

In Review



CLASS OF 2018

Lighting a Path

CAMPUS CANDLES: Students in the College Class of 2018 line the paths of the Eastman Quadrangle during the annual candle-lighting ceremony, an event designed to welcome the newest members of the University community. More than 1,300 new students arrived this fall at the College and at the Eastman School.

PHOTOGRAPH BY ADAM FENSTER



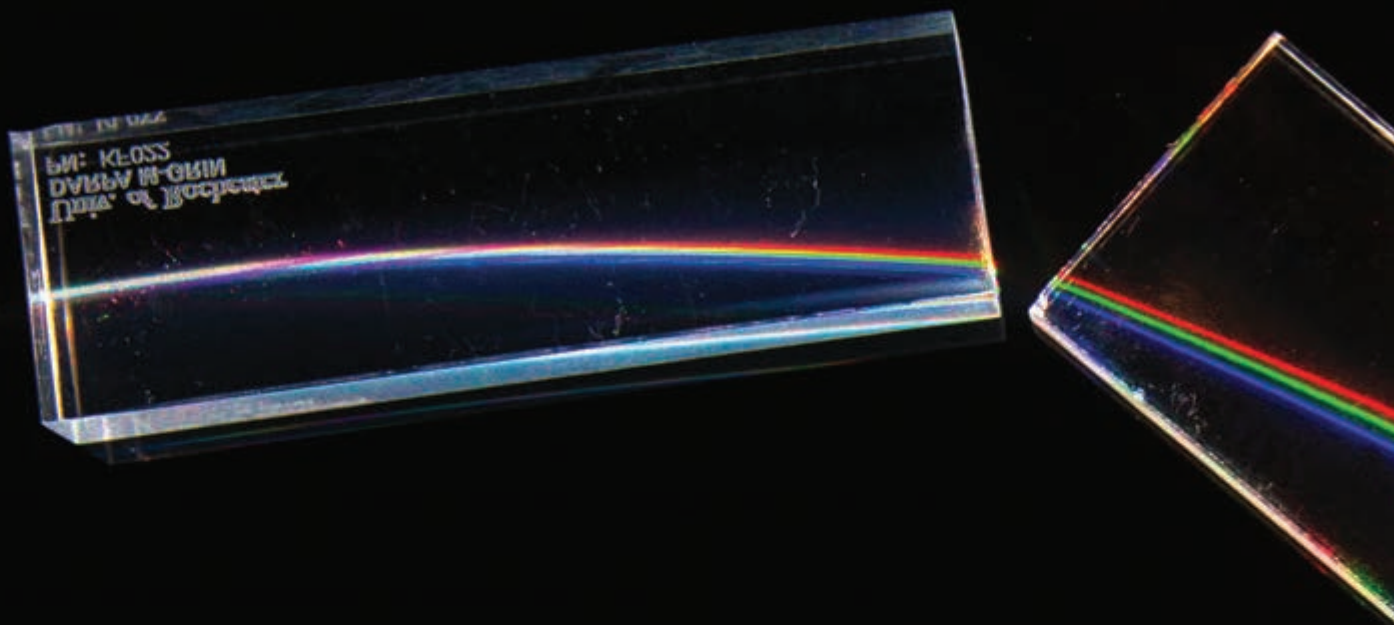
SUMMER SCENE

Jumpin' Jazz Street

STAGE PRESENCE: Wendy Eisenberg '14E (left), the guitarist and composer behind Wendy Eisenberg's Earth Science, performs with trumpeter Brandon Choi '16E (right) and other members of her ensemble at this summer's Xerox Rochester International Jazz Festival. Eastman School of Music musicians—students, faculty, staff, and alumni, as well as students and faculty from the Eastman Community Music School—appeared in more than two dozen shows during the festival at venues within a short walking distance of Gibbs Street, which gets renamed “Jazz Street” during the week-long event. PHOTOGRAPH BY ADAM FENSTER





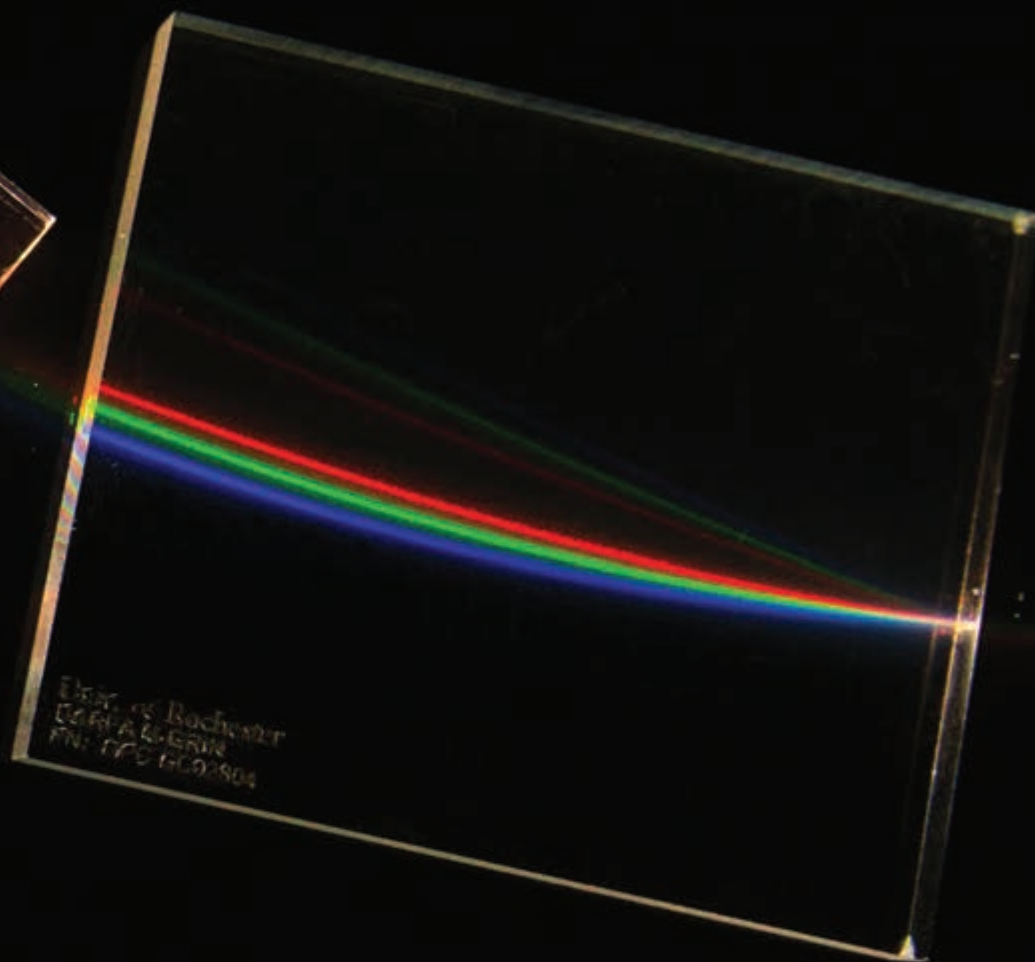
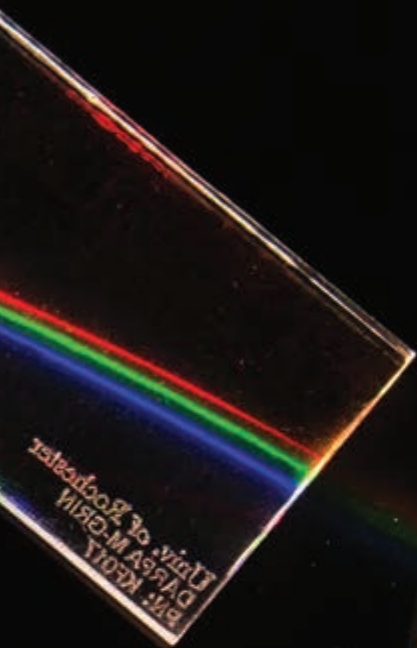


OPTICAL SCIENCES

Moments of Refraction

BLOCK PARTY: Three blocks of gradient index polymer demonstrate their differing indices of refraction in the laboratory of Duncan Moore '74 (PhD), the Rudolf and Hilda Kingslake Professor of Optical Engineering at the Institute of Optics. As a three-color "white light" laser passes through the blocks, the light bends toward the side of each block with a larger index of refraction. Since each of the three colors bends at a different rate, the beam spreads out into its separate color components.

PHOTOGRAPH BY ADAM FENSTER





MEMORIAL ART GALLERY

Rainbow Connection

ARTISTIC SPECTRUM: The tower of Cutler Union at the Memorial Art Gallery provides the setting for a rainbow after a summer storm.

PHOTOGRAPH BY ADAM FENSTER



ADMINISTRATION

Leaders Named for Gallery and for Advancement

A noted curator arrives, and a highly regarded fundraising leader returns.

Rochester's art gallery and advancement office are welcoming new leaders.

Memorial Art Gallery Director

Jonathan Binstock is the new Mary W. and Donald R. Clark Director of the Memorial Art Gallery.

Most recently a senior vice president and senior advisor in modern and contemporary art for Citi Private Bank's Art Advisory & Finance group in New York City, he brings more than a decade of curatorial work in major American museums.

Binstock succeeds Grant Holcomb, who retired in August after nearly 29 years in the position.

An expert in post-World War II art, Binstock joined Citi in 2007 as senior vice president and specialist in modern and contemporary art, working with clients and their families in the U.S. and abroad to build personal art collections. He also worked with Citi's art finance program, ensuring the quality of artworks and assessing their value.

From 2000 to 2007, he was curator of contemporary art at the Corcoran Gallery of Art in Washington, D.C., and before that was assistant curator at the Pennsylvania Academy of the Fine Arts in Philadelphia. His many exhibitions include the *47th* (2002) and *48th* (2005) *Corcoran Biennials*; *Sam Gilliam: A Retrospective* (2005); *Atomic Time: Pure Science and Seduction* (2003); and *Andy Warhol: Social Observer* (2000). His most recent curatorial project, *Dan Steinhalber: Marlin Underground*, was on view at the Kreeger Museum in Washington, D.C., in 2012.

Binstock is a board member of the American Federation of Arts and a scholarly consultant for the Visual Arts Gallery of the Smithsonian National Museum of African American History and Culture. He also serves as a peer reviewer for the U.S. General Services Administration's Percent-for-Art in Architecture Program and served for a decade on the President's Council for the Higher Achievement Program in Washington, D.C., an after-school educational mentoring organization.

He has taught art history at the University of Pennsylvania and the University of Michigan, from which he holds a master's degree and a PhD in art history. He has written about artists as varied as



LEADERSHIP ROLES: Jonathan Binstock (left) will lead the Memorial Art Gallery while Thomas Farrell '88, '94W (MS) will oversee the University's Advancement operations.

Jeremy Blake, Ellsworth Kelly, Joan Mitchell, Alma Thomas, and Richard Tuttle. He has a forthcoming book about the artist Meleko Mokgosi.

Chief Advancement Officer

Thomas Farrell '88, '94W (MS) has been named to lead the University's Office of Advancement, including the completion of *The Meliora Challenge*, Rochester's \$1.2 billion campaign.

Currently chief development officer for the University of Illinois and president/CEO of the University of Illinois Foundation, Farrell will begin at Rochester on November 1. He will replace James Osterholt, who has served as interim chief advancement officer since last fall.

Farrell will become senior vice president and James D. Thompson Chief Advancement Officer, a position made possible through a gift from University Trustee Larry Bloch '75 and his wife, Cindy.

Farrell began his fundraising career at the University and brings more than 24 years of advancement experience. A class campaign fundraiser in 1990, he served as director of the reunion major gifts program from 1993 to 1995.

He then led the fundraising program at

the University of Buffalo School of Law before joining Dartmouth College as director of gift planning. In 2001, Farrell began a decade-long job at the University of Pennsylvania, where he managed Penn's undergraduate and individual giving program and served as a member of its senior management team, responsible for coordinating all institutional advancement activity, including strategy for Penn's recently completed \$4.3 billion campaign.

In 2010, Farrell joined the University of Chicago as vice president for alumni relations and development, leading a staff of 450 advancement professionals from all schools, divisions, and units, and planning Chicago's current comprehensive campaign.

At Illinois, he oversees development programs that span three campuses and the foundation, with a budget of \$53 million and a combined staff of more than 400. As CEO of the foundation, he is also responsible for its investment office and the university's core endowment.

At Rochester, Farrell earned a bachelor's degree in history and political science, and an MS in education. In 2005, he completed his EdD at the University of Pennsylvania in higher education management. 



ROCHESTER AND PORTUGAL

People

13 alumni living in Portugal
5 students from Portugal
(2013-14)

Connections

The Department of Modern Languages and Cultures begins offering courses in Portuguese this fall, adding to the department's roster of courses in Chinese, Japanese, French, German, Italian, Russian, and Spanish. Portuguese is the principal language of Brazil and a number of African countries in addition to Portugal.

Conversation

Brazilian Portuguese may be heard on campus during regular sessions organized by the Center for Study Abroad, depending on interest among students in learning more about the language. The get-togethers are modeled on a set of "conversation hours" administered by the Department of Modern Languages and Cultures. The sessions are designed as relaxed settings for speakers to practice their language skills.

Historical Note

The Eastman Philharmonic's first European concert took place in Lisbon in 1961, the first stop of a 93-day tour of 34 cities undertaken at the invitation of the State Department.

Global Rochester: Portugal

Robert Sherman '75 Named Ambassador

Robert Sherman '75 made his career as a Boston attorney for 35 years, serving in private practice and, in the 1990s, as assistant attorney general of Massachusetts and chief of the state Consumer Protection Division.

But now home is Lisbon, where Sherman is serving as the United States ambassador to the Republic of Portugal. He began his appointment in the spring.

There's strong continuity, he says, between his legal and diplomatic work. "As a lawyer, I was trained to solve problems by listening closely to the interests of the other party, advocating strongly the interests of my client, and seeking solutions that worked for both sides. That is precisely what the skill set of an ambassador is."

Sherman is the 25th U.S. ambassador to Portugal, though diplomatic relations between the countries reach back to 1791, when the first American resident minister was appointed. He describes his job as being a "zealous advocate within Portugal of American interests both in the realm of business and also foreign policy." Embassy priorities, he says, include enhancing military, law enforcement, intelligence, and economic cooperation.

"The latter is particularly important as Portugal is now emerging from its economic crisis and there

are opportunities to foster entrepreneurship and business growth, all with an eye toward increasing transatlantic trade and investment," he says.

A long-standing ally of the United States and a founding member of NATO, as well as a member of the European Union, Portugal has supported the U.S. in security operations in the Balkans, Iraq, and Afghanistan, and joined the U.S. in condemning Rus-



MR. AMBASSADOR: Robert Sherman '75 (left) greets guests for a ceremony at the U.S. embassy in Lisbon.

sia's involvement in Ukraine.

Sherman served on the national finance committee of Obama for America, and was appointed by President Obama to the United States Holocaust Memorial Council in 2013.

The president's top trade priority, Sherman says, is the Trans-Atlantic Trade and Investment Partnership, which is designed to eliminate trade barriers and other obstacles to free trade between the United States and Europe.

The treaty will bring particular benefits to small- and medium-sized enterprises, which describes 95 percent of Portugal's businesses. Says Sherman, "Portugal will play a key supporting role among EU countries."

A political science major at Rochester before going on to earn a law degree at Boston University in 1978, Sherman says he never lost his interest in politics and political institutions "as engines for improving the lives of the citizenry" and credits political science professors Riker, Fenno, Black, Niemi, and Regenstreif with continuing to influence his thinking today.

"I also believe that the U of R was critical in shaping my sense of ethics and notions of community responsibility," he says.

—Kathleen McGarvey



Monkeys Believe in Winning Streaks, Too

People have a well-documented propensity to see winning and losing streaks in situations that are random. Now researchers have found that monkeys appear to share that belief. The results of the study suggest that the tendency to see patterns that don't exist may be inherited, an evolutionary adaptation that may have provided human ancestors a selective advantage when foraging for food in the wild, according to lead author Tommy Blanchard, a doctoral candidate in brain and cognitive sciences.

The study, coauthored by Benjamin Hayden, assistant professor of brain and cognitive sciences at Rochester, and Andreas Wilke of Clarkson University, was published in the *Journal of Experimental Psychology: Animal Learning and Cognition*.

To determine if monkeys may believe in winning streaks, the researchers had to create a computerized game that would hold monkeys' attention for hours.



HOT HANDS: Like people, monkeys believe in winning and losing streaks in what are actually random series of events.

They devised a fast-paced task in which each monkey could choose right or left and receive a reward when it guessed correctly.

The researchers created three types of play—two with clear patterns in which the correct answer

tended to repeat on one side or to alternate from side to side—and a third in which the lucky pick was random. Where clear patterns existed, the three rhesus monkeys in the study quickly guessed the correct sequence. But in the

random scenarios, the monkeys continued to make choices as if they expected a “streak.” Even when rewards were random, the monkeys favored one side.

Why do monkeys and humans share this belief in a run of luck even when faced with copious evidence that the results are random? The authors speculate that because the distribution of food in the wild is not random, evolution has primed human brains to look for patterns.

Understanding the “hot-hand” bias could inform treatment for gambling addiction and provide insights for investors, says Hayden. “If a belief in winning streaks is hardwired, then we may want to look for more rigorous retraining for individuals who cannot control their gambling. And investors should keep in mind that humans have an inherited bias to believe that if a stock goes up one day, it will continue to go up.”

—Susan Hagen



DOCTOR'S ORDERS: Doctors often don't advise patients to take preventive aspirin.

Baby Aspirin? Despite Guidelines, Many Doctors Don't Recommend

A majority of middle-aged men and women eligible to take aspirin to prevent heart attack and stroke do not recall their doctors ever telling them to do so, according to a Rochester study of a national sample of more than 3,000 patients.

Published online by the *Journal of General Internal Medicine*, the finding illustrates a common disconnect between public health guidelines and what occurs in clinical practice. The Rochester study is consistent with other research showing that physicians often do not recommend aspirin as prevention therapy to the general population, despite established guidelines by the U.S.

Preventive Services Task Force.

Several reasons might explain the reluctance, such as competing demands and limited time to properly assess a patient's eligibility for aspirin, according to lead author Kevin Fiscella, professor of family medicine. Uncertainty about the benefits of aspirin therapy versus potential harms such as bleeding in the digestive tract also hinder physicians' decisions, the study says.

None of the patients in the study had cardiovascular disease, but all qualified for aspirin therapy based on their 10-year risk score for factors such as diabetes, high blood pressure, obesity, smoking, and use of

cholesterol-lowering medications. Of the sample, 87 percent of men and 16 percent of women were eligible to take aspirin as a preventive measure, but only 34 percent of the men and 42 percent of the women said they had been instructed to do so.

Coauthor John Bisognano, director of outpatient cardiology services at UR Medicine, said most physicians can agree on approaches to medical care in immediately life-threatening situations, but have less enthusiasm to quickly embrace preventive guidelines, particularly when they involve wide-ranging interventions for a large segment of the population.

—Leslie Orr

Bend in Appalachian Mountain Chain Explained

The 1,500-mile Appalachian mountain chain runs along a nearly straight line from Alabama to Newfoundland, except for a curious bend in Pennsylvania and New York state.

Researchers from Rochester and the College of New Jersey now know what caused that bend—a dense, underground block of rigid, volcanic rock that forced the chain to shift eastward as it was forming millions of years ago.

The findings, by a research team including Cindy Ebinger, professor of earth and environmental sciences, have been published in the journal *Earth and Planetary Science Letters*.

When the North American and African continental plates collided more than 300 million years ago, the North American plate began folding and thrusting upward as it was pushed westward into the dense underground rock structure in what is now the northeastern United States.

The dense rock created a barricade, forcing the Appalachian mountain range to spring up with its characteristic bend.

Ebinger calls the research a “foundation study” that will improve scientists’ understanding of the earth’s underlying structures. She says their findings could prove useful in the debate over the risks of hydraulic fracturing—popularly known as hydrofracking—in New York.

Hydrofracking is a technique to extract natural gas from deep in the earth. It involves drilling horizontally into shale formations, then injecting the rock with sand, water, and a cocktail of chemicals to free the trapped gas for removal.

The region just west of the Appalachian Basin—the Marcellus Shale formation—is rich in natural gas reserves and is being considered for development by drilling companies.

—Peter Iginski

Big Bend

An underground block of rigid, volcanic rock forced the Appalachian Mountain chain to shift eastward as it was forming millions of years ago.

LIBRARIES

University Acquires Newly Discovered Anthony Letters

Department of Rare Books expands its women's suffrage holdings with a historic collection.

By Megan Mack

Women won the right to vote with the formal adoption of the 19th Amendment to the Constitution in 1920. Now, a newly discovered collection of Susan B. Anthony letters will help show how.

Anthony wrote the letters to her “most cherished young lieutenant,” Rachel Foster Avery, from 1881 through the turn of the 20th century. Acquired in August by the River Campus Libraries, the historic collection will help bring to life the suffrage movement through the eyes of two of its most important members.

Anthony and Avery were connected through the National Woman Suffrage Association and the National American Woman Suffrage Association.

The new collection includes more than 60 autographed and typed letters, signed cabinet cards and photographs, and other related material.

The University purchased the items in August from two auction houses in Michigan.

Mary Ann Mavrinac, vice provost and Andrew H. and Janet Dayton Neilly Dean of the River Campus Libraries, calls the collection an “outstanding acquisition for the libraries and for the Rochester community. It augments what is arguably the nation’s strongest manuscript collection related to the long working and personal relationship between Anthony and Avery.”

Anthony, a Rochester resident from 1845 until her death in 1906, persuaded the University to admit women in 1900.


The Department of Rare Books, Special Collections, and Preservation already stewards important holdings related to Anthony’s role in women’s suffrage, including the existing Anthony-Avery collection, which was acquired in 1972 at an auction of Avery family papers.

Reuniting the collections will provide new primary sources for teaching and research both on campus and more broadly.



SUFFRAGE CORRESPONDENTS: Susan B. Anthony (seated) posed with Rachel Foster Avery and Avery’s daughters, Rose Foster Avery (left) and Miriam Alice Foster, in a circa 1890 image. Anthony called Avery her “most cherished young lieutenant.”

The as-yet unstudied letters are expected to help chronicle a critical chapter in the history of suffrage and women’s rights in the United States.

Plans are under way to begin digitizing the new materials this fall. 

Materials from other Anthony-related collections owned or on deposit at Rush Rhees have been digitized and transcribed for the online exhibition Susan B. Anthony: Celebrating “A Heroic Life” (<http://www.lib.rochester.edu/anthony>).

DIALOGUES

Keeping the Faith

Marking half-century milestones on the River Campus, two faith communities celebrate continuity and change.

Interview by Karen McCally '02 (PhD)

At Rochester, the number of faith communities and student-led religious organizations housed in the Interfaith Chapel is in the double digits. Two of those communities—the Protestant Chapel Community and the Catholic Newman Community—begin the 2014–15 academic year having marked 50-year milestones.

Rochester, of course, was founded as a Baptist institution, and a Newman Club started at Rochester in the late 1920s. But in 1963 and 1964, Catholic and mainline Protestant student groups, respectively, gained full-time chaplains, creating full-fledged worship communities on campus.

During the past five decades, the two communities have experienced internal changes, and have been joined in the Interfaith Chapel by Jewish, Muslim, Hindu, and other faith groups, as well as other Protestant communities.

All groups at the chapel are self-funded and all take part in interfaith dialogue, notes the Reverend Denise Yarbrough, the chapel's director of religious and spiritual life. Yarbrough was hired in 2012 to work with students and the chaplains to enrich interfaith programming.

The Protestant Chapel Community is led by the Reverend Laurie Tiberi and the Newman Community is led by Father Brian Cool.

How do you work with students?

Tiberi: The Protestant Chapel Community is sort of a full-service church on campus. We have worship on Sunday afternoons. One of our big programs is our Wednesday night "Dinner Dialogue," where we serve a meal that the students cook and we have a theologically themed discussion. And it's everything from, "What's the relationship between faith and politics?" to "What is a soul and does my cat have one?" We do service projects, social events, Bible studies, and book discussions. And I spend a lot of my time talking to students one on one. The conversations can be anything from, "What do I want to do with my life?" to "Why did this tragic thing happen?" to issues with parents, friends, boyfriends, or girlfriends.

Cool: A counseling role and a mentoring



COMMUNITY LEADERS: Reverend Laurie Tiberi and Father Brian Cool lead the Protestant Chapel and Newman communities, which celebrated 50-year milestones in the past year.

role is very much part of what I do. I have a background in counseling. I have some very intense conversations with students and help them to work through challenges and obstacles that they're facing in their lives. We try to be present for the students and meet them where they're at. Long gone are the days when students would come to mass or to services because of some sense of obligation. They do it because they find it interesting, they find it meaningful.

How have your internal dialogues changed over the years—both on college campuses, and in the larger Catholic and Protestant worlds?

Cool: During my college days, students were very engaged with social issues. There were questions about the role of women in the church, about gays and lesbians in the church, about nuclear arms, peace, and justice. Those questions are still important and still asked, but in a different way. The question now is often, "What does it mean to be Catholic?" They want to be Catholic first, and to understand what the church means to them, and what the church teaches and why. And then from that vantage point, they'll engage the theological, social, and political questions of the day.

Tiberi: Fifty years ago, I think people were much more attached to their own denominations. Students are still attached

to the denomination they grew up in, but I know that one of the things they like about going to church on campus is that they're not just hearing perspectives they grew up hearing. One of the changes I've seen—and I'm just beginning my 10th year—is that when I came here, whether one was a more progressive or liberal Protestant or a more evangelical or conservative Protestant seemed to divide students more. It seems like students who get involved in Protestant Chapel Community are less concerned now about whether everybody agrees with them on certain hot-button issues.

What do you think has been the most important and most enduring contribution of your two communities to campus life over the past 50 years?

Cool: Our students use the phrase "home away from home." We did a survey among our alumni, and those were the same phrases they used. To have students over these 50 years using those same powerful words is quite pleasing to me. I've been handed something sacred.

Tiberi: Likewise, the PCC is a home for our students. On the last Sunday of each academic year, I turn over my sermon time to graduating seniors. They say, "This is my home, this has been the most important community to me while I've been on campus." ☺



FRINGE GROUP: The coed a cappella group After Hours is one of several University ensembles and organizations taking part in the First Niagara Rochester Fringe Festival, Sept. 18-27.

The University Is Back on the ‘Fringe’

The University is again a sponsor and major participant in the First Niagara Rochester Fringe Festival, this year taking place Sept. 18-27 in Rochester’s East End. University students, faculty, staff, and alumni will take part in more than 40 of the festival’s 380 shows in

28 venues, which include Kilbourn Hall and Sproull Atrium at the Eastman School.

Established in 2009 by Erica Fee ’99, who previously worked with the Edinburgh Fringe Festival in Scotland, the Rochester festival has doubled in size since

its first year. There are more than 200 fringe festivals worldwide, including 20 in the United States. The festivals closest to Rochester are in Toronto and Philadelphia. Last year’s Fringe Festival in Rochester was attended by more than 50,000 people.

The University Updates Its Policy on Sexual Misconduct

The Student Sexual Misconduct Policy has been updated on the recommendation of a committee of faculty, staff, and students. The policy defines sexual misconduct, outlines student rights, identifies resources available to the student community, and guides the University’s response to reports of possible sexual misconduct, including sexual assault.

Important updates to the policy include full definitions of the terms consent and incapacitation in connection with sexual activity. The new standards are

now in place and reflect the University’s ongoing focus on the prevention of all forms of sexual misconduct.

With the changes to the policy, the University has moved toward an “affirmative consent” model that requires explicit consent from both individuals engaged in sexual activity. The policy now mandates that consent be “informed, freely given, and mutual,” and that each participant obtain and give consent in each instance of sexual activity. According to the policy, silence

does not constitute consent, and past consent does not imply present or ongoing future consent.

The new policy standards also more clearly define individuals’ responsibilities to determine if someone is not sober enough to give informed consent. Individuals must not engage in sexual activity with a partner whom a reasonable person would realize is incapable of giving consent.

The full policy and more information can be found online at www.rochester.edu/sexualmisconduct.

Beth Olivares Appointed Dean for Diversity Initiatives

Beth Olivares has been promoted to dean for diversity initiatives in Arts, Sciences & Engineering. She also serves as director of the David T. Kearns Center for Leadership and Diversity and as faculty development and diversity officer.

In the expansion of her current role, Olivares will work closely on faculty recruitment, continue to participate on the Faculty Diversity Committee, and develop new programs and initiatives addressing faculty and student retention issues. She will also create programs within the College that provide support to undergraduates in all areas of the curriculum.

Olivares, who holds a doctorate in English from Fordham, joined the University in 1994. She has expanded the Kearns Center, developing educational pipeline programs that work with students from middle school through doctoral degrees. In the past decade, the center has garnered over \$10 million in support for its programs, and over 1,000 high school, undergraduate, and graduate students are currently served by the center.



DEANSHIP: The Kearns Center’s Beth Olivares will help oversee diversity initiatives.



FINE DINING: In a survey of more than 2,000 four-year college and university dining programs, Rochester was ranked sixth.

Rochester Ranked No. 6 Among ‘Best Colleges for Food’

The University’s dining services have been ranked sixth on the 2014 list of 75 Best Colleges for Food in America by *The Daily Meal*, an online publication that reports the latest culinary news and trends around the world.

In addition to food quality, the

rankings were determined by the “food scene of the surrounding area,” as well as nutrition, sustainability, accessibility, events, uniqueness, and the “overall quality of the dining experience.” The results were based on a survey of more

than 2,000 four-year college and university dining programs around the country.

According to Cam Schauf, director of Campus Dining Services and Auxiliary Operations, local food is a driving force for the program,

with more than 48 percent of all items sold and served on campus grown, raised, processed, or wholly manufactured within New York state. The program has partnerships with local bakeries, coffee roasters, farmers markets, and more.



New College Town Development Set to Open this Fall

GRAND OPENING: A 20,000-square-foot Barnes & Noble (shown here in an architect’s rendering) will become the University’s campus bookstore this fall. Scheduled for a grand opening during Meliora Weekend, the store anchors a new College Town development.



STUDENT LIFE

Knit, Purl . . . Boom

A student group brings “yarn bombing” to Rochester.

Interview by Kathleen McGarvey

The student group SOCKS, or Society of Knitting and Crocheting Students, is turning fiber art into street art with “yarn bombing”—a kind of needlework graffiti that has become a global phenomenon.

SOCKS president Bonnie Nortz '15, a double major in mathematics and linguistics from Fairport, New York, has helped guide Rochester's take on the colorful and cozy practice since its beginning.

What is yarn bombing?

Contrary to what you might think, a yarn bombing is not strands of yarn thrown everywhere in a stringy mess. Instead, picture sweaters made for trees.

How do you do it?

The first step is to measure the tree—or lamppost, bridge, statue, car, etc. Then, we knit and/or crochet a roughly rectangular piece of fabric that fits those dimensions. To install the piece, the sweater is simply sewn around the tree.

Do all SOCKS members participate?

Each tree sweater is usually done by an individual member. But for our lamppost sweaters, and for our bench sweater this coming fall, it's easy to divvy the pieces up into smaller, more manageable parts that virtually any SOCKS member can make. Lastly, everyone is invited to help us install the yarn bombing, because the more people we have, the faster and easier it is to do.



TREE COZY: For the 2013 edition of Meliora Weekend, SOCKS created yarn installations incorporating the University's mission statement, “Learn, Discover, Heal, Create—and Make the World Ever Better” (above). Bonnie Nortz '15, Phil Moulton '15, and other group members have been gearing up for this fall (opposite).

What's the biggest challenge for a successful yarn bombing?

It's planning an event far enough in advance. Tree sweaters are around 5 feet tall and 30 inches wide for the trees we've been using, so they take a long time to make, especially if the pattern is complex. One tree sweater I made for our 2012 Meliora Weekend yarn bombing had over 30,000 stitches and incorporated a lace and cable pattern. It's imperative to have the trees measured and the sweaters assigned to members well in advance, usually the summer or semester before.

Do you have plans for Meliora Weekend?

We are definitely yarn bombing for Meliora Weekend! We plan to replicate last year's theme of the “Learn, Discover, Heal, Create” mission statement, with at least one lamppost sweater and, hopefully, some sort of bench sweater. It will be our third Meliora Weekend installation.

What makes it fun?

My favorite thing about yarn bombing is how unexpected a sight it is to most people. I think many people consider knitting and crocheting to be something that only grandmothers do, and only out of sheer boredom. I love to challenge that preconception. I love to show people that knitting and crocheting are fun and vibrant crafts. I love to brighten people's day with something so colorful and out of the blue. I love the look on someone's face as they walk by and realize, “Wait, is that . . . yarn?” **R**



GEORGE EASTMAN



Ask the Archivist: Freshman Week, B.B. King

Questions and answers with Melissa Mead, the John M. and Barbara Keil University Archivist and Rochester Collections Librarian.



THAT SPELLS '68: In fall 1966, the women of the Class of 1968 hosted Frosh Camp for the freshmen of the Class of 1970 in the nearby Bristol Hills, where the juniors posed for a photo.

The picture of the freshman women (“girls” back in those days) getting on the bus brought back fond memories of my orientation in the fall of '64 (Class Notes, July-August). I remember we went to a camp (somewhere in the Finger Lakes I’ve always assumed), and I’ve always wondered what camp it was.—Ann Finger '68

A mere two days after arriving on campus, the women of the Class of 1968 left for the Bristol Hills and Letchworth Camp, run by the 4-H. There they learned University songs and traditions, hiked, and played games, and were back on the River Campus by 11 a.m. the next day for registration.

In 1966, the juniors of the Class of 1968 would host the freshmen of 1970 and pose for the photograph at the top of this page.

Freshman Week dates to 1918, according to a 1926 *Rochester Review*; the tradition of Frosh Camp began in 1924, when 29 freshman men, 11 upper-classmen, and one member of the faculty traveled to the YWCA's Camp Cory on Keuka Lake.

At the same time, women students were attending a three-day “house-party” at Camp Wacona at the Sea Breeze amusement park on Lake Ontario, hosted by members of the junior class. In 1926, one feature of the event was a re-enactment of the history of the University with one junior portraying President Anderson, while another took the role of Azariah Boody's cow.

In 1938, the *Democrat and Chronicle* reported that Frosh Camps for the men were to be discontinued, in the belief that the camp experience was unnecessary in light of the facilities available at the River Campus, then eight years old.

Camp continued for the women students, even after the colleges for men and women merged in 1955. The location changed for the women through the years, and included the Rotary's Sunshine Camp and the YWCA's Camp Onanda at Canandaigua Lake. Class of 1954 alumna Carol Cronk Stoesen wrote in her scrapbook, “Frosh Camp was really loads of fun. Really a terrific way to meet the kids who will become one's life-long friends.”

There was a brief return to Camp Cory for the

Need History?

Do you have a question about University history? Email it to rochrev@rochester.edu. Please put “Ask the Archivist” in the subject line.

men in 1961 and 1962; 1967 saw the last outing to Frosh Camp for women students. A *Campus-Times* editorial reflected on the sobering events of 1968: "The simple, naïve 'Hi Frosh' is a meaningless welcome for the Class of 1972. Rather let us raise our hands in the sign of peace and welcome you to the frontier of the concerned." The activities of the "week" were shortened to four days and the speakers included journalist Russell Baker and, for the convocation address, psychologist Bruno Bettelheim.

While the orientation activities of 2014 have different names, they have the same purpose as those on the schedule for Freshman Week in 1964: convocation, registration, faculty advisor meetings, a bonfire, theater presentations, traditions new and old, and plenty of chances to bond with new classmates. Even Frosh Camp has a modern-day counterpart in FOOT (Freshman Orientation Outing Treks), now celebrating its 10th year.

I remember B. B. King played on campus: can you tell me who opened for him?—Elizabeth Chifari '73

B. B. King was part of the Freshman Week events in 1970. His music was a far cry from the fireside songs of Frosh Camp.

In the *Campus-Times* of September 19, 1970, reviewer Michael Stephens reported that the opening act was Ferguson, Davis, and Jones, and that the playlist was "strictly *Top of the Pops* type numbers with an especially bad rendition of 'By the Time I Get to Phoenix.'"

By contrast, King, with back-up by Sonny Freeman and the Unusuals, did not disappoint, although the heat in the Palestra caused them to take a break: "... the crowd was still stomping and shaking the floor when the house lights were turned on ... it was without a doubt the finest major show at the UR in at least two years."

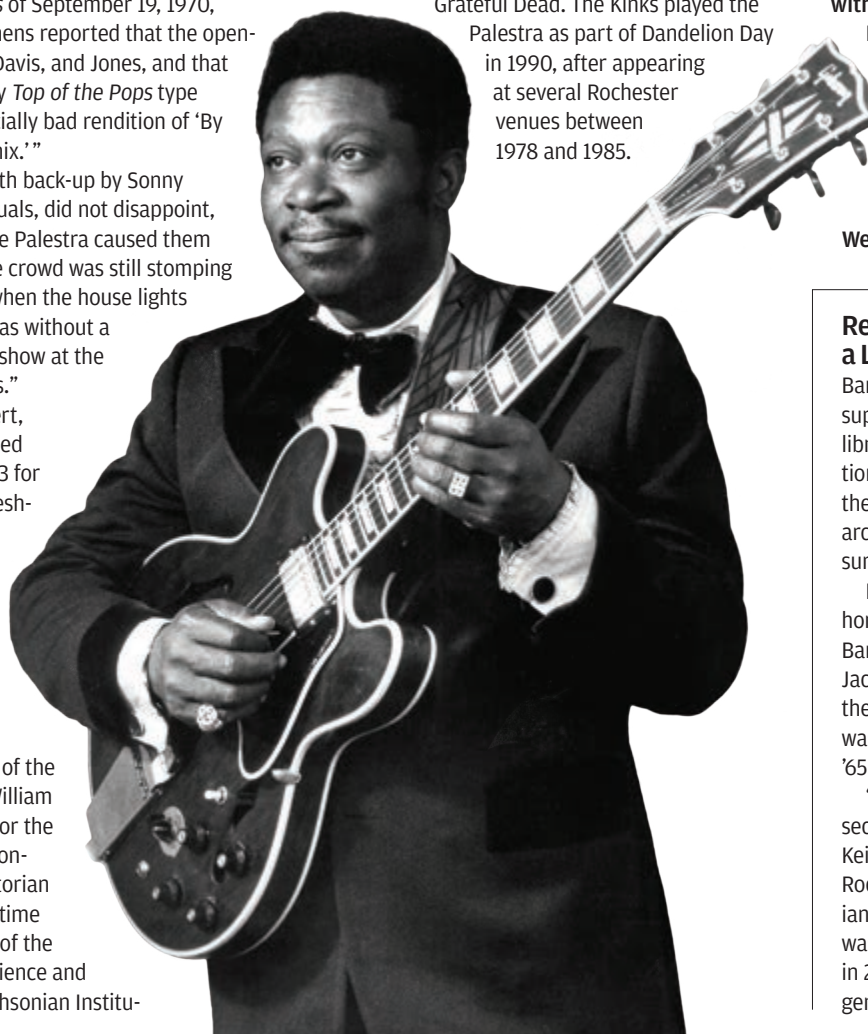
Tickets for the concert, attended by an estimated crowd of 3,500, were \$3 for upperclassmen, and freshmen got in free with their Frosh Week buttons.

As part of their orientation activities, the Class of 1974 would also hear a debate between William Buckley, editor of the *National Review*, and William Kunstler, the attorney for the Chicago Seven; and a convocation speech by historian Daniel Boorstin, at the time serving as the director of the National Museum of Science and Technology at the Smithsonian Institu-



tion and later Librarian of Congress.

The Palestra and its audiences have welcomed many performers, including Billy Joel, Bruce Springsteen, the Goo-Goo Dolls, Peter Frampton, the Violent Femmes, They Might Be Giants, and the Grateful Dead. The Kinks played the Palestra as part of Dandelion Day in 1990, after appearing at several Rochester venues between 1978 and 1985.



FRESHMAN FESTIVITIES: As part of Freshman Week activities in 1970, *National Review* editor William Buckley (above) took part in a debate with attorney William

Kunstler, and blues great B. B. King played the Palestra for a concert that drew an estimated 3,500 people, including freshmen who got in free with their Frosh Week 1970 buttons.

Remembering a Library Patron

Barbara Keil, a longtime supporter of the University's libraries whose contributions were recognized with the naming of the University archivist position, died this summer. She was 93.

Established in 2002 in honor of the generosity of Barbara and her husband, Jack Keil '44, a life trustee of the University, the position was first held by Nancy Martin '65, '94 (MA).

"It is my honor to be the second John M. and Barbara Keil University Archivist and Rochester Collections Librarian," says Melissa Mead, who was appointed to the position in 2012. "I remember their generosity every day."



SCOUTING REPORT

Yellowjackets Look to Build on Past Success

Varsity teams get ready for the 2014-15 seasons.

By Dennis O'Donnell

Many of the Yellowjackets who helped lead last year's athletic success return this season, including 12 who earned All-America honors. Here's a quick look at the 2014-15 athletic seasons:

Fall

Men's soccer: All-Americans Alex Swanger '15 and Keith Grafmeyer '15 headline a returning group to defend the UAA title. Last fall, the team advanced to the Sweet 16 round of the NCAA championships.

Women's soccer: Facing one of the toughest schedules in Division III, the Yellowjackets face two opponents ranked in the preseason top five and could face five teams ranked in the preseason top 25.

Field hockey: Ranked among the best in the country last season, the Yellowjackets are looking to post their eighth straight season of 10-plus victories and return to postseason play.

Cross country: Among the elite teams in the Atlantic Region last year, both the men's and the women's teams expect to be strong this fall. Mark Rolffs '15 will anchor the men, looking to follow in the footsteps of last year's NCAA qualifiers Adam Pacheck '14 and Yuji Wakimoto '14, while Katie Knox '16 leads the women.

Football: Hoping to build on the excitement of a team that won two games in the final minute—one on the final play of the game—the Yellowjackets have two dozen juniors on this year's roster, including all-Liberty League wide receiver Derek Wager '16.

Volleyball: Ten veterans return, including last year's all-UAA setter Xiaoyi Li '15, for a season that includes four early season tournaments, one of which is at home.

SENIOR SCHEDULE: Seniors Alex Swanger (clockwise from left), Ally Zywicki, and Kevin Sheehy look to lead the Yellowjackets. The soccer season for the men and the women got under way in late August while the basketball season tips off in November.



Winter

Swimming and diving: Emily Wylam, formerly at Case Western Reserve University, will debut as Rochester's head coach this year. She leads a women's team that includes returning All-Americans Lauren Bailey '15, Vicky Luan '16, Emily Simon '17, Khamai Simpson '17, and Alex Veech '17. They're joined by All-American diver Danielle Neu '17. Rochester will host the Liberty League championships.

Squash: Three All-Americans—Neil Cordell '16, Ryosei Kobayashi '17, and Mario Yanez Tapia '17—return to a team that finished seventh last year and sent five Yellow-

jackets to the individual championships.

Basketball: Led by senior guards Kevin Sheehy '15 for the men and Ally Zywicki '15 for the women, both teams look to be in the thick of the UAA race.

Indoor track and field: The rosters for the men's and the women's teams each include a half dozen or more of qualifiers from last year's ECAC championships.

Spring

Softball: Seven starters—including Liberty League Pitcher of the Year Brittany Grace '15—return to a team that last year advanced to the Division III championship round for the first time in school history.

Baseball: Led by all-UAA and all-Liberty League outfielder Lance Hamilton '16, much of the lineup returns for the Yellowjackets, who advanced last spring to the championship game of the Liberty League.

Lacrosse: Bolstered by last spring's strong

freshman class, the Yellowjackets produced one of the top defenses in Division III.

Golf: Returning all-freshman team honoree Matt vanNiekerk '17 is expected to lead the Yellowjackets, who shot their best four-man score ever at NCAAs, where they finished 12th nationally.

Rowing: All-American Emily Widra '15 returns to help build on the success of victories by two shells at the Dad Vail national championships in 2012.

Track and field: Both teams are expected to carry strong indoor seasons to the outdoors.

Tennis: Much of the lineup is back for the men, who were ranked 37th nationally last year. The women return with a young roster that finished seventh at UAAs last spring. **R**

Dennis O'Donnell is director of athletic communications.

HIGHLIGHT REEL: Junior wide receiver Derek Wager (clockwise from top left), senior pitcher Brittany Grace, junior outfielder Lance Hamilton, and senior swimmer Lauren Bailey return this year for the Yellowjackets.