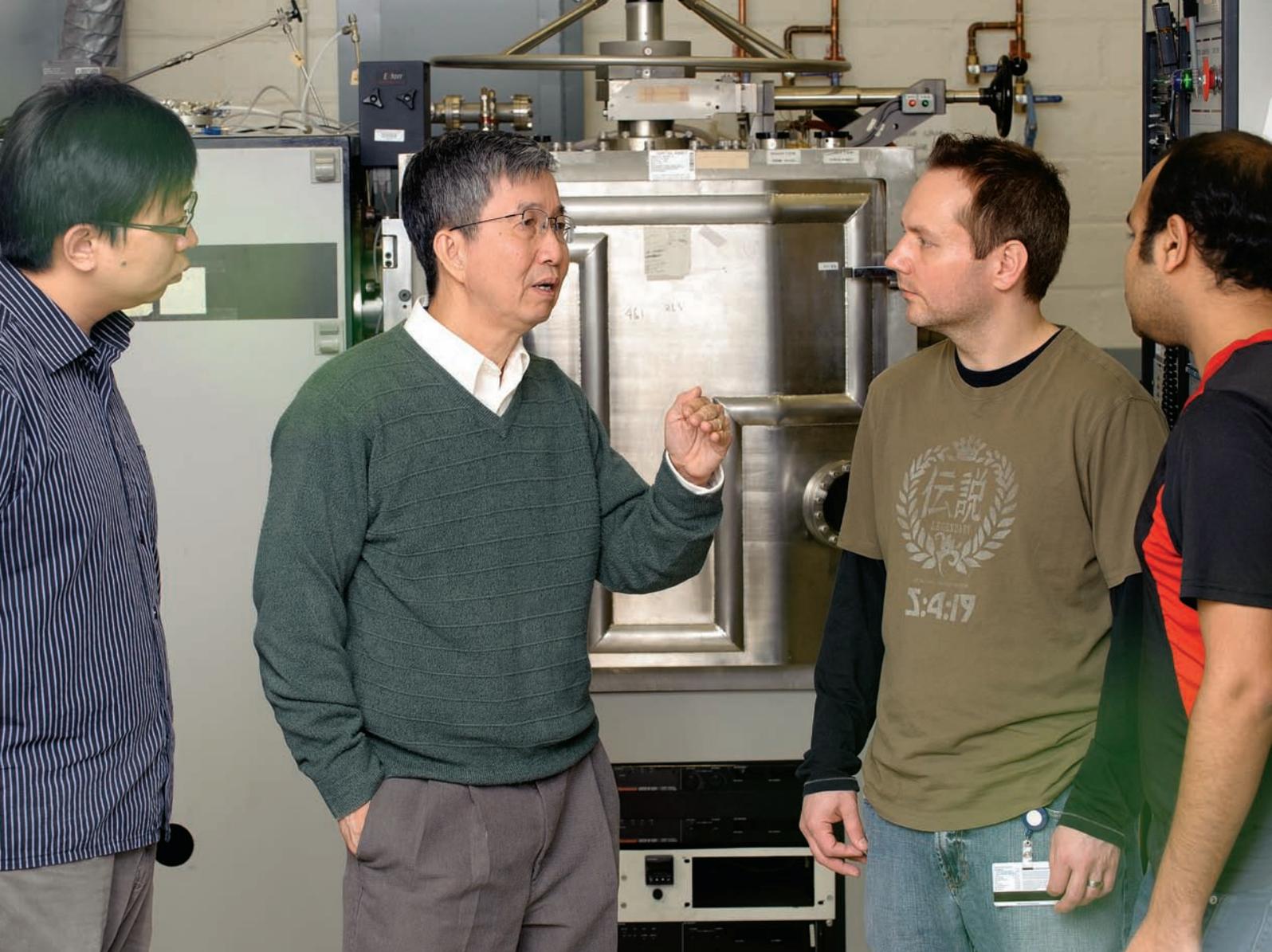


MATHEMATICS

Irrational Exuberance

PI CHART: Lucia Petito '12, a mathematics and applied music (violin performance) major, and Alicia Cornelia '12, a mathematics major, hoist a banner in celebration of Pi Day on March 14. The Society of Undergraduate Mathematics Students (SUMS) plans a day of festivities—including a problem-solving contest for local high school students, a miniresearch conference, and a pie-throwing event—to salute the famed irrational number, the ratio of a circle's circumference to its diameter.





CHEMICAL ENGINEERING

Winning the Wolf Prize

Pioneering engineer Ching Tang earns international honor.

By Kathleen McGarvey

“THE CONCEPT IS, IN PRINCIPLE, VERY SIMPLE—to create a layer of thin film and pass a current through it to emit light,” says Ching Tang, the Doris Johns Cherry Professor of Chemical Engineering.

Carrying out that concept—the organic light-emitting diode (OLED), which is now used to provide displays in cell phones, computers, and televisions that are clear-

▲ **PROFESSOR OF INVENTION:** Tang, who's credited with developing a new form of light-emitting diode, talks with graduate students Hao Lin (left), Kevin Klubek, and Prashant Kumar Singh (right).

er, thinner, and more energy efficient than liquid crystal displays (LCD)—hasn't been so simple.

This winter, the Wolf Foundation recognized Tang's contributions to the field of chemistry with the 2011 Wolf Prize, considered second in prestige only to the Nobel Prize. Tang shares the 2011 prize with Stuart Alan Rice of the University of Chicago and Krystof Matyjaszeski of Carnegie Mellon. The president of Israel and the Israeli Minister of Education will present them with the prize at a special ceremony at the Knesset on May 29.

The award also recognizes Tang for his seminal early work in photovoltaics, which could lead to major improvements in the

ability to produce low-cost solar cells to capture energy from the sun.

Tang is the second Rochester winner of the Wolf Prize since 2000, when physicist Masatoshi Koshiba '55 (PhD) was recognized. Koshiba went on to receive the 2002 Nobel Prize in physics.

Tang, who came to the University in 2006, developed OLED technology while working at the Eastman Kodak Co. “I came up with the concept when I was at Kodak—and then stayed with it for 25 or 30 years, and tried to solve as many problems as I could along the way.” He cites his development of sandwiching electrodes between two layers of organic film as key for the greater control over light emission it provides.

“In Chinese, two is always better than one,” he laughs. “We call it ‘double happiness.’” 

BY THE NUMBERS

Scientific Impact

When Rochester researchers talk, people listen. That's the finding of a recent report by Thomson Reuters, which shows that discoveries and insights by University researchers disproportionately shape the thinking of other scientists. The study places Rochester on a short list of influential U.S. research institutions whose scholarly publications were referred to most frequently by colleagues.

The report compiled the number of times an institution's researchers were cited by other authors in peer-reviewed scientific journals over a five-year period from 2005 to 2009—taking into account the number of citations, the prominence of the journals in which they appear, and the fields in which institutions specialize.

\$1.8 billion

External research funding received by the University, 2005-09

No. 17

Rochester's national ranking in relative citation impact

30 years

Years over which Rochester's score has increased, even as U.S. university performance has remained essentially flat

29%

Papers indexed by Thomson Reuters in the study with a U.S. author or coauthor

36%

Papers by a European author or coauthor

31%

Papers in 2009 by Asian researchers

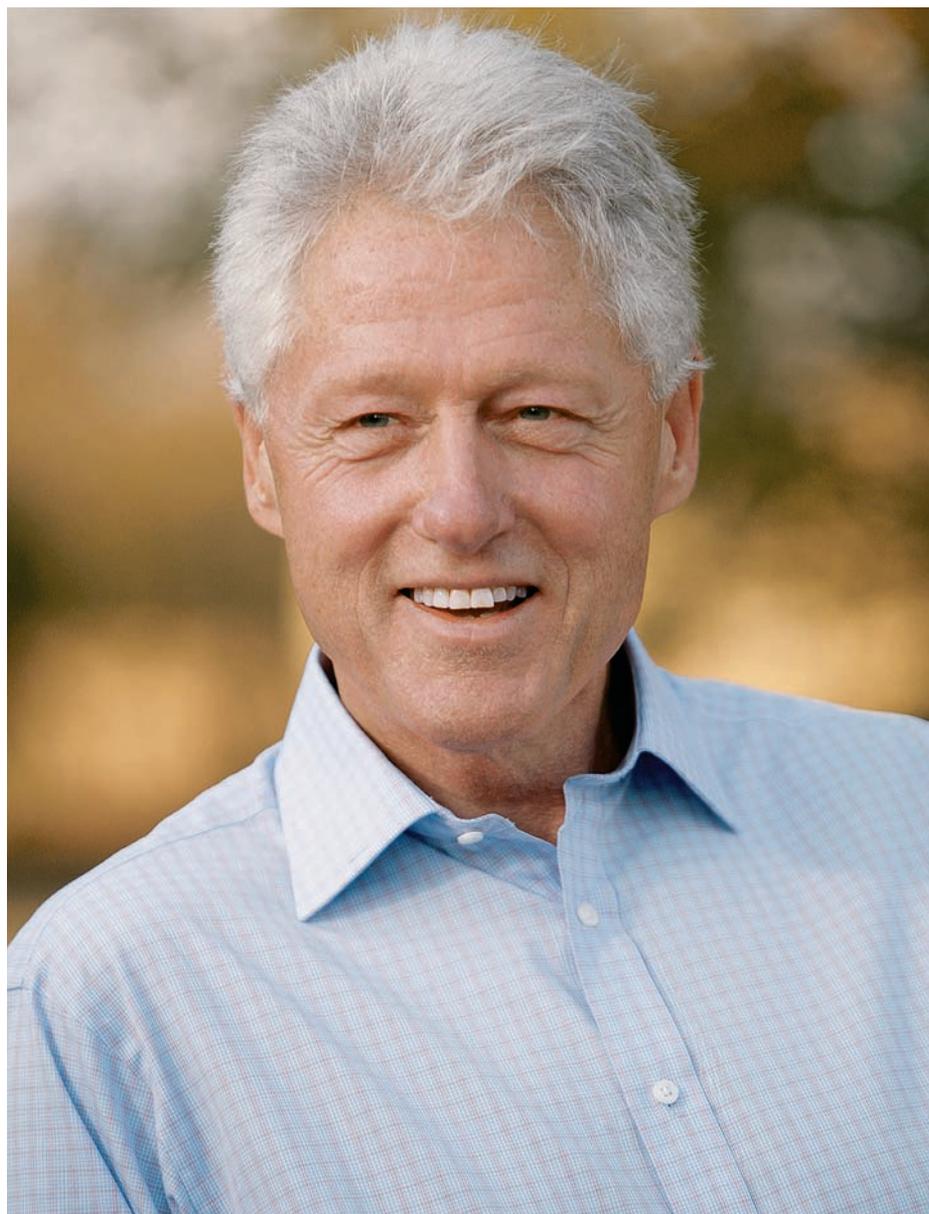
2,000 articles

The minimum produced in the most recent year by the universities among which Rochester was ranked for citation impact

2.8%

Percentage of U.S. GDP devoted to scientific funding

—Kathleen McGarvey



KEYNOTE SPEAKER: The founder of the William J. Clinton Foundation, President Bill Clinton will be the keynote speaker at this fall's Meliora Weekend.

SAVE THE DATE!

President Bill Clinton Headlines Meliora Weekend, Oct. 20–23

THE 10TH ANNIVERSARY EDITION OF MELIORA Weekend, the annual on-campus celebration of Reunion, Family Weekend, and Homecoming, will feature a keynote address by President Bill Clinton, the founder of the William J. Clinton Foundation.

The 42nd president of the United States, he's the latest prominent policymaker to deliver the keynote address. Previous speakers have included CNN medical correspondent Sanjay Gupta, U.S. Secretary of Energy Steven Chu '70, '98 (Honorary),

journalist Anderson Cooper, and retired general and U.S. statesman Colin Powell. U.S. Secretary of State Hillary Rodham Clinton delivered the keynote in 2002, when she was a U.S. senator.

More and than 6,000 alumni, students, faculty, family members, and guests typically attend the four days of lectures, performances, seminars, and social gatherings held on Rochester's campuses each fall.

For more about Meliora Weekend 2011, visit www.rochester.edu/melioraweekend.



Backstage Scene

DESIGNING MOMENT: Natasha Drake '10E gets some last-minute adjustments to her hat from costume designer Bekah Carey of Rochester before a dress rehearsal for Christoph Willibald Gluck's *Orfeo ed Euridice*, an 18th-century opera based on the Greek legend of Orpheus and Eurydice. Also getting ready are Eastman vocal performance graduate students Jeong Eun Joo '08E (MM) (*Euridice*) and Erin Gonzalez (*Orfeo*), receiving a final check from makeup designer Anne Ford-Coates of New York City. The January production at Rochester's Harro East Ballroom was a collaboration of Eastman Opera Theatre and two area performance companies, Geomantics Dance Theatre and the vocal chamber ensemble Madrigalia.



Q & A

Building Buzz

How do you get the word out about Rochester? You start by engaging the University community—alumni and parents, included—as important communicators, says Bill Murphy, Rochester’s first-ever vice president for communications.

Interview by Karen McCally '02 (PhD)

IN 2006, BILL MURPHY BEGAN HIS TENURE in the newly created position of vice president for communications amidst widespread concern among alumni, trustees, and the new president of the University, Joel Seligman, that on a national scale, Rochester was both underrecognized and underrated in proportion to its accomplishments as a top-tier research university.

With nearly three decades of experience

tute for quality. A communications office doesn't actually do the public relations for a university. We facilitate it. It's the faculty and students who are actually doing it. They do the noteworthy things that we help call attention to. Before Joel had even come in as president, he had asked Fred Volkmann, the vice chancellor for public affairs at Washington University, to take a look at our communications operation. Fred found it to be badly underresourced. And he was concerned about the amount

centralized. Well, every place claims to be decentralized. And Chicago and Illinois certainly were. But, in my view, Rochester had gone about as far in that direction as it was possible to go. And that wasn't helpful for communications. After that experience in the library, I called the same group of people together and asked for volunteers to serve on task forces to attack each of four areas—graphic identity, media relations, research, and the web. What we wanted to do very consciously was get people used to working together. And we have.



BUZZWORTHY: Murphy talks about communications with intern Dale Levine '11 (center), an English and history major, and student employee Joanna Balin '11, an English and psychology major.

in public and media relations at the University of Chicago, the University of Illinois at Urbana-Champaign, and Ohio State University, Murphy began coordinating an ambitious and long-term effort to raise the University's national profile.

On the five-year anniversary of his appointment, Murphy talks about progress so far.

Raising the national profile of a university is a big and complex job. Where did you start?

Well, first, there really isn't any substi-

and the quality of internal communications; that is, communication with our alumni and among our faculty, staff, students, and parents. I had one experience that was really telling. There was a ceremony in the library to introduce me. And everyone around the University who had anything to do with communications—60 to 80 people in all—had been invited to an informal reception afterward. And the striking thing for me was to see how many of them were introducing themselves to each other. I had heard that Rochester was siloed—really de-

something great's happened there, whether it's in sports or in science, you know about it. That's not Rochester. That never will be Rochester, but we can do more to raise the University's profile. Among all of us—faculty, staff, students, parents, and alumni—there are about 150,000 people. We can think of ourselves as simply first-line audiences. Or we can think of ourselves both as first-line audiences and also as fellow communicators—people who, if we knew more about what was going on at the University, might not only have more to share around

Why are communications within the University family so important to generating a higher profile externally?

One of the things that's clear from research is that the general public really looks to word of mouth as the most credible source of information about universities. Where people turn to next is the web. But where they get the information they rely on is from people they know and trust. And those people get it from their personal experience. The U of R has had this classic, almost Midwestern modesty about the institution. There are certain universities in this country where the graduates wear the identity on their sleeves. And if

the water cooler, at the tennis club, at church, or over the back fence, but also be more motivated to share it. It takes a combination of pride and information to make that dynamic work. I don't think we in communications have to cheerlead to create the pride. I think all we have to do is communicate what really goes on here.

What results came from the work of the task forces?

First, we created a strong and unified graphic identity—a new logo for the entire University—using our in-house design team with substantial input and feedback from students, faculty, and alumni. [See “The New Face of Rochester,” *Rochester Review*, September-October 2007.] We also created vehicles that inform people about what goes on. We enhanced *Currents* and @Rochester, the faculty and staff print and online newsletters, and we created newsletters for undergraduates, for graduate students, for parents, and for alumni—*Weekly Buzz*, *Grads@Rochester*, *Parents Buzz*, and *Rochester Buzz*—as a way to inform the community, first of all, about news we can use: just basic information that helps us in our roles within the University family. Those vehicles also give all of us information about wonderful things that are going on here. And I think that naturally generates some pride in the place. We also have on our website, with a direct link from the homepage, a page that we call the Newsroom, which in turn has links to our Facebook, YouTube, and Twitter feeds. This is something that most major universities have developed in the last five years. It's basically a daily multimedia newspaper about the university.

Tell us about your efforts to strengthen media relations for Arts, Sciences, and Engineering.

We brought in Larry Arbeiter from the University of Chicago as associate vice president for communications. He had run a very successful media relations operation at Chicago for about 20 years. He had shown a real capability at building staffs. And he's come in here and built a strong group of press relations officers, with beats that they follow, to keep up with faculty in the humanities, the social sciences, the natural sciences, engineering, and student life and teaching. Their jobs are to get to know what's happening on campus, and what the newsworthy things are. They also get to know what journalists in their areas are

interested in, and they match up those interests and pitch stories.

How is the University's media relations team dealing with shrinking newsrooms and, in particular, shrinking coverage of discoveries in science?

One of our responses to the shrinking space and air time for coverage of research was to team up with Duke and Stanford universities as leaders in creating Futurity.org, an online news service that features articles about university-based research. Membership in Futurity is confined to members of the Association of American Universities and to the Russell Group in Britain—the best universities in the United States, Can-

“I don't think we in communications have to cheerlead to create the pride. I think all we have to do is communicate what really goes on here.”

ada, and the UK. Futurity has developed partnerships with Alltop and other news providers that have multiplied its reach. It's a real point of pride for us that Rochester is the linchpin for this effort. Each of the three universities plays an important role, but Rochester has played the lead role in editing and designing the site and in coming up with innovative ways to develop it.

Many colleges and universities are trying to define themselves through branding. How do you go about communicating the personality of the U of R?

The actual branding, as I think of it, is really articulating what's already there; it's not imposing something on a university. That's why we went with traditional colors and symbols in our graphic identity, why we embrace the dandelion and Rocky—a weed and an insect—because they're our heritage. And that's why we have the motto, *Meliora*, “Ever Better.” We try to reflect the quality of the research that happens here, the wonderful academic experience the students have, the imagination that they bring to work and play. Branding Rochester means holding up a mirror to the terrific university that it is.

Tell us about Rochester's homepage.

We're very distinctive in higher education for the sense of fun you can feel on our homepage. I've tried to give talented people,

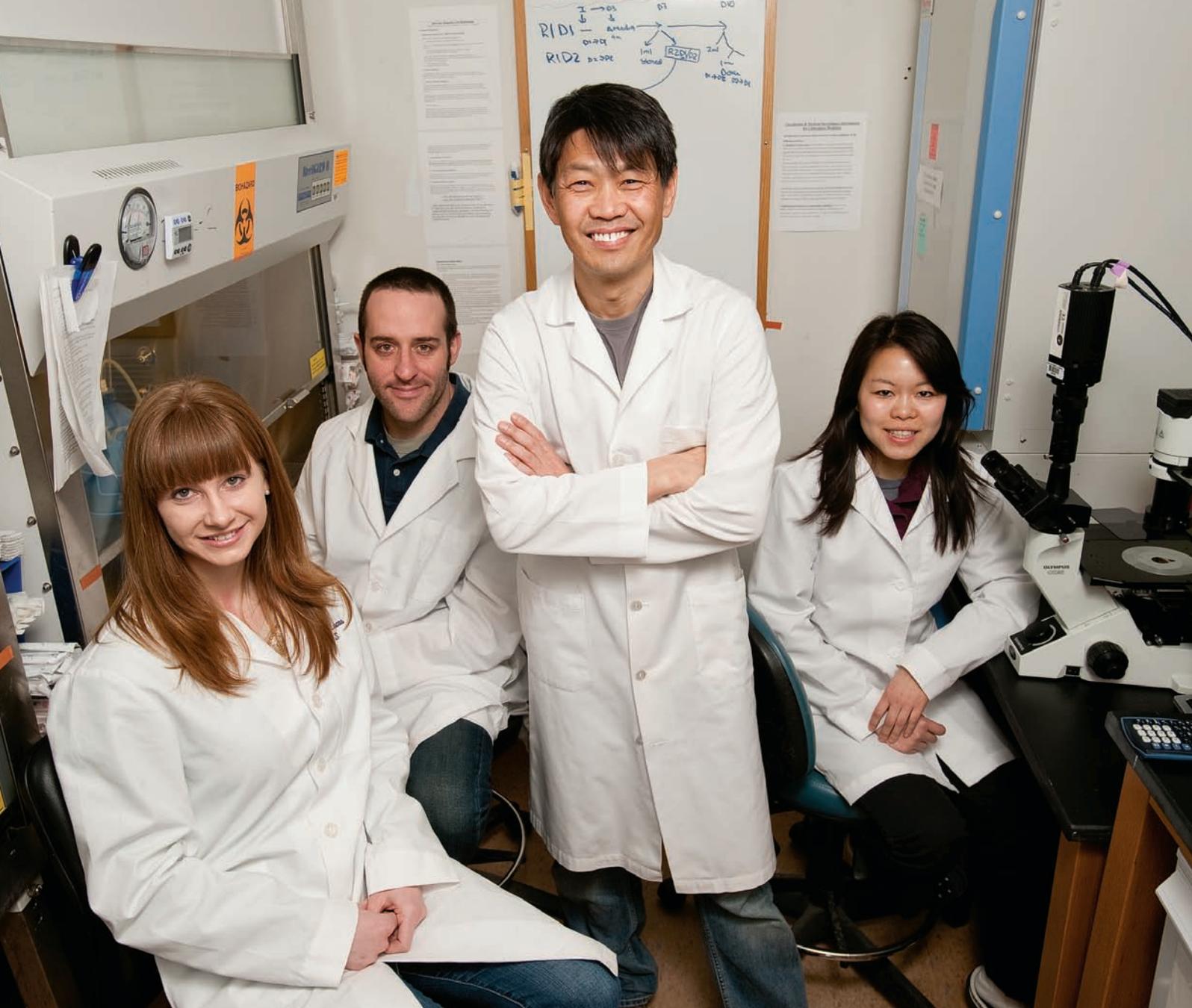
like our web editor and designers, the freedom to be as creative as they are. I've learned that we can do wonderful things if I just say “yes,” and get out of the way. So they came to me with the idea for “Photo Fridays,” in which all members of the University community—students, faculty, staff, alumni, and parents—are invited to submit photos for the homepage each Friday. And now, every Friday through Monday morning, our homepage looks different with photos, usually of the university, often of Rochester, that frankly are not ones that we necessarily would have thought of. And it's exciting to see the same place from a very fresh perspective. They capture early morning light, late night views, they see things from corner

windows, and capture student activities that just bring the place to life. The same creative group came to me with an idea to celebrate Mother's Day by inviting students to greet their mothers on the web page. And lo and behold, we soon had a tradition of celebrating nearly every holiday. So you can visit the University's homepage on any given holiday and there will be something special, and almost nobody else will be doing it. We have a friendly rivalry with Johns Hopkins, and they do things occasionally, and there are a few others, but very few, and we also have colleagues who've expressed real envy that they just don't have the freedom that Joel has given us to express our creativity.

How can alumni and parents help to “build the buzz”?

Alumni and parents are a vital part of the communications effort of this university. Our goal in communications is to make sure that alumni, parents, and all members of the University community are informed about why Rochester is an extraordinary university so that we can all talk knowledgeably about the place with our friends, coworkers, and colleagues.

In this issue of *Rochester Review*, we have provided one extra tool for visibility, a set of decals. We hope that every member of the community will choose a favorite and display it proudly in a car window. **R**



HIV/AIDS

A New Front Opens

Discovery of how HIV gains a foothold in the body points to a fresh way forward in the effort to stop the virus.

By Kathleen McGarvey

FOR MORE THAN 15 YEARS, BAEK KIM, A PROFESSOR of microbiology and immunology, has been fascinated by HIV's ability to hide in the body. How can the virus take cover in a cell—the macrophage—whose very job it is to kill foreign cells?

New research by Kim and Raymond Schinazi, director of the Laboratory of

Biochemical Pharmacology at Emory University's Center for AIDS Research, has uncovered HIV's novel mechanism for survival in a class of cells that typically provide

▲ **HIDE & SEEK:** With doctoral students Amanda Lucas, Edward Kennedy, and Laura Nguyen, Kim hopes to understand the molecular trickery that allows HIV to hide in cells that normally fight off invaders.

the first line of immunological defense.

Their research, published in the *Journal of Biological Chemistry*, indicates that HIV is able to exploit the unusual molecular makeup of macrophages to gain an often-overlooked foothold in the immune system.

The breakthrough may open up a new front in the battle against HIV, which infects more than 30 million people worldwide. Kim's and Schinazi's finding may provide the basis for an unexpected tactic for stopping the virus, perhaps before HIV infection can take hold.

"If we have a drug that blocks HIV repli-

cating in the macrophage, then we can use it as a preventive medication,” says Kim.

When HIV first enters the body—at least in cases of sexual transmission—it infects macrophages, white blood cells that Kim calls the “first defenders of our system.”

Normally, HIV uses dNTP—deoxynucleoside triphosphate, the building blocks for making the viral genetic machinery—to replicate, but those molecules are scarce in macrophages. Instead they contain high levels of the closely related molecule rNTP—and HIV adapts to exploit that resource within the defensive cells, Kim and Schinazi found.

“This is a surprise,” Kim says. “The virus just wants to finish replicating, and it will utilize any resource it can to do so.”

When the team blocked the ability of the virus to interact with rNTP, HIV’s ability to replicate in macrophages was slashed by more than 90 percent.

“HIV replicates in the macrophage for months, for years—and then evolves to move on to T cells,” another form of immune cell, Kim says.

The 20 drugs currently used to combat HIV go after the infection when it’s already in the T cells. These are drugs “made to help already sick people, not to prevent infection,” Kim says.

With this new information about how HIV operates, it may be possible to “create a microbicide to stop the virus or limit its activity much earlier.”

Kim and his colleagues are already pursuing that possibility.

There are some plant species—such as some wild mushrooms—that possess chemical compounds that protect them from viral replication using rNTP. One such substance, cordycepin, is an experimental compound derived from wild mushrooms that’s being tested as anticancer drug. Kim’s team is working with a pharmaceutical company to develop similar compounds that may stop HIV.

So far, they’re “very primitive” chemical compounds, Kim says, but he’s hoping they’ll lead to others that are more effective and less toxic.

By looking to other species that have developed such protections, he adds, it may be possible for researchers to find a way “to defend against HIV.” 

Additional reporting by Tom Rickey, associate director of research communications at the Medical Center.

CITATIONS

Research Roundup

OLDER DRIVERS STEER SCIENTISTS TOWARD ANSWERS

It can be difficult for older drivers to see other vehicles and pedestrians—not because they can’t perceive the moving objects but because they have a heightened awareness of the background against which they move. Dujie Tadin, an assistant professor of brain and cognitive sciences, and colleagues have isolated the cause of this phenomenon—a discovery that may not only help train elderly people to be better drivers, but may also help psychiatrists understand abnormal brain processes in conditions like depression and schizophrenia. In healthy young people, a brain region called the middle temporal visual area, or MT, actively suppresses often irrelevant background motion so they can concentrate on the more important motions of smaller objects in the foreground. Tadin and colleagues found—in research published in the *Journal of Neuroscience*—that an improperly functioning MT may be the cause behind heightened perception of background motion in older adults.

RESEARCHERS PINPOINT DEADLY BRAIN TUMOR’S ORIGIN

Scientists have identified the type of cell that’s at the origin of brain tumors known as oligodendrogliomas, which are a type of glioma—a category that defines the most common type of malignant brain tumor. In a paper published in the journal *Cancer Cell*, investigators found that the tumor originates and spreads through cells known as glial progenitor cells—often referred to as “daughter” cells of stem cells. The work comes at a time when many researchers are investigating the role that stem cells gone awry play in causing cancer. For scientists trying to create new ways to treat brain tumors, knowing whether stem cells or progenitor cells are part of the process is crucial. Steven Goldman, a professor of neurology, was part of the study team.

UNZIPPING MRSA AND DISCOVERING A VACCINE ROUTE

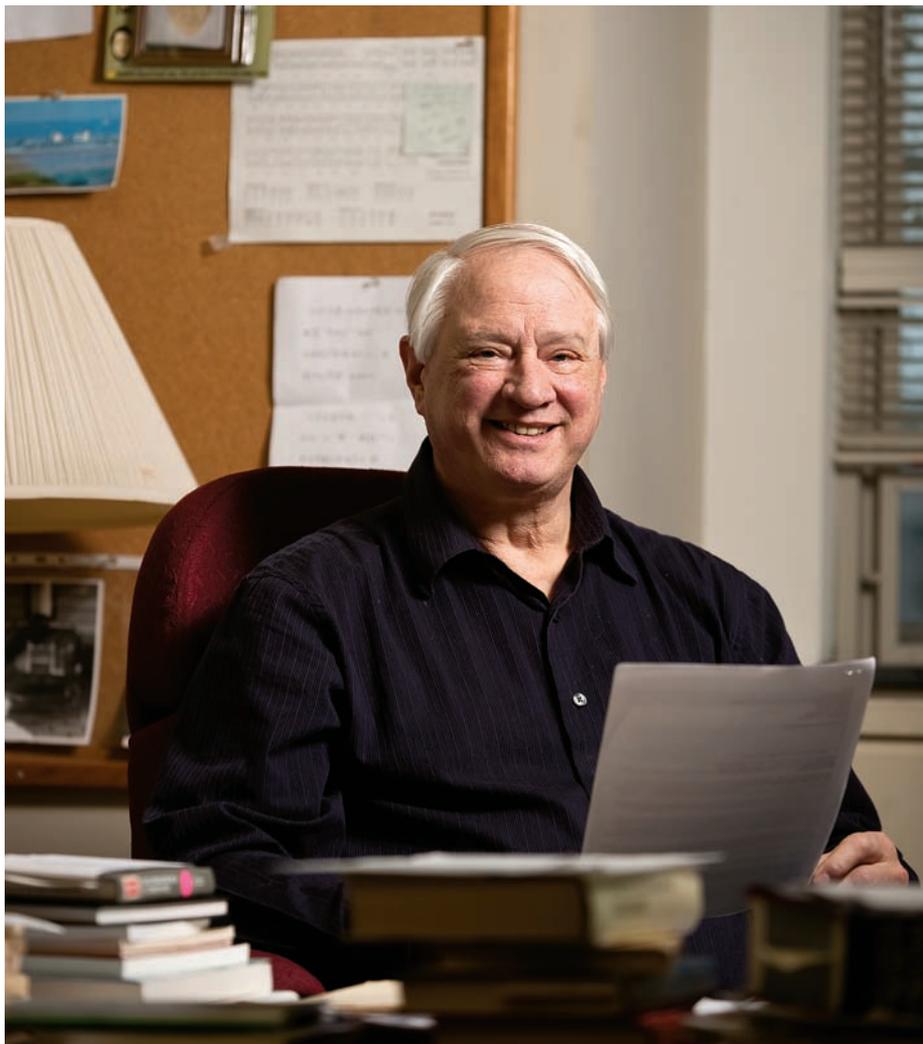
Orthopaedic scientists are a step closer to developing a vaccine to prevent life-threatening methicillin-resistant staphylococcus aureus (MRSA) infections following bone and joint surgery. Known as a “superbug” because of its antibiotic resistance, MRSA causes nearly half a million hospitalizations and 19,000 deaths a year in the United States. Most research has targeted the surface of the bacteria, but a team of Rochester scientists has discovered an antibody that reaches beyond the microbe’s surface and can stop the MRSA bacteria from growing, at least in mice and cell cultures. The team—led by Edward Schwarz, a professor of orthopaedics and associate director of the Center for Musculoskeletal Research—presented its findings at the annual meeting of the Orthopaedic Research Society.

FIRST NATIONAL STUDY SHOWS HELICOPTERS BRING BENEFITS

Severely injured patients transported by helicopter from an accident scene are more likely to survive than those brought to trauma centers by ground ambulance, according to a new study published in *The Journal of Trauma: Injury, Infection, and Critical Care*. The study is the first to examine the role of helicopter transport on a national level and includes the largest number of helicopter-transport patients in a single analysis. Mark Gestring, an associate professor of acute care surgery and the director of the Kessler Trauma Center, is lead author of the study.

TINY PARTICLES, AND THE DNA TIES THAT BIND THEM

A team of researchers at Rochester, Scripps Research Institute, and MIT have used DNA as a tool to guide the precise positioning of tiny particles just one-millionth of a centimeter across. The resulting structure—a diamond-like lattice composed of gold nanoparticles and viral particles, woven together and held in place by strands of DNA—marks a remarkable step in scientists’ ability to combine an assortment of materials to create infinitesimal devices. Sung Yong Park, a research assistant professor of biostatistics and computational biology, is coauthor of the study, which was published in *Nature Materials*.



LINGUISTICS

Everything for Sale

Linguist Gregory Carlson investigates how language influences consumer choices.

By Kathleen McGarvey

LOOK OUT AHEAD OF YOU. WHAT DO YOU see?

However expansive the scene you might describe, you only see with acuity that which is directly before you.

“If you hold your thumb out about arm’s length, that’s the size of the area where you’re getting most of your information,” says Gregory Carlson, a professor of linguistics, philosophy, and brain and cognitive sciences. “What is beyond that, which you feel like you’re seeing perfectly well, you’re not seeing *perfectly* well. You’re processing it in a slightly different way.”

And advertisers know how to appeal to

both sorts of perception. In a new book to be published in April, *Sold on Language: How Advertisers Talk to You and What This Says about You* (Wiley-Blackwell, 2011), Carlson and fellow linguist Julie Sedivy ’97 (PhD), an adjunct professor of linguistics and psychology at the University of Calgary, turn a spotlight on the cognitive processes that advertisers exploit to influence our choices in matters large and small.

More than a trillion dollars is spent on

▲ **DECISIONS, DECISIONS:** Linguists Gregory Carlson and Julie Sedivy ’97 (PhD) examine the ways we make decisions—and how advertisers exploit those processes—in their new book, *Sold on Language*.

advertising worldwide every couple of years, with roughly 40 percent of that money expended in the United States.

“We’re exposed to thousands of commercial advertisements every day—most of which we don’t try to pay attention to,” Carlson says. In the face of this commercial clamor, and the general information glut of contemporary culture, we can give our steady attention to only some matters. We make many of our decisions, and take in much of our information, at the outer edges of our attentiveness—what Carlson and Sedivy call “peripheral processing.”

It operates at the level of “feelings and ideas that are fairly general, that you can’t articulate very clearly. Peripheral processing is often below our level of awareness,” Carlson says. “If you ask most people why they buy a brand of toothpaste, or a brand of car, they might give you a reason—but it probably won’t be the real reason. The real reason is they feel most comfortable with that brand of car, or that brand of toothpaste, and they don’t know exactly why they feel that way about it.”

In their research, the coauthors burrow beneath consumers’ reactions and advertisers’ methods to delineate the ways we respond—emotionally, neurologically, and more—to the dilemmas of ever-proliferating choices, especially as they are influenced by language.

“Scientific understanding of the processes that underlie persuasive language—while still primitive in many ways—does offer a starting point for awareness” of how our minds respond to advertising, Carlson and Sedivy write in their book, which is aimed at the general-interest reader. “In knowing our minds better, we just may put ourselves in a better position to choose how we choose.”

They’re not suggesting that every decision needs to be held up for reasoned examination. It’s simply not possible to operate with that level of attentiveness, and much decision making can be conducted effectively without it. “We judge and we evaluate, and we also act reflexively. Our brains are built to do both,” they write.

But as people process more and more information peripherally, advertisers and others in the business of persuading become more adept at appealing to the peripheries of our minds—and more insistent in influencing our thinking that way even on subjects where we’d prefer to keep our rationality in the driver’s seat.

Advertisers play on our insecurities and our sense of self. Carlson and Sedivy relate the story of a couple who decide that a Volkswagen Passat is the car that best suits their needs—but they buy a Subaru Outback instead, because they conclude they're just not "Passat people."

Advertisers employ tools such as puzzles and incongruities that attract our attention, and they use artfully condensed language that speaks to our unconscious, playing on similar words, evocations of words, memories of how words have been used before, and even the sounds of which they're made. The Edsel, that historic automotive failure named for Henry Ford's own son, was doomed not just by its unattractive de-

sign, Carlson and Sedivy contend, but by its name. At the peak of popularity, the name "Edsel" was given to just 220 American baby boys, and the word reminded car buyers of terms like "*pretzel*, *hard sell* and *dead cell*."

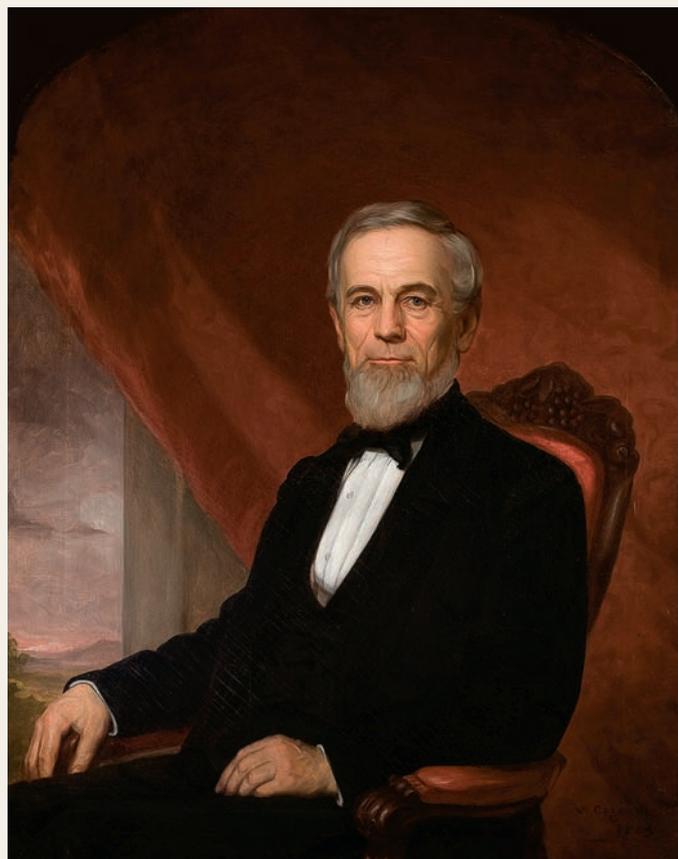
In the final chapter of the book, Carlson and Sedivy consider the implications of advertising for democracy. How do we reconcile participatory politics with the methods of subconscious manipulation that fill our public lives, and even our private sense of our own identity?

"So much of the political process is wrangling about the language we're going to use," Carlson says. Word choice and metaphors profoundly influence the way people view issues. Think, for example, about the

very different connotations of "tax cut" and "tax relief," or "estate tax" and "death tax."

For the past decade, Carlson has taught an undergraduate course on advertising and language. He hopes that the course, like the book, helps people to become more aware of the factors that influence their choices and to exercise a greater measure of control over how they make decisions. The difficulty, he says, is that our unconscious responses—those through which we're most effectively manipulated—are precisely those that are least visible to us.

"If something's important to you," he says, "try to think about what's going on in the messages and in your motivations—to the level that's accessible to you." 



MEMORIAL ART GALLERY

Conserving University History

BURBANK STUDIOS: Portraits of 19th-century University benefactor and trustee Gideon Webster Burbank (1803-1873) and his wife, Mary Goodrich Burbank (1806-1888), are on exhibit at the Memorial Art Gallery. Thanks to a grant from the American Art Program at the Henry Luce Foundation, the oil paintings—donated to the University in 1973 by the Burbanks' great-great-grandson—have been restored by the Williamstown Art Conservation Center. The exhibition of the paintings highlights the conservation process itself, with before-and-after images and explanations of the steps involved in restoration.

The 1863 paintings are by William Cogswell (1819-1903), best known for his portrait of Abraham Lincoln, a work that's held in the White House art collection. A flour-milling magnate, Burbank gave the University \$20,000 in 1854, the largest gift in the then four-year-old University's history. Burbank also designed and operated a steamship on the Erie Canal, and he sent barrels of flour as Rochester's contribution to the first World's Fair, held in London in 1851.

The Burbanks, along with some of their 11 children, are buried in Mt. Hope Cemetery.

LITERATURE IN TRANSLATION

Reading Abroad

Visiting poet Piotr Sommer suggests some not-to-be-missed modern Polish literature.

By Kathleen McGarvey

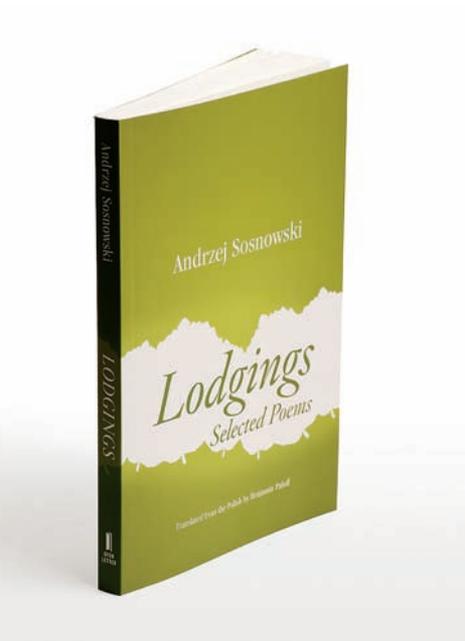
POLISH POET PIOTR SOMMER—EDITOR OF the Warsaw-based international writing magazine *Literatura na Świecie* (*World Literature*)—has been guiding Rochester students on a tour through 20th-century poetry in translation this semester as a visiting scholar in the English department, in a new course called Studies in International Literature. The author of a dozen volumes of poetry in Polish, Sommer has also published essays and interviews, translations, and literary anthologies. He returns to Poland in May.

His most recent work available in English is *Continued*, a book of poems published by Wesleyan Press.

Sommer recommends some of his favorite Polish literature available in translation:

- *Cinnamon Shops* and *Sanitarium under the Hour Glass* by Bruno Schulz

“Perhaps the single best prose writer in Polish from the 20th century, Schulz was born in 1892 and killed in 1942 in the Drohobycz Ghetto. Translations of his work are from some 60 years ago. Because he’s such a great writer and stylist, it would be high time to have him translated again—and then again. Many American authors



such as Cynthia Ozick and Philip Roth were inspired by him, as were many writers in other languages. He’s sometimes compared to Franz Kafka, but that comparison may make little sense. Schulz’s writing is terrific prose that has a lot in common with poetry, in the way he treats language. Simply read anything you can put your hands on by Bruno Schulz.”

- *My Century* and *With the Skin: Poems of Aleksander Wat* by Aleksander Wat

“Wat is one of the three or four best Polish poets of the 20th century, and he seems to translate well. He was born in 1900 and died by suicide in 1967. He’s one of the few who’ve been able to connect the existential and the linguistic so phenomenally, and to preserve a light touch, too. Wat began as a Dadaist, and was able to preserve that spirit even in the poems he wrote in the Gulag, where he spent a few years. Poet and fellow Pole Czeslaw Milosz invited Wat to Berkeley in the early 1960s; Miłosz taped his conversations with Wat, a kind of intellectual odyssey, and years after Wat’s death published them as *My Century*. It’s a classic.”

- *Lodgings* by Andrzej Sosnowski

“Sosnowski’s first book translated into English—a collection of 100 poems—will be published in March by Rochester’s own Open Letter press. Generally considered one of the best poets writing in Polish today, Sosnowski’s work is difficult and beautiful. Part of the beauty lies in the way the cryptic quality of the “message” combines with how the language works. He collaborated with his translator in producing this volume, so the result should be really interesting. He’s original himself, and yet, because he’s influential among the younger crowd, his work also shows something “typical” about where some of the new Polish writing is going.”

ENTREPRENEURSHIP

Promoting Liber-Tee

FASHION BUSINESS: As an undergraduate economics major, Stephen Macaskill ’11 (KEY) was president of the Young Americans for Liberty group on campus. Now as a KEY student, he’s putting his interest in freedom to work with his Amagi Clothing company. Selling T-shirts that sport slogans such as “Laissez Faire” and “Stand Up for Liberty,” Macaskill hopes to promote liberty through his apparel, whose designs he commissions. He cites Zappos founder Tony Hsieh as a role model, and says, “I’m learning quickly and having a lot of fun doing it.”



ATHLETICS & RECREATION

Lacrosse Opens Season with New Coach

Former Division I coach and All-American Sue Behme leads the Yellowjackets.

By Ryan Whirty

IF YOU ASK THOSE AROUND SUE BEHME TO describe Rochester's new lacrosse coach, the word that comes up a lot is "intense." Even Behme relies on it to explain her approach to coaching and to life.

"Intense, passionate, a ton of energy," Behme says when describing her coaching style. "I strive for perfection, but I also know no one's perfect. That's OK. That's what drives me. I stress mental toughness, and hopefully that will trickle down to the student-athletes."

At that point Behme (pronounced "beam") pauses and smiles. "But I like to have fun, too. It's about finding a balance."

Behme's mixture of discipline and exuberance could be just what the Rochester program needs. While the Yellowjackets have had some periods of success, the program has yet to truly take off.

Behme could be the key to changing that. She has found success over her entire athletic career, first as a two-sport star at Cortland State, then as a lacrosse coach for a slew of collegiate programs.

That includes a highly successful stint at crosstown rival Nazareth College, with whom Behme won four conference championships and earned bids to the NCAA Division III tournament six times. Behme left Nazareth in 2008 to help launch a Division I program at Fresno State, but she decided to return to upstate New York to be closer to family in her hometown of Syracuse.

"Sue brings a depth of experience that makes her a tremendous addition to our staff," says George VanderZwaag, director of the Department of Athletics and Recreation. "We are very fortunate that we were in a position to attract her to the University, particularly given the late timing of our search. I am very excited for the students on our women's lacrosse team."

Behme succeeds Elizabeth Monte, who coached the Yellowjackets for eight seasons, including leading the team to its first Liberty League playoff berth. The Yellowjackets open the 2011 season in March.



Tourney Time!

In late February, the Yellowjacket squash team finished fourth at the national tournament; and in basketball, both the UAA champion men (20-5) and the women (20-5) were headed to their NCAA Division III national tournaments.

For updates, visit the website, www.rochester.edu/athletics.

Arriving last October, Behme has been working to place her stamp on the program, encouraging the Yellowjackets to set their sights high. "There's always a transition period (between coaches), for me and for the student-athletes," she says. "But I really feel they are seeing the benefits of everything

▲ **BALANCED BEHME:** New lacrosse coach Sue Behme describes herself as "intense, passionate, a ton of energy," and someone who strives for perfection. "But I like to have fun, too. It's about finding a balance."

we've done up to this point in time. It's really building their confidence."

Behme says she pushes her players to be the best on and off the field. That includes excelling in the classroom. At Fresno State, for example, the Bulldogs earned the Intercollegiate Women's Lacrosse Coaches Association team academic award in each of her first two seasons, and five players were named to the association's Academic Honor Roll.

Behme also knows that success shouldn't always be marked by winning percentages or championships. For her, intensity is something that can make a young woman successful in every facet of her life.

"I want our program to be extremely competitive," she says, "but I don't measure success by the number of wins and losses. I measure it by how well you set yourself up for the future. Winning is part of the equation, but it's not what I'm focusing on." R

Ryan Whirty writes about sports for Rochester Review.