



Jim and Carla Froehler of People's Pottery Inc.

Jim and Carla Froehler know what it means to be successful. And it's not just because the husband and wife team has grown People's Pottery Inc. from two stores to 50 in only four years. Nor is it based solely on the fact that they captured the Number One spot on Rochester Chamber of Commerce/KPMG Top 100 list of the fastest growing private companies in the area.

It has more to do with being able to sit back and say that you truly love your work. All of the honors that result from that love and dedication are simply icing on the cake.

Jim, a Rochester native who earned both his undergraduate degree and MBA from the College of Business, and Carla, who hails from Easton, Pa., and earned her degree at Bloomsburg University, purchased People's Pottery Inc. in 1996. At the time, there were only two stores, the original shop in Ithaca, N.Y., and one in Syracuse. The business, which sells unique, handmade in America, functional art, decorative home furnishings, and personal accessories, was a dream of the Froehlers, as well as a great opportunity. "When Carla saw the merchandise, she realized that this was a niche that wasn't currently being offered," says Jim.

The couple embarked on their adventure, confident that by the end of the decade they would be running a 50-store chain. They put their faith in each other and in their successful track record. Both had been associated with Hickory Farms of Ohio, where they helped shift the strategy from permanent to

seasonal stores, as well as with San Francisco Music Box Co., Borders Books and Music, and World of Science, where Jim served as president for six years.

But just four months before they signed the papers that would start them toward their goal, they received crushing news. Carla had breast cancer. The diagnosis did nothing to diminish her spirit, though. "I focused on the business. This was a dream come true, and nothing was going to stop us," she says.

Despite chemotherapy, surgery, radiation treatment, and more chemotherapy, Carla missed only one day of work. Today, tests show no sign of the disease.

But as one obstacle is overcome, another appears. "Financing, acquiring the capital, that's the fuel that the company requires to spread its wings. That's always a challenge," Jim says. And this company plans to spread its wings ever wider. The Froehlers continue to explore new opportunities to build People's Pottery as a national brand. Their plans include continued aggressive expansion of stores and locations as well

JUST THE FACTS:

- Jim, 52, and Carla, 44, live in Pittsford and have three children.
- The company's 50 seasonal and permanent stores are located up and down the East Coast and in California and Texas.
- Sales for People's Pottery run about \$500 per square foot, more than twice the mall national average of \$230.
- Merchandise prices range from \$10 to \$1,500.
- People's Pottery opened in a converted grocery store in 1972 in Ithaca, N.Y.
- Learn more about People's Pottery at www.peoplespottery.com



*Jim and Carla Froehler
of People's Pottery Inc.*

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VandenBrul Awards

Christine Whitman, chairwoman, president, and chief executive officer of Rochester-based CVC Inc., uses her experience and a strong set of goals to guide her. The result: a company that is continually able to deliver the equipment, the processes, and the customer support to help its clients be the first to market with their next-generation products.

The success she has generated at CVC earned Whitman the 2000 Herbert W. VandenBrul Entrepreneurial Award, and she was honored by the college in late March with an invitation-only luncheon in the Center for Integrated Manufacturing Studies.

“Christine Whitman exemplifies the true spirit of this award,” said Dean Thomas Hopkins. “Her visionary leadership, passion to delight customers, and commitment to embracing innovation and change have helped her build CVC into a worldwide industry leader.”

CVC is a worldwide supplier of cluster tool equipment for the fabrication of thin film recording heads, semiconductor devices, and optical components for the telecommunications market. Founded in 1934 as Consolidated Vacuum Corp.—a spin-off of Eastman Kodak Company—the publicly traded company’s products address the fastest growing market segments of the semiconductor and data storage equipment industries.



The 2000 Herbert W. VandenBrul Entrepreneurial Award was presented to Christine Whitman (second from left), chairwoman, president, and chief executive officer of CVC Inc. Among those attending the luncheon in her honor were (from left to right) Thomas Hopkins, dean, College of Business; Bill VandenBrul, representing his father, who was unable to attend the event; and President Albert Simone, RIT.

Whitman joined CVC in 1978 as a product manager within the marketing organization, progressing to vice president of marketing and research. In 1990, she formed an investment group that purchased the company and was appointed to her current position.

The Fairport native’s direction and customer focus have helped CVC flourish. Since Whitman took the reins, the company has added approximately 295 employees and has seen revenues grow. In its first quarter as a public company, CVC posted revenues of \$25.2 million, up from \$14.7 million a year ago. It is rapidly advancing as one of the most innovative manufacturers of

leading-edge semiconductor material processing equipment products.

The Herbert W. VandenBrul Entrepreneurial Award, created at RIT in 1984, goes annually to an individual who successfully developed a business that improved the Rochester economy or whose innovative management skills changed the course of an existing business. Past winners have included Norman and Nelson Leenhouts, Home Properties of New York Inc.; Dilip Vellodi, The Sutherland Group Ltd.; L. Michael Hone and Jay Eastman, PSC Inc.; Valerie Mannix, Mercury Print Productions; and Charles and Burton August, Monro Muffler Brake Inc.

M&T Minority Scholarships

A unique new partnership between the College of Business and M&T Bank will present opportunities for some local students to gain a solid educational foundation and the practical experience necessary to succeed in today’s workplace.

The M&T Urban Scholars Program, which begins in the fall of 2000, is made possible by a \$50,000 gift from the bank. Students selected for the program will receive a partial scholarship to study in the College of Business. They will also be assured summer work and co-op opportunities at M&T, which will enrich their academic course work and provide a real-world application for their classroom lessons. Finally, a mentoring program will link M&T Urban Scholars with members of the M&T team. These



individuals will be able to offer encouragement, support, and advice to the Scholars as they hone their skills year by year.

The first Scholars will be announced early this summer and arrive on campus this fall. Representatives from both the College of Business and M&T Bank hope that this program becomes a model for other businesses and organizations. The goal is to create a consortium of complimentary partners who support educational opportunity in the region.

E/Step Software Group

The College of Business recently received a \$189,588 gift of software from E/Step Software Inc., the second gift from the company in a year. E/Step has provided the college with maintenance support licenses for three different Finished Goods Series (FGS) software modules. FGS is an integrated, PC-based software package designed to help companies reduce finished goods inventories and improve customer service by computing accurate inventory targets.

This gift will help students in the Manufacturing management and leadership graduate program comprehend the real-world applications of the forecasting and inventory management theory models they learn in class.

"Our hope is that by having our software available to them, RIT students will go out into industry with a much better understanding of the close relationship between service and inventory. We feel it's very important to educate the people who are the future materials managers, vice presidents, and CEOs. They need to have hands-on experience, and we are providing some of the tools," says John Estep, president of E/Step Software.

George Johnson, professor of operations management, applauds Estep's commitment to preparing tomorrow's leaders. "By his donation, Mr. Estep supports the education of our students and potential research projects with state-of-the-art planning software," he says.

Greetings from the Dean

I am delighted to report that in February the College of Business faculty unanimously approved the addition of a new e-business certificate to the college's slate of offerings. Pending New York State approval, we anticipate that this six-course certificate program will be available in the fall. The program will focus on the business "to" business (B2B) marketplace and will be available in both distance learning and standard classroom format.



Tom Hopkins

In designing this certificate program, the College of Business worked closely with six industry partners to develop a curriculum that will provide students with the knowledge required to utilize the Internet as a fundamental business tool. The certificate program comprises four required courses and two electives. It will offer the flexibility to allow technical specialists to gain knowledge of business strategies and processes, while at the same time offering business and marketing specialists the opportunity to gain technical expertise.

For further information on this exciting new program, please contact Marty Burris at 716-475-2294 or e-mail mjb0864@rit.edu.

Thomas D. Hopkins

Alumni Profiles continued . . .

(Continued from page 1)

as an enhanced e-commerce site and catalog.

The success that they have encountered has made the Froehlers only that much more determined to give something back. "We always felt that if we were going to be a successful and respected business, we would need to get involved with the communities in which we operate," says Jim.

To that end, People's Pottery hosts annual breast cancer awareness benefits in some of its stores. Last year, they were held in Rochester, Cleveland, and Norfolk, Va. The

Froehlers hope to eventually have a benefit in every one of their stores each November. "This is one of the very important things we do," says Carla. "With every donation we make we are getting closer to finding a cure." Jim agrees. "After Carla's battle and her success, we realized we were really unaware of how pervasive breast cancer is in this country and how important early detection can be. It can truly make the difference between life and death."

The Froehlers also take great pride in their commitment to higher

education. At the Rochester Top 100 luncheon last November, they presented RIT and each of four other local colleges with \$10,000 worth of People's Pottery stock. "We did that because we know the importance of a good education and of RIT and what they do, which is to give a leg up to every student who graduates and goes out into the working world," says Jim. "What Carla and I have accomplished is a direct result of higher learning."

McClure Lecture

As e-commerce grows in scope and importance each day, many strategic unknowns surface. How will it change the way people work together? Who won't be showing up for work in the new millennium?



Eugene Fram

Eugene Fram, the J. Warren McClure Research Professor of Marketing, offered some answers to these questions when he presented the fifth biennial J. Warren McClure Lecture, "On the E-Commerce Speedway—Who Will Be Sidelined?," in early November.

"I pick topics that I feel have a lot of business appeal," says Fram. "This is certainly one such area."

Fram discussed e-commerce issues in sales and distribution areas where outcomes are now

developing. He concluded his talk with four e-commerce predictions based on his recent analysis.

- Though the media will focus on Internet sales at the retail level, the major changes and benefits will take place in the business-to-business arena. The result: many sales-type intermediaries will be sidelined as e-commerce takes over their functions.
- Price wars will become more widespread as everyone gains greater access to comparative pricing.
- Manufacturers will move toward more direct selling in an attempt to quietly overcome the advantage currently held by retailers.
- As firms struggle with price wars, electronic capability will likely reduce selling and marketing support costs.

The good news for businesses, according to Fram, is that they will see greater return on their sales and marketing dollars. The down side is that sales personnel are likely to experience significant personal trauma as jobs quickly disappear. "Get ready for changes, even if you have to cannibalize some untouchable basic sales streams," says Fram.

The presentation included respondents Bal Dixit, president and CEO, Newtex Industries, and chairman of the board, Federal Reserve of New York, Buffalo branch, and Robert Boehner, RIT Distinguished Lecturer in Management and former vice president, World Wide Channel Development, Xerox Corp.

FACULTY/STAFF NOTES

APPOINTMENTS

Linda Chamot joined the Student Services Office in February and is one of the welcoming faces you will see at the front reception desk. Linda will be working with scholarship programs and will also support the college's recruitment efforts.

FACULTY/STAFF NOTES

Eugene Fram, *J. Warren McClure Research Professor of Marketing:*

Presented the Fifth Biennial J. Warren McClure Lecture, "On the E-Commerce Speedway—Who Will Be Sidelined?" in November 1999.

Paul Jacques, *former RIT student and adjunct professor, who teaches Quality Concepts:*

Had his doctoral paper chosen as the "best doctoral student paper" in the Human Resources Division by the Academy of Management at State University of New York at Binghamton.

Bruce Oliver, *professor of accounting and director of the Frank D. Bertch Center for Business Ethics:*

Represented the northeast region of the American Accounting Association at the annual March meeting of the national organization's governing body, the Association Council.

Participated in a forum on Securitization of the Tobacco Settlement Money at the Monroe County Legislature.

Victor Perotti, *assistant professor, management information systems:*

Presented "Electronic Commerce and The New Economy" at the College of Business Alumni Executive Breakfast Briefing in March 2000.

Sandra Rothenberg, *assistant professor, management:*

Co-published "Suppliers and Environmental Innovation: The Automotive Paint Process," in the *International Journal of Operations and Production Management*, volume 20 (2). Pp. 166-168 (with Charlette Geffen).

Stanley Widrick, *department chair, management, marketing, and decision sciences:*

Co-author of *Power Marketing* with alumnus John Sturge (BS '68).

Presented "Power Marketing" at the Alumni Executive Breakfast Briefing in October 1999.

Created a Web site that provides information linkages to 22 central and eastern European countries through the College of Business Center for International Business and Economic Growth. (On the Web, go to www.cob.rit.edu; under Student Services and Resources click on Centers and then click on International Business.)

FACULTY PROFILE

Victor Perotti's mother teaches business communications at Ohio University. His father is a management information systems professor at the same school. It's no wonder then that their son is teaching MIS at an institute of higher learning. It's also no surprise to those who work with him and learn from him that he is this year's winner of RIT's Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching.

"Victor is an outstanding faculty member," says Steven Gold, department head. "He is very concerned about his students and their learning environment, and that comes through."

Since joining the College of Business in 1997, Perotti has made quite an impact on students by "doing little instructing," he says. Instead he fosters an environment where students learn from each other and where he plays the role of a facilitator. "Fundamentally, I believe that an active student is more interested and learns more than a passive one," he says. "One of my greatest rewards in teaching is to experience the intelligence and creativity of my students when they are given the opportunity to think and create for themselves."

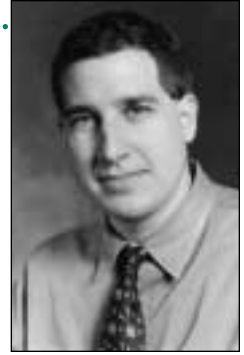
Perotti provides those opportunities in several ways: he creates authentic problems for his classes to pursue, he encourages student-to-student interaction, and he offers frequent and extensive feedback. The difficult part of all of this, he says, is holding back. "Based on the way I work, I spend a lot of time helping my students but not giving them the answers. That can be tough. But it's important. Allowing them to discover the answer on their own—in my mind that's where learning comes."

In addition to his teaching assignments, Perotti spends time working with College of Business students as an adviser to the MIS Student Team and the Linux Users Group. He also works with a group of students in the executive MBA program.

"Vic is a warm, compassionate individual, and his honesty, integrity, and behaviors provide a constant role model for the young professionals we work with in the college," says Debbie Kingsbury, assistant director of student relations, College of Business.

A native of Athens, Ohio, Perotti earned BS and MS degrees in computer science, as well as MA and Ph.D. degrees in cognitive psychology, all from Ohio State University. Before coming to RIT, he worked as a visiting professor at Ohio University College of Business.

The Richard and Virginia Eisenhart Provost's Award for Excellence in Teaching was created to recognize the fundamental importance of quality teaching to the value of the education process; support faculty who have taught three years or less in their pursuit of teaching and leadership in the campus community; nurture an academic climate where quality and instruction can thrive; and enhance teaching as a profession. The name of the award reflects the generous support of the Eisenharts, whose family also endowed the Eisenhart Awards for Outstanding Teaching given in May.



Victor Perotti

Director's Column



Mary Kay Bishop

Your gift to the Annual Fund is an important brick in building a foundation for success.

Alumni often say, "My small gift cannot possibly make a difference." This is just not true!

Each and every gift to the College of Business Annual Fund helps the college build a solid foundation for success. Think of our buildings here on campus. Each one gains its strength and form not from one brick but from thousands of bricks joined together. College of Business alumni, through support of the Annual Fund Program, can unite to form a solid and impressive foundation that will enable the school to build for the future and make you proud to say that you are an RIT graduate.

The Annual Fund provides the resources that enable the college to meet the ever-changing needs of our students and faculty. These funds support innovative new programs and encourage initiatives that may fall beyond our normal budgetary process.

Please add your name to the list of more than 1,000 alumni who have already made their contribution to this year's College of Business Annual Fund. Use the form on page 7 to send your gift today. In doing so, you will be helping to strengthen and shape the future of a wonderfully dynamic educational institution—the RIT College of Business.

Mary Kay Bishop, Director of Development, 716-475-7477 or e-mail: mkbdsr@rit.edu

Alumni Notes

David A. Bardusch (BS '92) received an award for "Outstanding Contribution to the Rental Industry" at the Taylor Rental Franchise Convention in Orlando, Fla. The store was selected from more than 700 stores nationwide.

David L. Ciocca (MS '98) is president of DLC Capital Management, Inc., a Rochester-based investment advisory firm.

Denise T. Dragoone (Rayo) (BS '93) has a new position as credit manager at Eastman Kodak Company.

Thomas M. Farace (BS '76) joined the law firm of Nixon Peabody LLP as a partner in the private clients group.

David M. Isabella (BS '69) is senior vice president and financial adviser at Morgan, Stanley Dean Witter.

Stephen A. Loder (BS '76) and his wife, Gale, have published two venison cook books, *Quality Venison* and *Quality Venison II, All New Recipes and Deer Tales Too...* The books can be ordered directly from Loders' Game Publications, Inc., P.O. Box 1615, Cranberry Township, Pa. 16066

or from Barnes & Noble or Borders bookstores.

Robert M. Palmer (BS '92) is president of Capital Home Mortgage in Charlotte, N.C.

Susan L. Pierce (Allen) (BS '68) has been named human resources generalist at the University of Rochester. She and her husband, Norm, recently moved to a new home in Webster. They have two grown daughters.

Laura B. Scott (MBA '91) was promoted to chief information officer at ExxonMobil Films Business.

Jonathan M. Stern (BS '95) has been promoted to managing Associate with ZA Consulting in Boston, Mass.

John Sturge (BS '68), president of Marketech Associates, is co-author of *Power Marketing* with Stanley Widrick, chair of the college's department of management, marketing, and decision sciences.

Sabrina M. Voll-MacDougall (BS '83) and Patrick are the proud parents of Micayla Noel, born on December 27, 1999. Micayla has a big sister, Haley Rose, 4½ years old.

COB Staff Member Recognized for Outstanding Citizenship



Debbie Kingsbury

Debbie Kingsbury, assistant director of student relations for the College of Business, was honored at RIT's third annual Staff Recognition Awards ceremony. The awards honored three individuals and a team for outstanding work above and beyond normal duties. Debbie received the individual award for Outstanding Citizenship within the RIT community. She was described as an unselfish, caring, mentoring, and always-giving-100 percent role model. Kingsbury demonstrates her giving back/volunteerism philosophy by working with extracurricular programs like the Rochester Area Youth and Youth/Prevention Partners conferences and as a student advocate and adviser for the Jefferson Middle School.

"Debbie makes every interaction a positive learning experience, and her unselfish focus is always on what can be done to make things better," said David Edborg, vice chair of the RIT Staff Council. According to Debbie, "Winning the Outstanding Citizenship Award from Staff Council is a great honor—and one I share with all the wonderful people I work with in the college and at the Institute, especially the College of Business students. You can't be an 'outstanding citizen' without working in a great community."



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Your Daily Business Resource
can be found at the College of Business
re-designed Web site www.cob.rit.edu

Tradition Continues into the New Millennium

The Class of 2000 continued the tradition of the Class Gift Program. According to Nick Leonard, a member of the Class Gift Committee, "We decided to kick off our fund-raising campaign on Spirit Day with a new, exciting, and unusual event, cream the faculty. Students, faculty, and staff purchased raffle tickets for chances to throw a whip cream pie at the faculty member of their choice. The lucky winners got two chances to hit their mark while the crowd cheered them on. Thanks to our good-natured volunteers, the event was a huge success and raised more than \$350 dollars towards our \$2,000 goal."

Students voted to establish an outdoor picnic and relaxation area for the college. Other activities to raise money included a raffle for a Palm Pilot V; a bottle drive; and a student, faculty, and staff campaign that ended with the Class Toast. "The Class Gift Committee is very grateful to the brave faculty volunteers, Dan Joseph, Tim Babbit, Bob Barbato, Bruce Oliver, Vic Perotti, Neil Hair, Dan Tesson, and Don Wilson," said Nick Leonard. You can see digital photos of the faculty with pie on their faces by logging on to the college Web site at www.cob.edu; click on Spirit Day 2000.



Professor Bob Barbato took a pie in the face during the college's annual Spirit Day Celebration. Students, faculty, and staff who made donations toward the Class of 2000 gift were entered in a raffle to win a chance to throw a creamy treat at one of eight professors who volunteered. The event raised over \$350.

RIT COLLEGE OF BUSINESS ANNUAL FUND

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Let us know if you have moved or plan to move in the near future so that we can update our mailing lists to make sure you continue to receive *Dividends*.

Share your news with us. Tell your fellow alumni about your recent promotion, new additions to the family, travel, retirement, awards, civic and volunteer activities. Send us your press releases, newspaper and magazine articles, and photographs.

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Year of Graduation _____ Degree _____

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