

# FOXtalk

Marist College | School of Communication & The Arts

Winter 2014 • Vol. 5

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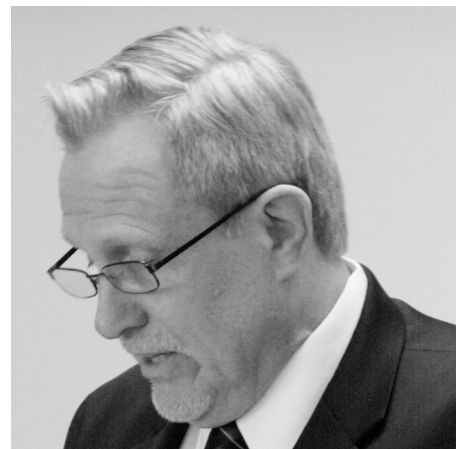
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photos by Sabrina Clark, '12



## A world of opportunities

**M**arist College is a leader in global engagement. As this issue of *Foxtalk* so clearly demonstrates, one component of global engagement at which we excel is providing students with study abroad opportunities. Excellence in study abroad experiential learning is made possible by forging partnerships through which we offer students enriching educational experiences. Our partnership with Lorenzo de' Medici Florence comes to mind and our vibrant branch campus.

Closer to home in the School of Communication and the Arts, the Fashion Program is a leader in cultivating partnerships that yield study abroad learning opportunities. Program Director Radley Cramer and his Fashion colleagues, collaborating with Marist International Programs, formed a highly successful partnership with Mod'Spé Paris. Fall and spring semesters fashion students now live and study in Paris. Efforts to expand the program to include a Paris summer pre-college institute are underway. Fashion is also in discussion with Hong Kong Polytechnic University to establish a similar arrangement for a semester-long study abroad partnership, and three fashion students studied in Hong Kong this fall semester. Moreover, this past fall term Dr. Keith Strudler visited Florence to establish a sports communication

certificate program and make progress toward expanding Communication's course offerings.

The next step in making global engagement a broad-based reality is bringing to the Marist Poughkeepsie campus internationally renowned faculty. I am pleased to note that it is our own Art and Art History Department leading the way in this important initiative. Under the leadership of Department Chair Donise English and Gallery Director Ed Smith, and in collaboration with their colleagues in the Art and Art History Department, we launched the Faculty Exchange Program this past fall semester. The Faculty Exchange Program is a critical and much needed component of our global engagement effort. As part of the new program, Alastair Strachan of Glasgow Kelvin College was on campus during the week of November 11. I was privileged to attend the formal program launch, at which time the Marist community was introduced to Al. Al's lecture and presentation of his work were simply outstanding, and I can't imagine a more qualified and compelling speaker to launch the new initiative. During his stay Al met with students in and out of class, and he also gave a special presentation to the Dean's Circle students followed by an informal dinner. As part of the Faculty Exchange program, during the spring 2013 term a Marist art

faculty will be hosted by Glasgow Kelvin for a week-long visit.

I am pleased to say that assuming a leadership role in global engagement to enhance student learning is among the School of Communication and the Art's numerous College-wide accomplishments.

*Steve Rolston*

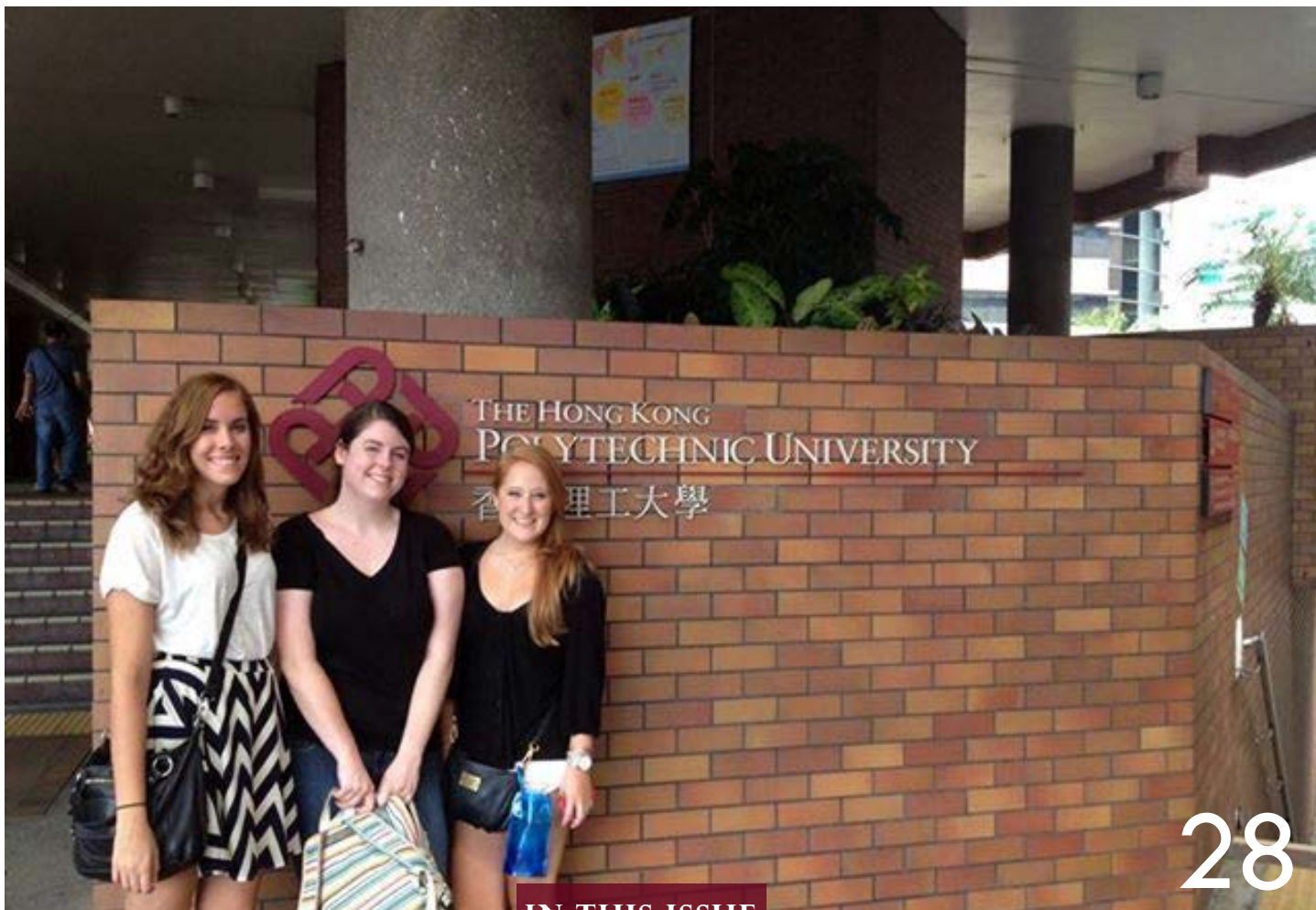
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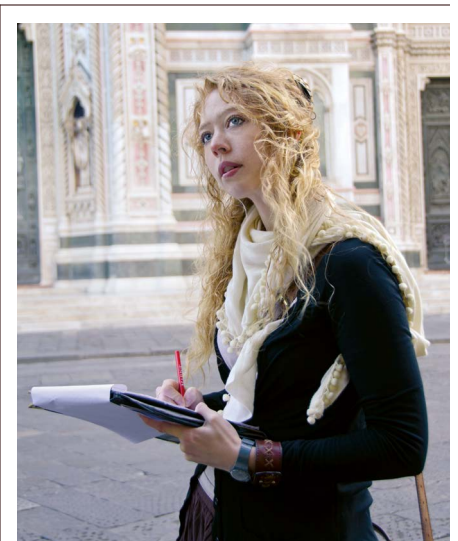
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Cover photograph by Victor Van Carpels, of Griffin Verheyden, '12, a digital media major, while in she studied abroad in Florence, Italy.



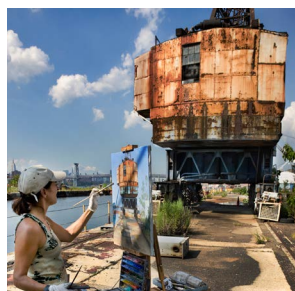
## Digital Media major wins Fulbright

Heather Ayvazian, '13, a digital media major, with a minor in photography, from Franklin, MA, will travel to Malaysia in January 2014 to teach English to middle or high schools students. The Fulbright is the flagship international educational exchange program sponsored by the U.S. government, designed to increase mutual understanding between the people of the United States and those of other countries. Avazian hopes to put her digital media skills and passion for teaching and travel to work for a nonprofit with an international focus. An experienced traveler, she looks forward to traveling to Asia for the first time as a Fulbright scholar.

Painting by Ethan Kolwaite, '14, "Organic Mechanics"



Photos courtesy of Pamela Talese and Alastair Strachan



From left: Pamela Talese, painting en plein air; Talese's painting rig; Alastair Strachan.

## MARIST PRESENTS: Pamela Talese and Alastair Strachan

The Art Department hosted several speakers in the fall 2013 semester as part of their Leaders of Creativity Series, two of whom were painter Pamela Talese and painter Alastair Strachan.

Talese is an on-site painter known primarily for her work throughout New York City. Since 2005, Talese has focused on its maritime industries, the warehouses on the waterfront, and the ships that come to the Brooklyn Navy Yard for painting and repair.

"Rust Never Sleeps: Corrosion and Renewal in Maritime/Industrial New York" was the title of Talese's 2009 exhibition, which included paintings of waterfront industrial sites and working-class neighborhoods that

were either still active or in recession. Considerations about growth and decay are still relevant and was the basis for her talk.

Through her study and painting of buildings, ships, and public spaces, Talese also considers the aspirations of their designers, and whether their original intent endures or can accommodate new uses. On a more tactile level, she pays close attention to the application of craft and materials, and how they weather over time. Appreciation of time is always central to Talese's work, as is the physical experience of standing out in the scene that she's painting.

Strachan is a Glasgow-based artist born in Scotland. He is a painter

and currently is a full-time lecturer at Glasgow-Kelvin College. His teaching credits include Assistant Professor of Painting, NSCAD University, Halifax, Nova Scotia, Canada and lecturer at Cardonald College, Glasgow and others. Strachan has exhibited and traveled widely. His solo exhibitions include: Oberpfaltzer Kunstlerhaus, Schwandorf, Germany, the RGI Kelly Gallery, Glasgow, the Bellshill Cultural Centre, the Motherwell Civic Centre, Rotherham Art Gallery, Artspace, Aberdeen and many more.

During his talk, he discussed his work as well as the art culture in Glasgow. Many of the paintings he showed focused on the city of Glasgow itself.



*Five minutes with //*

## Christina Ayson

Class of 2013, Studio Art major, Art History

Christina Ayson wants to pay it forward by becoming a professor and mentoring students like she has been mentored by the Art Department at Marist. Serving as an academic role model within Art History and Studio Art, she has experienced many different internships and hopes to specialize in Southeast Asian Art in the future.

**Favorite Class Taken at Marist:** I studied for a semester at Marist's Florence, Italy, branch and experienced my favorite class during my college career. It was called Hidden Meanings in Renaissance Art. The course was geared toward Art History majors so it was very specialized and focused so we were able to get more in depth into the subject that I really enjoyed. Similar to all Marist faculty, the professor seemed to enjoy this topic so much that it was very apparent and it became contagious that I became even more immersed into the subject.

**What made you decide on your selected major?** I feel as though the arts are something that people push aside as being frivolous and not as important in society. But, I believe it holds a lot of impact in societal issues, social change, history and more. My hope is that I can provide insight to others and portray the arts as a meaningful field that everyone should appreciate in one way or another.

**What are your goals and plans for after graduation?** I'm graduating in December but this next spring I'll be coming back to Marist to co-curate an art show at the Steel Plant Gallery in spring 2014 with Professor Ed Smith. I also plan to find another internship for spring 2014, hopefully within my specific topic of interest which is Southeast Asian Art and then eventually enroll in Graduate School. Currently the two graduate programs I am most interested in are Stanford University and the University of Singapore. My end goal would be to teach at a university, to impart my knowledge and mentor students like I was mentored here in an

academic community. I'd also like to bring life to a subject matter that is not commonly taught within Art History and broaden the reputation of Southeast Asian art in the future.

**What were your most beneficial experiences as a student in the School of Communication the the Arts?** The opportunity to work one-on-one with Marist many faculty. I feel the Art Department has a strong sense of family. The professors want to help you to strive and look beyond the small goals and concentrate on the larger lifelong goals. I've worked with faculty to broaden my horizons in the art community, challenging myself to get out of my comfort zone and working to become a well-rounded individual personally and professionally.

**At what internships do you believe you gained the most experience?** I have completed two internships and am currently working at my third. I would have to say the most beneficial was by far at the Smithsonian's National Museum of the American Indian in New York City while I participated in Marist in Manhattan. It was a dual department internship where I was able to experience two different aspects of the museum. My favorite area was the contemporary art curatorial department as we were able to visit other locations to experience new art and visit artist's studios and their homes to evaluate art pieces to potentially display. It was really interesting and a different experience every day.



Photos by Al Nowak, On Location Studios



## Alumni-student networking night a success

Communication students had the opportunity to speak with Marist alumni in New York City on Feb. 11 at a networking event hosted by the Communication Internship Department at the offices of Taylor, a marketing communications company, which is located in the Empire State Building.

"I thought this event was the best one yet (we've run three in NYC) in terms of energy, engagement and participation. The students were very active and the alumni never took a break - a sign that things were humming and everyone was engaged," Prof. Gerry McNulty, director of Communication & Media Arts Internships, said.

The turnout for the event was 34 students and 13 alumni.

McNulty and Deborah Porter, the internship coordinator, began planning this networking event immediately after last year's event.

"The networking event was perfect because it was a great way to meet very accomplished professionals, while still staying in the comfort of our wonderful Marist family," Kelsey Odom, '13, a journalism major, said.

Odom's advice for younger students is to attend these networking events, and to be yourself.

"All of those people we met were in our position once too and there's no



sense in trying to act like you have all the answers. This event was to our benefit, so use it to the fullest advantage and ask any and all questions," Odom said.

One of the alums, Kristen Spirko, '09, is an account executive at Taylor and is currently enrolled in the Marist Integrated Marketing Communications Graduate Program (expected to graduate summer 2014).

Spirko was pleased with the turnout of the event and how prepared the students were.

"I'm always impressed by Marist students, and this was no exception. Students came prepared with printed resumes and business cards, and most importantly, lots of questions. You could really appreciate the strength of the internship program at Marist in speaking with these students, who were eager, professional and enthusias-

tic about the opportunity," Spirko said.

Spirko said that networking is so important in communications fields, especially for college graduates.

"Marist has a unique alumni network that is so important to tap into. It is great that Marist is guiding student in making these connections, and it is the responsibility of those in attendance to follow-up with alumni to build the relationship further," Spirko said.

After collecting anonymous surveys from the participating students, McNulty said that most of them found the event to be very helpful.

"Most alumni said they thought the students were serious and well-prepared. Most students said they connected directly with specific alum and plan to stay in touch - and that's what we want," McNulty said.

Networking events like this one occur annually.—GINA ROSE SIRICO, '13



## Five minutes with //

# Jeffrey Holmes

Class of 2014, Communication major, Journalism concentration

Jeff Holmes has been a true leader on campus as president of Marist Ambassadors, a group made up of over 180 students that acts as liaison between the admissions office and prospective students. In addition, Jeff spear-headed the creation of the Society of Professional Journalists on campus, and now serves as its president.

**Favorite Class Taken at Marist:** Public Affairs Reporting. It was first offered last year with my advisor professor Kevin Lerner. This class allowed us to get hands-on experience in reporting within the Poughkeepsie area, similar to an internship. We had a variety of stories that related to crime, politics, local hotspots, etc. In addition we spoke with councilmen, business owners and other community leaders. These interactions allowed us to network effectively, find reliable sources and as a result write quality pieces.

**What are your goals and plans for after graduation?** I am currently keeping my options open. I'm researching and applying to graduate programs such as Columbia, NYU and Northwestern. Northwestern has a combined Master's program in Journalism and Integrated Marketing, which is my top choice at the moment. I'm also applying for a variety of jobs but my focus is on public office political campaigns to work on their social media and marketing.

**What have been your most beneficial experiences as a student in the School of Communication and the Arts?**

The formation of great relationships with my professors. These relationships have allowed me to learn so much and they have given me the opportunity to meet and have dinner with people such as Jake Tapper, Chief White House Correspondent and an anchor on CNN. I've also been invited to attend the 2013 Poynter Institute's Gala & Panel Discussion with speakers from both the Obama and Romney campaigns, along with Chuck Todd from NBC news and

other personalities from various news agencies to discuss campaign coverage.

These events allowed me to learn from industry professionals firsthand and to network at an early stage in my career.

**At what internship(s) do you believe you gained the most experience?**

I've been lucky enough to have my best working experience right here on the Marist Campus with the Admissions Office working directly with the Director of Social Media and Online Initiatives. I've been fortunate enough to get hands-on experience with all of Marist's social media accounts and have created different campaigns to connect with prospective students. A recent project we started in August 2013 is the Live Chats with prospective students via Google Hangout, these have attracted 100 to 150 prospective students each time.

**What will you miss most about Marist?**

The people; I came from a small community and when I came to college I was really looking for that community feel and I found it here at Marist.

**Has Marist prepared you for the real world? How?**

Yes, definitely. I feel as though Marist starts preparing you as soon as you're accepted. The overall message is, "Congratulations on your acceptance to Marist but you have to start thinking about life past Marist quickly." Marist drills into your mind that these four years go by quickly and you must take advantage of the opportunities offered to you.





## Marist shines at fashion scholarship awards gala

When the stars of the New York fashion world gathered at the Waldorf Astoria in early January to honor industry leaders present and future, Marist students were front and center.

The YMA FSF Geoffrey Beene National Scholarship Awards, among the industry's most prestigious competitions, drew entrees from the country's top 41 fashion and business programs, including Harvard, the Fashion Institute of Technology, and the Savannah College of Art & Design, in addition to Marist. By night's end, Marist students had captured six \$5,000 scholarships, one \$10,000 scholarship, and one of only four \$30,000 Geoffrey Beene Scholarship awards, which went to Nicole Rodgers, a junior fashion design major from Byfield, Mass. The New York Times mentioned Marist in its coverage of the event, which also featured industry achievement awards for designers and others.

To succeed in the scholarship competition, students had to demonstrate both fashion and business savvy in a case study that called for the creation of a pop-up shop for a fashion retailer that incorporates the latest technology. Scholarships were awarded based entirely on merit, taking into consideration the applicants' GPAs, the completion of a case study project, a personal essay, and an interview with a YMA Fashion Scholarship Foundation (FSF) Ambassador.

"I could not be more pleased with the hard work and well-earned success of

our students and the superb mentoring of these students by the fashion faculty," said Fashion Program Director Radley Cramer, who, along with several members of the fashion faculty and members of the College's senior administration, turned out to support the scholarship winners. "These students will become the next leaders of the fashion industry."

With eight winners overall, Marist's showing at this year's event was its best ever. In terms of total awards among the 41 schools, it finished behind only Cornell University, which had nine winners. Relative to the size, however, Marist had the most winners among the field.

Marist winners were: Maria Catalano, a sophomore fashion design major from Collegeville, Penn.; Kellie-Anne Cerini, a junior fashion design major from Nesconset, N.Y.; Philippa Hatch, a junior fashion design and fashion merchandising double major from Middletown, Md.; Jill Hub, a sophomore fashion design major from Pompton Plains, N.J.; Dana Liu, a junior fashion design major from Northport, N.Y.; Paige Palermo, a senior fashion merchandising major from Saugus, Mass., who won \$10,000 in recognition for her being one of the top six applicants with the highest overall rating of their proposals; Marissa Wilson, a sophomore fashion design major from Howell, N.J.; and Nicole Rodgers.

Because of the prestige of the YMA/FSF Geoffrey Beene awards, Cramer

said, their ultimate worth to the winners goes well beyond their dollar value. "Scholarship winners are sought after by leading fashion companies. They participate in a variety of events and internships that put them in direct contact with industry leaders. At the top level, the Geoffrey Beene award, the visibility for the student is even greater."

Rogers said: "I chose Marist because of the great opportunities it presents. What sets Marist apart from other fashion schools is the well-rounded liberal arts education that fashion students are receiving along with their degree." As a high school student in Byfield, Rogers was always creatively inclined. Fashion drew her interest because it provides an opportunity for everyone to be creative in their own way every day, in all circumstances. "What I love about fashion is that you are creating an outlet for people to express themselves. Every morning, people wake up and make a choice, whether consciously or subconsciously, as to how they want to be perceived through the clothing they are wearing."

Last year, she won Marist's Sophomore Design Award and the YMA/FSF Scholarship, which made her eligible to be nominated by the Marist Fashion Program as a candidate for this year's Geoffrey Beene Scholarship. Her winning concept focused on sustainability throughout the entire product life cycle.



*Five minutes with //*

## Dana Liu

Class of 2014, Fashion Design major

Dana Liu has a specific focus of pursuing a career in sustainable fashion. Serving as president of the Honors Student Advisory Board, participating in Marist in Manhattan and various other clubs and internships, Dana has had a the well-rounded experience that she hopes to continue in 2014 with a Fulbright Scholarship to study textile crafts and craft revival in India.

**What was your favorite class at Marist?**

Fashion Figure Drawing, I enjoyed this class as it was a relaxed environment whereas most of my other courses were very intense and high stress. It focused on drawing techniques for a live model wearing different fabrics and garments from week to week. We were able to hone in on our sketching of the human figure.

**What are your goals and plans for after graduation?**

I am currently applying for a Fulbright scholarship to travel to India to do a case study with artisans and study different textile crafts and craft revival. In addition, I will concentrate on how these can be incorporated back into the fashion industry in a positive way. My other goal is to start a career within a company that concentrates and has a true passion for sustainable fashion along with an established mission for corporate social responsibility. My ideal company to work for would actually be a Hudson Valley company called Eileen Fisher, who had a priority in environmental sustainability before the topic really came to the forefront in society.

**How did your club involvement experience benefit you as a Fashion student and future leader?** It provided me with a balance between my academic studies and allowed me to pursue other areas that were important to me as a student. Through my club involvement I have been able to be a leader outside the classroom and learn from others outside my academic major.

**At what internship(s) do you believe you gained the most experience?** Definitely, Carrie Parry. It is a much smaller com-

pany and I was given more responsibility, more hands-on experience and the company was aligned with social responsibility which is ultimately the area of fashion design that I would like to pursue. Therefore, I was able to experience firsthand a company that values sustainability and social responsibility and bases its work on maintaining that mission, which remains my biggest focus.

**What will you miss most about Marist?**

The campus and community feel. I had the opportunity to have great relationships with my professors and experience Marist's tight knit community.

**Has Marist prepared you for the real world?**

Yes. Marist offers a lot of opportunities to grow and I was able to take advantage of a lot of these on campus such as club involvement, leadership roles and strong academic schedules along with internships during the summer and Marist in Manhattan. It has been a very well-rounded experience.

**What was the best "real world" lesson or advice you learned while at Marist?** My experience at Marist has really taught me not to take anything at face value and to keep my options open at all times. When I first entered college I was naïve, and never imagined that I would experience the things that I have in all the different areas such as the Honors Program Advisory Board, which is very different from my fashion design coursework. Marist helped me gain these experiences and will help me carry this new perspective .



## Filmmaking students win competition in Lake Placid

A team of Marist College students won the “Sleepless in Lake Placid” filmmaking competition with their seven-minute film, Allure. The team—Marissa Aiuto, Nick Homler, Jeff Scott, and Ali Read—triumphed over teams from Syracuse University, the Rochester Institute of Technology, and Hobart and William Smith Colleges. “Sleepless in Lake Placid” is part of the Lake Placid Film Forum held every June, and sponsored by the Adirondack Film Society.

“Sleepless in Lake Placid” requires students to write, shoot, edit, and deliver a 5 to 9 minute film in twenty-four hours. Teams must also incorporate certain pre-determined “elements” that relate each film to Lake Placid culture. Elements change every year but always reference Lake Placid’s outdoor sporting tradition and Olympian heritage. Marist has participated in the competition since 2011.

A panel of industry judges awarded Allure the Robin Pell Award for Best Film, named for the late Robin Pell, a founding member of the Adirondack Film Society. Marist’s entry also garnered the Best Actor and Best Actress awards for its two leading performers, Chris LaFountain and Jessica Marshall.

Each member of the Marist team was given a certificate plus a cash prize. The faculty sponsor was Jeff Bass of the Media Arts Department.





*Five minutes with //*

## Ali Read

Class of 2014, Communication major, Radio,TV, Film concentration

Ali Read has been a leader throughout her four years at Marist through her extensive work at MCTV, Marist College's TV station and WMAR, Marist College's Radio Station along with impressing faculty and fellow classmates within the classroom. She is even able to fit in part-time positions with Marist's Media Center and the FDR Library & Museum as their Head Editor & Content Creator.

**Favorite Class Taken at Marist:** It would definitely have to be my Production I class. Our class bonded so well since we were mostly freshman and underclassmen. We learned to work as a team in each other's first production/media class, so we were all learning together. One of my favorite memories of my entire time here at Marist happened during this class when we were taking our final exam. As I finished my exam and went back to grab my bag, about three of my other classmates stopped taking their final, got up to hug and say goodbye and told me how great a class it had been over the semester. This is a testament of the great people at Marist and how amazing our community is, this memory has definitely stuck with me for my four years here.

**Club Involvement:** News director for MCTV, Music Director of Radio Station (WMAR), 20-30 hours per week for MCTV, 5-7 hours per week for the radio station.

**What made you decide on your selected major?** It was an accident actually. I initially wanted to be a broadcast journalist but for some reason I didn't realize Marist had a concentration in Journalism. So I applied and entered into my first year with a concentration in radio/tv/film. Once I found out there was a journalism concentration, instead of dropping radio/tv/film I just added a 2nd concentration because I really enjoyed the production side of broadcast. This accident completely transformed everything I wanted to do as a career, I thought I wanted to be in front of the camera but now I want to be behind the scenes running the whole show.

**What are your goals and plans for after graduation?** I'm currently in the application process for the Directors Guild of America, Assistant Director Training Program. This program is a two-year commitment with over 350 days of on-the-job training and is highly intensive however; if you get into this program you are basically guaranteed a job in the industry. They receive over 1,000 applications but only 5-10 people get chosen. In addition the interview process is quite rigorous and really is aiming to pick the very best to make sure that the people chosen can make it through the demanding hours and work under the pressure of the industry. I will find out in May 2014 if I am chosen.

**What was the best "real world" lesson or advice you learned while at Marist?** Professor Jeff Bass taught me the basis of what I know and showed me that I was good at it which made me really want to keep pursuing it. One of Professor Bass's most common mantras is "Do the best you can with what you have." It is obviously in reference to production, if you don't have a certain piece of equipment or certain actor that you wanted. However, it may sound corny but I've taken those words and applied it to everyday life, I take advantage of every opportunity here at Marist and take in as much knowledge as I can to go as far as I can in my career with the tools that I have been given.





photos courtesy of Michelle Harrup, '12

Marist College Singers raised \$7500 for Equity Fights AIDS at their annual "Night on Broadway" concert. The show featured a Broadway guest host, Peter Gunther, and student soloists singing selections from Broadway shows, as well as an abbreviated presentation of Les Miserable.

## MUSIC NOTES...

➤The Kappa Upsilon Chapter of Kappa Kappa Psi (National Honorary Band Fraternity), presented for top chapter in the nation at their National Convention in July 2013 in Springfield, MA. The chapter received runner-up, and Michael Napolitano, (their advisor and sponsor) received awards for Outstanding Alumnus and Outstanding Chapter Sponsor in the nation.

➤Marist College Chamber Choir worked in a collaborative effort with the School of Liberal Arts in the "Big Read." Sponsored by the Poughkeepsie Library and the National Endowment of the Arts, the music and readings focused on the works created at the concentration camp at Terezin. The

presentation was minimalist in nature and raised awareness of not only the despair of the Holocaust but also the tenacity of the human spirit.

➤Marist College Singers, Hand Bell Choir and Orchestra proudly presented it's annual Lessons and Carols. An ecumenical service of lessons followed by congregational carols and anthems sung by the choir. Over 500 people attended the service to start their Christmas season.

➤On November 23, the Marist Band hosted a benefit concert for the Wounded Warrior Project and Homeless Veterans Coalition entitled, "Red, White & Blue: We All Thank You! A Celebration

of America's Heroes." This performance featured selections from the Marist College Band, Wind Symphony and String Orchestra. It also featured student vocal and bagpipe solos and closed with special guests, the Marist College Singers.





## Five minutes with //

# Ashley Morris

Class of 2014, Communication major, Music minor

Ashley Morris is studying public relations while also earning a and vocal music minor. Serving as a leader in the Music Department, Morris has been a great asset to the School of Communication and the Arts as the 2013-2014 president of Marist College Singers, and a member of the Chamber Choir and the Sirens, Marist's all-female acapella group.

**Favorite Class Taken at Marist:** Public Presentations in my freshman year, this class really challenged me to become a better public speaker. It also helped me on stage as a leader in my club involvement with Marist Singers, Sirens and Choir.

**What were/are your most beneficial experiences as a student in the School of Communications and the Arts?** The coursework that the Communications department offers is really helpful along with all the faculty members being really supportive and always pushing students to challenge themselves. As far as Music department, I've met some of my very best friends in my classes and singing groups. I never dreaded going to a music class. I loved being a part of the program and in terms of Singers, it has made me grow as a person, as a student and as a future professional. The leadership skills I've gained from these experiences have been not only valuable but enjoyable and fun throughout the process.

**At what internship(s) do you believe you gained the most experience?** I interned at Elvis Duran and the Z100 Morning show in NYC as a PR intern. I learned great real world experience about the radio industry and lessons that I would not have been able to get from a classroom. I was able to interact with the radio employees, musical guests and work as a team with the other PR interns to complete the press releases and reach out to other media outlets.

**How has your club involvement benefited you as a student and future leader?** Being involved in so many of the singing groups on campus has not only helped me

complete my minor but has allowed me to gain extensive knowledge about music and has really helped my leadership skills. My club involvement has also helped my public relations studies as being a part of the Sirens, we have a lot of experience at all different types of events that represent the college and the music department. Whether it be for Marist's Board of Trustees or prospective students and parents, we have to represent the college as not only students but as a marketing piece for the college.

**What will you miss most about Marist?** There are two things: first, the campus is absolutely beautiful especially with the new renovations. It is stunning. I wish I was staying for another four years! The second thing I will miss most about Marist is the clubs that I have been involved in. I love being able to sing four days a week and meeting all the great people that I have, it's going to be tough not being able to do that once I graduate.

**What was the best lesson or advice you learned while at Marist?** I missed an online quiz to go home for the first semester break my freshman year. I was so upset about it and I contacted the professor about it but I ended up getting a zero on that quiz. This was the first time that had ever happened to me where I had forgotten to do something for school. I definitely learned from that experience though, and will never forget it, from that day on I read every single syllabus and never missed another deadline.





## Center launches The Classroom/Marist Minute

This past fall, the Marist College Center for Sports Communication launched a weekly sports radio talk show on ESPN Radio 1220, a network affiliate based in the Hudson Valley. The weekly program, called “The Classroom,” takes a smart look at sports beyond scores and records, going deeper into pressing issues at the core of this vital social institution. This partnership between an ESPN Radio affiliate and an academic center is the first of its kind in the nation and allows students an opportunity to gain hands-on experience in producing a professional sports program. The show airs each Saturday from 10 a.m. to noon.

Center director Dr. Keith Strudler, who serves as the show’s executive producer and co-host, recognizes the opportunity the show has for interns.

“The Classroom is an amazing learning lab for students to do things through the Center and the radio show most people wouldn’t be able to do in class or even through another internship,” said Strudler.

Geoff Brault, who calls Marist football and women’s basketball and is a sports communication graduate and adjunct instructor, also serves as a co-host for the program.

A typical week is full of meetings and brainstorming, research and production.

Students take on various roles throughout the week and during the show itself, from preparing the run-down to collecting audio clips to organizing show segments, including regular features like “grades of the week” and fan favorite “esoteric sports topics debated in unnecessary detail.” During the show itself, students are responsible for handling social media, organizing guests, and handling all technical production for the show.

In addition to “The Classroom,” the Center also produces a weekly sports package for ESPN 1220 called “The Marist Minute,” a weekly look at what is going on in Marist sports. The segment airs each Friday at 10:45 a.m. and 12:45 p.m. and is entirely student planned and produced. This has allowed students to interview coaches and players and create valuable portfolio work.

The Center has also teamed with Marist advertising students, organized by advertising instructor Kathy Boyle, to sell and create sponsorship packages for both “The Classroom” and “The Marist Minute.” In only three months, this team has sold six sponsorships and produced customized communication packages for each.

Archives episodes of “The Classroom” can be downloaded at the Center’s web page as [sportscomm.marist.edu](http://sportscomm.marist.edu).

### CENTER CONTINUES SPEAKER SERIES

Building on past successes, the Center has brought several notable sports professionals to campus as part of its speaker series.

In the fall 2013, former baseball player and manager and television analyst Bobby Valentine spoke to an audience of approximately 300, the largest crowd in the sports speaker series events to date. He talked about his time with the Mets, his work in Japan, and the general state of the game.

Also speaking in fall was Yahoo Sports columnist Adrian Wojnarowski, who gave students advice on building a career in the competitive world of sports journalism. Wojnarowski is best known for his NBA writing and ability to cultivate reliable sources in breaking stories.

This fall lineup was preceded by a successful slate of speakers during the 2013 spring semester, which included Sports Illustrated writer Chris Mannix, Jack Curry of the YES Network, and Marist graduate and CBS Radio host Brandon Tierney, who held an interactive workshop with aspiring sports broadcasters.

Before each talk, speakers met with a small group of sports communication students for informal discussion and networking. At the conclusion of each talk, speakers fielded questions from the audience, offering insider perspectives on sport to career advice for future professionals.





## Center creates partnership with HBO Real Sports and Marist Poll

The Center for Sports Communication aspires to be a space for smart discussion and study of important issues in sports and sports media. For that reason, there's no better partner than the television program that does just that each month, HBO's Real Sports with Bryant Gumbel. Conducted for the first time in October 2013, the new HBO Real Sports/Marist Poll done in conjunction with the Center will expand the reach and potential of the existing partnership between the Center and the Marist Poll.

This new partnership allows one of TV's most acclaimed news magazine programs to report national public opinion on key issues. The findings of HBO Real Sports/Marist Polls will be incorporated into various parts of the program by host Bryant Gumbel.

"Working with such a prestigious polling service is a terrific addition to the Real Sports franchise," says Real Sports senior producer Joe Perskie. "This exclusive content will hopefully provide insight, perspective and trending on important issues that are top-of-mind in the sports world."

The first HBO Real Sports/Marist Poll examined the issue of concussions in football and aired as part of the show's October program. The study was also covered by dozens of major media outlets nationwide, including CNN.com, the Today Show, and Deadspin.

## SPORTS PR SUMMIT SELECTS CENTER AS ACADEMIC PARTNER

A primary means of giving Marist students unique educational opportunities comes through the creation of partnerships with leading external organizations in the field. The Center for Sports Communication has done that in becoming the official academic partner of the Sports PR Summit, an annual invite-only event that brings together senior PR executives from the pro and collegiate sports ranks as well as from top sports corporations for panel discussions and valuable networking opportunities.

Through this partnership, the Center and its students will provide logistical and strategic support for the Sports PR Summit both during the annual event as well as throughout the year. This will range from oversight of its social media to onsite event support to eventually creating a student planning committee that provides essential management of this industry leading event.

Sports PR Summit founder and CEO Brian Berger is excited by the partnership and its potential for growth.

"Engaging the Center's students, who are focused specifically on sports communication, will strengthen our ability to produce a stronger annual event as well as keep the sports PR conversations going in between Summits," said Berger.

Not only will student receive excellent experience in helping to run the event, they will also get unparalleled access to leaders in the industry. Center interns Caitlin Kelly is excited to learn from these top executives.

"Since I really want to work in sports PR, I can't wait to interact with this group both in the planning phase as well as on game day. The sessions alone will be worth all the effort," said Kelly.

The Summit will be held at MLB's Fan Cave in May.



CBS Radio host Brandon Tierney was one of the dynamic sports communication speakers to visit campus this year. He held an interactive workshop with aspiring sports broadcasters.

# Three faculty join school of CommArts

BY COLLEEN KOPCHIK, '12

**DR. RYAN ROGERS** has lived all over the country, but he has always identified as being a New Yorker who loves the movie *Ghostbusters* and listening to punk music.

After receiving his undergraduate degree from the University of Notre Dame, Rogers moved to Syracuse University to complete his masters. Soon after Rogers relocated again to the University of North Carolina Chapel Hill to complete his Ph.D. in Mass Communication.

“My research focuses on new media and I feel it is critical for students to think about technology in their work,” said Rogers. “I am always interested in incorporating new media technology into my lessons. This helps students expand their tool kits and innovate in their field.” This is effective for Rogers, who is teaching Broadcast Newswriting, Introduction to Journalism and Sports Broadcast in his first semester at Marist— topics that are all being increasingly changed by technology.

“Dr. Rogers’ ability to incorporate broadcast technology into the journalism curriculum was one of the many reasons we were so excited for him to join our faculty,” said Dr. Lyn Lepre, associate professor and assistant dean in School of Communication and the Arts. “Our students are now getting strong train-

ing in broadcast news writing, video editing, and reporting—all things they will need to succeed in the competitive job market. With his expertise and skill, Marist journalism students will be ably prepared for internships and careers in broadcast news.”

In fact, Rogers credits the opportunities that Marist provides to both faculty and students as his own reasoning for coming to the College. “When I visited Marist, I was really impressed with the students,” said Rogers. “Furthermore, I enjoyed the collegiality among students and faculty. Beyond the people, Marist has a promising future with many opportunities for growth.”

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Raised in Germany, **DR. NADINE HOFFMANN** brings an international outlook to the School of Communication and the Arts. With an undergraduate degree from Bonn University, Hoffmann relocated to the University of Kansas to peruse a master’s degree, then moving to the University of Georgia where she earned her Ph.D. in Mass Communications with a concentration in Public Relations.

Her research focuses particularly on global public relations with an area of interest in crisis communication. “Global and intercultural PR issues are passions of mine and I try to incorporate them as often as



Ryan Rogers

I can,” said Hoffmann. Using the example of car manufacturers, Hoffmann’s dissertation analyzed the impact that the country of origin of an organization has on its communication strategy and how its publics, both at home and abroad view it.

Beginning the Fall 2013 semester, Hoffmann will display her passion for global communication teaching Integrated Strategies, Tactics and Stakeholders, Applied Research and Analytics, and Reputation and Relationship Management—all newly incorporated courses into the Communications curriculum.

Using multiple teaching methods including hands-on activities, simulations, guest speakers and videos, Hoffmann uses her classes as a way for students to gain real world experience letting them contribute to the curriculum with their own expertise. Marist public relations and communications professional lecturer Jennie Donohue

said, “Nadine’s background is well suited for Marist’s public relations program. Her international communication experience, combined with her enthusiasm for teaching and research interests, will be of great benefit to our students.”

“I want to be a mentor to my students and I want them to know I care,” said Hoffmann. A more intimate relationship with students is one thing that Hoffmann is looking forward to. “One thing I really like about American colleges is that professors are more available and generally have a closer relationships with their students.”

“I have at this point spent more time at American universities than at German universities,” said Hoffman. But that hasn’t stopped Hoffmann from trying to reach her goal of joining the Travelers’ Century Club, a club for people who have visited at least 100 countries. Hoffmann is currently at 41 countries and counting.



A combination of Marist's own unique culture and waterfront location was exactly what Hoffmann was looking for when exploring her next journey. "When I first visited Marist, everyone was really friendly: students, professors, everyone. It just seemed like a great environment," said Hoffmann. "Finally, I will admit that Marist's location on the Hudson reminds me of my home on the Rhine River in Germany. It doesn't happen very often that you go somewhere you've never been before and you immediately feel at home."

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**DR. TIM MIRABITO** is not your traditional college professor.

Originally from upstate New York, Mirabito graduated from the Roy H. Park School of Communications at Ithaca College with his Bachelor's of Science in Communications. Soon thereafter, Mirabito

received his master's degree in Sport Administration from the University of Miami before moving on to his doctorate degree, which he completed in 2013 at the University of Tennessee in the Kinesiology and Sport Studies Program.

"I don't know if I can put to words what my teaching style is," said Mirabito who is teaching Introduction to Communications and Sports Reporting during the Fall 2013 semester. "My style is something between pragmatist and someone who will challenge though conversation."

This conversation is something that Mirabito credits to today's students who are more in tuned to what is happening in the world around them. "The best part of being a faculty member now, as opposed to when I was an undergrad, is that the students are so plugged in to what's happening in the 'real world'."

said Mirabito. "I view my role as a professor as the person that can facilitate interactions in the classroom that provide context to industry norms and fill in the gaps with scholarly work or personal expertise."

Mirabito's personal expertise comes from a decade of dedication and study. After spending four years as a sports producer at an ABC television affiliate in Syracuse, New York, he took a position as sports editor of the Finger Lakes Community Newspapers in Ithaca, New York.

In 2007, Mirabito moved to Miami to peruse his master's degree where he worked at Hurricane Sports Properties as a marketing associate while also teaching multiple sections of Introduction to Sports Administration in the School of Education at the University of Miami.

As a doctoral student at

the University of Tennessee, Mirabito continued to teach undergraduate classes including Introduction to Recreation and Sports Management, Sports Marketing and Sports Communication.

"I loving being around college campuses," said Mirabito. "It is amazing to work in that type of environment and see the great things young people are doing...some of the things that this generation is able to accomplish make me proud and I'm glad I have the opportunity to be a part of that."

Dr. Keith Strudler, director of the Marist College Center for Sports Communication said he is pleased to have Mirabito on faculty because he will be a great new addition to the growing sports center. "We've been looking for a long time for the perfect faculty member to come in and help us with our new initiatives. We have tons going on. Tim couldn't have come at a better time."



Nadine Hoffmann



Tim Mirabito





Photos courtesy of Julia Meinster, '16

## Digital media major spends first year in Florence & breaks out of her comfort zone

BY JULIA MEINSTER '16

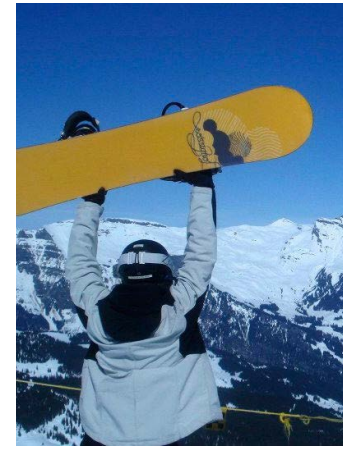
**THE WALLPAPER** on my cell phone quoted Neal Donald Walsch: “Life begins at the end of your comfort zone,” on top of an artistic photograph. It was symbolic of what was to come, as it was the week before my freshman departure for college. Stumbling across that quote seemed somewhat divine because it fully defined my fluctuating emotions about leaving home for the first time.

However, I was not partaking in the average freshman college experience. There was no packing up the family van with my Bed Bath and Beyond purchases because I wasn't going just a few hours away to college or even across country. I was changing more than my area code. I was changing my time zone and my country of residence.

As a small town girl from rural Pennsylvania, I was electing to spend my entire freshman year abroad in Florence, Italy. It was “got your passport?” “How many pounds does that bag weigh?” “Do you have your camera, international cell phone, Euros?” Recognizing that I was soon to leave all that was familiar, I was naturally expecting to feel lost, scared and very uncomfortable at times. What I did not expect was to find myself on foreign land in the midst of strange, yet ordinary activities, and loving every minute of it.

From the moment that I arrived in Florence I discerned that everything





*Julia Meister, '16, enjoyed many sights and tastes while in Europe as a part of the Florence Freshman Experience program.*

would be different. From simply living with my bedroom shutters wide open to views of San Lorenzo Church to having after-dinner drinks at small cafes with new friends, my everyday life was quickly altered. Classes were scheduled only four days per week, yet the school week seemed to move in slow motion. Practically everything in Europe seemed to move a little slower possibly because all the sights and sounds and smells were new and different and my brain was taking it all in. There was no automatic pilot. I had to think about most everything I was doing such as decoding the names of foods, translating a new language, and understanding cultural differences. Even when I went to grab a quick cappuccino at News Cafe before class in the morning, Marco would take the time to transform a caffeine-infused brew into a piece of art. Tak-

ing classes in Florence was quite the experience. Aside from sometimes getting lost on my way to class and using the Duomo as my lighthouse of sorts, I always looked forward to my various art history courses, which included field trips to prestigious museums at the end of the class. The thrill of being able to walk right up to Botticelli's Primavera right after learning all the essential details was sensational. Having some of the world's most significant and impressive art museums in my backyard brought my lackluster art history class to vivid life. What an opportunity! There could be no better way to learn about art than to see it firsthand. While I spent my weekdays attempting to live by the Florentine culture: daily food shopping, home cooking, and learning Italian, I spent my weekends traveling all across Europe. I never imagined that

traveling from country to country would be so easy. Almost every Thursday, a couple of friends and I would stuff our backpacks and set out to experience something, anything, new. We became quite the travel junkies, often traveling with a company called Bus2Alps, which provided full transportation, hostel booking, and activities. I travelled to as many different places as my bank account afforded me while still keeping up with my schoolwork. Once I started traveling, I became addicted. I would go online and book one flight, and by the time I went to check out I had planned three more trips. I then found myself in "bucket list" situations. Some things I absolutely had to see and do while I was in certain places. For instance, I sat just twelve rows from the pitch, watching Lionel Messi play for FC Barcelona against the Celtics. I swam

under the Krka waterfalls in Croatia and snowboarded in the Swiss Alps, (more so, slid down the Swiss Alps.) I even sang songs with locals at Oktoberfest in Munich, Germany. Every weekend I made sure I was either experiencing or trying something new. I even joined the Slow Drink Club, which consisted of learning about different wines made within Tuscany.

When I first read that quote, brightened by the LCD lights on my cell phone, I was quite anxious about leaving my comfort zone. But while I lived and learned in the midst of thirteenth century cobblestone streets and was sometimes the object of boisterous cat-calling locals and pushy tourists rushing past me as I hurried to class, I knew that I had found a new comfort zone, and loved every minute of it.





## Communication alumna finds meaning of family in study abroad to Ghana

BY COLLEEN KOPCHIK, '12

**THE GENERAL** reaction that you get when you tell people that you are going to Ghana is not necessarily the most encouraging one. Thoughts of strange tropical diseases and wild jungle animals are often some of the first to pop to mind when you just casually mention it in conversation. What I really didn't know at the time was how much those three weeks of my life would come to impact me nearly three years later.

To this day, people ask with uninhabited curiosity what my experience was like but I usually try to sum it up with the short statement that

"Everyone should have to visit there at least once in their life time."

There is a moment of pure culture shock when you land and emerge from the airport crusty eyed from your 10-hour flight ready to take on Accra. At first it all looks average; traffic lights, some nice shiny buildings with Toyotas and even some Mercedes whisking by. And then suddenly a pretty young girl no older than 12 comes up to your window at the stop light with a baby tied to her back, asking you for even just a penny.

The days go by and seeing houses that are made from

four pieces of wood with a somewhat attached tin roof or people bathing on the sides of the road became normal. Seeing children going to school became rare.

In the Northern City of Tamale, I volunteered in a small village where I taught elementary English and math to 14 of the most vivacious youngsters I have ever had the pleasure of meeting. I taught them using silly songs and dances, but it was those 14 young adults that taught me the biggest lesson of all: you need nothing more in life than to be good and surround yourself with good.

In a place where running water and electricity are a luxury, learning to appreciate material things is the easy part. Appreciating your community, the people you surround yourself with, the opportunities that are granted each day is the difficult part. Whether it is your Marist family or your biological family, there is nothing more important in your life than the people in it and the experiences they will grant you. Just like the people of Ghana have done for me.



## Communication students win award at the 2013 New York State business competition

**A GROUP OF FOUR** students from the School of Communication and the Arts, as well one student from the School of Management competed and won the People's Choice Award at the 2013 New York State Business Plan Competition, which was held at SUNY Albany College of Nanoscale Science & Engineering on April 26. The students' business plan focused on offering small businesses in the Mid-Hudson area options for social media campaigns that are tailored to their brand.

The student team, dubbed Engage, competed in the Social/Non-Profit category.

Presenters had 10 minutes to pitch their ideas to the judges followed by a five-minute question and answer session. Engage was among over 100 other teams from 25 colleges and universities across New York State. The judging panel included over 30 venture capitalists, angel investors, investment bankers, and seasoned entrepreneurs. Prizes included over \$150,000 and in-kind prizes.

The winning Marist students developed a non-profit called Engage, a social media agency for small businesses in the Mid-Hudson Valley. The students performed primary and secondary research in order to develop several components for their presentation, including financial projections, a pricing strategy, as well as a case study they executed on Facebook with Rossi's Deli in Poughkeepsie.

The team was composed of Kelly Tranfaglia, '13, and Casey Fisk, '14, Jackie Mucilli, '14,

Sam Baines, '14, and Chris Lorenz, '15. Tranfaglia, Fisk, and Lorenz are Advertising majors within the School of Communication and the Arts. Mucilli is a double public relations and advertising major, and Baines is a marketing major in the School of Management. School of Communication and the Arts faculty members Kathy Boyle and LoriBeth Greenan served as faculty advisors for the team.



photo courtesy of Lori Beth Greenan

The Marist student team, (pictured at center of photo) their faculty advisors, and other members of the Marist community gather after the presentation to celebrate a job well done.



# Play Innovation Lab launches to explore playable media

BY NICOLE MAZIARZ

**OFFICIALLY** launched in Fall 2013, the Play Innovation Lab is a new organization on campus that consists of a consortium of students, faculty and staff. Housed in the Lowell Thomas building on the Poughkeepsie campus, Play Innovation concentrates on encapsulating playable media related to learning, social change, civic engagement, empathy and ethics. Dr. Karen Schrier, assistant professor of Media Arts and Director of the Play Innovation Lab said that the importance of the group is for students to step outside the boundaries of the classroom and work on real-world problems. She came up with the idea of Play Innovation to provide the students with an opportunity to get hands-on experience making and experimenting with playable media in new innovative ways. This allows them to teach, grow, heal and engage in meaningful ways through games, apps and websites. Current projects include prototyping a digital game, game tutorials, and are designing a game for an upcoming Marist Game Society event. In addition,

they are in the process of helping an organization on Marist campus redesign their website and are conducting some content analyses of current games. The organization is open to everyone interested in playable media and converting that media into real-world solutions.

Schrier is extremely excited about the Lab and its ability to show us a new perspective on games and other emerging media. “When many people think of games, they think about its violent aspects, or game addiction, because those are the issues that the news typically covers. But what about the potential of games to help us relive moments from history, to more fully appreciate the natural world, to connect with people across the world or to reflect on our personal values? The Play Innovation Lab seeks to explore these potentials,” she said.

The PlayLab also sponsors an annual event called Field Day@Marist, which is co-sponsored with the Marist Game Society (<http://clubs.marist.edu/mgs/>). The event

features popular outdoor games such as “Capture the Flag” and “Manhunt,” as well as Marist student-designed games like “Zombie Ball” (designed by Brittany Jelinski, Nick Homler ’13, and Sarah-Kaitlin Perkins), “Diffuse the Bomb” (designed by Daniel Hunter), and “Stand Off” (designed by Billy Hild). The “Field Day@Marist” event ran from 2 p.m. to 6 p.m. on Saturday, Sept. 21, on the campus green area next to the Lowell Thomas Building on Marist College campus.

Schrier teaches in the Interactive Media/Game Design concentration (IM/GD), which is part of the new B.A. in Media Studies and Production. This new major provides students with a foundation in all media—from film, video, and television, to games, mobile, and the web—and prepares students for careers in a wide range of media industries. The IM/GD concentration includes a number of courses, including “Ethics and Games” and “Participatory Media,” which consider the humanistic, civic, and social potentials of media.

“People often hear ‘games’ and they immediately consider only the programming and technical aspects—which are important—but it’s also about people. It’s about designing for people, it’s about storytelling, culture, expression and identity, just like any other medium or art form. In the IM/GD concentration and through the Play Innovation Lab, we consider how to design for human needs. After all, play is such a natural and human form of expression,” Schrier said.

The PlayLab will be initiating a number of research and game design projects, and is open to working with any individual, department, group, or community organization to prototype and create games and other media. All interested students, faculty, staff and other Marist community members are welcome to join the PlayLab, and there is no experience or technical knowledge necessary.





# Fashion students plan industry leadership event

BY NICOLE MAZIARZ

**FASHION INDUSTRY** elite, Marist faculty and administration along with more than 75 fashion students gathered at the Payne Mansion in Esopus, NY, on November 17, 2013, for “The Brunch” a day of leadership, networking and industry discussion. Nine speakers, including Micah Grossman, VP of Global Wholesale for Jonathan Adler and Bjorn Bengtsson, creative director for Greg Norman, joined students to share their leadership experiences offering insight and advice into the fashion industry. In addition, the industry professionals were able to provide knowledge on what characteristics and skills employers in the fashion are really looking for in their employees. Grossman and Bengtsson, both reached out to Marist Fashion the following day to express the value of the event as being an extraordinary opportunity for networking early on in the student’s careers and they were thankful to be a part of the day, a testament to the hard work put in by the students.

The event was created and organized by the Event Planning course taught by Richard Kramer, professional lecturer

of fashion design and merchandising. The class worked together as a whole and at times breaking off into teams to work on different parts of the event such as marketing, invitations, event logistics, all while learning to work within a modest budget. Students arranged to hold the event at the Raymond Rich Leadership Institute at Payne Mansion, making this the first student-organized event held at the Leadership Institute from its inception into the Marist family.

Alyssa Rossi, ‘14, fashion major and event marketing coordinator of The Brunch said, “The event was exclusive and intimate. It allowed students, fashion faculty and speakers to speak freely and comfortably. The Brunch gave me more guidance than I could have imagined, from how to set myself apart from an electronic application to what kind of leader I want to be. All the information and advice we were exposed to isn’t just for our future careers, but can easily be applied to our lives now as students.”



photo by Sarah Gaudio, '14



photos courtesy of Gerald McNulty

## Marist in Manhattan program continues to thrive and grow

BY DEANA HASANDJEKAJ, '15

**THE AMERICAN DREAM,** at least for a communications or fashion major, is to work at an organization such as the New York Times or Chanel. That dream can become a reality for a college student if they apply and get accepted into Marist in Manhattan.

This program combines online courses and a full-time internship to give students the opportunity to gain valuable career experience while living in New York City.

"It is meant to be a very specific combination of internship work in a specific field in a specific discipline combined with courses that amplify what the student does in that field," said Gerry McNulty, the direc-

tor of the Communication Internship Program.

By going away from the typical college campus, students learn essential skills involved in their careers after they graduate. "You can sit in a classroom and learn the concepts and the theory but it is not until you actual apply them that you really have the reality of what it is you'll be doing in the workplace," said Lydia Biskup, the internship and placement coordinator of the Fashion Program.

The communications department sent 13 students to Manhattan in the Fall 2012 semester. Eleven students enrolled in the program spring 2013 semester, and 15 com-

munications students as well as one art student, enrolled for Fall 2013 semester.

However, the numbers are relatively low for the high levels of students enrolled in the communications and fashion programs. "It is a highly competitive program to get into. We don't look at big numbers. We want the best of the best," Biskup said. For the fall of 2012, the fashion program accepted nine Marist students into Marist in Manhattan. Four Marist students were enrolled for Spring 2013, as well as one student from another institution. These students are interning at BCBG and Kenneth Cole among others. For Fall 2013, the fashion

program accepted 11 Marist students and two external students.

The increase of student interest and awareness in these programs has been the result of several factors. "We're expecting a bump since the economy has gotten better and I think people are more interested in trying to do something out of the opportunity," said McNulty. Another appealing aspect of Marist in Manhattan is living in New York City. "New York City becomes your classroom. You are navigating and experiencing big city life," said Biskup.

Interestingly, Marist in Manhattan was not originally offered for Marist students. In fact, the program was not even named Marist in Manhattan. Beginning in 2003, the New York Media Experience program brought in small groups of students from other colleges to do a



full-time internship while partaking in online classes, said McNulty.

In 2005, the fashion department launched The New York Fashion Experience, or NYFE, for external students. Both of these programs continued until 2011. “The Marist in Manhattan program started in 2011. We switched the name and the focus because then we opened it up to also Marist students,” said Biskup. Prior to the start of Marist in Manhattan, Biskup said several Marist students wondered why Marist didn’t offer the program to internal students. “It was funny because the Marist students were meeting the external students in New York and saying ‘Gee why can’t we do this?’” Biskup said with a laugh.

Both the fashion and communications department have internship offices specially designed to assist students through the application process. “We help students prepare their professional resumes, interviewing skills, and to learn how research these companies as employment targets,” said McNulty. Students in the past through

this program have applied with resumes and cover letters good enough to land internships at organizations such as NBC news, Madison Square Garden, Juicy Couture, and Coach.

The application process helps students beyond landing exciting internships while in college. It helps students apply to jobs in the future. “The primary effect is that it helps them get into the door. The secondary effect is now they know how to do it. So in future semesters and then later when they graduate, they have an excellent grasp on what it means to be a job candidate and how to conduct themselves in an interview,” McNulty said.

The students reside in the Upper East Side of Manhattan. “The 92nd street residence, where our students live, is a cultural hub in New York City. There are guest lecturers there. This semester we had our students see Vera Wang and Betsey Johnson. Last semester Michael Kors was there and Oscar de la Renta. We encourage our students to participate in those activities,” said Biskup.

Like students attending their freshman orientation, the internship offices host an orientation the first day students arrive in Manhattan. One component of the day-long orientation is the business meeting, in which students are introduced to the staff and other students who are participating in the program, McNulty stated.

Another component of the day is called “On Your Feet” where the students and the orientation leaders take a crosstown bus and subway system across Manhattan so the students learn how to maneuver around the city. “I think that does help the students gain some confidence the first day and realize that they are capable of zooming around on the transit system,” McNulty said.

Once the students immerse in their full-time internships and tackle the online courses, the students meet up and talk about their experiences. “We have regular internship seminars. Most of these are dinner seminars in which we discuss issues in internships and progress reports and share a lot of information,” said McNulty.

There are several reasons why the program has become so successful. One reason is that the industries are satisfied with student performances. “People in the fashion industry now know about Marist in Manhattan. They will ask for Marist in Manhattan students. Especially the big partners such as Donna Karan, Michael Kors, Kenneth Cole, BCBG and Chanel,” said Biskup. The drive and need for student internships, especially in fields as competitive as fashion and communications is a natural appeal to the program, said McNulty.

The program has recently intrigued the interest of majors beyond this school. “We’ve had preliminary discussions with deans and with faculty from other schools. It is possible that we may have a school of management student and School of Liberal Arts student this fall who will be taking part in student internships,” McNulty said.

Therefore, while the program is still primarily geared for communication and fashion students, the program has a bright, diverse future ahead.







The art studio  
at Lorenzo de' Medici in Flor-  
ence, Italy.





# GLOBAL *engagement*

More than 500 Marist students a year set out for cultures abroad to discover the world through immersion rather than only books. Not surprisingly, students and faculty from the School of Communication & the Arts are leading the way.

By COLLEEN KOPCHIK, '12



***“The way a student is best able to compete in the [global] industry is to experience it first hand.”***

Enriching.

That’s how Lucitania Hernandez would describe her year aboard in one word. Hernandez, a double major in communications (public relations) and Spanish who will graduate in May 2014 split her junior year between Madrid, Spain, and Havana, Cuba.

“It’s not every day that you get to live and immerse yourself completely into another culture,” said Hernandez.

Yet, this is something that a growing number of students at Marist have the opportunity to do. “Approximately 40 percent of Marist students study abroad at least once during their Marist years,” said Dr. John Peters, dean of International Programs at Marist. “This compares to an approximate study abroad participation rate of 5 percent for all U.S. undergraduate institutions.”

In fact, in recent years, approximately 500 to 600 of Marist students study abroad each year. What may be even more notable is that many of these students—between 125 and 150 students each year—belong to the School of Communication and the Arts.

In 2013, Marist ranked seventh in The Princeton Review’s “top 20” list for “most popular study abroad program,” and is currently ranked 13th in the United States among Master’s institutions for undergraduate study abroad participation, according to the “Open Doors Report,” published by the Institute of International Education.

Ever expanding programs that reach into every corner of the globe may be just one of the reasons for Marist’s abroad success. For the first time during the Fall 2013 semester, Marist’s Fashion Department sent three fashion design and merchandising students to Hong Kong Polytechnic Institute University for a full semester of study.

According to Jodi Hartmann, professional lecturer in the Fashion Program, students study a range of courses while in Hong Kong from Color and Fashion Trends to International Business for Fashion and Textile, and of course, Mandarin.

“If you’re going to be in the apparel business [Hong Kong is] the place to be,” said Hartmann, who was one of the leaders

of the student orientation in Hong Kong. “Fashion is a global business. To see that globalization, to see the trends and how they evolve—there will be a different appreciation, a different point of view from those students [who study abroad].”

Jill Hub, ‘14, fashion design major who was one of the first three Marist students to study in Hong Kong during the Fall 2013 semester describes her experience via email from Hong Kong as “exciting” and “thrilling.”

“Whenever I would tell people I was studying abroad, and then add I was studying abroad in Hong Kong, I would always get the same response, ‘Why...?’ said Hub. For me, however, Hong Kong just sounded so exotic and exciting.”

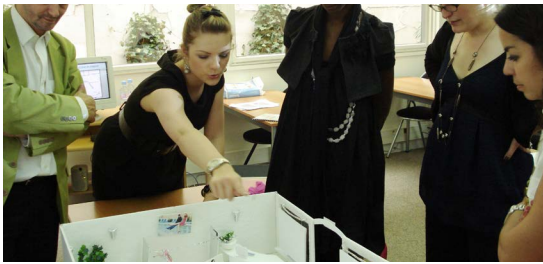
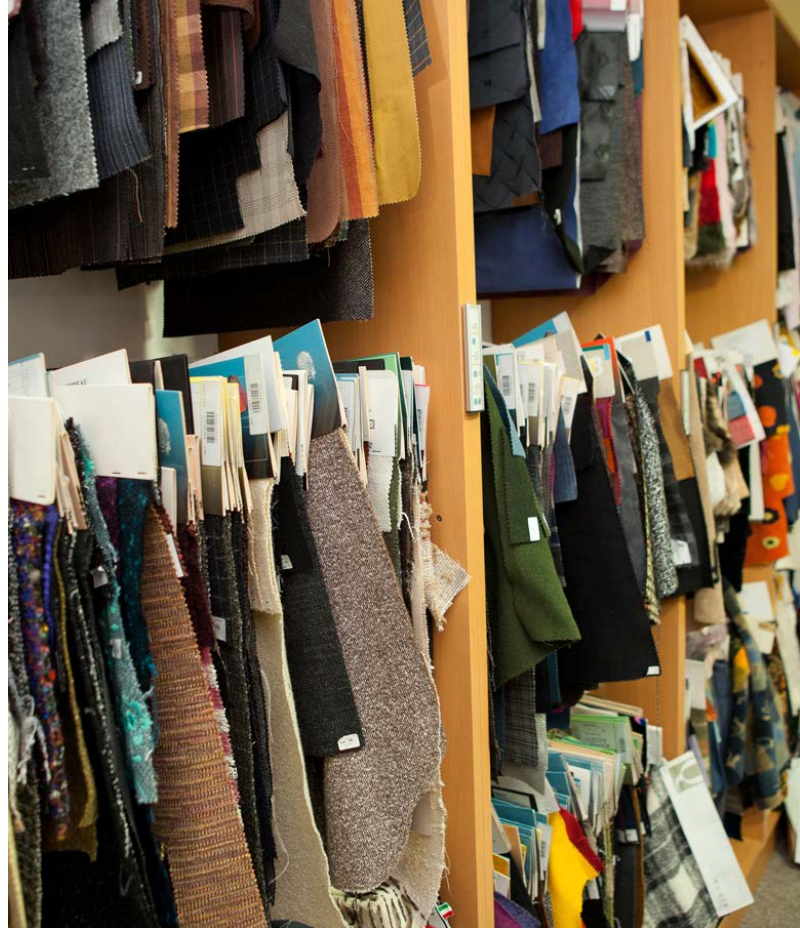
Thousands of miles away from Hong Kong, Marist fashion students also study at L’Institut Supérieur Spécialisé de la Mode or better known as Mod’Spé in Paris, France. Here students spend a semester studying with leading industry professionals, taking a variety of courses including Product Development, Textiles, Fashion Trend Forecasting and French.

Fashion Program Director Radley Cramer cites the Mod’Spé program as one of the most admired programs within the department. “The Mod’Spé partnership has gone quite well,” said Cramer. “What started out four years ago as just a little short-term, two-week program is now a full semester partnership and it’s extremely popular.” Generally speaking, study abroad is very popular within the Fashion program. According to Cramer, a vast majority of 2013–2014 juniors within the fashion department have or will study abroad.

“The way a student is best able to compete in the [global] industry is to experience it first hand,” said Cramer. “These students with international opportunities have the front row seat to what’s happening right now and consequently will be major players in the industry at some point.”

First-hand experience is a major competitive edge that all international programs with the School of Communication and the Arts look to provide students who study abroad, especially those programs





Fashion students learn design and merchandising skills at Mod'Spé in Paris. Popular courses include textiles and trend forecasting.





photos courtesy of Jill Hub, '15 and Jodi Hartmann



that provide internship opportunities. According to Cramer, expanding the Mod'Spé program to include an internship opportunity to students is something the department is looking toward incorporating in the near future.

The Fashion Program is not the only area within the School of Communication and the Arts to put a focus on study abroad and international opportunities for students. Communication students have the opportunity to study in a variety of locations including England, Australia, and Marist's own branch campus in Florence, Italy.

Students looking for a more intensive international experience have the opportunity to spend a year or even all four years studying in Florence.

The Art and Art History Department also provides many opportunities for students to study in Florence, even extending beyond the traditional undergraduate degree.

"Our Masters in Museum Studies is a new graduate program that we are now offering only in Florence," said professor Richard Lewis, Professor of art and academic coordinator for Marist/LdM programs via email from Florence, Italy. "It is a degree with a true international focus. As part of their coursework, students are given unusual back room access to the great museums of Florence and elsewhere in Italy. Museum professionals from all over the world lecture in their classes." Students enrolled in the Museum Studies program take part in an intensive schedule consisting of three terms for a total of 34 credits. Add-

ing to the unique value of the program, partaking in an internship is required. Past student internships have been completed at prestigious locations such as the Polo Museale Fiorentino, which oversees the state museums of Florence, including the Uffizi and Accademia, UNESCO in Paris,



**Jill Hub, '15, Emma Hailey, '15, and Tori Schemerhorn, '15, were the first Marist students to spend a full semester studying in Hong Kong as part of a Fashion Program initiative.**





A Florence faculty member instructs design students through a textile class.





and the Smithsonian Institution in Washington D.C.

Communication, art and fashion students who cannot take a whole semester out to study abroad are still provided with plenty of international options. Short-terms programs, which run for approximately two weeks, are offered over the winter, spring and spring attachment breaks.

Janae Myers, a 2013 undergraduate alumna from Marist with a degree in communication (public relations) and a currently enrolled student in the Masters in Integrated Marketing Communication at Marist, reflects on her short-term experience with great gratitude.

“Sure, employers like to see that their candidates have studied internationally,” said Myers who spent two weeks studying Intercultural Communication (offered yearly as a spring attachment program), “but I think the biggest impact that I have experienced is personal growth. I learned not to be afraid of a challenge, but rather to look at one as an opportunity for growth and a chance at feeling pride in yourself and accomplishments.”

But, growth both in and outside the classroom is not just for students. Marist has put an emphasis on ensuring that faculty have the same access to the development that international experiences can bring.

Beginning in the Fall of 2013, the Art department began a faculty exchange initiative with North Glasgow College (now Glasgow-Kelvin College) and the Glasgow School of Art. The short-term exchange consists of faculty from Glasgow hosting Marist faculty from the School of the Communication and the Arts and in exchange, Marist hosting faculty from Glasgow.

“We anticipate a faculty exchange to occur every semester or alternating semesters,” said professor Donise English, chair of the

Department of Art and Art History via email. “Both Colleges have excellent art programs. They have formidable faculty and students who are doing exceptional work so we are delighted to work with both the faculty and students from both schools and we believe it will be a wonderful learning experience for our students as well as theirs.

In November 2013, Marist hosted professor Alastair Strachan, a Glasgow-based artist and full-time lecturer at Glasgow-Kelvin College. During his time at Marist, Strachan visited five classes to provide critiques as well as presented two lectures on his work and the Creative Experience in Glasgow. According to English, more than 100 art students, faculty and other visitors attended Strachan’s first talk contributing to the success of the event.

Dr. Steven Ralston, dean of the School of Communication and the Arts, agrees that the faculty exchange with Glasgow benefits both the faculty and students by allowing them the opportunity to interact with different global perspectives.

“The internationalization of our curriculum is a big deal,” said Ralston. “Meeting people from different institutions who do things differently and from different cultures—having them here or having us there—I think the more you do that, the better.” But perhaps it is Ralston’s insights on why it is important for both students and faculty to spend time abroad that sum up the School’s global initiatives so completely. “You just come back different. You come back appreciating different cultures—the way they think, the way they do things—that enriches you,” said Ralston. “I just can’t imagine that that isn’t helpful.”

**A rich variety of courses provide students with a strong learning experience while they are able to simultaneously take in all the culture and history that Florence has to offer.**

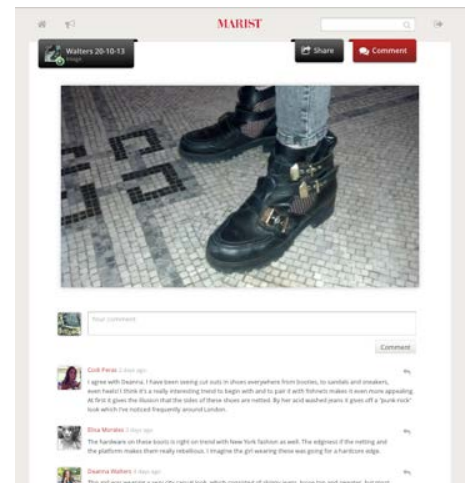
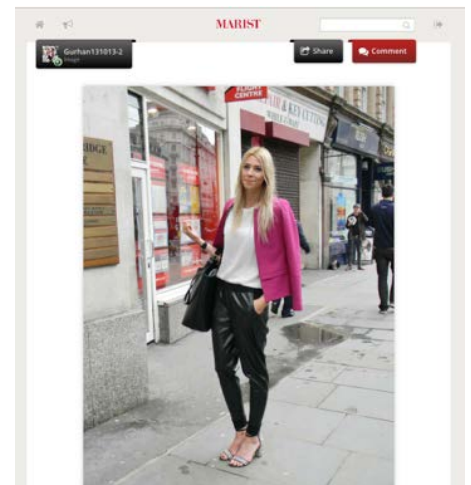






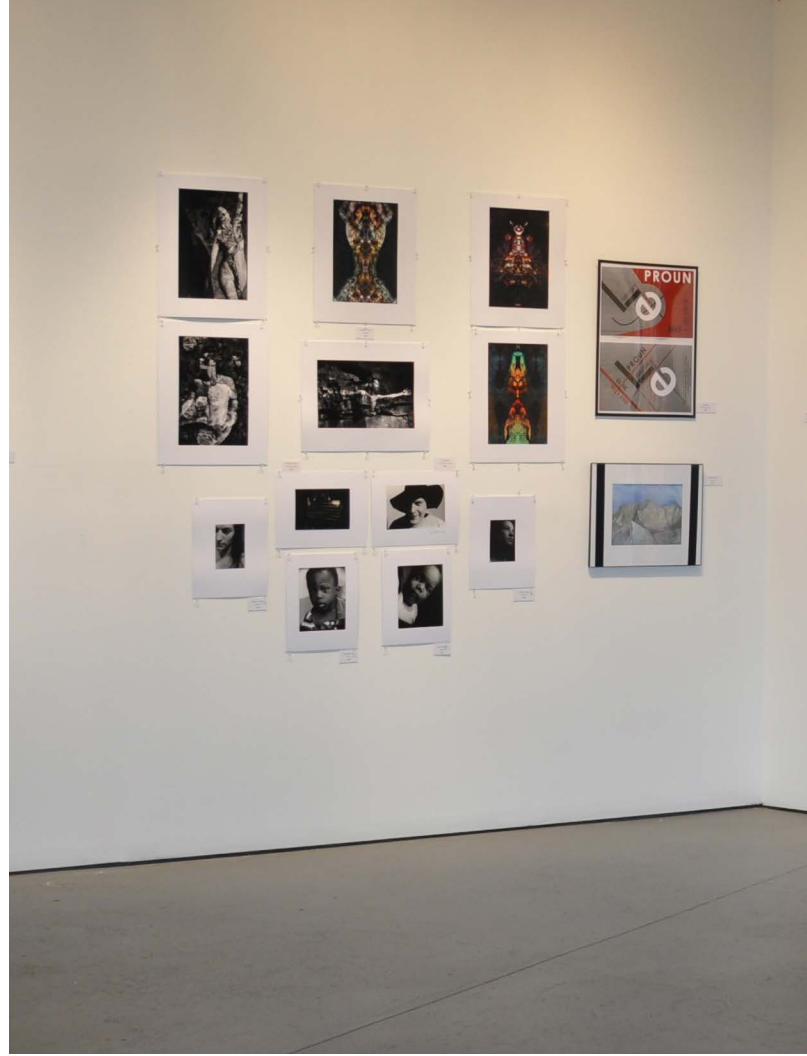
## *Fashion: Street Trend Lab*

Technology keeps us connected no matter what corner of the globe you are in. Fashion students are capitalizing on this technology by participating in an online Street Trend Lab course offered through Marist's Open Academic Environment. The 1-credit course allows students studying in Manhattan, London, Paris, Florence and Hong Kong to photograph, post and discuss street trends and fashion they witness while abroad. "It's been great fun for the students and the observers in this community to look at what other people are finding in different parts of the world," said Radley Cramer, Fashion Program director.









T

he Marist College Student Exhibition, this year known as “Steel Works,” took place from May 9, 2013 until May 16, 2013. This annual show displayed works done by current art and art history students and that were selected for their merit by the art and art history faculty,

Among the many excellent works of art, one dynamic painting was a highlight of the exhibition. Entitled “My Guts,” (pictured to left) the 8 foot by 5 foot oil painting was created by Ethan Kolwaite, ‘14. He worked on the painting for weeks, often painting for hours at a time, as part of his “Organic Mechanics” portfolio.

The canvas itself was handmade, and many of the paint colors were custom mixed to create just the right tones Kolwaite was looking for. He said the inspiration for this painting came from “his love for abstract expressionist art from artists such as Gerhart Richter.”

The exhibition highlights student work in traditional and digital media, including painting, drawing, sculpture, printmaking, photography and books. Beyond creating the work on exhibit, students also hang the work and handle all aspects of running and publicizing the exhibition. Once the show has concluded, the students are responsible for the removal of the art as well.


The Marist College Art Gallery is a 3,200 square foot exhibition space located in the Steel Plant Studios along with the Fine Arts Program. The Art Gallery retains the industrial look of the former steel plant with concrete floors and exposed 15-foot ceilings. The exhibition program focuses primarily on contemporary regional artists working in all fine arts media.



photos by Michael Polito Photography



The winning garment by Emily Banas, '13 and to left, one look from the winning collection by Elizabeth Kaufman, '13.

  
**STUDENT**

After a year of planning, work, stress & more than a few sleepless nights, the

# DESIGNERS





# HIT THE *RUNWAY*



Emily Griffin, '13



Nicole Percacciolo, '13



Marie Conger, '13



Amy Ferro, '13



Courtney Frevola, '13



Ashley Jensen, '13



Kate Leland, '13



Jennifer Lenihan, '13



**T**he Silver Needle Fashion Show is held every spring to showcase the talents of Marist's student designers. Two shows are produced with a total attendance of more than 2,100 people. The evening show is followed by a presentation of awards and scholarships.

Perhaps the most special aspect of the show is that it is wholly produced by students and faculty of the Fashion Program. Members of the Fashion Show Production class organize committees dealing with every facet of the show from invitations to choreography and marketing. They also marshal a cast of volunteers and coordinate their efforts at the event. The Silver Needle Fashion Show is the highlight of the year for the Fashion Program and an exceptional learning experience for everyone involved.

Awards have been provided by Fifth & Pacific Foundation Scholarship, Cutty Sark Scholarship, Young Menswear Association, Geoffrey Beene Scholarship, Dominique Pino-Santiago Scholarship, Mary Abdo Scholarship Fund, Alecia Hicks Forster Scholarship Fund, Dutchess County Home Bureau, Alyssa Martino Scholarship Fund, Eva Block Memorial Scholarship and the Marist College Fashion Program Scholarship Fund.

This year, the Silver Needle Judges included Maria Chen, head designer for Calvin Klein Jeans; Louis Gerin, co-owner of Les Garçons Paris; Lauren Giambalvo, owner/designer, Jack Henry New York; Gregory Lamaud, co-owner, Les Garçons Paris; Chris Manley, founding partner, Surfside Supply; Tracy Negoshian, owner/designer, Tracy Negoshian Inc.; Dominique Pino Santiago,

owner/designer, Dominique Daniela; April Uchitel, brand consultant, LF USA; and Susan Woo, owner, Susan Woo.

Elizabeth Kaufman, '13, was the winner of both the Outstanding Senior Design Collection and the Outstanding Senior Design Portfolio. Kaufman said, "My collection was inspired by the lifestyle and culture of the Mexican artist Frida Kahlo. By incorporating the richness of her wardrobe, her tendency to wear mens clothing, and various aspects of her life, the looks have a contemporary feel while still incorporating the traditional elements. The combination of these silhouettes, textures, and patterns is geared toward the ethnic and print-loving downtown cool-girl."

The Outstanding Senior Garment was awarded to Emily Banas, '13. Banas said, "My collection was inspired by the beautiful Islamic art and motifs of Tunisia. I researched authentic middle eastern clothing and in order to make my collection new and trend relevant, I infused different athletic details and fabrics into my designs."

Following the show, the Council of Fashion Designers of America identified five of the designers as rising talents within the fashion industry: Marie Conger, '13, Emily Banas, '13, Nicole Percacciolo, '13, Elizabeth Kaufman, '13, and Amy Ferro, '13.

**The winning senior design collection was inspired by the lifestyle of Mexican artist Frida Kahlo.**

Percacciolo said her senior collection was inspired by her grandfather and the strong lines from his military uniforms during World War II. Conger noted her senior collection was inspired by the song and music video "Whiskey Lullaby."



*Elizabeth Kaufman, '13*

# one-on-one

Communication major Gina Sirico, '13, sits down with a fashion design major Amy Ferro, '13, to get the inside scoop about life inside the Donnolly studios, the look book shoot, and the workload of a fashion design student's senior year.







**Q:** Can you explain your idea of creating a look book for your collection?

*I wanted to find a way to positively represent my collection in a setting that would complement the mood of my collection. My inspiration for my collection is Victorian so I wanted to go with this same idea. I decided to shoot the look book at the Vanderbilt Mansion because I felt the façade of the mansion was very old and romantic and I felt that would complement my collection. I chose a model that I felt represented who my customer is and kept the hair and makeup very simple and feminine so it would not distract from the clothing. I also styled the model with shoes and accessories that related back to my inspiration and complemented the clothing.*

**Q:** What was your favorite class in Fashion? Any professors that have guided you, or that you learned the most from?

*I have learned so much from my apparel classes and portfolio classes. I was more familiar with sewing then I was figure drawing when I started as a freshman. The apparel classes really excelled my sewing skills and introduced to more advanced draping and pattern making techniques. I had to work much harder at my portfolio classes because drawing was a bigger struggle for me. All the teachers I had for these classes guided me through and gave me the help I needed to be a well-rounded designer. I still have strengths and weaknesses, but my skills do not even compare to when I was a freshman. We just got back our portfolios that we submitted to be accepted into the program and it is so exciting to know how far you have come as a designer.*

I had the pleasure of meeting Amy Ferro over the summer while she was interning with Donna Morgan commuting from Marist and I was working on campus. Since I first met her, she expressed her desire to become a fashion designer, and started working on her projects for the collection that walked down the Silver Needle Fashion Show runway this May.

I was able to listen to her ideas when she first started researching for her collection, and I was one of the first to see her sketches. To me, watching the planning and development processes took me by surprise to realize how talented Ferro is as a designer. I feel lucky to have watched her collection grow from sketches into actual sewn garments and that I was able to preview at her photo shoot when she asked me to be creative director and fashion assistant at the Vanderbilt Mansion in Hyde Park.

I was proud of Ferro when I watched how the audience reacted at the Silver Needle Fashion Show when her collection went down the runway.

Ferro started planning for her senior collection the day after she finished her junior year. "I started preparing for my senior collection the day I started at Marist. Everything we do builds up to preparing for our senior collection," Ferro said.

The senior designers at Marist have to do a summer assignment to prepare them for the fall. They had to come up with three collections to be presented to faculty on the first day





of their senior year. The three concepts included inspiration, fabric, target customer, trend and garment research. The designers also had to come up with sketchbooks and mood boards for their three concepts along with a customer profile and trend analysis board.

“Two of the inspirations could be whatever we wanted and one had to come from a phrase that was randomly assigned to us and we could interpret it however we wanted. I was given the phrase, “The Widows.” On the first day of class we presented all of our concepts to the faculty and they chose the collection we would move forward with. For me, they chose the collection based on “The Widows” and that was the real starting point for my collection,” Ferro said.

Ferro did a lot of research to interpret this phrase “The Widows.” She found that in the Victorian Era there was a social code in which women followed after the death of a husband or family member. There were different stages of mourning and based on the stage there were different rules on what you could wear. Sometimes women could not afford new clothes so they would dye their clothing black, so the starting point of my collection was The Victorian Clothing Era.

“I did a lot of research on Victorian garments and was able to get my hands on some actual period garments. Many of my details and silhouettes come from Victorian garments and details. I chose to focus on the later stages of mourning so that meant women could start to wear color and not just black. I have a lot of color and print in my collection and bits of black here and there,” Ferro said.

Making designs that come to life in fabric is a very long and hard process. Ferro went through several sketchbooks before she got looks approved.

“The sketchbooks were filled with garment and fabric research and historical references to help explain my sketches. Finding a way to show my ideas on paper was a long process in itself,” she said.

Designers made muslins after their ideas were approved by fashion faculty. The sketches would evolve when working in fabric. Ferro would sometimes make two or three muslins of the same garment before coming to a final product. After the designers had samples finished they moved on to working with the final fabric.

“We had a surface manipulation project where we had to create our own fabric or



change existing fabric to make it our own,” Ferro said.

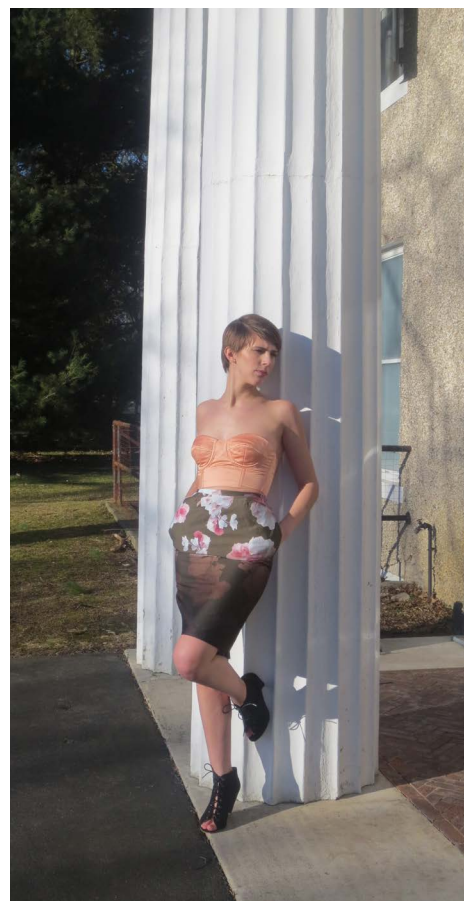
Rarely do the designers go to a fabric store then cut and sew a garment without manipulating the fabric. This was the next step to create their own fabric and then they would make the garment with the patterns from their final muslin.

“Once we had fittings with finished garments it was really rewarding to see the final product. When you know how much goes into just one garment you really appreciate seeing your designs come to life,” Ferro said.

I asked Ferro how long she thinks she has spent in the Fashion Labs in Donnelly. She told me it is hard to say just how many hours she spent in the lab over her senior year because it was too many to keep track of!

“As seniors we are in the lab all the time and when we are not we are constantly working and thinking about our collection,” she said.

Ferro said that the fashion shows and photo shoots have been her favorite moments about being a part of the Fashion Program at Marist.







“It is very rewarding to see something that you have worked so hard on walk down the runway or on a model and look so professional. Everyone that goes through this program works extremely hard and we are pushed to become the best designers that we can be. It is very exciting to see how all of your hard work comes together,” she said.

“The interesting thing about the senior collections is that they are all different. I liked Amy’s because she made Victorian widow theme modern. She had fine hand-work and showed her talent in her technique and creative skills. She has a very strong collection along with all the strong senior class designers. Hers was certainly one of the best,” Radley Cramer, fashion program director, said.

Ferro is not sure where she will be after graduation, but she would like to focus on finishing her collection and getting a strong portfolio finished before she starts sending her information to employers. She wants to make sure that she is the best candidate she can be.

Ideally after graduation Ferro would like to find a job as an assistant designer for a women’s wear line. She is in the process of working with the Fashion Department to submit a portfolio for to the Council of Fashion Designers of America for a “CFDA approved certification.”



# Communication & Media Arts *Senior Awards Ceremony*

Each year, the faculty and staff celebrate the tremendous achievements of a few of the top students in the communication and media arts departments. From accomplishments in interactive media and game studies to public relations, our students give us a great deal of which to be proud.







**Excellence Award for Advertising:**

**Kelly N. Tranfaglia**

**Excellence Award for Comm Studies:**

**Jessica M. Sturtevant**

**Excellence Award for Interactive Media:**

**Elizabeth Jasko**

**Excellence Award for Journalism:**

**Gina Sirico**

**Excellence Award for Public Relations:**

**Jessica M. Hasapis**

**Excellence Award for Radio/TV/Film:**

**Daniel Gaynor**

**Excellence Award for Sports Comm:**

**Milena M. Carrese**







# ART & ART HISTORY FACULTY EXHIBITION

THE ANNUAL MARIST COLLEGE ART AND ART HISTORY EXHIBITION TOOK PLACE FROM SEPT. 19 TO OCT. 19.

THIS YEAR'S EXHIBIT FEATURED A VERY SPECIAL PIECE, A BRONZE GREEK CORINTHIAN HELMET FROM THE 6TH CENTURY B.C. THE PIECE ENABLED STUDENTS TO STUDY THE HELLENISTIC HISTORY AND SPIRIT, CONCEPTS FROM ANCIENT GREECE THAT CONTINUE TO BE RELEVANT TODAY, ED SMITH, GALLERY DIRECTOR, SAID. "SINCE WE'VE GOT THE NEW CORE GOING ON, WE WANT TO TRY TO ENGAGE MORE AND MORE STUDENTS IN DIFFERENT IDEAS," HE SAYS, "NOT ONLY IN ART."

THE SHOW ESSENTIALLY HAD TWO PARTS: ARTWORK COMPLETED BY MARIST FACULTY THROUGHOUT THE YEAR AND WORKS THAT WERE DONE SPECIFICALLY IN RESPONSE TO THE HELMET, MAKING IT THE FOCAL POINT OF THIS YEAR'S EXHIBITION.



Ed Smith, gallery director, was inspired to pursue the helmet by "The Boxer," a Greek bronze that was featured over the summer at the Metropolitan Museum of Art. "That piece made me think, 'why couldn't we do something on a smaller scale here at Marist?'" Smith said.





Shown from left to right: Bronze Hand/Fragment by Ed Smith, unique bronze cast; The New Man by Ed Smith, unique bronze cast; Matt Frieburghaus, digital image; Laura Hammon Toonkel, Herakles, encaustic with mixed media.

Some of the artwork displayed, such as professor Donise English's mixed media art shown here, was unrelated to the bronze helmet. English currently serves as the department's chair, and her work has been extensively exhibited in solo and group shows throughout New York State and in prestigious venues across the country.

## 1970s

**Kenneth Muckenhaupt (1976)** filed for his first patent in October 2013 for an invention titled: Predictive Cloud Provisioning Based on Human Behaviors and Heuristics. He is an Executive IT Specialist with IBM Corporation.

**Kathleen Pinto Rudolph (1979)** is the associate education director for the Raleigh Little Theater in Raleigh, NC. She has been working at the RLTT for 18 years teaching classes and directing shows.

## 1980s

**Lisa Layport Bosworth (1981)** is a third degree black belt in Parker's American Kenpo Karate. She traveled to Italy in October to compete with WKC (World Karate/Kickboxing Council)/ Team USA. She took home gold and a world championship in creative weapons, a silver in traditional weapons and a bronze in traditional kata. This was her second year competing with WKC/Team USA.

**Michael Iantosca (1981)** married Ellen Smith on October 5, 2013 in a beachfront sunset ceremony held on the Outer Banks of North Carolina. Michael and Ellen reside in Wake Forest, NC.

**Sharon Stevens Biscardi (1981)** is an English teacher with Holy Trinity Episcopal Academy in Melbourne, FL.

**Christopher Barnes (1983)** is currently working two great jobs in the field for which Marist prepared him ("oh so long ago," he says). His principal employer is CBS Radio for which he is a fulltime anchor at WNEW All News 99-1

in Washington D.C. He also anchors newscasts nightly for the Blaze Radio Network – available both online at TheBlaze.com and on SiriusXM's Patriot Channel 125.

**Gregory Hart (1985)** is the owner and CEO of The Big Wind, LLC. His company recently installed the first wind turbine on a private school in New York City, the prestigious Town School, and was the first renewable energy company to install a wind turbine and solar energy on a public New York City school, IS-285 Highbridge Gardens, Bronx, NY, the first totally "green" school in New York City. Gregory was appointed to the Equestrian Order of the Holy Sepulcher Board of Directors, as the New Jersey representative, and was appointed to the NY Archdiocese Catholic Guardian Society Board of Directors by Cardinal Timothy Dolan.

**Patricia Prashaw Wilson (1985)** was elected to her second term as a Village Trustee and appointed as Deputy Mayor of Massena, NY—the first woman to hold the position. In addition to the rewarding work she does under the Department of Commerce's Manufacturing Extension Partnership (which she has done for the past 15 years) providing marketing for both her form (CITEC Business Solutions) and as a consultant to small manufacturers, Patricia began serving as a volunteer Board Member and Chair of the Publicity Committee working to open a Boys & Girls Club of Massena in May 2014. She would love anyone from the Marist community who wants to help open the doors to visit BGCMassena.org to learn

more.

**Kevin Reilly (1986)** is embarking on an adventure in the world of the Helping Professions as a behavior therapist for children, adolescents and adults.

**Lauren Chielli (1987)** is the assistant manager for network administration for Paul Weiss, where she has worked for the past 11 years. She has been married for 16 years, and recently won an award from Pet's Alive Westchester.

**Linda Smith Jager (1987)** is heading to Sochi, Russia, in February 2014 with the US Olympic Committee to handle media relations for the U.S. Biathlon team at the Sochi 2014 Olympic Winter Games.

**Virginia Waite-Hosley (1987)** is a personal insurance account representative for Pinckney Carter Co. in North Charleston, SC.

**Dan Pietrafesa (1988)** is a players coordinator/sports reporter for the Poughkeepsie Journal. He was a 2013 inductee into the NYS High School Softball Hall of Fame, and part of three 2013 Best of Gannett awards.

**Ken Foye (1989)** is an English teacher in Hokkaido, Japan.

## 1990s

**Patricia DePaolo Munk (1990)** accepted the position as medical reserve corps coordinator for Dutchess County in December 2012, and works both for the County's Department of Emergency Response and Department of Health.

**Lauren Perutti Zalucky (1992)** is a first grade teacher at West Sand Lake Elementary School

in West Sand Lake, NY. She has three children: Abigail (14), Nicholas (12), and Louis (9).

**Kraig DeMatteis (1993)** writes that after 7 years of working with 7-12 educators in public, non-public, and charter schools to integrate technology into their classrooms, he has spent the last year guiding the development of Fordham University's Graduate School of Social Services's Online MSW Program. His roles include discussing with faculty and administrators at the University about what online learning looks like, what are the similarities and differences between the synchronous and asynchronous classroom, how to design learning objectives and activities, and what methodologies could be utilized to deliver an online course.

**Aaron Ward (1993)** has, for the past 12 years, performed stand-up comedy professionally throughout the Northeast and Midwest, appeared in the Boston Comedy Festival, and Plymouth Rock Festival. In the summer of 2013, he took second place out of nearly 100 comedians in the Cape May Comedy Festival Competition. He also appeared in a movie, *Aftermath*, and appears regularly on the Glenn Slingerland Situation TV show now on YouTube GSSTV.

**Rose Caiazzo (1995)** was selected as "the voice" of the Grand Teton National Park route for a smartphone app called TravelStoriesGPS (located at [travelstorygps.com](http://travelstorygps.com)). She has been exploring a career as a voice artist for the last 5 years, working with clients to complete radio and television commercials, voicemail systems, video games and



corporate narrations.

**Eric Cavoli (1995)** is the senior vice president, group creative director, for Cashman+Katz Integrated Communications in Glastonbury, CT.

**Rex Dickson (1995)** is the creative director for Electronic Arts in Orlando, FL.

**Donna Tine (1995)** was recently promoted to senior director at Comedy Central and is also celebrating her 8 year anniversary at Comedy Central and over 13 years at Viacom

**Jason Farago (1996)** is the head of Insurance & Institutional Client Marketing for Deutsche Asset & Wealth Management.

**Cylinda Rickert Areno (1996)** lives in Round Rock, TX, and is the mother to five children: John (13), Sarah (11), Frederick (8), Henry (5) and Elanor (2).

**Melanie Foster Dawson (1996)** has returned to school to pursue nutrition and wellness.

**Lauren Rosa (1996)** is the marketing manager for Fuji Electric in Edison, NJ.

**Kevin Sullivan (1996)** was recently promoted to writer/producer and lead producer on Monday Night Football for ESPN.

**Kerry Peterson Brooks (1998)** recently gave birth to Everett Hall Brooks (on June 18, 2012 – three months early). Everett is doing great and about to hit his 18-month birthday. Kerry also started a new job as the marketing manager of BigVisible Solutions, Inc., a consulting, training and coaching organization focused on agile practices (IT).

**Christy Gronlund Magee (1997)** received an M.S. in Na-

tional Resource Strategy from the National Defense University, Eisenhower School in June 2013. She was selected to attend NDU/ES as a full-time student by the U.S. Department of Homeland Security for the AY 2013. The NDU/ES program prepares select senior military and government civilians for strategic leadership positions in national security and resource management. Upon her return to the Department of Homeland Security, she was promoted to Section Chief for Critical Infrastructure Stakeholder Education and Training, where She is responsible for development and delivery of training and education for government and private sector partners in critical infrastructure security and resilience.

**Jennifer Harmer (1998)**, an operations analyst at Marist College, is currently pursuing a master's in Communication at Marist College, with an expected graduate date of summer 2014.

**Christopher Jette (1998)** had an article published in the November 2013 issue of EveryDay with Rachael Ray Magazine regarding his experience during Hurricane Sandy and his company's volunteer response to help rebuild his community.

**Lisa Wiggins Yauch (1998)** is a manager of communication for Coldwell Banker Real Estate LLC.

**Kristy Yacovone Farbman (1999)** is the direct communication manager for Nestle Waters North America.

**Colleen McCulloch Learch (1999)** was recently promoted to senior vice president at KRC

Research in Washington, DC.

**Natalie Swan (1999)** is currently entering her fourth year as the senior media buyer at Adams & Knight Advertising, a full-service ad agency in Avon, CT. The agency's primary focus is healthcare and financial clients.

## 2000S

**Doria Goodrich (2000)** is a producer for Bramson Productions.

**Abby Van Horne (2000)** is a senior director for corporate and foundation partnerships for World Vision.

**Avionne Riley Philyaw (2001)** is a website manager for Ferguson.

**Tara Wiley Robstad (2001)** is the assistant director of public affairs for the New York Farm Bureau. She married Dr. Karl Robstad on September 21, 2013.

**Nicole Kopiasz (2002)** is the mother to triplets (Lillian, Liam and Noah), and was a Syracuse 40 Under 40 Awardee.

**Michael Maloney (2002)** is an account director for Ogilvy & Mather in New York City.

**Edward Nini (2002)** recently took a new job as the director of U.S. Wealth Advisory Marketing within the iShares business of BlackRock. He is based in the Princeton, NJ, office.

**Christina Hope (2003)** received her CAPM certification and promotion to Senior Analyst, Marketing, at the United States Tennis Association.

**Jason LaScolea (2003)** is an adult ministries pastor for the

Victory Highway Wesleyan Church. His second child, Noah Jason LaScolea was born July 10, 2012.

**Lindsey Tepas Pettograsso (2003)** is a Workers' Compensation Injury Manager for The Flanders Group. She had her first child, Mason, on June 12, 2013.

**Kristin Pearsall Costigan (2004)** is a regional ad manager for AOL's Patch.com.

**ChristieLyn Diller (2004)** has accepted a position with the Washington D.C. Human Society as the director of marketing & communications in October 2012. In 2012 she also purchased her first home with her partner of nine years, Tag Gieselman.

**Jenn Dugan (2004)** recently returned to school, and is attending Schenectady County Community College, to obtain an Associate's Degree in Business Administration. Jenn, who was a fashion design major, is the owner of Jenn's Creative Outlet.

**Mark Mansour (2004)** and his wife, Laura Jo (Stenz) Mansour (2005) welcomed baby Josephine Piazza Mansour, on August 6, 2013.

**Paul Miller (2004)** has started a new job at the WWE as series producer. He and his wife are expecting a baby, due June 2014.

**Lauren Klingler Tynan (2004)** is the special assistant to the chief medical officer and educational coordinator at The Animal Medical Center in New York, NY.

**Amanda Giordano (2006)** is a writer and producer for MNET – New York Public Media. She moved to WNET from VH1 in

April 2013.

**Kathryn Godfrey (2006)** was recently promoted from study abroad advisor to assistant director of international education at Ramapo College of New Jersey.

**Caroline Ross (2006)** received her MBA from Bentley University in May 2013 and started as account project manager at American Tower Corporation in November 2013.

**Alex Troxell (2006)** was promoted to social marketing and brand communications manager for Publicis Worldwide in the USA.

**Meagan Calnan (2007)** is the communication manager for the National Geographic Society in Washington, DC. She recently became engaged to Matt Sacco (2007).

**Kristina Cioni (2007)** is an account strategist for Outbrain, in San Francisco, CA.

**Jesse Disbrow (2007)** is a reporter for The Daily Freeman, in Kingston, NY.

**Heather Liebal (2007)** is a senior industry analyst for Google, and works in Chicago, IL.

**Andrew Batti (2008)** was promoted to associate producer at the MLB Network, and recently won his third sports Emmy in the Outstanding Studio Show- Daily category for MLB Tonight.

**Alyssa Miller (2009)** has been working for Appaman, Inc., a children's clothing company in New York City, for four years. She is engaged to Steve Pospishil, and an October 2014 wedding is planned.

**Catherine Becker (2009)** is the associate director of communi-

cation for the New York Athletic Club in New York City.

**Sean Fox (2009)** is the coordinator for Left/Right TV in New York, NY.

**Alison Jalbert (2009)** recently won two awards for her work as an assistant editor for TurleyCT Community Publications, which produces two weekly newspapers and six monthly lifestyle magazines. She won first place – Regional Non-Daily Reporting, General Reporting Series Category from the Society of Professional Journalists, Connecticut Chapter, and First Place – Community Non-Daily Newtown Shooting: General Reporting Category from the Society of Professional Journalists, Connecticut Chapter.

**Ashley Southard (2009)** recently completed her master's degree from Illinois State University, and was awarded the Outstanding Graduate Thesis Award and the Outstanding Graduate Student Award. She now works as an advisor in client services for Eduventures.

**Alexandra D'Ercole (2010)** is the communications coordinator in corporate communications, for Macy's Inc. She recently received an M.A. in Public Relations from Iona College.

**Kristen Domonell (2010)** is a freelance health and fitness writer for Men's Health, Life by DailyBurn, Prevention and SELF. Her work has also appeared on WomensHealthMag.com, Shape.com, and the Huffington Post.

**Allison Duffy (2010)** is an associate editor for Major League Baseball. She covered her second World Series in October 2013.

**Jacqueline Kelly (2010)** was recently promoted from marketing communications writer at Fiserv to sales executive. She is working with Fortune 500 companies on lead generation, cross selling, and senior executive relationship management.

**Terah Paluba (2010)** started working at Bloomberg as a senior technical writer in August 2013 after spending two and half years in healthcare technology. She creates help documentation for the Bloomberg Terminal. She recently specialized and made point of contact for FX/Commodities and Economics.

**Gina Pernicano (2010)** recently became engaged to Rob Cristino in January 2013, and is planning an August 2014 wedding in Dutchess County, NY.

**Renee Rumpf (2010)** is a process coordinator for Educational Testing Service.

**Kait Smith (2010)** will complete an M.A. in Integrated Marketing Communications from Marist College in summer 2014.

**Michael Caiola (2011)** is a research assistant at Rensselaer Polytechnic Institute. He recently received his M.A. in applied mathematics from RPI.

**Jennifer Hill (2011)** is an account executive with Chamberlain Healthcare PR. She was selected for a 6-week exchange program with Chamberlain's London office. From August to October, she lived in the UK, helping with new business pitches and projects and expanding her knowledge of PR on a global level.

**Daniel Kopf (2011)** just began a job with the Chattanooga Lookouts as their media rela-

tions manager, after completing his Masters in Sports management from The Ohio State University.

**Rachel Maleady (2011)** is an SEO analyst for EducationDynamics in Hoboken, NJ.

**Brenna McCarthy (2011)** is an account executive with Text100 in New York City.

**Michael Walsh (2011)** took a new job in October 2013 as the sports editor of a new, weekly newspaper focusing solely on local athletics in the Pittsfield area of Berkshire County, MA.

**Michael Cullen (2012)** is the production manager for Good for You Productions, LLC, in Peekskill, NY.

**Danielle DeZao (2012)** is the executive assistant to Laurie DeJong, CEO (Marist alum and Board of Trustees member. Her startup, the purple-thread, LLC., is within the Marist IT incubation program.

**Ryan Fitzsimons (2012)** is the production coordinator for McCann Erickson in New York City.

**Lisa Glover (2012)** says that after returning from a semester abroad in Florence, and interning at a travel PR firm, she knew her career was destined in the travel industry. Passionate about all things travel, she accepted a position at Laura Davidson PR as a travel publicist and couldn't be more satisfied, she says. LDPR specializes in luxury hotels, resorts and destinations around the world. Every day is exciting, she reports, and she loves working with the travel media.

**Colleen Kopchik (2013)** is the Integrated Marketing and Communication Fellow at Marist College and is working



toward an M.A. in Integrated Marketing Communication at Marist.

**Ryan Rivard (2012)** is an associate producer for Reel Works Productions, owned by Reel Works Teen Filmmaking located in Brooklyn, NY.

**Marina Patterson (2012)** recently became engaged to fellow alumni, Kevin Gangeri (2012). They will be married in New Jersey in March 2014.

**Phil Terrigno (2012)** currently is pursuing his M.S. at the Columbia University Graduate School of Journalism and will graduate in May 2014.

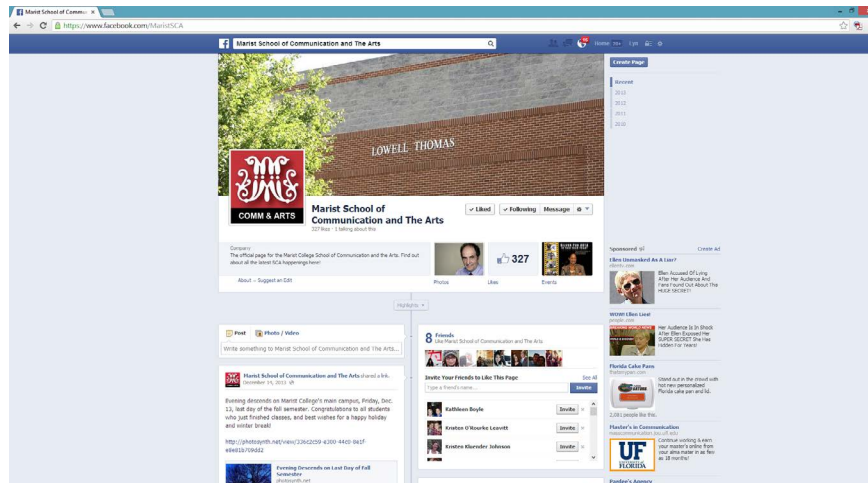
**Robert Williams (2012)** is an inside sales executive for the New York Red Bulls.

**Nicole Grosjean (2013)** is an account coordinator at Co-Communications, a Westchester, NY-based public relations and marketing firm, where she works with a variety of clients across diverse industries. She is also a member of Co-Communication's marketing committee, developed to help promote the firm from an internal standpoint through both PR and marketing strategies.

**Stephanie Hartmann (2013)** is an account executive with Hall and Partners in New York City.

**Victoria Huntsinger (2013)** is a digital products assistant for Penguin Random House in New York City.

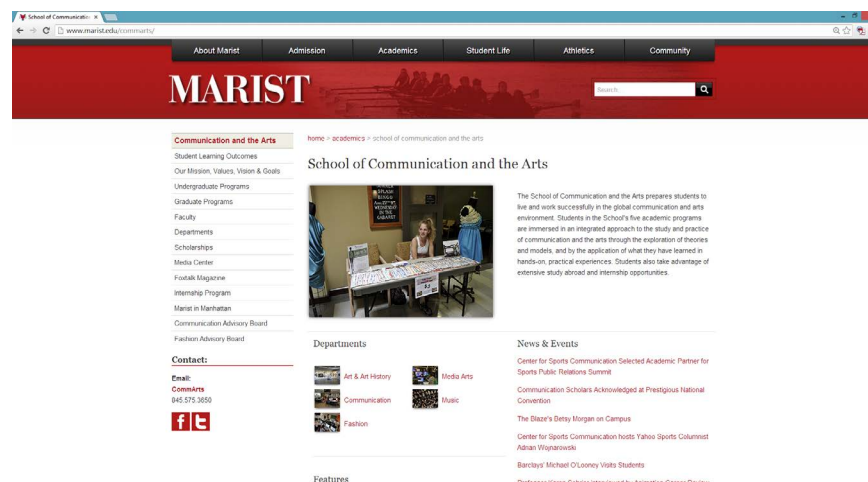
**Kelsey Odom (2013)** is an admissions counselor for Pace University in New York, NY.



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## From PR to SEO //

A Marist alum proves that your major does not matter as much as you'd think.

By Rachael Maleady, '11

One of the defining characteristics during your college career is your major. You'll spend hours learning all about it, with the end goal of working in that field after graduation. But what happens when you can't seem to find a job related to the major that's listed on your degree?

I graduated from Marist in 2011 with a Bachelor of Arts in Communications and a concentration in public relations. Upon graduating, I applied to every job under the sun, focusing mainly on public relations and marketing gigs—after all, that's what I went to school for. I didn't have any connections like many of my friends, so I scoured every job site known to man, cold-called agencies and even applied to jobs I was overqualified for. After a couple of months with no luck, I became discouraged and wondered if I had made the wrong choice by choosing to study PR.

Then in August I received a phone call from a small online marketing agency about a job I had applied to. The job was in a field called "search engine optimization," also known as SEO. In short, SEO is the practice of making a website become more visible in search engine results. It's crucial to any company with a website and many of the job duties are similar to those in public relations and marketing. Although it wasn't specifically a PR gig and I had no clue what SEO was, the position seemed very interesting.

The skills required for the job were having an excellent writing portfolio, a background in marketing and PR and a knack for everything web-related. Sure, I wouldn't be building media lists and organizing press clippings like most entry-level PR majors were, but I would be using a similar skill set I learned from my Marist courses and

internships. Working in a new field was both exciting and challenging, which was just what I was looking for post-graduation.

I spent almost two years at that first job as a SEO copywriter and online marketing specialist and have now found what I believe to be my future career path. Since then, I have moved on to a larger company where I work as a SEO analyst. My daily duties include creating and executing a content strategy for our clients, helping to manage our social media efforts and connecting with the public/media—all of which are similar to, and work hand-in-hand with, those working in PR.

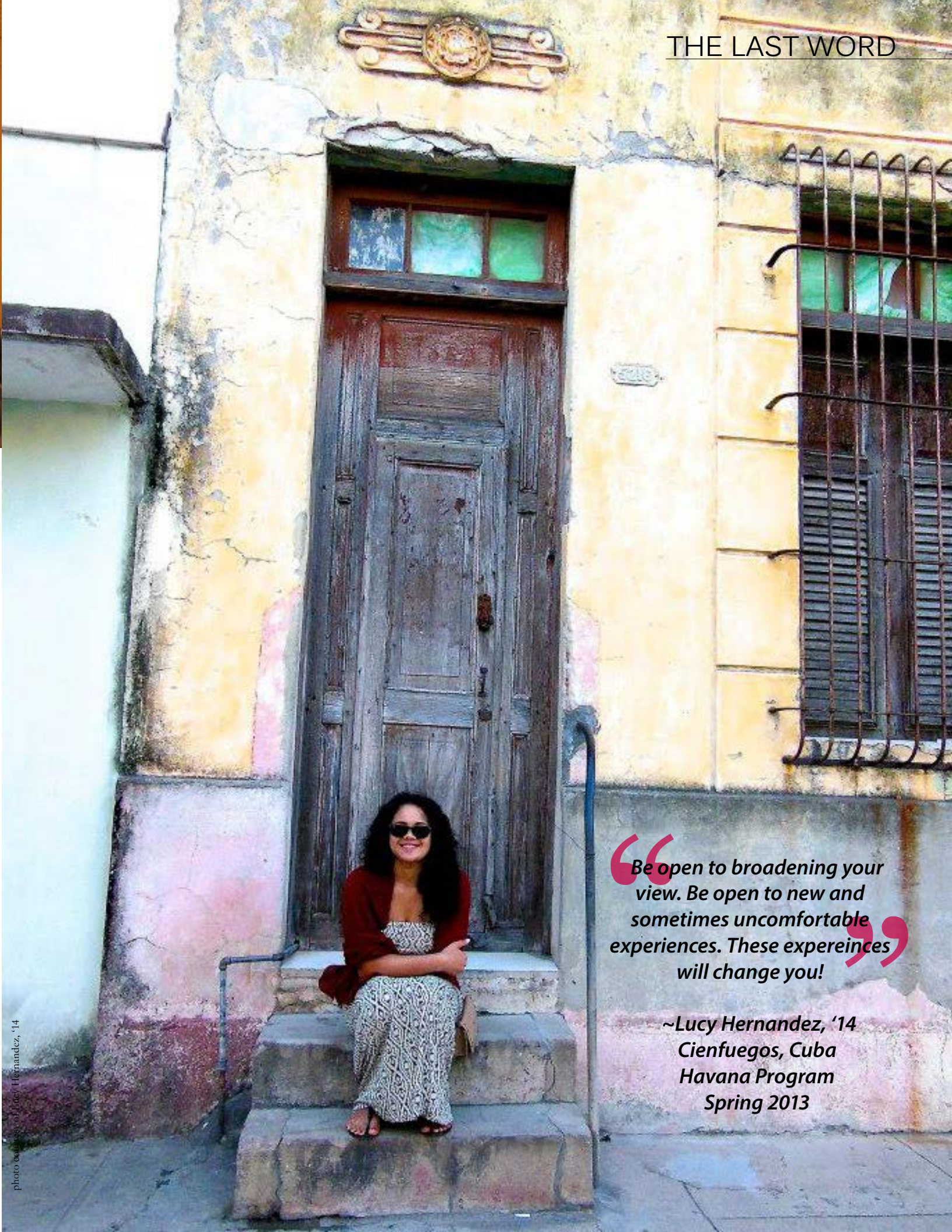
I'm a firm believer that the courses I took, internships I completed and lessons I learned in my PR classes (thanks Tim Massie for stressing the importance of social media!) helped me to excel in the field I'm in now.

For current Marist students or recent grads, I have some words of advice for you. You leave college with so much more than a degree with your major on it, and it's important to focus on that during your job search. You are not tied down to work in one specific field and you most certainly are not a failure if your career path doesn't match that which you went to school for. Spend time researching different career options, intern at a variety of settings and learn to embrace failure. As cheesy as it sounds, eventually you will find your true calling.

***Rachael Maleady is currently working in search engine optimization in the higher education field. In her spare time she is a freelance writer and runs a lifestyle blog.***





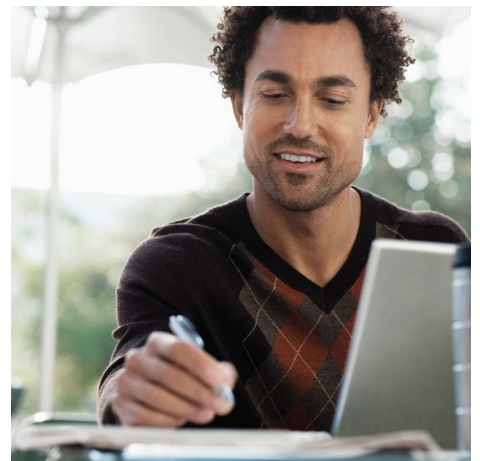
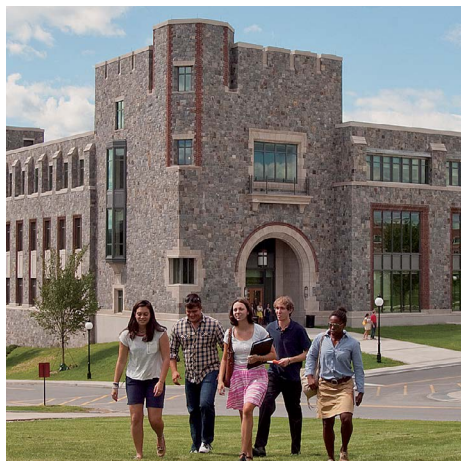


*“Be open to broadening your view. Be open to new and sometimes uncomfortable experiences. These experiences will change you!”*

*~Lucy Hernandez, '14  
Cienfuegos, Cuba  
Havana Program  
Spring 2013*



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