

At Buffalo

The magazine for alumni and friends of the State University of New York at Buffalo

Healing the homeless **p22**

Drones, drones everywhere **p18**

A century of hoops **p17**

Winter 2017

The New NY Bridge MAKING HISTORY OVER THE HUDSON

p26

SPECIAL
SECTION
INSIDE
Honor Roll
of Annual
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FIRST LOOK

Photograph by Douglas Levere

Hidden Wisdom

The Libraries Annex is out of sight, but there when you need it

By Michael Flatt » Just a few minutes away from UB's North Campus, at the end of a residential cul-de-sac, stands a large, unassuming, beige-and-white building. This is the Libraries Annex, a 16,000-square-foot, high-density storage facility where the libraries keep more than 1 million books that have been moved off campus. Fun fact: If you put all the books in UB's library collections on a single shelf, they would stretch from Buffalo to Rochester. That means that some less frequently used but still valuable books and journals need to be housed in the annex, where they are sorted by height and width—rather than by call number or subject and author—and shelved accordingly to save space. In other words, a book on “Paradise Lost” might go right next to one on wood products engineering. Workers use an industrial lift to retrieve titles requested by UB students and faculty from shelves that stand three stories high, and can deliver to any campus library or office within one business day. Think of the annex as the UB version of Amazon Prime, but without the monthly fee. 📖



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PHOTO BY RHEA ANNA

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construction.

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Making house calls to the homeless isn't easy. UB medical students take on the challenges and rewards of caring for those who are displaced, destitute and hurting, in ways both seen and unseen.

Story by Charles Anzalone (MA '00)
Photographs by Douglas Levere

Engineering History

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What does it take to build a state-of-the-art, 3-mile bridge over a deep water channel? About \$4 billion and tremendous talent—including that of seven UB alumni fulfilling key roles on the massive New NY Bridge project.

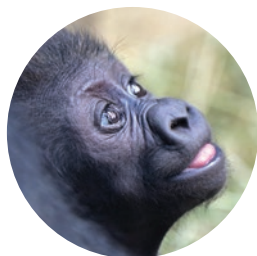
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MOVED?

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EDITOR'S ESSAY

The Art of Altruism

A few years ago, I wrote an essay for an art and aesthetics course that focused on the body. Asked to reflect on a piece of postmodern art, I chose Krzysztof Wodiczko's 1988-89 "Homeless Vehicle Project," a yearlong installation in New York. At the time, I knew little about Wodiczko's work, but I was captivated by this piece: a portable mini-shelter that gave voice to those usually relegated to the margins of our consciousness.

One of the things Wodiczko did with his installation was to prod the viewer into a different relationship with the homeless—stirring the conscience beyond uttering the customary expression of regret, or reaching quickly for a dollar before rushing off to whatever might be waiting on the other side of the interaction. I've been thinking a lot

about this project since reading our feature story on the UB HEALS program (p. 22), through which UB medical students, working in teams with physicians and social workers, seek out and treat homeless people in downtown Buffalo.

To me, Charles Anzalone's story upends stereotypes of homelessness by relating the experience of students who deliver care to those without a home to call their own. The medical needs of these people may not be obvious to the passerby; their injuries or illness may not take physical form. Whatever factors led them to homelessness may be difficult for an outsider to comprehend. But the students and physicians engaged in this life-saving care do not judge. Nor do they shrink from direct physical contact when it's needed to address their patients' underlying conditions.

"It was sobering," Anzalone told me of his experience accompanying the students on their street medicine rounds one evening

Illuminated by light from cellphones, a UB HEALS team administers care to a homeless man.

in September. "These are people you would see every day and pass by without giving any thought to them. And with just a little attention, the UB HEALS people found that they were suffering in plain sight without giving any outward warning sign. Whether their needs were physical or emotional, they were plainly in crisis."

Anzalone was particularly struck by the students' altruism. "They were legitimately out to improve their surroundings rather than just secure their place as doctors," he said, recounting a dramatic moment in the evening when the removal of a piece of clothing revealed a festering condition. "Who would have known what was wrong with this guy if the UB HEALS team hadn't taken the time to talk to him and win his trust?" he wondered out loud.

I had no answer but could only admire the devotion of this band of healers who are helping to expand the art of medicine. As Wodiczko once commented, "It is impossible to make any change in the world if one doesn't feel a stranger, if one doesn't see the world from the point of view of strangers." ■



Ann Whitcher Gentzke, Editor
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THE PRESIDENT'S PAGE

President Tripathi shares what's on his mind

UB 2020: A Vision, A Path, A Transformation

Whenever I talk with alumni visiting campus after a long time away, they invariably have two reactions. First, they are amazed by how much has changed since their student days.

And then they realize that what is truly exciting is what has not changed—the UB spirit they know and love.

For me, that response goes to the heart of what makes UB great. Great universities know their history. They celebrate their traditions. At the same time, they never stop evolving, refining and moving toward the next frontier.

There's no doubt that UB has transformed. These changes are visible everywhere you look. You'll find them in the research lab, where Communities of Excellence are bringing together scholars across the disciplines to break ground in critical areas from climate change to cancer therapy. You'll find them in historic campus icons like the beautifully renovated Hayes Hall, whose grand reopening we celebrated this fall, and in brand-new buildings constructed on all three UB campuses—including the state-of-the-art downtown home for the Jacobs School of Medicine and Biomedical Sciences, opening in 2017. And you'll find them in the classroom, library and learning spaces throughout campus and beyond, where this fall's launch of an innovative general education curriculum is the centerpiece of a

reimagined undergraduate experience.

Transformation on this scale doesn't happen overnight. It develops slowly, incrementally, over many years. Transformation takes shape through many voices and viewpoints coming together in the shared pursuit of excellence.

That's exactly what has happened at UB. More than a decade ago, we launched the UB 2020 strategic vision, setting in motion the institutional transformation that continues today.

We imagined a new research paradigm gathering scholars across fields to tackle urgent challenges—huge, complex, multifaceted problems facing health care, the environment and social justice.

We imagined a unique educational experience that brings the research enterprise closer to our students and offers relevant, direct experiences preparing them for global leadership in their chosen fields.

We recognized that to fully realize our vision, we would also need to create physical landscapes supporting world-class research and education. We imagined three distinct, vibrant UB campuses, seamlessly connected to each other and deeply embedded in their communities.

And we set to work building the components of this vision—step by step.

The scope of UB's transformation is expansive. But every element stems from a simple principle, one that has been part of the bedrock of our university since our founding 170 years ago. That principle is about collaboration toward the public good—whether that means partnering across the disciplines to confront a threat to public health or social justice, working to build a physical campus plan that enhances our connections with each other and with our neighborhoods, or preparing our students to be engaged citizens who will transform their communities locally and globally.

So while UB has transformed in incredible ways, the vision driving this transformation is the same that has guided us from the start: to make the world around us a better place through our ideas and our discoveries. We know that to realize this vision fully, it must be more than an abstract ideal. We have to live it and build on it every day. And we have to model it for our students—so they have the foundation to create their own profound impact as tomorrow's graduates. 📍



UB students brainstorm for solutions to global health crises.

Satish K. Tripathi

Satish K. Tripathi, President

We want to hear from you!

Send letters and comments to atbuffalomagazine@buffalo.edu with the subject heading "Letters." Or mail to Editor, At Buffalo, 330 Crofts Bldg., Buffalo, N.Y. 14260. Letters are subject to editing for length and clarity. Please include a daytime phone number for verification.



The impact of Tony Conrad

Thank you for the article on Tony Conrad ["Out of the Studio, Into the Streets," Fall 2016]. I had the pleasure of taking several of his classes at UB and will never forget his style of teaching. I look at media differently now because of him.

Angela Waye Turk (BA '04)
Buffalo, N.Y. (via Facebook)

I received my MAH in media studies in 1996 and had the privilege of getting to know Tony Conrad while working as a media tech at UB and in the classroom. He was the top of the pyramid for me.

Dan Allen (MAH '96)
Denver, Colo.

Solving addiction's puzzle

Excellent article on "The Science of Addiction" [Fall 2016]. It is always refreshing to read about studies on addiction and to understand how to begin to help those who are addicted, especially as parents hoping to prevent our children from that fate.

Geraldine Calvo
Rhinebeck, N.Y.

A wild year

Many thanks for remembering one of the most tumultuous years in the country and at UB ["The Year That Was: 1967," Fall 2016]. Other memories of that time include Ralph Nader and Timothy Leary speaking at Norton Student Union, and hippies playing orchestral music on the architectural pipes in the Student Union.

Mark Noble (BS '70)
Upper Marlboro, Md.

Rebirth of Hayes

Way to go with your story on the Hayes Hall reopening ["Back to the Future," Fall 2016]. The building makes me proud to be a UB alumnus.

James Frederick Wallace (MA '75, BA '71)
St. Louis, Mo.

The real thing

I worked one day as an extra in "Marshall" ["Marshalling Cars for 'Marshall,'" Fall 2016]. I was on set at 8 a.m., and my scene was called at 5:30, giving me the whole day to take in the enormity of this major motion picture. As one of the production assistants told me, "This is the real thing—this is Hollywood." I was proud to be one of the many UB alumni connected to the film.

Don Wesley (PhD '15)
Gowanda, N.Y.

Vonnegut's verve

I enjoyed the interview with Marc Leeds (PhD '87) ["Everything is Connected," Fall 2016]. I think I read almost all of Kurt Vonnegut's books when I was in college, and his thoughts and style still seem new to me.

Susan Spencer
Toronto, Ontario

Marc Leeds is spot-on in his choice of quotes from Vonnegut and in his assessment of Kurt's writing and attitudes, as you would expect from someone who has made such major contributions to Vonnegut scholarship.

Peter Reed, Professor Emeritus of English, University of Minnesota
Minneapolis, Minn.

Defining the king protea

The photo in the article "Reading the Sky" [Fall 2016] is not of a king protea, as captioned. It is probably a variety of pincushion. We have had the largest protea farm in the U.S. here on Maui for 18 years.

Neil H. Waldow (DDS '64)
Kula, Hawaii

Editor's response: Although we obtained the image from a reputable stock agency, it appears the labeling was incorrect. We checked with Adam Wilson, whose research is discussed in the story, and he confirms that the image we used, while in the same family (Proteacea), is a different species. Thanks for the correction.

From the Editor's Desk

We were delighted to receive this photo from Dimitri Facaros (BA '06) and Amanda Dermady (JD '13), both captains with the JAG Corp, he with the U.S. Army, she with the Air Force. That's our summer '16 issue being held aloft at Bagram Airfield in Afghanistan. Dermady is a native of Watertown, N.Y., where Facaros is stationed at Fort Drum, but the two hadn't met before their forces were jointly deployed to Afghanistan.



Gail Jaspén (BA '70) of Manakin-Sabot, Va., is the winner of our Olympics Mini-Quiz ("Which former UB president ran with the world's best in the Summer Olympics in Antwerp, Belgium?"). The answer is Clifford C. Furnas. Jaspén, whose name was randomly chosen from the correct submissions, will receive an At Buffalo mug.

Bullhorn

Life at UB, on and off campus

Compiled by Lauren Newkirk Maynard



Lattes and Literature

The Silverman Library is reborn as a state-of-the-art learning landscape

By Lauren Newkirk Maynard » UB's Oscar A. Silverman Library underwent a two-year, \$7.2 million renovation, transforming the 45,000-square-foot space into a vibrant intellectual hub on the second and third floors of Capen Hall.

The library, which gets nearly 1.3 million visits each year, reopened to the public at the start of the fall semester, resuming its former policy of staying open 24 hours. The redesign is the first part of the Heart of the Campus project, a UB 2020 initiative to enhance the student experience by converting Capen Hall into the center of the academic spine, complete with student, library and dining services.

New features of the 880-seat library include high-tech classrooms, group study spaces with 80-inch monitors and video

recording studios with editing suites. A grand reading room with oak woodwork and archival images of historic UB offers students a quiet, comfortable and inspiring place to study. And literal signs of the times can be found on the doors of the new gender-neutral bathroom and lactation room for new mothers.

Of course, no collegiate study space would be complete without coffee. Whispers Café at Capen, a sister eatery to Whispers

Café at Abbott on the South Campus, serves caffeinated drinks and light snacks to fuel any kind of wick-burning UB students dream up. ☕

Whispers Café at Capen serves refreshments to help students power through late-night study sessions.





Up, Up and Away Six years ago, Assistant Professor of Finance Brian Wolfe and his wife, Alyssa, needed a birthday present for a little boy. Short on cash, Alyssa sewed a superhero cape. Their young friend loved it, she later sold out more capes at a local craft fair, and the couple's Pip and Bean brand of personalized, custom capes was born.

Pip and Bean, which sells its products online, is a family affair: Alyssa handles daily operations, marketing and customer relations, while Brian oversees finances and human resources. Their kids—Charlotte, 10, Penny, 9, and Harry, 5—help decorate the packaging with stickers and even do some sewing, assisting a few Buffalo-based, part-time seamstresses (the sole employees in the small operation).

"The worst part of having an online business is never getting to see the kids put them on for the first time," Brian says. "But then you get a picture of a kid going through a heart transplant, wearing his cape as he's walking through the hospital. It melts you a little."

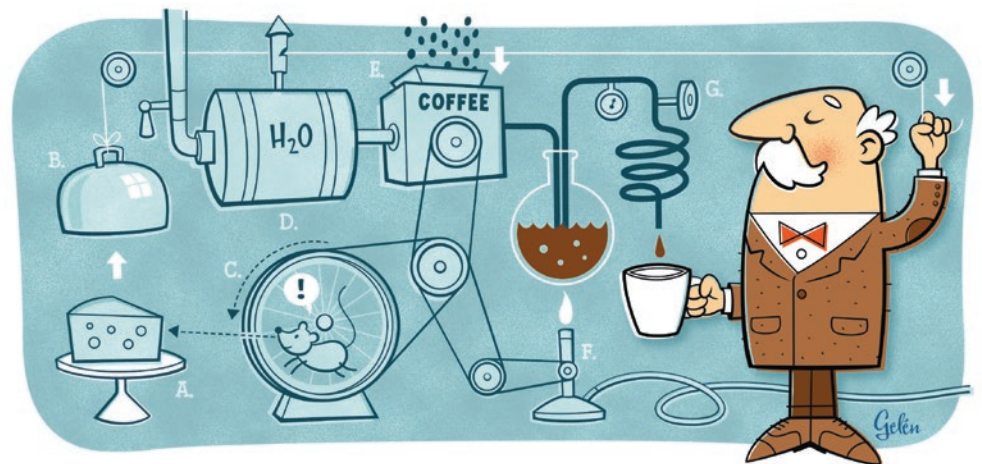


9
NO.

UB Bucket List

(100 things every student should do before graduating)

WINTERFEST Instead of holing up every February, crowds of students, faculty and staff head out to the snow-covered Special Events Field for UB's annual Winterfest. Whether we're playing broomball on the outdoor ice rink, riding through the North Campus on horse-drawn sleighs or enjoying a cup of hot cocoa, the festival is always a jolly good time for all.



Cool Courses UB Seminar, a key part of the new UB Curriculum requirements for first-year students, offers discussion-based courses focused on big ideas that help connect the classroom with the wider world. Here are just a few of the course titles from the fall semester that made us all want to go back to school.

FROM KICK TO KRUMPING

SCIENCE, PSEUDOSCIENCE AND NONSENSE

THE EXPLODING PIANO

LONGHOUSE TO THE PENTHOUSE

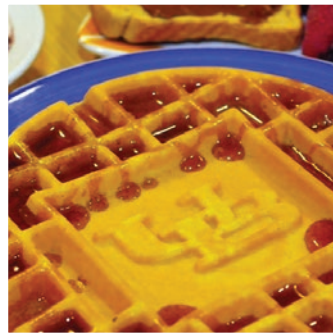
THE PHYSICS OF HOW THINGS WORK

ART AND MADNESS

For more, visit buffalo.edu/ubcurriculum/seminar

Instaworthy Our best UB Instagram snaps from around the world. Tag up with #UBuffalo or #Good2BeBlue.

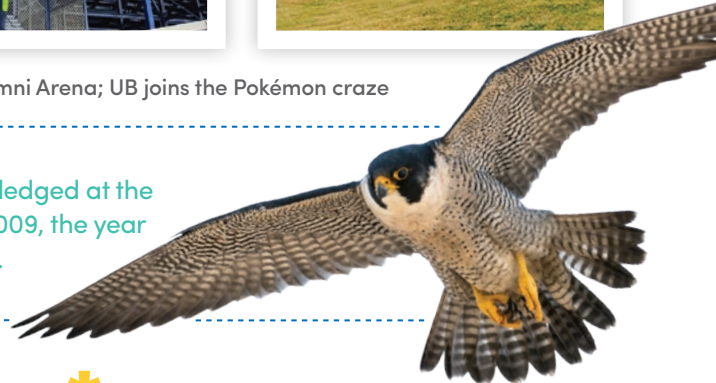
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From left: Mini version of the World's Largest Duck; waffling at C3; Bulls Nation reigns at Alumni Arena; UB joins the Pokémon craze

24+

More than two dozen peregrine falcon chicks have fledged at the MacKay Heating Plant on the South Campus since 2009, the year the nesting box was installed at the top of the facility.



Renaissance Remix For its third annual, city-wide festival, held in September, the UB Humanities Institute turned to former New York Times science reporter Dava Sobel, author of "Galileo's Daughter." Sobel's featured talk led three days of films, performances and discussions that aimed to shed light on the concepts of rebirth and renewal, looking at examples from the Italian Renaissance, the Harlem Renaissance and, now, Buffalo's economic revival.

ICYMI* (Good news worth sharing)

MOVIN' ON UP. UB earned U.S. News & World Report's "top 50" rating among public universities for the third straight year, moving up two places to No. 43.

INCOMING! The fall 2016 freshman class hit 3,995, UB's largest first-year class ever. Growing buzz around Buffalo's resurgence, a revitalized gen ed curriculum and new student-recruiting strategies all contributed to the rise.

POWER PLAY. Recognized as the largest college and university purchaser of green energy in the nation, UB earned one of three Green Power Partner of the Year Awards from the EPA.

WE'RE VETTED. For the second consecutive year, Military Times has ranked UB as one of the nation's best universities for military veterans and service members.

*In case you missed it

Campaign News

Legal Tender. The UB School of Law's seven-year fundraising campaign—the largest in school history—reached its \$30 million goal, doubling the school's endowment.

Brick by Brick. Earlier this fall, friends and supporters of the Jacobs School of Medicine and Biomedical Sciences commemorated reaching the final stretch of the "Build the Vision" campaign with an event in downtown Buffalo. More than \$175 million has been raised to date of the school's \$200 million campaign goal. For more info, visit buffalo.edu/giving/build.

ONE-LINER: "I detest space. It's scary. You die there; it's terrifying, but it's also part of why I had to write this story."

NNEDI OKORAFOR, ASSOCIATE PROFESSOR OF ENGLISH, ABOUT HER NEBULA AND HUGO AWARD-WINNING NOVELLA, "BINTI"

Bullhorn

BY THE NUMBERS

What it takes to build a modern medical school

29k

cubic yards of concrete



28,006

terra-cotta panels covering 105,000 square feet



10k

power outlets



1,780

workers



23

acres of drywall



1,700

tons of rebar



CAMPUS CONSTRUCTION UPDATE

Here to Stay

The Jacobs School of Medicine and Biomedical Sciences sports an old-school material made for today's high-tech buildings

Lab benches, check. Electricity, check. Locally sourced terra-cotta tiles? Check! In time for the holidays, the new building for the Jacobs School of Medicine and Biomedical Sciences is entering the final phase of construction, getting finishing touches on the inside while being wrapped up in a massive terra-cotta bow. Found on rooftops throughout Europe, and a defining feature of numerous Buffalo landmarks (including the Peace Bridge), the age-old earthenware material is known for its durability and good looks. And Western New York boasts one of the world's most prolific terra-cotta manufacturers.

Boston Valley Terra Cotta, which also is working with the UB School of Architecture and Planning on some installations in Hayes Hall, has been a family-owned business since 1889. It beat out two German firms to win the Jacobs School contract and is busy producing 28,006 custom panels—each one weighing in at 60 pounds—that will be installed to make up 105,000 square feet of the new medical school building's high-performance "skin." HOK, the building's design firm, contacted Boston Valley during the conceptual design phase, rightly thinking that using terra cotta would pay homage to Buffalo's rich architectural history. Oh, and the tiles will last for hundreds of years. It's a gift that keeps on giving.



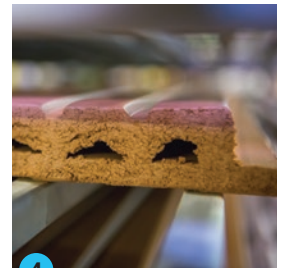
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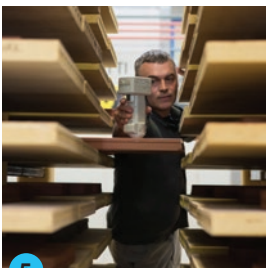
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5



6

1 A detail of a Boston Valley rain screen panel. 2 Raw clay arrives from within 500 miles of the plant and is then mixed to create specific colors. 3 Each "supersack" of clay weighs about 2,200 pounds. 4 The formed clay panels are baked at 2,100 degrees Fahrenheit for more than 24 hours. 5 Each panel is checked for color accuracy with a spectrophotometer. 6 Finished panels are packed into protective crates and shipped to the job site.

Eureka!

The neglect of neglect p12

An explosive recipe p13

Stem cell renewal p13

No More Moore? Not So Fast

A corkscrew-shaped micro-laser, developed by UB engineers, is a big deal for the future of computing

By [Cory Nealon \(MBA '16, BA '02\)](#) » A tiny, light-based communication tool carries digital information in a swift, swirling motion, like a cyclone.

The optics advancement, described in a study published in the journal *Science* this past July, could become a central component of next-generation computers designed to handle our growing demand for data and our increasing need for speed.

It may also bring relief to those fretting over the feared end of Moore's Law, a prediction from within the computing industry that the processing power of computers will double every couple of years.

"We need to rethink what's inside of these machines—in other words, how computers operate—to ensure we can meet the future demands for data," says Liang Feng, assistant professor of electrical engineering at UB and the study's co-lead author along with UB Professor of Electrical Engineering Natalia M. Litchinitser.

For decades, researchers have been able to cram more and more components onto silicon-based computer chips. Their success explains why today's smartphones have more computing power than the world's most powerful computers of the 1980s, which cost millions in current dollars and were the size of a large file cabinet.

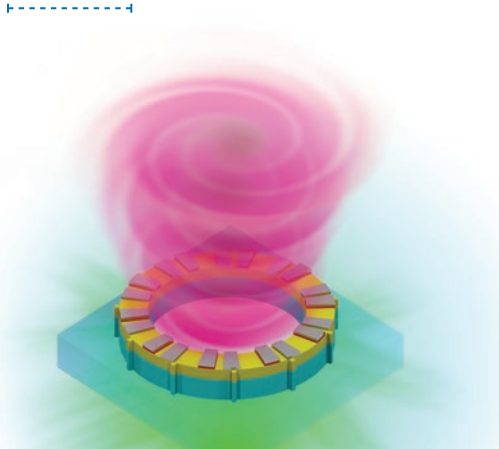
But many within the industry have expressed concern that this streak of continuous improvement is set to hit a roadblock, possibly within the next five years, as traditional technology nears its limits. An end to Moore's Law could derail the dissemination of data-intensive innovations like personalized medicine and driverless cars to the masses.

Researchers have been experimenting with a range of approaches to fend off that end, including optical communications, which uses light to carry information. Examples of optical communications vary from old lighthouses to modern fiber

CONTINUED



TWEETABLE: Title of online lecture recently hosted by #UBSPHHP: [Can Public Health Efforts Avert Imminent Human Extinction? We hope the answer was yes.](#)



A laser beam that travels in a corkscrew pattern can carry 10 times or more the amount of information than conventional lasers.

optic cables used to watch television and browse the internet.

Lasers form a central part of today's optical communication systems, and so researchers have been manipulating lasers in various ways, most commonly by funneling different signals into one path to carry more information. But these techniques (known as wavelength-division multiplexing and time-division multiplexing) are also reaching their limits.

The UB-led research team is pushing laser technology forward using another light-manipulation technique. Called orbital angular momentum, it plies a laser beam into a corkscrew formation with a vortex at the center. With information encoded into its many twists and turns, a vortex laser can carry 10 times or more the amount of data than can be contained in a conventional laser's linear path.

Vortex lasers are nothing new, but until now, they've been too large to work with today's computers. The UB-led team's innovation, supported by grants from the U.S. Army Research Office, the U.S. Department of Energy and the National Science Foundation, was to shrink the vortex laser to the point where it is compatible with computer chips. The technological breakthrough is the result of two years of work inside clean rooms and laboratories in Davis Hall and elsewhere, and has been generating headlines worldwide.

The vortex laser is still in the research stage and is just one component of many, such as advanced transmitters and receivers, that will be needed to continue building more powerful computers and datacenters.

And so, inside Davis Hall, the work continues. For outside, the need for more computing power never slows. **B**



60 SECONDS WITH Annette Semanchin Jones and Patricia Logan-Greene

Interview by Sally Jarzab

A Probing Portrait of Chronic Neglect

In the realm of social work, chronic child neglect gets little attention, despite growing evidence that it can cause serious long-term harm. Determined to deepen understanding of the issue, two UB researchers mined through Child Protective Services (CPS) case records to identify indicators of chronic neglect and to track caseworker responses. They found that addressing chronic child neglect would require a comprehensive assessment approach that paints a more detailed picture of families at risk. The rub? Resources.

Neglect accounts for the majority of reports of child maltreatment, and yet it's understudied.

Why?

ASJ: Physical or sexual abuse can seem more egregious and therefore gets more resources devoted to it. However, the impact of neglect may be no less serious. In fact, research is showing that chronic neglect can have worse impacts than, say, a single incident of physical abuse.

How so?

PLG: Educational neglect, for example, can set children back in school, which sets them back with their peers, which can shunt them toward negative peers, which could encourage delinquency, and so on—different effects can cascade from simple failure to help children get what they need at critical periods of time.

That sounds serious.

ASJ: It can be. But often, any one particular case that comes to CPS doesn't quite rise to that level of seriousness, and so children are still maintained in the family. So then the case closes, but because things aren't addressed, it comes back to CPS.

How can this cycle be broken?

ASJ: The use of comprehensive assessment early on might prevent a family from falling into this category of chronic neglect. The families in our study had

multiple stressors: poverty, domestic violence, substance abuse, behavioral issues and more. Ideally, CPS workers would have good training and assessment skills in this whole range of issues.

PLG: Even then, they often do not have the resources to do a thorough assessment of everything that comes through. Especially if there appears to be a lower level risk of harm, as is often the case with reports of neglect, they can't afford to spend the time compared to abuse cases that demand more immediate attention.

So breaking the cycle is not a simple matter.

PLG: One of the important messages is that there's no magic bullet. The families in our study were seriously challenged families that needed holistic services that often go beyond the bounds of what Child Protective Services can do.

ASJ: Because our study looked at the investigation stage, we focused on the need for comprehensive assessment. In an ideal world, that would be followed by comprehensive service delivery. They go hand in hand. **B**

Patricia Logan-Greene, assistant professor, School of Social Work

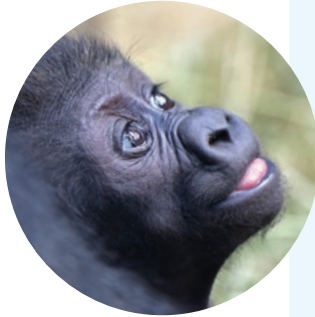
Annette Semanchin Jones, assistant professor, School of Social Work



Beaker Briefs

Research highlights from the desk, lab and field in 50 words or less

By Marcene Robinson (BA '13)



Survival of the Spittle

Evolution doesn't always involve reinventing the genetic wheel. UB researchers examined the saliva of humans and primates and found that, sometimes, just amplifying old genes can do the job. They discovered that the DNA that makes saliva bind to bacteria duplicated itself over time, helping us to better fight disease.

LED BY: Biology researchers Omer Gokcumen and Duo Xu, and oral biology researcher Stefan Ruhl

Leading Ladies

It's no secret that men hold the majority of leadership positions at American companies. But UB-led research revealed that in male-dominated workplaces that were outgoing and social, women were more likely to emerge as leaders. These groups, they found, chose leaders who best exemplified their shared values, regardless of gender.

LED BY: Organization and human resources researcher G. James Lemoine

The Heart of Peer Pressure

Going with the flow may place a damper on your happiness. According to UB-led research that studied cardiovascular responses to peer pressure, standing up for your beliefs can lead to positive, invigorating experiences, while compromising opinions to fit in with a group may lead to feelings of anxiety.

LED BY: Psychology researcher Mark Seery

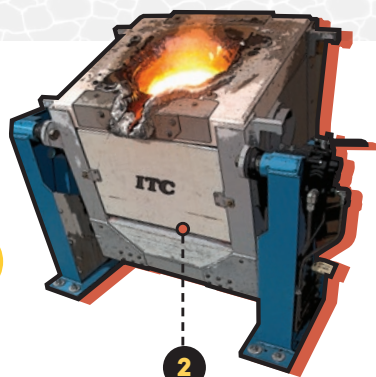
A Recipe for LAVA

Lava: Not only is it destructive, it's also unpredictable—a bad combination. Take, for example, when it comes into contact with water. Sometimes it cools; other times, it explodes. • Lava-water interactions, common in nature but poorly understood, are the focus of experiments at UB's Center for Geohazards Studies at its field station in Ashford, N.Y. There, scientists donning spacesuit-like getups that protect against the extreme heat and infrared radiation are cooking up their own vats of molten rock on an unprecedented scale. • How, exactly? Here's a recipe.



1

The main ingredient—the only one, really—is volcanic rock called basalt. UB geologists shipped in two tons of it from a Texas quarry.



2

The rock is dumped into a magnetic induction furnace that heats the mixture to about 2,500 degrees Fahrenheit. The contents are stirred every half hour.



3

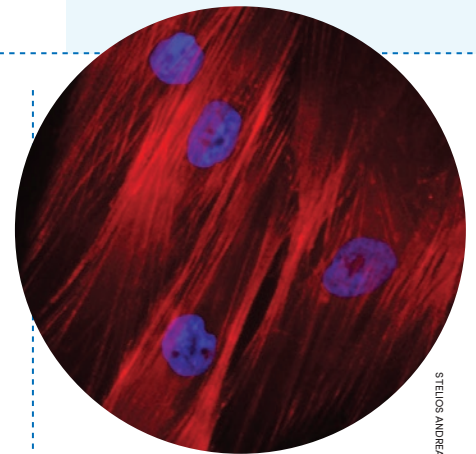
After about three hours, the lava is ready. Each lava-water experiment uses a batch of roughly 10 gallons.

ROBERT WILDER, BFA '02

SMALL WONDERS By Charlotte Hsu

A Genetic Weapon in the War on Aging

Could the fountain of youth be tucked inside a gene? In a recent study, an embryonic gene called Nanog rebooted the activity of adult stem cells, which help to regenerate tissues and organs. Under normal circumstances, as people age, fewer of these cells perform their job capably, leading to problems ranging from weak bones to clogged arteries. But introduce Nanog and things change: In a series of experiments led by Stelios Andreadis, chair of chemical and biological engineering, the gene jumpstarted crucial cellular processes that helped restore aged stem cells to working condition. Some of the rehabilitated cells are pictured here.



STELIOS ANDREADIS

The research, funded by the National Science Foundation, could allow for better assessment of the danger posed by volcanoes that are covered in ice or located near lakes and oceans.

Inside the Cup

Everything old is new again—including this age-old restorative device

When swimmer Michael Phelps appeared during last summer's Olympic Games with purple, bruise-like marks dotting his back, it was many people's first introduction to the traditional healing technique known as "cupping."

But Algirdas Gamziukas (MD '60, Pharm D '56), who donated his family's antique cupping set to the School of Pharmacy and Pharmaceutical Sciences' historical exhibits, has been deeply familiar with the practice since his childhood days in Lithuania, when his grandmother performed cupping on him to treat chest colds.

And did it work? "It did ..." Gamziukas says, with just a short pause, "absolutely nothing." Nothing, that is, except make him feel self-conscious when he went swimming with the other boys, looking, as he describes it, "like a leopard."

No harm done, Gamziukas concedes, and he doesn't deny that some may have a more encouraging experience. Many do swear by the ancient therapy, and it's making a comeback among athletes, performers and others looking for alternative ways to manage pain, improve circulation, boost immunity or achieve one of the various other benefits attributed to it.

Go ahead and grab a cup

Cupping uses suction to temporarily pull up the skin from the muscles underneath and draw blood into the area. Here's how this set works: To create the suction, alcohol is applied with a gauze-wrapped swab to the inside of the glass cup and lit with a candle flame. As the oxygen burns up, a vacuum forms in the cup, which is then quickly placed upon the skin, left for several minutes and then removed with a "pop."

Good for what ails you—and then some

Gamziukas' grandmother used it to relieve chest congestion, but cupping has been employed to treat a rather eclectic range of maladies, including acne, eczema, depression, anxiety, anemia, high blood pressure, arthritis, fibromyalgia, infertility, asthma, migraines and varicose veins. It also has been used as a form of deep-tissue massage.



A forgotten family heirloom

This particular cupping set is thought to have come from Russia, acquired by Gamziukas' father sometime around the turn of the 19th century. It was kept in his grandparents' home in rural Lithuania, before the family fled during World War II. When his mother got the message to evacuate, she hastily took things from the medicine cabinet she thought might be useful. Packed into a suitcase, the cupping set was rediscovered many years later, when Gamziukas was living in Buffalo.

Celebrity spotting

Though Michael Phelps isn't the only celebrity cupper (others reportedly include Jennifer Aniston and Justin Bieber), his highly visible welts at the 2016 Olympics made cupping a trending topic.



MARTIN BUREAU/AFP/GETTY IMAGES

LockerRoom

Burns heats up p16

100 years on the hardwood p17

UB's underwater treadmill p17

By David J. Hill » Colt Cotten could easily have been a statistic, another kid from a single-parent, low-income family who never fulfilled his potential. But something drives Cotten each day to try to be the best man he can be: the fact that his father wasn't.

"Whenever I thought about doing something stupid, even now, I say 'Don't be like him,'" says Cotten, a senior wrestler whose goal is to win a national championship come March. If he succeeds, his mother, Fawn, and grandfather, Robert Yerger, will be there to congratulate him. Cotten's father won't have a clue. Rodney Lawrence Simpson has been in jail since shortly after Cotten was born. (Fawn gave her son the surname of an ex-husband instead of taking Simpson's.)

Cotten has never seen or spoken to his father; nor does he plan to. All he knows about Simpson is his birthday, that he was a Golden Gloves boxing champion, and that his rap sheet is a laundry list of felonies and misdemeanors that landed him in a New Mexico state prison, where he has lived for the past 20 years. "If he ever tried to find me, I'd just—I don't need that," Cotten says. "I'm going to get a college degree. I'm hopefully going to be a national champion."

Cotten was born near Spokane, Wash. Simpson split soon after and, following a year in California, Fawn moved with her son back to her native Pennsylvania. She raised Cotten on a farm in Benton, a rural town about 40 miles from where she grew up, instilling in him morals and manners; people frequently ask him what military branch he's in.

Benton's population is just under 900. Most people there work on farms or at the Benton foundry. It's not for everyone, but Cotten says his country upbringing helped him become who he is today—as a wrestler (he has a gritty, underdog-ish style) and as a man. "No one has money.

Growing Up Country

Colt Cotten's rural upbringing defines his style as a wrestler and his substance as a man

CONTINUED

Locker Room

The richest guy probably makes six figures and drives a 2010 diesel. It's simple. That's what I love about it. I wish everybody grew up a little country."

At age 6, he was helping his mom in the horse stables. By 8 he knew how to operate a Haybine. Cotten is as comfortable around cows and Carhartt jackets as he is on the wrestling mat. His record-setting career at tiny Benton High School, where wrestling meets draw half the town, earned him a scholarship to nearby Bloomsburg University, whose coach was John Stutzman (BA '98). When UB hired Stutzman as head coach in 2013, Cotten decided to follow his mentor to Buffalo.

"I saw a connection before he even brought anything up about his past," says Cotten. "He grew up without his dad, too. I look up to him like a father figure. He's hard on me and I need that. I appreciate that."

"We have a lot in common," says Stutzman, who named Cotten one of four team captains this season. "I understand where he's coming from and I won't let him take the easy way out.

He needs this as much as I did when I was a student-athlete."

Cotten, who wrestles at 141 pounds, has a year of eligibility remaining. With a major in legal studies and a minor in environmental studies, he's

Colt Cotten is one of four team captains this season.

hoping to become a fish and game commissioner. For now, though, he's focused on qualifying for the NCAA Wrestling Championships in St. Louis. He was eliminated in the consolation bracket at last year's tournament in Madison Square Garden.

Placing No. 1 in the country in his weight class would be a great way for Cotten to close out his wrestling career. "A kid that grows up with a single mom, dad's in jail, low-income family? If you look at the statistics, they're supposed to amount to nothing," he says. "I pride myself on saying I made it from the bottom. And I have my mom and my coach to thank." 📍



PAUL HOKANSON

Kindling a Fire

Megan Burns was ambivalent about swimming. Then she came to UB and started shattering records

By Michael Flatt » Megan Burns may be the best sprinter the UB swimming program has ever seen. In 2015, she was the anchor on the 200-meter free relay. At the MAC Championships that year, she was faster in her 50-meter leg than any swimmer in any leg of that event by a half-second—an eternity over that distance.

That was her freshman year.

Hard to imagine that just a few years ago, Burns, a junior nursing major, had to be practically dragged to the pool. She credits her mother with encouraging her to stick with it when she was, in her own words, "just lazy."

"I basically hated swimming up until college," she says. "I would cry before practice all the time, and my mom would be like, 'No, you need to go!'"

Since coming to UB, under the tutelage of head coach Andy Bashor, she has embraced the work ethic required to be successful in a sport where getting faster is the only objective. This isn't to say she didn't have a learning curve. Going from a high school training regimen to a Division I program tends to present a bit of a shock to the system.

"When I got here, I bet people were questioning why I was on the team," she says. "The amount of weights, dry-land training, how much we practice every week—it was all very different for me."

According to Bashor, Burns' initial difficulties weren't that unusual for an incoming freshman, but her learning curve was.

"There are levels of progression you expect a swimmer to go through, and she skipped several of those," he says. "Her freshman year, it seemed like every time she got in the pool, she swam faster."

That progress culminated in a freshman-year MAC title for Burns, who won the 50-meter with a new personal best. This was a breakout moment for Burns that even she found almost baffling. "I was expecting to be fast, but I wasn't expecting to be that fast," she says. Nonetheless, it was a payoff that showed her she had next-level potential.

Last year, she repeated as MAC champion in the 50-meter and added a 100-meter title to her trophy case. Her time in the 50 broke a UB record held by Mallory Morrell (BA '14), whom Burns looked up to when they were sharing lanes back at Rush-Henrietta Senior High School outside of Rochester, N.Y.

She capped off last year's campaign representing the Bulls at the NCAAs and the Olympic trials. Though she's proud of these accomplishments, she is not done yet.

"I want to place in the 50 and 100 in the NCAAs, so that I can be an All-American," she says. "I want the plaque so bad."

To help her reach those lofty heights, Burns will have some familiar competition in the practice pool. Her sister, Katelyn, a freshman biomedical sciences major, has joined the team, and has said her goal is to "break her sister's records."

The plot thickens. 📍

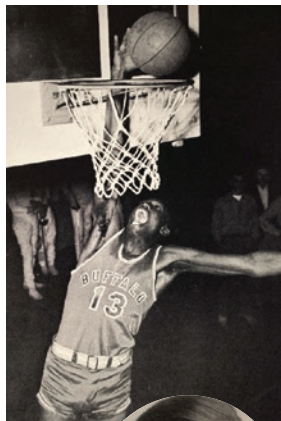


TWEETABULL: Congrats to #UBuffalo's cricket team for capturing the @CollegeCricket Gordon Gee Trophy, Midwest Championship. #UBHornsUp

The Clubhouse

Stats from right, center and left field

Compiled by David J. Hill



Jim Horne



Art Powell

This year marks the 100th season of men's basketball at UB. We dug into the Bulls' archives to pull out a few highlights from our history of hoops.

In the beginning

The team, then known as the Bisons, finishes 7-4 in 1915-16, UB's first season in basketball.

Perfect season

The 1930-31 squad compiles a 15-0 record, the only undefeated season in program history. Actually, the team wins **28** straight games between 1929 and 1931.

Powell power

UB's first hoops coach, Art Powell, goes 198-190 in his 28 seasons (1915-43) and ranks second all-time at the university. (Coach Len

Serfustini [1956-70] won 206 games.)

Horne's up

More than a half century after his last season with the Bulls (1954-55), Jim Horne still holds the UB record for points per game in a season—he averaged **24.9** his senior year—and ranks third all-time with 1,833 career points.

First to the NBA

Bob Vartanian becomes the first Bull drafted in the NBA when, in 1973, the hometown Buffalo Braves select him in the 13th round of the draft.

Making it in the MAC

Under the tutelage of Reggie Witherspoon, the Bulls win their first MAC Tournament playoff game, a 90-73 triumph over Northern Illinois during the 2003-04 season. Witherspoon is the MAC Coach of the Year that season.

Big Dance bound

Led by coach Bobby Hurley, UB wins its first-ever MAC title in 2015 and advances to the NCAA Tournament for the first time—only to repeat the feat the following season, this time with coach Nate Oats.



Nate Oats

Air miles galore

This season, the Bulls will travel more than **8,200** miles in their first two months of play, with stops in Alaska for the Great Alaska Shootout and in Nebraska to play Creighton. Will they make it a MAC three-peat?

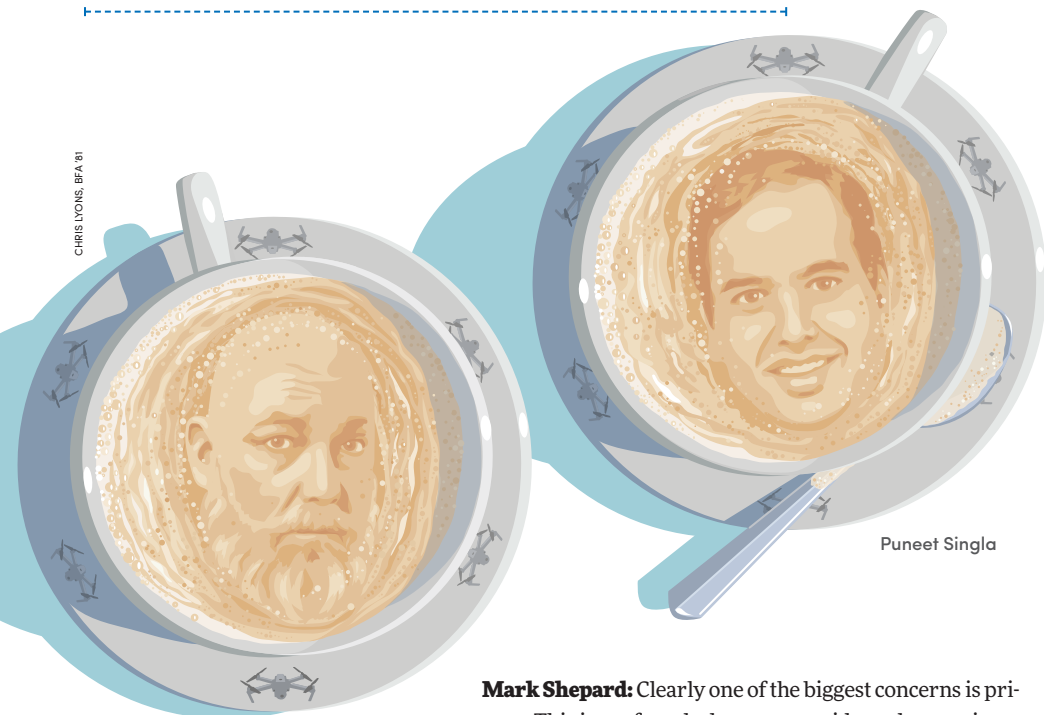


The 1930-31 team posted UB's only undefeated season.



Aqua Therapy

When UB student-athletes need to recover from lower-body injury, they head underwater—sort of. In 2014, UB installed a Hydroworx underwater treadmill as part of the renovation of the Smolinski Family Sports Medicine Center in Alumni Arena. The treadmill functions similarly to the dry-land variety. "The difference comes in the resistance from the water," says Brian Bratta, assistant athletic director of sports medicine. "It reduces the compression in joints when the foot lands but requires more force produced by the muscles to push through the water."



CHRIS LYONS, BFA '01

Mark Shepard

Puneet Singla

Can we trust drones?

The FAA recently announced looser regulations on commercial drone flights in the United States, which allegedly could result in 600,000 drones in the air within a year. How might this impact U.S. citizens' privacy and safety? To find out, we spoke with Puneet Singla, associate professor in mechanical and aerospace engineering, who is researching weather-tracking applications for drones, and Mark Shepard, associate professor of architecture and media study, who focuses on the intersection of technology and urban life.

Mark Shepard: Clearly one of the biggest concerns is privacy. This is profound when you consider urban environments. You already have stories of people in New York City living in a condo and seeing one of these things outside their window. Voyeurism takes on a new meaning in the age of unmanned aerial vehicles [UAVs], which you can buy from Amazon for less than \$500. One also begins to wonder, in urban contexts, what happens when you suddenly have a drone traffic jam?

Puneet Singla: How to avoid collisions is actually one of the most active research areas in aerospace engineering. You can do it for a big drone, but doing it for a quad-rotor that doesn't have much processing power, doesn't have a battery, and doing all that in real time becomes very difficult. Urban environments are much more challenging. You have tall buildings that create local weather effects.

MS: It's no surprise, then, that the most common applications right now are in environments that are sparsely populated, like agricultural and weather applications. Also hazard and rescue missions—one can see obvious benefits there. But it does seem that the idea of the cohabitation of humans and these UAVs is well down the road.

PS: Coming back to the privacy issue, I was doing some reading on that. Apparently legal precedent was established by a 1940s law that says the owner of a home or building has privacy up to only 83 feet above the roof. At the time the law probably made sense for aerial mapping, but now drones can fly up to 400 feet and we have high-resolution sensors that allow for all kinds of data collection. The question is how that data will be used. The laws have not caught up to that. There is a feeling that the FAA really doesn't know how to deal with it.

MS: In a sense, we're trying to come to terms with how we regulate the third dimension in space. We have clear laws about the boundaries of public and private space on the ground, but the minute you start to elevate that position, you run into a host of other issues. Until we understand privacy as a volumetric condition as opposed to a two-dimensional, planar condition, we're not going to be able to resolve these things very easily.

PS: When Google puts an image on Google Maps, they don't show house numbers or the license plates on cars. They gray them out. We can control this legally because Google is a corporation. The drones bring another dimension because there are many small, do-it-yourself drones. How can we enforce regulations or laws? It's very easy to just shoot a video and put it on YouTube.

MS: One of the FAA's regulations says the drone needs to stay within the line of sight of the operator or pilot. That's a major constraint in terms of many of these applications that have been projected, like the Amazon delivery service. One can imagine, though, that that regulation will have to be managed at some point.

PS: But I think even if there is a line-of-sight regulation, once the drone goes above 100 feet, it's just a dot in the sky. You really don't have any clue what it is doing, what is happening to it. I can design my autopilot so that it only flies within a certain region, but how do you ensure that? If you see a UAV crossing a limit, how do you stop it? Can you jam the sensors or kill it in some way? Perhaps geo-fences will be able to create a kind of virtual wall that the drones cannot cross.

MS: One imagines that you're going to have enforcement drones. We might start seeing air battles between the enforcing drone and the renegade drone. One pastime of mine is to watch videos on YouTube of drones being attacked by hawks and other birds. This inter-species warfare between organic birds and what are essentially inorganic birds is really quite fascinating. The videos always end the same way. The bird wins and you see

this spiral going down followed by a stationary image of the clouds. It's quite a beautiful thing.

PS: In the Netherlands, the police are actually training eagles to go and attack the drone if it's not cooperative. It's on YouTube.

MS: Fantastic. Now I have a weekend viewing schedule. ☺

Go to buffalo.edu/atbuffalo for an extended version of the conversation.

How do you take your coffee?

Mark: I like a plain Americano.

Puneet: I drink tea.

A Decade of Dance

The innovative company of UB choreographer Jon Lehrer celebrates 10 years of pushing boundaries



A moment from 2011's "The Alliance" shows off Lehrer Dance's athletic style.

By Lauren Newkirk Maynard » The past year was hectic for Lehrer Dance. There was a five-week western European tour, two weeks in Russia, the annual summer workshops at UB and several trips to schools across the country. The troupe also created and rehearsed several new works for its tenth anniversary program, held Oct. 1 at the Center for the Arts (CFA).

"We travel about eight months out of the year," says Jon Lehrer (BFA '10), the company's artistic director and a regular guest artist, and adjunct instructor, at UB. After discovering dance as a sophomore, the Queens native joined UB's student company, Zodiaque. He left Western New York in 1995 for Chicago, where he launched a successful career in jazz dance and choreography before returning to Buffalo and founding Lehrer Dance in 2007. Support from the CFA and UB's theatre and dance communities, he says, was a big reason he came back.

Lehrer Dance's devotion to the "three A's"—artistry, accessibility and athleticism—has helped build the company's international reputation as dazzling performers and highly

effective teachers of college kids and schoolchildren alike. A typical season includes several master classes at colleges and sessions at performing arts schools.

No matter how successful the company becomes, Lehrer hustles; he knows that dance, like classical music and opera, must compete for attention with today's onslaught of virtual and live entertainment. His choreography focuses on laws of physics, using a combination of raw power and brevity, he says, to "get butts in seats." Designed as mini-sets of six or seven segments, the performances work well in the classroom, too, allowing the company to teach Newton's laws of motion to college freshmen or the concept of momentum to fifth-graders.

Lehrer is most proud of his time in the classroom. "It's our mission to support and grow the dance community," he says. In 2009, he was rewarded for this commitment: The Chicago National Association of Dance Masters commissioned Lehrer to help write the Modern Dance Syllabus, a curriculum for dance instructors, based heavily on techniques developed by Lehrer Dance. **B**

ANDREW WILSON



HEATHER DEWEY-HAGBORG

Stranger Vision: For this work-in-progress, Coalesce resident artist Heather Dewey-Hagborg created facial sculptures from analyses of genetic material collected in public places, like this cigarette stub found in Brooklyn, N.Y. Her related UB project, “SELL/BIO,” creates portraits of people using their own purchased cells, “giving a face” to biological exploitation and exploring the controversial practice of selling human DNA.

ART FOR SCIENCE’S SAKE

Petri dishes serve as artistic palettes at Coalesce, a new experimental laboratory at UB

By Lauren Newkirk Maynard » Recent visitors to Coalesce: Center for Biological Art, a hybrid research space in Hochstetter Hall, may have wondered what was up with the locker room smell. There are no signs of any sweaty athletes.

Turns out, the potent aroma emanates from a work-in-progress called “Labor,” by professor of art and Coalesce director Paul Vanouse (BFA '90). He’s looking at two common bacterial species that feed on sweat and produce what we describe as body odor. Vanouse says they pose a complicated question: Do we know what it really means to smell human, to *be* human?

“For centuries we have been debating who gets to be considered a person and when,” he writes on his website. An interactive art installation dominated by two large fermenting tanks emitting semi-human smells, “Labor” questions, writes Vanouse, “industrial society’s shift from human and machine labor to increasingly pervasive forms of microbial manufacturing.”

Vanouse is widely considered to be one of the world’s most accomplished practitioners of biological art—that is, art that uses biology as its subject and often its medium as well. Working for more than 20 years at the intersection of art, genetics, biotechnology and digital media, he jumped at the chance last year to create a hybrid art studio and

teaching lab. It is, he says, the only bioart facility of its kind in the country, or even nearby (its closest relative is in Perth, Australia).

A collaboration between the Department of Art and UB’s Community of Excellence in Genome, Environment and Microbiome (GEM), Coalesce is an experiment in hands-on, interdisciplinary learning. There, for example, philosophers and architects can tinker with microbes while social scientists study genetics and writers expound on ecology. In Vanouse’s BioArt and Art in Life classes, students conduct basic cell culturing, DNA analysis and chemical experiments.

This year, eight international artists are on campus for Coalesce’s first residencies. Through the spring, they will work on and present projects, such

as human facial portraits engineered out of found DNA and microbial “coats of arms” for various families made from samples of their gut bacteria.

The issues that bioartists explore can feel edgy and uncomfortable, and force us to reconsider our assumptions. That uncomfortable edge, Vanouse explains, is entirely the point: It’s where discovery often lies, he says, adding that bioartists tend to pursue discovery with a deeply ethical sensibility.

“Bioart can serve as a bridge between the life sciences and the humanities as our society contemplates nonhuman ethics, post-human ethics and our relationship to the biosphere,” he says. “I think these new perspectives may be key in developing new and ethical tools to make sense of recent advances in the life sciences—and of life itself.”



SHASTI OLEARY-SOUDANT, MFA '11

“Bioart can serve as a bridge between the life sciences and the humanities.”

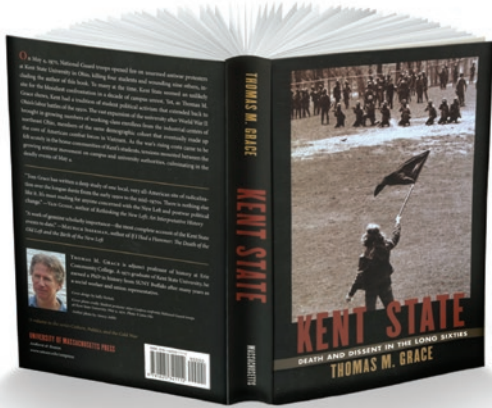
Paul Vanouse




TWEETABLE: In September, President Obama awarded a 2016 National Humanities Medal to #UBuffalo alumna and @nprfreshair host Terry Gross.

Kent State: Death and Dissent in the Long Sixties

Thomas M. Grace (PhD '03, MA '90, MSW '75)



By Michael Flatt » When writing about history, best practices usually dictate doing so from an outsider's position. Thomas M. Grace bucks that trend in his new book about the deadly Kent State University shootings on May 4, 1970. As an undergraduate history major, Grace was one of nine students wounded when National Guard troops opened fire during a campus protest, killing four. Although Grace summarizes his memories of the event, he avoids insisting upon the value of his experience, instead providing exhaustive research of a pivotal moment for the country.

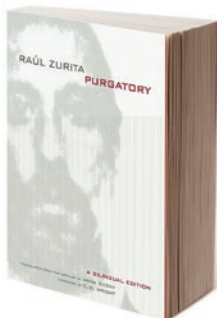
His premise: Though the shootings are well-known, historians have long missed the larger context in which it occurred. He writes, "Until cast into the national limelight, the small Ohio city was in a forgettable Midwestern place, its university relegated to an unremarkable spot in academia and its students consigned to a veiled position in American class structure." In fact, Grace points out, Kent State established a record of activism dating back to 1958, and its students continued to organize into the next decade over such issues as labor, the civil rights movement and the Vietnam War. Grace's work rewards interested readers with a more nuanced understanding of an event—and an institution—that has long been oversimplified. (University of Massachusetts Press, 2016) 



Nightstand

WHAT WE'RE READING

Loss Pequeño Glazier,
media study professor and
director of the Electronic
Poetry Center



"Purgatory," by Raúl Zurita

"Chilean poet Raúl Zurita explores the terrain of Chile's Atacama Desert, the highest and driest desert on the planet. It is also where grieving mothers sift the sand for bone fragments of 'disappeared' children scattered by [Augusto] Pinochet's regime. This translation of Zurita's work deftly presents fragments of meaning that you, too, must sift to discover for yourself. The book is witness to the unconquerable dignity of human sentience regardless of brutality. It makes you shiver with its simple elegance."

UB Bookshelf

WHAT WE'RE WRITING

The Tuskegee Veterans Hospital and Its Black Physicians: The Early Years

Mary Kaplan (BS '74)

Kaplan, a clinical social worker, highlights African-Americans' contributions to the U.S. military before describing their fight for racial equality at the Tuskegee Veterans Hospital, the first American hospital to treat black war veterans. While Tuskegee made strides in care and research, and employed several black physicians, it struggled to desegregate its staff and was marred by the infamous Tuskegee syphilis study of the mid- to late-1900s, one of the biggest medical research scandals in history. (McFarland, 2016)

Norris and Ansie Baird, both UB grads, the anthology celebrates the diverse voices that have helped create the WNY region's deep literary roots. (CreateSpace Independent Publishing, 2016)

Dictatorship of the Dress

Jessica Topper (MLS '93, BA '92)

Topper calls this modern-day romance "a much 'I Do' about nothing novel," but there's a lot going on in this classic love caper. The story is peppered with fun twists and turns as it follows Laney Hudson, a heartbroken free spirit who lugs her mother's wedding dress and a whole lot of her own baggage onto a fateful flight, and literally bumps into Noah, an uptight tech-whiz with his own demons. (Berkley Sensation, 2015)

A Celebration of Western New York Poets

Edited by Patricia Tansey (BA '73)

Tansey shares the works of some of Buffalo's most prominent writers in this compilation of Western New York poets. From former UB professors Irving Feldman and the late Bill Sylvester to well-known Buffalo talents like Marjorie



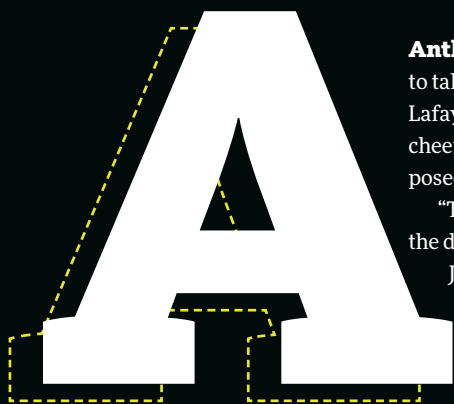
CALLING ALUMNI AUTHORS

Send us your latest novel, memoir, poetry collection or other published work! Last two years only, please. Mail to At Buffalo, 330 Crofts Hall, Buffalo, N.Y. 14260. Please note: Submissions are for consideration only. We do not guarantee publication and are unable to return copies.

Street Healers

UB medical students endeavor to help a population as unlikely to seek help as it is likely to need it

STORY BY CHARLES ANZALONE (MA '00) **Photographs by Douglas Levere (BA '89)**



Top: Second-year student Amanda Gotsch encourages Anthony, a homeless man, to let the UB HEALS team examine him. Bottom left: UB physician Christian DeFazio (in plaid shirt) checks out Anthony's feet. Bottom right: The team leaves Anthony with medical supplies and a promise to return.

** Last names of the homeless people who appear in the story were not used to protect their privacy.*

Anthony* spoke openly with the group of strangers who showed up to talk to him one September night in downtown Buffalo. Sitting on a bench in Lafayette Square, in the shadow of a brightly lit City Hall, the homeless man cheerfully recounted his life story to the UB HEALS street medicine team, composed of a doctor, two social workers and several medical students.

"Tonight I'm going to sleep right out there," Anthony said, waving vaguely in the direction of an office building. "I use this as a blanket. You can't miss me."

Just when the street medicine crew persuaded Anthony to take off one of his shoes wasn't clear. That's understandable—UB HEALS makes a concerted effort to be as seamless and nonthreatening as possible. Christian R. DeFazio (MD '94), clinical assistant professor of emergency medicine at the UB Jacobs School of Medicine and Biomedical Sciences, sat on one side of Anthony, while second-year medical student Amanda Gotsch sat on his other side, holding a stethoscope. The scaling on both of the man's shins was not hard to spot.

All the easy banter came to a stop as soon as that first shoe came off. What remained of an old sock clung to Anthony's right foot, and a nauseating odor spread through the cool night air. As DeFazio carefully peeled away the wasted sock, the extreme condition of Anthony's foot became clear. It was covered in blisters, deeply discolored and still wet from whatever had soaked through his threadbare sneaker weeks ago.

Sean Sticek, a social worker for the Matt Urban Hope Center, walked away from the group and sat down on a curb, clearly shaken. "I'm having a hard time with this one," he said. "I never saw anything like that."

Anthony, silent now, winced as DeFazio and others in the crew cleaned up his right foot, then the left, dressed them in ointment and put on new socks they had brought with them. A case of trench foot, DeFazio told the students. No infection yet, but serious damage could ensue if his feet got wet and dirty again.

DeFazio turned to Anthony. "I think it would be important for you to see a foot doctor," he said.

CONTINUED





Anthony thanked the group, bowed his head and asked them to join him in prayer. Then, after giving him the name of a local shelter, the team members said their goodbyes and piled into their vans. Back at UB, they would enter Anthony in their record system, noting where they had found him and alerting future crews to ask about his feet.

But they never saw Anthony again, despite returning to the spot in Lafayette Square multiple times. That's not unusual, says Moudi Hubeishy, UB HEALS' program manager. "A lot of the patients we try to follow get lost," he says.

While the rest of the world marvels at Buffalo's economic resurgence, UB HEALS focuses on a different side of the city—the one known to men like Anthony. An innovative street medicine and outreach program, UB HEALS (for Homeless health, Education, Awareness and Leadership in Street medicine) was established earlier this year to provide access to health care to the city's homeless while simultaneously giving UB medical students real-life experience in community medicine, in arguably the most challenging population in which to practice it.

Since early March, small groups of UB physicians and first- and second-year medical students, accompanied by social workers from the community, have set out two nights a week, visiting "hot spots" in search of the homeless. When they find someone, their first order of business is to make sure the person is receptive to their help. If so, they then try to find out what the individual needs, whether that is medical attention, basic supplies (the team carries snacks, blankets and other necessities with them) or just someone to listen. Throughout the interaction, they look for an opening to persuade the person to take advantage of available social services. The main goal, always, is to help get people off the street.

There are fewer than 10 medical school programs like UB HEALS in the country. According to David Milling (MD '93, BS '85), senior associate dean of student and academic affairs in the Jacobs School, and the faculty adviser for the program, UB has one of them because UB has Hubeishy. A second-year student from Rochester, N.Y., Hubeishy conceived of the program, got it up and running, and is its driving force.

Two years ago Hubeishy was working for the central office of the Rochester City School District, which included running a volunteer program that provided extended learning to elementary school students. Before taking the position, he recalls, "I thought I understood poverty and the struggles that city residents faced because I researched the demographics of the schools prior to the start of the school year." But after his first three months on the job, he realized how little he knew.

"I worked with students who faced and feared the reality of having their family go broke due to a parking ticket, who felt desperate to do whatever was necessary to support their mother who worked three minimum-wage jobs, who faced numerous difficult circumstances that typically don't exist in affluent communities," he says. "I began to question, 'What makes me so special? Why was I so fortunate to grow up in a community that gave me so much while the kids I worked with had so little?'"

Hubeishy was still wrestling with these ideas when he got accepted to medical school. "As medical students," he recalls thinking,



"we spend two years learning the intricate details of every disease state and how to care for the various pathologies. Then we spend two years learning how to apply that care in a clinical setting. But when do we learn how to understand the various types of people we will care for and how to connect with them, especially when the patients we are seeing come from a background different than our own?"

Hubeishy's concerns led him to the website of Jim Withers, a physician who founded the Street Medicine Institute in Pittsburgh and is widely recognized as the father of street medicine. Hubeishy dropped a note in the comments box of the site and was surprised to hear back from Withers himself, who convinced him to start a program at UB and gave him all the starting materials he would need.

Hubeishy's next move was to write a long email to Milling explaining what he wanted to do. Turns out, Hubeishy's street medicine proposal dovetailed perfectly with the Jacobs School's recent focus on service learning. "Our students have always been volunteers," Milling explains. "But over the past two years, we have tried to develop service learning programs, which are different. If you're volunteering, you get on your bike and go on a 5K ride. The idea behind service learning is that there is an identifiable commu-

"I began to question, 'What makes me so special? Why was I so fortunate to grow up in a community that gave me so much?'"

Moudi Hubeishy



nity need. Students committed to service learning undergo training, go through the activity and then reflect on it.”

For this particular program, Milling explains, “The students have to understand what homelessness means, the backgrounds of the types of individuals who end up in this predicament and how it relates to health care.” As future doctors, they also need to learn to cope with what they encounter. “When I go out with them, some of what I see is pretty raw, even after 20 years of practicing,” he says. “It’s a lifelong skill to be able to process what you have seen and not become cynical about it.”

With Milling’s blessing, Hubeishy spent the winter break during his first year of medical school writing the program configuration. He convened the first UB HEALS e-board meeting this past January, and launched the program, and its first street medicine round, on March 4. Since then, about 150 UB medical students have participated, helping to fulfill a requirement to complete 10 hours per year of service learning but, more importantly, gaining an experience and education they would never have if they were restricted to the classroom.

About an hour before the UB HEALS group met Anthony, they drove by a small common area the team called Broadway Park. Hubeishy spotted a young woman sitting on a bench with an overstuffed

purse and a suitcase. As the van pulled up, he got out and walked over to greet her. The woman, Tatiana, said she was 18 and had spent the previous night sleeping outside in the park. She was waiting for her boyfriend, she said, but she didn’t know where he was or when he would show up.

Gradually, the others approached. “Do you have family here?” asked Gotsch.

“Yes,” she answered.

“What are they like?” Gotsch asked.

“They suck.”

In accordance with their protocol, the UB HEALS team told Tatiana about last-minute housing available to her. Tatiana said she had a mental illness, but because her boyfriend does not, she would have to go there without him, something she was not willing to do. Gotsch told the young woman to call her on her cellphone when the boyfriend arrived, and she would come back with more supplies.

Tatiana didn’t call, and, as with Anthony, UB HEALS never saw her again, despite multiple return visits to the park.

Gotsch, who worked as an AmeriCorps volunteer in a community health center before entering medical school, says she will never

forget her encounter with Tatiana that night. The single suitcase with all her possessions, the fact that she had slept the previous night in the park, waiting for her boyfriend, who may or may not have been on his way.

“I was the only female medical student on the team,” Gotsch says. “I felt a bond between us. I asked her about her family, her relationship, her safety. Although she told me she felt safe, she really left a lasting impression on me because I remember what I was like when I was 18. I imagined myself at that age sleeping in a park without shelter.”

As heartrending as the rounds can be, Gotsch is nothing but grateful for the opportunity. “These experiences have given me firsthand insight into the social aspect of medicine that you don’t get to appreciate fully in a hospital setting,” she says, adding that she thinks all health care students should participate in at least one street medicine round. “Just one round can open your eyes to a world beyond medicine.”

And sometimes, in addition to getting their worldview widened, the students get to tell a story with a happy ending. Hubeishy likes to tell of a man in his 50s whom they first met in March, sleeping on a park bench in Lafayette Square. He had partially amputated feet from frostbite, both infected and in need of new bandages, but he refused help.

He slept on that same bench every night, so the UB HEALS team continued to visit him, once a week. After several weeks, he allowed them to change the dressings on his feet and provide some basic medical care. Eventually he allowed them to be the point of contact with the health care staff at the hospital when things would get so bad he’d go to the emergency room.

But he was still homeless, and still sleeping in the park, in the cold, every night.

“We were really afraid he was going to die,” Hubeishy says. “Every time we saw him we would wrap his whole body with blankets and tarps to keep the rain off him.”

He made it through the winter, and by May he was accepted into housing. Now he has an apartment with the accessibilities he needs and is being seen by a primary care physician who is handling his infections.

“It was hard to leave him outdoors, knowing that we could only do so much,” Hubeishy says, looking back on those late-winter rounds. “A lot of us connected with him and we really felt the limitations of the health care system. But to know we kept him alive during this very vulnerable time, when he was so susceptible to the dangers of homelessness ... we felt like UB HEALS had a reason to exist.” **B**

Charles Anzalone is an editor with University Communications and an adjunct instructor in the Department of English.

“Just one round can open your eyes to a world beyond medicine.”

Amanda Gotsch



Top center: Moudi Hubeishy (left), Amanda Gotsch and Christian DeFazio try to convince Tatiana, 18, to move into a shelter. Above: DeFazio examines a homeless man’s hand at the bus station.



It will take 220 million pounds of steel, 300,000 cubic yards of concrete

ENGINEERING

and seven UB alumni are helping to bring it all together. By Rebecca



crete and more than 5,800 workers to build the New NY Bridge—

IG HISTORY

Rudell

Progress continues apace on the new bridge's main span.

BRIDGE PHOTOS AND GRAPHICS
COURTESY OF NEW YORK STATE
THRUWAY AUTHORITY



Rendering of the New NY Bridge, scheduled for completion in 2018.

“Every day is an adventure.”

It’s what each UB alumnus said—and, we imagine, what every one of the thousands of men and women working on the New NY Bridge project would say as well. The sheer magnitude of the project (it’s a 3.1-mile twin-span over a deep water channel) and the historic location (where Rockefellers played and the Headless Horseman was “born”) are just two of the factors that make it a fascinating undertaking. Add in the fact that there’s a 328-foot crane floating on the Hudson that can lift 12 Statues of Liberty, and you pretty much know you’re involved with something special.

The \$3.98 billion bridge project officially began in 2011, when legislation was enacted and labor agreements signed, but its history goes back even further. The original Tappan Zee Bridge, which spans the Hudson River and touches down in Tarrytown, N.Y., and South Nyack, N.Y., opened in 1955. Built during a materials shortage brought on by the Korean War, it has required hundreds of millions of dollars to be spent over the years in maintenance and repair. Even so, some people are amazed it’s still standing. A government official dubbed it the “hold-your-breath bridge.”

So, in 1999, discussions to replace the bridge began. Those “discussions” carried on for more than a decade. Finally, Gov. Andrew M. Cuomo pushed the project forward, making the new bridge a reality. Ground broke—or more correctly, was dredged—in August 2013.

The governor had a checklist for the bridge. It had to 1) be aesthetically pleasing, 2) use the design-build process to keep the project on time and on schedule (see p. 29), and 3) be the most open, transparent project in state history. (As for No. 3, check out NewNYBridge.com. You’ll find everything you’d ever want to know about bridge construction.)

The new design is a twin-span, cable-stayed bridge with eight 419-foot towers that soar majestically above the Hudson. The largest bridge project in New York State history, it includes cutting-edge design features (like a monitoring system that can detect when winds are too strong for large trucks), and uses construction equipment that allows the steel and concrete towers to be built right on the river.

We spoke to the seven alumni working on the project about what makes the bridge unique, how they contribute to the team and why they enjoy coming to work every day. Whether they provide steel quality assurance or sign the paychecks, all of them said they are awed by the colossal scale of the project, the talent involved in the design and construction, and the fact that each of them is playing a part in New York State history.

Rebecca Rudell (MA '95, BA '91) is a contributing writer for At Buffalo.

Bridge Fact MORE THAN 300,000 CUBIC YARDS OF CONCRETE WILL BE USED FOR THE NEW BRIDGE. THAT’S ENOUGH CONCRETE TO BUILD A SIDEWALK FROM THE PROJECT SITE TO KEY WEST, FLA.



Bridge Players

New York State Thruway Authority (NYSTA): **Owner of the Tappan Zee Bridge and the New NY Bridge Project**

New York State Department of Transportation (NYSDOT): **State agency providing technical and management support to NYSTA**

Tappan Zee Constructors (TZC): **Design-builders; hired by NYSTA to design and construct the New NY Bridge**

HNTB: **Owner’s engineer; consulting firm hired by NYSTA to provide technical oversight of the project**

Arup: **Subcontractor hired by HNTB to provide a broad range of services**

Greenman-Pedersen: **Subcontractor leading TZC’s independent quality-assurance program**

There are hundreds of other companies (more than 680 in New York State alone) working with the NYSTA to complete the New NY Bridge.

Sleek & Strong

The New NY Bridge will be the first cable-stayed bridge over the Hudson River and will be one of the longest bridges of its kind in the United States. Bridges stay up because of two forces: compression and tension. The weight of the main span deck is transmitted to the towers—through the cables—and, ultimately, to the bedrock below.

There will be 192 stay cables on the main span, with 12 on either side of each tower.

Stay cables will range from 190 feet to 625 feet.

If laid end to end, the length of the cables would equal 14 miles. The metal strands within the cables would extend 700 miles.

The project's first stay cable is raised to its anchor point.



Design-build Guru

Dan D'Angelo (BS '83)
DEPUTY CHIEF ENGINEER, NYS DOT



What he does: D'Angelo facilitates technical questions on subjects like geotechnical materials—the soil and aggregate that support the bridge—and provides a variety of risk-management services. He's also on the advisory boards for the Department of Civil, Structural and Environmental Engineering (CSEE) and UB's Institute of Bridge Engineering (IBE). (See sidebar, p. 33.)

He wrote the book: When D'Angelo was statewide director of design for the NYS DOT, he led the team that wrote the procedure manual for the department's design-build project delivery method. So it's little wonder he was chosen to prepare the procurement documents used to select the design-build contractor for the New NY Bridge Project.

Why D'Angelo likes working on the New NY Bridge: "It takes many different skill sets to build this project—engineering, environmental, contract management, administration, safety—and it's quite enjoyable to see how it all works together."

What does design-build mean?

In the design-build process, one contractor is responsible for everything—design, construction, cost and schedule—essentially streamlining the entire process and eliminating the potential miscommunications, scheduling conflicts and cost inflation that tend to occur with the more traditional "design-bid-build" method.

Design-build also allows for major construction (e.g., foundation work) to begin before detailed design work (pedestrian paths, overlooks) is finished. The timesaving process is shaving about one year off construction of the New NY Bridge.

CONTINUED

Old vs. New

TAPPAN ZEE

- 1 Cantilever truss design: a combination of cantilever spans (horizontal structures supported at one end) and truss spans (steel lattice frameworks)
- 2 Opened in 1955 and has required significant maintenance and repair in recent decades
- 3 Seven lanes that are narrower than the required 12 feet. Center lane carries traffic east or west, depending on peak traffic
- 4 Designed to support 100,000 vehicles a day. Current traffic exceeds 140,000 a day
- 5 Horizontal struts above bridge (these, unfortunately, collect ice in winter, which then drops down on vehicles)
- 6 Superstructure approximately 280 feet tall at its highest point

NEW NY BRIDGE

Cable-stayed design (see Sleek & Strong, above)

Set to open in 2018 and designed to last 100 years before any major structural maintenance is required

Eight 12-foot traffic lanes + disabled vehicle lane/shoulder + emergency access + room for express bus lane + shared-use path + belvederes (overlooks)

Two separate spans built to handle future traffic growth

Angled towers and stay cables

Eight towers, each 419 feet tall



Man of Steel

Paul Rimmer (BS '82)

SENIOR STRUCTURAL ENGINEER, GREENMAN-PEDERSEN INC.

What he does: Rimmer is responsible for quality control of all steel products used to construct the New NY Bridge, including road deck girders, boxes inside the towers that cable anchors attach to, expansion joints between concrete deck panels and overhead sign structures.

Another day, another bridge: During his 30-year career with the NYSDOT, Rimmer worked on literally hundreds of projects, including the Lake Champlain Bridge replacement between New York and Vermont, and the Troup Howell Bridge replacement (Frederick Douglass-Susan B. Anthony Memorial Bridge) in Rochester, N.Y.

How he became so steel-savvy: Described by Dan D'Angelo as a national expert in steel, Rimmer acquired his encyclopedic knowledge of the metal through decades of experience—solving problems on the job and learning from those he worked with, whom he calls “legends of the fabrication world.”

That's a lot of steel:

220 million pounds of steel will be used to build the New NY Bridge.

More than 1,100 steel foundation piles will be used on the project. If laid end to end, the piles would extend 50 miles.

More than 6,000 steel-reinforced concrete panels will form the bridge's road deck. One prefabricated panel can weigh as much as 74,000 pounds.



The project's first steel girder assembly is slowly lowered to its final location atop a pair of concrete piers.



Bridge Fact
THE PROJECT'S
EDUCATIONAL
OUTREACH TEAM
HAS SPOKEN TO
MORE THAN 50,000
STUDENTS.



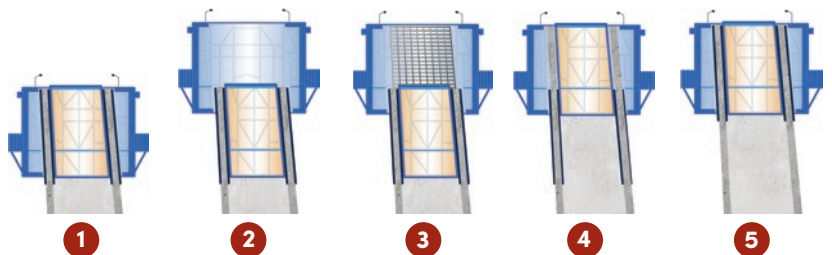
Self-climbing jump forms were used to build the iconic main span towers.

Rise and Climb

Between summer 2015 and winter 2016, eight bright, blue boxes could be seen moving up the bridge's slender, concrete towers as they were built. Called “jump forms,” the ingenious 650-square-foot workspaces were used to create the towers *in situ*.

Here's how they work:

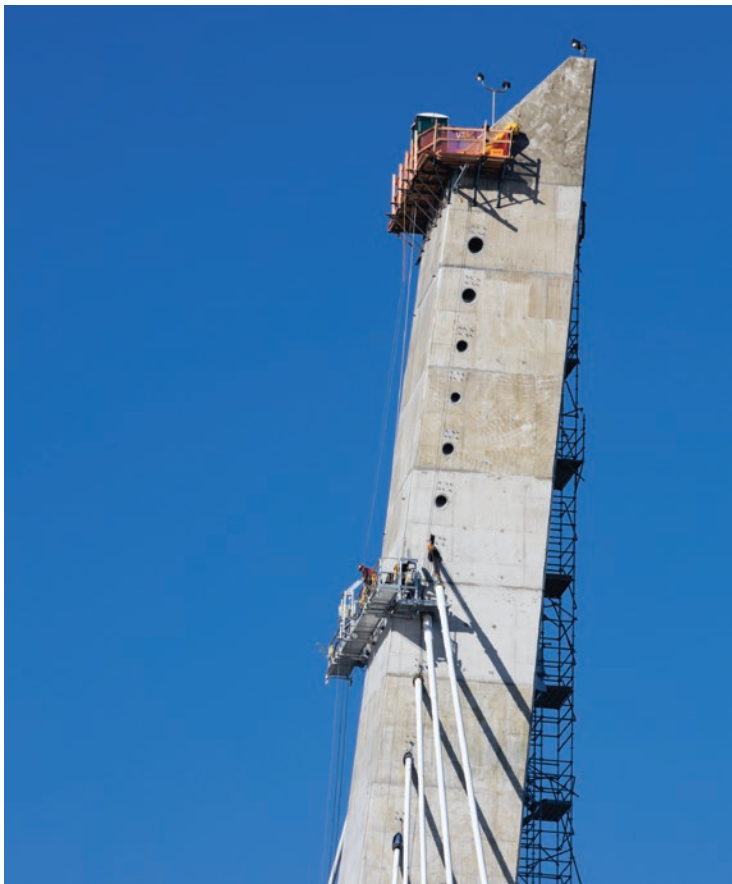
- 1 Internal and external steel frames are secured to a tower segment.
- 2 The external frame is raised up—or “jumps”—creating a safe space for the bridge crew to work inside.
- 3 Crew members install steel reinforcements and the internal frame is moved up.
- 4 The internal frame, which serves as a casting mold, is filled with concrete.
- 5 Once the concrete has cured, a series of rails is lifted to the next level and the process starts again.



Always on Alert

Everything is designed to be “smart” these days, and the New NY Bridge is no exception. Part of the design includes a structural health monitoring system (SHMS), which will be the most comprehensive system of its kind in the country.

Sensors and other instrumentation will measure and monitor the structural behavior of the bridge as it undergoes daily traffic loads and temperature changes—and even during extreme circumstances like hurricanes and earthquakes. The SHMS also will allow bridge officials to program routine and preventive maintenance activities, and alert them if any damage has occurred.



The main span cables are anchored and tensioned inside the concrete towers.

Bridge Fact ARTIST JEFF KOONS, FAMOUS FOR HIS BALLOON-ANIMAL SCULPTURES, WAS ON THE DESIGN PANEL, PROMPTING PEOPLE TO JOKE THAT THEY WOULD BE BUILDING A BALLOON BRIDGE.



Sturgeon Steward

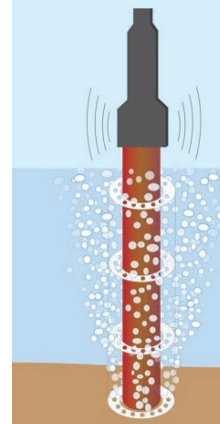
Noah Hitt (MUP '05)
OFFICE ENGINEER, HNTB CORPORATION



What he does: Hitt provides environmental compliance oversight for the project. Aside from monitoring issues in the field, like storm-water runoff and erosion control, he also makes sure the mandatory environmental measures are in place and functioning properly, like the bubble curtains designed to protect endangered sturgeon.

What Hitt thinks of the New NY Bridge: “The interesting thing about bridges to me is that they are a physical connection, connecting towns and cultures, allowing people to share goods and ideas. Once complete, the New NY Bridge will be a much more efficient connection between New York City and the surrounding towns for commerce and tourism, but will do so as a beautiful, iconic structure.”

Saving the sturgeon



The New NY Bridge construction plan incorporates a bubble curtain, which is a series of perforated aluminum rings placed around the bridge's steel piles (the enormous underwater steel support poles). As air is pumped through the rings, a steady stream of bubbles forms, surrounding the pile and absorbing sound-pressure waves caused when the piles are hammered into the ground. Unabated, these waves can kill sturgeon and other fish by interfering with their swim bladders (a gas-filled organ that helps control buoyancy) or causing blood vessels to burst.

In Control

Troy Calkins (BS '01)
PROJECT CONTROLS MANAGER, HNTB CORPORATION



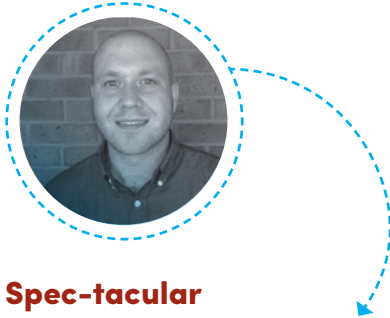
What he does: Calkins, who brings a wealth of technical, financial and managerial expertise to the NYSTA, is responsible for cost control, schedule control and reporting. Before the New NY Bridge, he served as a construction manager on the East Side Access Project in New York City, a \$10 billion project that will unite the Long Island Railroad with Grand Central Terminal in 2022.

Starting young: Calkins' interest in civil engineering began when he was a kid. His father owned a small construction company and Calkins helped him build residential foundations. “My father always encouraged me to do bigger and more challenging projects,” he says. Dad must be proud.

On UB's engineering school: “It has many large classrooms, which require you to be a self-starter, but also has very intimate classes that are more engaging. This balance is key to a successful career, especially in engineering.”



Bridge Fact
MORE THAN
5,800 PEOPLE
HAVE WORKED
ON THE BRIDGE
TO DATE.



Spec-tacular

Tim Kaiser (MS '12, BS '09)
 BRIDGE ENGINEER, ARUP

What he does: A graduate of UB's Institute of Bridge Engineering (see sidebar, p. 33), Kaiser provides technical support to the NYSTA, specifically in regard to compliance measures. He reviews design and construction work plans to ensure that the bridge is built according to specifications, conducts audits and assists in the quality assurance program as the bridge is built.

Why he loves bridge work: "It's really about designing a unique solution to an existing problem. Unlike a building, a bridge always has a very specific setting and set of challenges, and it's fascinating to develop a one-of-a-kind solution for the problem at hand."

On the IBE: "It gave me an edge on the competition when applying for careers in the bridge engineering community. My experience was seen as unique and valuable."



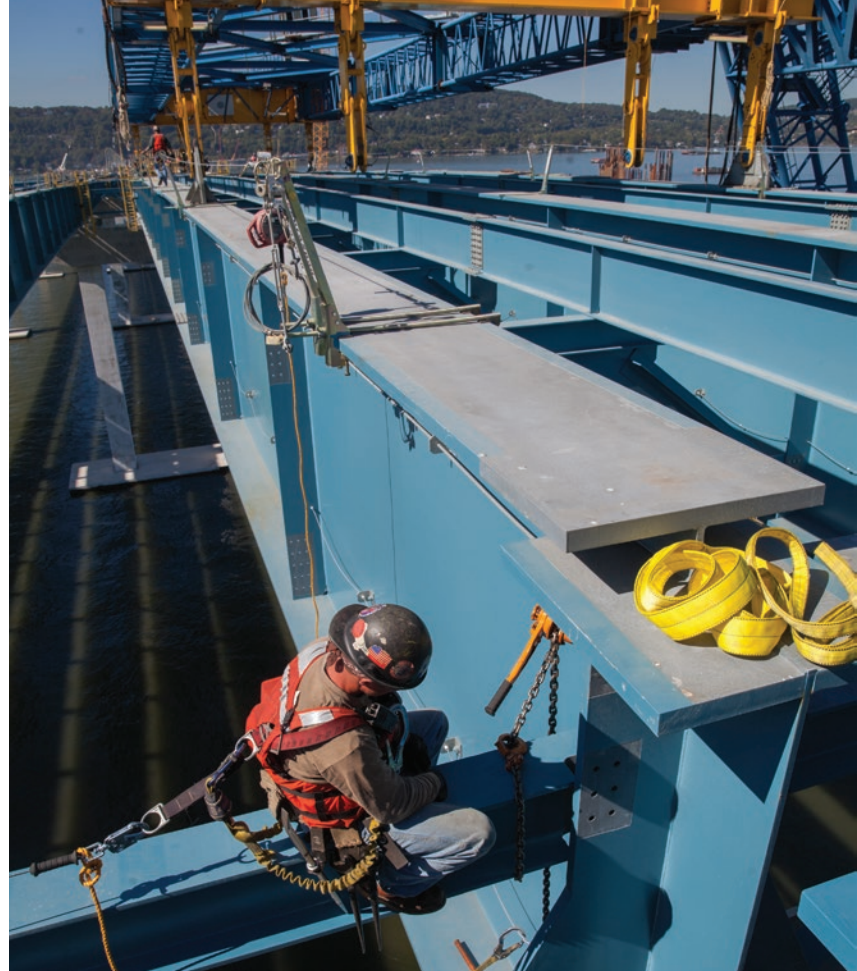
Contract King

John Kowalski (BS '83)
 COMMERCIAL & CONTRACTS DIRECTOR, NYSTA

What he does: Kowalski's a big player at the New NY Bridge, managing the administration of the \$3.14 billion design-build contract. His many duties include processing payments to contractors, reviewing and analyzing project schedules, preparing change orders to the contract, handling dispute resolution and claims avoidance, and making sure contractors abide by the project's civil rights goals.

Eating on the job: Kowalski is fascinated by the marine work involved in the construction of the bridge. "It's very challenging. Everything that happens—from moving lumber to organizing lunch—has to be staged on the water from barges."

Why Kowalski enjoys working on the New NY Bridge: "There's something to be said about the engineering world—a job like this—you get to see the fruits of your labor in a literal, concrete sense every day. It's very rewarding."



An ironworker helps connect the final westbound girder assembly.

Bird's Eye View

The New NY Bridge isn't just for vehicles. Six belvederes, aka overlooks, will be situated at strategic locations across the span for pedestrians and bicyclists to take advantage of. Each belvedere has its own specially designed seating, shade structures and interpretive panels, offering a place to learn a bit about Hudson River history and take in the million-dollar views.



"Painters Point" is the third of six belvederes on the pedestrian and bike path. Its design reflects the arts and culture of the Hudson Valley region.



IBE students visit the old Tappan Zee Bridge.

PREPARING THE BRIDGE BRIGADE OF THE FUTURE

America's infrastructure is old. Really old. In major cities across the country, we still depend on pre-Civil War water mains and railway tracks. And many bridges built in the 1950s during the construction of the interstate highway system, like the Tappan Zee, no longer meet today's needs.

Aside from the fact that hundreds of projects languish on a lengthy backlog awaiting government approval, and that the cost of repair or replacement runs into the billions, there's another issue holding back progress: The professional workforce needed to manage these jobs is retiring. Yes, talented civil engineers are graduating into the workforce every year, but many lack the professional skills needed to lead these complex endeavors.

"We are earning a reputation for putting out well-qualified students who can jump into the role of bridge engineer right out of school."

JEROME O'CONNOR

UB's Institute of Bridge Engineering (IBE) to help address this dire situation.

While other universities offer courses in bridge engineering, UB's IBE is the only program of its kind in the country, where students can earn a Master of Science degree that focuses specifically on bridge engineering. And it's already making a difference. "We are earning a reputation for putting out well-qualified students who can jump into the role of bridge engineer right out of school," says Jerome O'Connor, the IBE's executive director.

The IBE program has three focus areas: education, research and professional engagement. Students take core technical courses, like steel bridge design and earthquake engineering, but they also perform studies of actual bridges, for example, using analytical software to determine whether standing bridges require repair or need to be strengthened to support higher traffic loads.

Students also benefit from interaction with practicing engineers, like Dan D'Angelo and Tim Kaiser. D'Angelo has served on the advisory board of the IBE since 2014, contributing to the curriculum, mentoring students and evaluating projects. Kaiser, an alumnus of the program who joined the board a few months ago, describes the IBE as a community, not just for students to interact with engineers, but also for pros to come together and expand their knowledge.

Indeed, in addition to granting degrees to students, the program offers online courses and seminars as continuing education for professionals—crucial in a field where technologies are being developed all the time. "The IBE," Kaiser says, "provides an opportunity for experts to share their experiences and really accelerate the profession."



High Standards

Craig Teepell (BS '98)
DEPUTY CONSTRUCTION MANAGER, NYSTA

What he does: Teepell works with everyone from the U.S. Coast Guard to the design-builders (who own and operate the I Lift NY Super Crane), ensuring that the hundreds of contractors working on- and off-site are complying with the NYSTA's schedule and high standards of quality and safety.

Past projects: After 9/11, Teepell worked on the redevelopment of the World Trade Center site and hooked up with the NYSDOT Major Projects Office, where he stayed for nearly a decade before taking on the New NY Bridge. Before Major Projects, he worked with the NYSDOT in Buffalo as a design manager on the Harlem Road roundabouts and the Sweet Home Road project near UB, which incorporated a new median and bike pathway.

Why Teepell enjoys working on the New NY Bridge: "The equipment is unique. The size is fascinating. The Hudson River is historic. Everywhere you look there are plaques," he jokes, "like 'Here's where George Washington had lunch.'"

How Super is the Super Crane?

The Super Crane is one of the largest floating cranes in the world, with a boom length of 328 feet.

Originally built for the San Francisco-Oakland Bay Bridge, where it was known as the "Left Coast Lifter," the crane passed through the Panama Canal to get to New York, paying a toll of \$68,000.

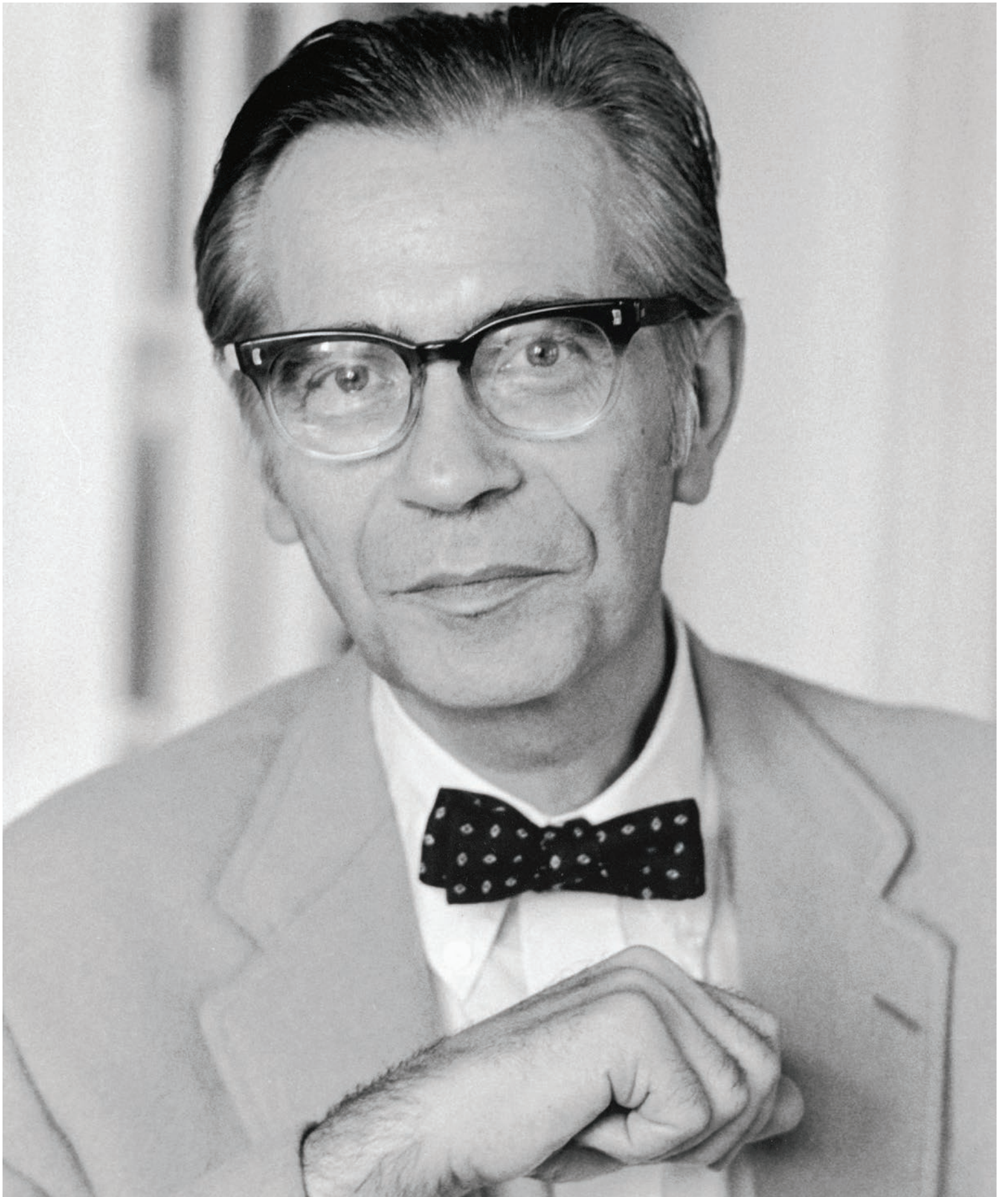
The I Lift NY Super Crane (its East Coast moniker) is capable of lifting 1,929 tons, the equivalent of 12 Statues of Liberty.

I Lift NY will reduce construction time by several months and lower project costs by more than \$1 billion.

There are only four people trained to operate the crane and they work two per shift. But it takes nearly 25 people total, including deckhands and mechanics, to perform a lift.



The I Lift NY Super Crane



A RENOWNED HISTORIAN'S
PROVOCATIVE VIEWS RESONATE IN A
TESTY POLITICAL SEASON

Story by Ann Whitcher Gentzke

AMERICAN FORECASTER

"If Richard Hofstadter were rewriting 'The Paranoid Style in American Politics,' he would need a multi-volume special edition to cover 2016."

— from **Trump Nation**, an ongoing reader discussion led by James Fallows in **The Atlantic** online, Sept. 21, 2016

Richard Hofstadter (BA '37) was born 100 years ago this past August, and died 46 years ago. His most successful books were published in the middle of the last century. For your typical historian, that would mean the majority of us would have no idea who he was, let alone what he wrote about. That's not the case with Richard Hofstadter.

In the run-up to the 2016 presidential election, Hofstadter's words were popping up everywhere. He was invoked by The New York Times, Boston Globe, Wall Street Journal and Washington Post, among others, to help readers grapple with the bizarre twists and turns of the electoral season. His ideas also have been applied to such trending topics as anti-vaxxers, the growing economic divide and the meaning of "progressivism." Excerpts from his famous essay on political paranoia figured in a 2015 New York theatre piece probing conspiracy theories.

When Hofstadter died of leukemia in 1970, The Times of London

described him as "one of the most eloquent and influential historians writing in the English language." Says Victoria Wolcott, UB professor and chair of history, "He was a true public intellectual, widely read outside academic circles and much admired for his lucid and elegant writing." His skillful prose undoubtedly had much to do with the success of his 13 books (several of which became best-sellers, and two of which won the Pulitzer Prize), but perhaps even more important than his literary dexterity were his penetrating and enduring insights into the American political mind.

Among the many subjects Hofstadter wrote about were the educational system, academic freedom and Social Darwinism, along with huge swaths of American history. He looked at why Americans sometimes view the life of the mind with suspicion, and what historical antecedents predicted the contemporary mindset, drawing on philosophy, sociology, literary criticism and psychology to deepen our understanding of who we are as a people, and why we behave the way we do. Reading his tome "Anti-Intellectualism in American Life," which won the Pulitzer Prize for General Nonfiction in 1964, it is nothing short of astonishing how passage after passage jumps off the page for its uncanny pertinence to today. Only after the 400th page does one find one or two dated references, and remember that the book was first published in 1963.

CONTINUED

The son of an immigrant furrier and his wife, who died when Richard was only ten, Hofstadter graduated from Buffalo's Fosdick-Masten High School (today's City Honors) in 1933. He enrolled in UB that fall on a scholarship, where he studied history and philosophy, quickly revealing his intellectual prowess. He completed his degree in just three years, graduating summa cum laude in philosophy, and magna cum laude in history and government, in February 1937.

Hofstadter nourished his intellect at UB studying under provocative scholars like Julius Pratt. In her book "Radical Beginnings: Richard Hofstadter in the 1930s," Susan Stout Baker contends that Pratt gave Hofstadter "encouragement and stimulation in the area of history and served as a model for the detached and coolly

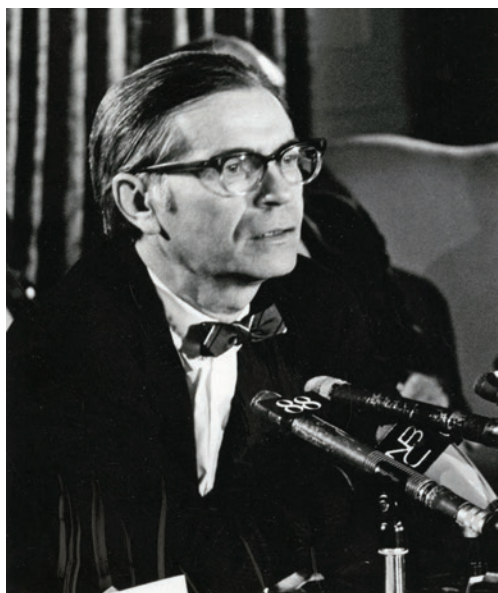
objective scholar." Baker also gives credit to Chancellor Samuel Capen's unconditional support for academic freedom. "By assuming a determined position in favor of academic freedom at all costs," Baker writes, "[Capen] gave those on the Left the intellectual breathing space to develop and articulate their views."

But Hofstadter's UB experience wasn't all classroom learning. As the country reeled from the Depression, and the situation in Europe grew more and more ominous, Hofstadter became increasingly involved in left-wing political advocacy (he briefly joined the Communist Party in 1938, but soon quit). In 1935, he wrote a letter to the editor of a UB student publication criticizing

an anonymous article the paper had published satirizing those on relief, and offering his own sardonic take on "political illiteracy" among his fellow students. "Why not a satire on the superficial American college student?" Hofstadter asked pointedly. He was also active in the National Student League and served on a publicity committee for a planned "student strike for peace."

Hofstadter met his first wife at UB. Felice Swados Hofstadter (BA '35), a Buffalo native, was herself a brilliant student and ardent political activist who earned an MA at Smith, wrote a novel and worked for Time magazine before dying of cancer in 1945 at age 29. The couple married in 1936, while Hofstadter was still an undergrad, and had a son, Dan, just two years before Felice's death. Hofstadter remarried in 1947 to Beatrice Kevitt, another Buffalo native. They had a daughter, Sarah, in 1952, and though not a UB grad herself, Beatrice would later make significant donations to the university of Hofstadter's papers, some family photos and books from his private library (see sidebar, p. 38).

Upon graduating, Hofstadter briefly enrolled in law school (his uncle was a State Supreme Court justice and the family had advised him to emulate the elder Hofstadter's career), but then went on to obtain a master's and PhD in history at Columbia University. After a brief tenure at the University of Maryland, he returned to Columbia, where he taught from 1946 until the end of his life, with visiting posts at Princeton, the University of Cambridge and various other prestigious institutions.



Above: Hofstadter at Columbia University discussing student unrest in the late 1960s. Opposite page: With his wife, Beatrice, at the University of Cambridge, where he taught from 1958-59.

PHOTOS COURTESY OF UNIVERSITY ARCHIVES

A major reason for Hofstadter's continuing importance lies in the range of topics he addressed in his books, essays and lectures—subjects in American life that remain impervious to easy solutions or facile explanations. Consider some of his best-known works: the aforementioned "Anti-Intellectualism in American Life"; "The Paranoid Style in American Politics and Other Essays"; and "The Age of the Reform," which captured the Pulitzer Prize for History in 1956. "His great skill was in unravelling the skeins that tie the present to the past, that make history relevant to our time," reads the tribute entered into The Congressional Record a few weeks after Hofstadter's death at 54. Following are just a few of the topics he examined, often devising breathtakingly original concepts for how we might better understand and interpret American history.

Paranoia in politics

"[The] paranoid style as a force in politics would have little contemporary relevance or historical value if it were applied only to men with profoundly disturbed minds. It is the use of paranoid modes of expression by more or less normal people that makes the phenomenon significant."

— from the 1964 essay "The Paranoid Style in American Politics," quoted by Thomas B. Edsall in *The New York Times*, Sept. 8, 2016

Journalists far and wide have turned to "The Paranoid Style in American Politics," first published in Harper's Magazine in 1964, to help explain recent phenomena in American politics—the rise of the Tea Party, 9/11 conspiracy theories and, most recently, Donald Trump.

Conor Lynch of Slate, for example, set up his readers with an opening quote from an unnamed professor in a July 7 essay: "American politics has often been an arena for angry minds. In recent years we have seen angry minds at work mainly among extreme right-wingers, who have demonstrated in the Trump movement how much political leverage can be got out of the animosities and passions of a small minority." Lynch soon revealed that the quote, though edited to substitute Trump for Barry Goldwater (the 1964 Republican nominee for president), came from Hofstadter's essay, written when Trump had just graduated from high school.

In describing "paranoia," Hofstadter made it clear he wasn't speaking in clinical terms, but rather sought to address "a style of mind." "No other word adequately evokes the qualities of heated exaggeration, suspiciousness, and conspiratorial fantasy that I have in mind," he wrote. He vividly described incidents and personalities in U.S. and European history displaying this behavior, among them: a Jesuit priest who saw villainous forces behind the French Revolution, 19th-century U.S. rabble-rousers who voiced their hostility toward Masons in apocalyptic terms and Joseph McCarthy's Senate hearings of the early 1950s.

If conflicting parties are unaccustomed to compromise and feeding on paranoia to begin with, Hofstadter pointed out, reconciliation is unlikely. The conflict is exacerbated when people on either side believe they can't make themselves heard in the political arena. In this way, as Hofstadter described the process, the initial belief among disaffected individuals that political power is sinister and conspiratorial in nature only becomes more entrenched in their minds.

CONTINUED



Anti-intellectualism

“[Anti-intellectualism is a] resentment of the life of the mind, and those who are considered to represent it; and a disposition to constantly minimize the value of that life.”

— from the 1963 book “Anti-Intellectualism in American Life,” quoted by David Masciotra in *The Daily Beast*, March 9, 2014

In “Anti-Intellectualism in American Life,” Hofstadter examined which long-established factors have shaped a resistance to the life of the mind in U.S. culture, concluding that anti-intellectualism “is founded in the democratic institutions and the egalitarian sentiments of this country.”

Leaders of the early republic, he explained, were from a patrician and learned class and largely respected as an intellectual elite. But after about 1890, intellectuals acquired a more conflicted identity as they began to uphold popular values that opposed special interests. By the 20th century, the country’s intellectuals found themselves in a true conundrum. “They have tried to be good and believing citizens of a democratic society and at the same time to resist the vulgarization of culture that society constantly produces,” Hofstadter wrote. His observation rings painfully true today when considering the mistrust and derision with which intellectuals and their viewpoints are treated by many of those who advocate for a particular cause or ideology.

Violence in America

“Our violence lacks both an ideological and geographical center; it lacks cohesion; it has been too various, diffuse, and spontaneous to be forged into a single, sustained, inveterate hatred shared by entire social classes.”

— from the 1970 book “American Violence: A Documentary History,” quoted by Pulitzer Prize-winning reporter Chris Hedges in his 2015 book “Wages of Rebellion: The Moral Imperative of Revolt.”

Hofstadter’s writings on violence in America make for compelling reading. In 1970, the year of his death, he and Michael Wallace published a collection of essays on the many forms of violence—political, economic, racial, religious, police, personal and terroristic—prevalent throughout U.S. history. In reflections opening the book, Hofstadter wrote: “What is impressive to one who begins to learn about American violence is its extraordinary frequency, its sheer commonplaceness in our history, its persistence into very recent and contemporary times, and its rather abrupt contrast with our pretensions to singular national virtue.”

Hofstadter cited the “ethnic-religious or racial antagonisms” behind riots in U.S. history, and in comments that could be from a contemporary debate on the proliferation of guns vs. Second Amendment rights, he spoke harshly of the nation’s longstanding gun culture. “The notion that the citizen needs a gun to protect himself, a notion now nourished by a gun lobby which is as powerful as it is indifferent to the public safety, is still very widely and intensely felt in the United States.” As with many of Hofstadter’s topics, one can’t help but wonder what he would have to say today, in an America where gun-related deaths have become lamentably routine. 📍

Ann Whitcher Gentzke is the editor of *At Buffalo*.



PHOTOS COURTESY OF UNIVERSITY ARCHIVES



Hofstadter in 1968, and as a toddler in Buffalo. Bottom: Hofstadter’s handwritten notations on “Anti-Intellectualism in American Life.”

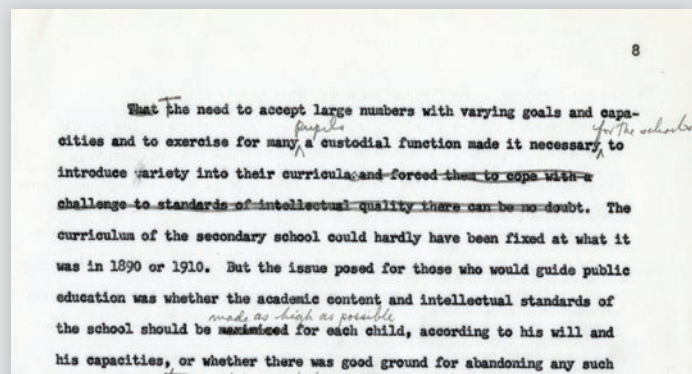
AN UNEXPECTED GIFT

Wanting to ensure a presence for her husband’s legacy in his native Buffalo, Beatrice Hofstadter White (1922-2012) made two remarkable donations to UB.

First, in 2009, came a collection of books from Hofstadter’s working library. Rather than rely on shipping agencies, White had a private driver transport the books from her home in Connecticut. This unanticipated gift encompassed “a large number of books belonging to Hofstadter; many contained marginalia in his hand,” recalls retired archivist John Edens. The following year, White donated a small but significant collection that includes family photos (see inset above of Hofstadter at two) and various correspondence, notes and records. White’s gift augmented an existing collection, which was begun in 1964 when Hofstadter, offered a duplicate copy of the uncorrected manuscript of his Pulitzer Prize-winning “Anti-Intellectualism in American Life,” instructed his British publisher to donate it to UB instead.

A scholar and writer in her own right, White worked with her husband on “Great Issues in American History, From Reconstruction to the Present.” She also had the rare experience of being married to two Pulitzer Prize-winning historians. Several years after Hofstadter’s death, she wed Theodore H. White, who had won the 1962 Pulitzer Prize for General Nonfiction for “The Making of the President 1960.” She went on to edit four of his books.

Today, White’s notes describing and enumerating the Hofstadter materials in the UB Archives add great value to her husband’s legacy—and to her own.



AlumniLife

The plaza love built p56

Seoul surprise p58

Career tips from those who know p58



JOHN
OPFER,
BA '99

The Body Builder

Proformance Sports Training owner John Opfer helps athletes unlock their potential

By Jonah Bronstein » “Three catches, three tackles and a cloud of dust.” That’s how John Opfer (BA ’99) sums up his UB football career. Yet he is the proud owner of an NFL Pro Bowl jersey, given to him by Oakland Raiders defensive end Khalil Mack.

Though perhaps the most accomplished player in UB’s gridiron history, Mack is just one of many local athletes Opfer has helped improve at his Amherst, N.Y., shop, Proformance Sports Training. The UB alumnus has operated the business in the Northtown Center, across the street from Alumni Arena, for over a decade, putting Buffalo athletes on the map—as one sign on the wall says.

In addition to Mack, who still trains with Opfer in the off-season, Branden Oliver, Naaman Roosevelt, Alex Neutz and Joe Licata all trained at Proformance before signing NFL contracts. “What brings me back here is John’s work ethic and his mindset of what he wants guys to be,” says Oliver, who is in his third year with the San Diego Chargers. “Every time I come back here, I feel like a kid again. My body’s so fresh.”

The basis of Opfer’s training methods is a keen eye for dysfunctional movement patterns and a deep knowledge

of how to correct them. He also has obtained several certifications, including the highest one given by USA Track & Field. “He’s just so effective in so many ways at building up your body to what it needs to be,” says Mack.

Opfer’s career path was unlikely. Born with hip dysplasia, he was prescribed leg braces and corrective shoes in his formative years. It wasn’t until his father got him involved in competitive cycling that Opfer was able to straighten his hips out and unlock his athletic potential off the bike.

He developed into a standout soccer and football player. His time at UB didn’t provide much on-field success, but it laid a foundation. He earned his degree in exercise science and went on to work for the Cleveland Indians, Buffalo Bills and the University of Tennessee training staffs before returning to UB in 2001 as the NCAA’s youngest strength and conditioning coach. That job lasted one season, after which Opfer started training two former UB players out of his garage—the genesis of what would become Proformance.

“From 2004 to now, I’ve never marketed once,” Opfer says. “I’ve just always tried to figure out what is going on with the athlete walking through the door and how I am going to maximize him or her.”

For the Love of Grace

Norman McCombs dedicates a campus space—and a lifetime—to his high school sweetheart

By Charles Anzalone (MA '00) » In the middle of a serene courtyard just south of Davis Hall on the North Campus sits a gold bust of a woman with luxurious hair and a gentle smile. “Grace N. Seitz McCombs” reads the inscription. “My Love. My Life. My Inspiration.” A short distance away is a bench with another inscription: “Love at first sight.”

These additions to the recently dedicated Grace Plaza were commissioned by Norman McCombs (BA '68) as a tribute to his wife of 56 years—and as a testament to romance itself.

With a degree in mechanical engineering in hand, McCombs, now 79, went on to lead a life of singular achievement. His pressure swing adsorption invention introduced a means of air separation for the production of oxygen. First used for industrial purposes, such as wastewater treatment and metal cutting, it eventually eliminated the need to deliver containers



CHRIS HOWES

of oxygen to patients by providing an endless supply of portable oxygen. It extended and improved the quality of life for millions of people around the world and saved billions in health care costs.

But that was just the beginning. McCombs went on to form his own company, travel the world, learn classical guitar, become a sculptor and open a fine-dining restaurant in Kenmore, N.Y., called Truffles. He received the National Medal of Technology and Innovation from President Obama in 2013.

McCombs attributes his over-the-top success to a lifelong attempt to wow the girl he first saw walking down the hall at Amherst Central High School in the Buffalo suburbs in 1954. “She was my raison

d'être,” McCombs says. “I’m not being humble. I had some God-given talents. But they came out because of her. That’s what men and women do. If you love someone, you want to impress them.”

Grace Plaza, with its geometric sidewalk design, starfish-shaped benches and mostly indigenous gardens (hydrangeas, Grace McCombs’ favorite flower, are prevalent), now provides an oasis for engineering students and all others who wander in. “If they’re a young couple or an individual, they might think of something else other than the problems of the world or a problem in the classroom,” McCombs says. “If they look at Grace, I want them to know that love is real.”

Meet Kristin Woods

By Mary Cochrane » The Office of Alumni Engagement has a new assistant vice president—Kristin Woods, who brings more than 20 years of experience in alumni relations to UB.

“Alumni engagement is really critical to our entire UB enterprise,” says UB President Satish K. Tripathi. “This is an important leadership role for the university.”

According to Nancy Wells, vice president for philanthropy and alumni engagement, Woods’ appointment was the result of an extensive international search. “Kristin’s remarkable skill set and experience were highlighted as valuable assets that she will bring to the job at this critical point in



time,” she says. “Not only for the Division of Philanthropy and Alumni Engagement, but also for the university and our alumni overall.”

Woods most recently served as assistant vice president for alumni and career services at the University of Richmond (UR) in Virginia, where she led the realignment of UR’s career development center with its alumni relations office, creating a unique structure that became a model for other colleges and universities. Woods also worked as associate director and volunteer coordinator in the alumni office at Bucknell University in Pennsylvania, and as assistant director in the alumni programs office at Hood College in Frederick, Md. She holds a bachelor’s degree in law and society from Hood College.

Mary Garlick Roll, president of the UB Alumni Association, believes Woods will help strengthen the alumni board as well. “Kristin’s skills will be invaluable as we work collaboratively to represent our 249,000 alumni worldwide,” she says.

Kristin at a Glance

FAVORITE FOOD: Chocolate

FAVORITE DRINK: Unsweetened iced tea

TOP CITIES TO VISIT: New York, Paris

PASTIMES: Visiting museums, puzzling over the Sunday New York Times Crossword, exploring North Carolina’s Outer Banks

SIDE PASSION: Interior design on friends’ homes and her own

MOST RECENT READ: “Team of Rivals: The Political Genius of Abraham Lincoln” by Doris Kearns Goodwin (for the second time)

WHAT MAKES HER HAPPY: The warm welcome she has received from UB and Buffalo

Say hello in person at an upcoming Alumni Association event.

Fall Flashback

Alumni get movin' and a-groovin' at Homecoming Weekend

A concert, a football tailgate party and festivities celebrating the 1960s were among the many events that brought students, families and alumni to campus for Homecoming Weekend in October. A '60s-era reunion dinner held in the Harriman Hall ballroom capped off a day of tours, talks and lectures, and got guests on their feet as they danced to the sounds of their favorite decade. And though the Bulls lost to Kent State, spirits were high at a pregame tent party featuring a concert by rocker Eddie Money.



ONION STUDIO



NANCY J. PARISE



Mary's* Winter Picks

A selection of campus events, open to all alumni

January

Career Conversations NYC

01.11.17

Union League Club
New York, N.Y.

Career Conversations Rochester

01.19.17

Oak Hill Country Club
Rochester, N.Y.

Young Alumni Open Skate

01.20.17

Buffalo RiverWorks

February

Career Conversations WNY

02.08.17

Center for the Arts
North Campus

Chinese New Year Celebration

02.10.17

Singapore Institute of
Management

UB Mini Med School: Affairs of the Heart

02.14.17

Butler Hall
South Campus

Distinguished Speakers Series: Eric H. Holder Jr.

02.16.17

Alumni Arena
North Campus

Donor Appreciation Night

02.21.17

Alumni Arena
North Campus

Mary says: "We're so grateful for donors who help students accomplish things they never dreamed of!"

March

UB@Noon Lecture Series: Coral Reefs in the 21st Century

03.02.17

Center for Tomorrow
North Campus

UB Family Fun Day

03.04.17

Dave & Busters
Syracuse, N.Y.

At Buffalo goes to press before many event dates are set, so please make sure to check buffalo.edu/alumni/events for updates.

*Mary Garlick Roll (MS '88, BS '84) is our Alumni Association Board president.

Alumni Life

Out of the Blue

Chance encounters between UB alumni around the globe

Seoul, South Korea

UB alumni constitute a network of more than 249,000 people worldwide, so it's no wonder we make some random connections in unexpected places.

Chuck Baek (BA '16) of Seoul, South Korea, shared his story of running into a fellow Bull who was on a visit far from home.



"The other night, as I was roaming around the Gangnam District, a foreigner walked up to me and asked for directions. She was looking for an expat-friendly bar

in the area where she could unwind and enjoy a glass of wine. Since I'm a good guy, I decided to guide her. Walking amid the hustle and bustle of the area, we asked each other loads of questions. It turns out the lady was a PhD graduate from UB! We hollered at the top of our lungs, hugging each other, when I told her I am also a UB grad. She kept going, "Shut! Up! Did you really graduate from UB?" It was an extraordinary moment. The woman works at a cancer institute in San Francisco, and came to Korea to give a talk at Seoul National University. We had a laughter-filled, hour-long conversation at the bar and then we hugged good-bye. I wished her all the best of luck in her future endeavors and vice versa. Life is cool. It has a way of surprising you."

SHARE YOUR STORY » Did you have your own unusual encounter with a UB alumnus? Tell us about it by emailing atbuffalomagazine@buffalo.edu, and we may share your story in a future issue.

Keepsakes WHAT DID YOU SAVE?

1970s-era Ellicott Complex T-shirt

Carla Hornberger wrote in on behalf of her husband, Joseph Hornberger (BA '79), to tell us about a beloved garment. "My boyfriend (now husband of 36 years) went to UB and lived in Ellicott our first three years—freshman year in Red Jacket and sophomore and junior years in Richmond. He bought this shirt before we moved off campus for senior year. He's been wearing it since. I baby it in the laundry, so it's not so bad for being almost 40 years old."

SHARE YOUR MEMORIES » Still holding on to a memento from your UB years? Tell us why, and attach a photo, in an email to keepsakes@buffalo.edu.



Lisa Vogt (BS '13) of General Mills encourages recent engineering grads to think outside the box—or in this case, inside the box—when considering potential employers.

Great Job!

Alumni represent at STEM Career Fair

Of the 125 companies that filled the floor of Alumni Arena in October—on the lookout for grads with science, technology, engineering and math skills—more than a third had proud UB alumni at their tables. At Buffalo talked to reps from three of them.

Career tips

- 1** **Derek Ofori (BS '05)**
Representing aerospace defense contractor L-3 Communications
"You need to be flexible. Your future may lead to different things than what your background is in, so be prepared to adapt, and never stop learning."
- 2** **Michael Ruth (BS '14)**
Representing semiconductor manufacturer GLOBALFOUNDRIES
"Take advantage of your network—whether it's your professors, classmates, TAs, anyone you know and can connect with."
- 3** **Nathalie Winder (BS '16)**
Representing food manufacturer General Mills
"Get your résumé out there, even to unexpected places."

Class Notes



All a-Twitter

How Joel Lunenfeld found unanticipated success in 140 characters or less

JOEL LUNENFELD, BA '99

Hatchet job p61

Principled pennants p62

Kevin Leary leads TOY p62

By Sally Jarzab » If someone could have told Joel Lunenfeld (BA '99) when he was a student at UB that he would someday become vice president for global branding strategy at Twitter, he probably would have had a few questions.

“What’s branding?” for instance. Also, “What’s Twitter?”

In fact, the digital media mastermind distinctly remembers being shown the internet for the first time during his sophomore year, and being less than blown away. As an anthropology major, Lunenfeld was more interested in cultural matters than technical ones—and in figuring out his future with a degree that didn’t make his next step altogether clear.

#life, as they now say.

An unpaid internship with the Buffalo Sabres (that he almost didn’t take) introduced Lunenfeld to this thing called marketing. Though a music career was once his dream, the Brooklyn native found himself drawn to advertising, which was then just starting to spread into the online realm. His anthropology background differentiated him in the field,

in part by helping him to better understand people. Within a few years, he had co-founded a small agency in Atlanta.

Moxie Interactive began with four people and grew to 600, with Lunenfeld as CEO at the age of 26, landing deals with world-class brands such as Coca-Cola and Twentieth Century Fox. He made the leap from there to Twitter’s nest five years ago.

As Twitter’s vice president for global brand strategy and creativity, Lunenfeld has made the advertising campaigns of big-time brands work on the network’s pithy platform. More recently, his branding mastery has turned internal, focusing on Twitter’s own messaging. Despite 10 years in existence—a ripe old age in tech terms—Twitter is still often misunderstood. Lunenfeld says an early impression of the service as a place where you share what you had for lunch lingers, when really it’s a platform for news and social discourse.

“We have direct communication that’s completely in the moment—candidates speaking with voters, consumers speaking with

CONTINUED


companies, fans speaking with celebrities, foreign embassies in conversation with each other. We've never had a global conversation like this," says Lunenfeld. Hashtags ranging from the powerful to the playful proliferate on a forum that is open to all. "Twitter is like the most bizarre cocktail party in the world," he says.

Now it's Lunenfeld's job to bring Twitter's presence in this exchange to the foreground. What he did for outfits such as Pepsi, Starbucks and American Express—helping them utilize Twitter to make their brands more engaging—he's trying to do for the little blue bird itself. "We've never had a voice before," he reflects. "We were just the voice for everyone else." So, in a role he describes as the company's chief storyteller, he's telling the tale of Twitter, which started as a quirky tech tool and quickly developed into a cultural phenomenon.

In some ways, it's a tale that mirrors Lunenfeld's own. Though his path to success wasn't preplotted, it was swift nonetheless, a case of the right person in the right field at the right time. "Those things I once thought were weaknesses—not having a 5-year plan, not having a locked-in direction—were actually great strengths," he says. Being unclear about his future made him open to possibility. Being naïve, he says, made him just foolish enough to start new things.

Now, at 39, a husband and a father of two young girls, Lunenfeld is comfortably situated. He sees his professional success not as the answer to life, but as being imbued with its own essential question—"What for?" So he continues to start things. Last year, he co-founded the Guardian Gym in Oakland, Calif., a nonprofit martial arts facility that provides free membership to area youth who want to train in jiu-jitsu, boxing or yoga. (This fall, the offer was extended to Oakland teachers as well.) He also serves on the board of Hire Heroes USA, which supports military members and veterans in the civilian workforce. He wants more of this kind of involvement in his future. "My No. 1 goal now is to find a way to integrate everything I love and care about," Lunenfeld says, with the bold idealism that could come only from an anthropology major rocking it in Silicon Valley.

Earlier this fall, Lunenfeld returned to UB for the first time since his graduation to spend a day with students, staff and alumni, all eager to glean insight into the future of digital media from an industry insider. Reflecting on where it's all headed, Lunenfeld lets his signature brand of uncertain certainty rise to the top.

"I'd be lying if I said I knew," he says. And that's exactly what makes it so exciting. 

CLASS NOTES BY DECADE

Person to Person

50

Edmond Gicewicz, MD 1956 & BA 1952, was honored by the General Pulaski Association for his work in the field of health care. Gicewicz was formerly an associate professor of clinical surgery at the University at Buffalo. He lives in Amherst, N.Y.

60

Donald Alessi, JD 1969, was re-elected chairman of the Buffalo and Erie County Naval and Military Park. An attorney, Alessi is a founder of the park and one of its original board members. He lives in Clarence, N.Y.

70

Francis Szoka, PhD 1976, received the 2016 American Foundation for Pharmaceutical Education's National Mentor of the Year Award. Szoka, a professor at the University of California, San Francisco, School of Pharmacy, is also the founder of Sequus Pharmaceuticals. He lives in San Francisco, Calif.

Kenneth Anthonie, MD 1977, an ophthalmologist

and founder of Anthonie Eye Center, was honored by the General Pulaski Association for his work in the health care field. He lives in Getzville, N.Y.

80

Charles Swanekamp, MBA 1980 & JD 1979, an attorney at Bond, Schoeneck and King PLLC, was named to the 2016 Upstate New York Super Lawyers list for business litigation. Swanekamp is the former president of the UB Alumni Association. He lives in Getzville, N.Y.

Michael Corp, JD 1981, was named a Best Lawyer in America for 2017. Corp is a partner and chair of the tax, trusts and estates, and elder law and special needs department at Hancock Estabrook LLP. He resides in Cicero, N.Y.

Susan Ksiazek, BS 1982, was elected treasurer of the National Association of Boards of Pharmacy. Ksiazek is the director of medical staff quality and education at Erie County Medical Center. She resides in Williamsville, N.Y.

Marc Adler, MA 1983, MBA 1982 & BA 1979, completed Visit Buffalo Niagara's Visitor Journey A2D tourism awareness training program. Adler is the owner of Why Not Marketing, a

marketing communications firm, and an adjunct professor at the University at Buffalo. He lives in Williamsville, N.Y.

Robert Smolinski, MD 1983, associate professor of clinical orthopaedics at the University at Buffalo, was honored by the General Pulaski Association for his work in the health care field. He lives in Orchard Park, N.Y.

Edward Bednarczyk, BS 1984, was honored by the General Pulaski Association for his work in the field of health care. Bednarczyk is a clinical associate professor and chair of the pharmacy practice department at the University at Buffalo. He lives in Lancaster, N.Y.

Lynn Trowbridge, BA 1984, was appointed senior production underwriter at The MEMIC Group. Trowbridge also volunteers on the board of the Professional Insurance Agents of South Carolina. She resides in Waxhaw, N.C.

Claudia Fosket, MD 1985, was honored by the General Pulaski Association for her work in the health care field. Fosket is a physician at Southtowns Radiology Medical Imaging. She lives in Orchard Park, N.Y.

Cora Alsante, JD 1988, a partner at Hancock Estabrook LLP, was named

a Best Lawyer in America for 2017. She was also selected as a 2017 Lawyer of the Year for Syracuse in the area of litigation—trusts and estates. Alsante lives in Jamesville, N.Y.

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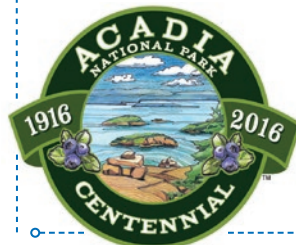
Tamara Fowlston, JD 1990, was hired by MJ Peterson to serve as director of affordable housing. Fowlston is a New York State licensed real estate broker and a member of the New York State Bar Association. She resides in Buffalo, N.Y.

William Sheridan, BA 1990, was named one of the 100 most influential people in accounting by Accounting Today magazine. Sheridan is the chief communications officer for the Maryland Association of Certified Public Accountants. He lives in St. Louis, Mo.

Joseph Kowalski, MD 1993, was honored by the General Pulaski Association for his work in the health care field. Kowalski is director of Erie County Medical Center's Spine Center. He lives in Williamsville, N.Y.

Michael Prendergast, MBA 1994, vice president and senior relationship manager in the commercial banking division of M&T Bank, was elected chair of the Food Bank of Western New York's Board of Directors. He lives in Hamburg, N.Y.

Marc Rosenthal, BA 1994, was named a member of the 2016 Chairman's Council of New York Life. Rosenthal has been a New York Life agent since 2001 and is associated with the Buffalo-Erie General Office. He resides in Buffalo, N.Y.



Ronald Epp, PhD 1971 & MA 1968, delivered a talk on the pioneering land conservation efforts of Acadia National Park at the Theodore Roosevelt Inaugural National Historic Site in Buffalo, N.Y. He resides in Lebanon, Pa.

Mark Donahue, MA 1979 & BA 1977, won outstanding actor in a supporting role at the Acting Irish International Theatre Festival in Milwaukee for his work in "The Seafarer." He resides in Rochester, N.Y.

Joseph Saseen, PharmD 1994 & BS 1992, was made a member of the Professionals Accelerating Clinical and Educational Redesign (PACER) Project's steering committee. PACER is a national interprofessional primary care faculty development program. Saseen will represent pharmacy education and clinical practice perspectives. He lives in Williamsville, N.Y.

Nancy Mautone-Smith, MSW 1996, was named deputy director of the Office of Women's Health in the U.S. Department of Health and Human Services' Health Resources and Services Administration (HRSA). The office coordinates women's health-related activities across HRSA to reduce sex- and gender-based disparities and to support comprehensive, culturally competent and quality health care. She resides in Washington, D.C.

Frank Robertson, BS 1997, was made an associate with the engineering consulting firm TLC Engineering for Architecture. He resides in Windermere, Fla.

Julie Szumigala, MD 1997 & BA 1992, lead physician at Kensington OB/GYN, was honored by the General Pulaski Association for her work in the field of health care. She lives in Buffalo, N.Y.

Walter Tarver III, MBA 1997, was named president of the Eastern Association of Colleges and Employers. Tarver also serves as director of the Career Center at Stockton University in Galloway, N.J. He lives in Sicklerville, N.J.

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Karianne Gomez, BS 2000, joined Pampered Chef as vice president of field strategy and customer experience. She was previously vice president of strategy at the HAVI Group. Gomez lives in Chicago, Ill.

Frederick Pordum, MBA 2002, was honored by the General Pulaski Association for his work in the health care field. Pordum is director of business development and marketing for the Visiting Nursing Association of Western New York. He lives in Orchard Park, N.Y.

Kristin Crosby, BS 2004, was promoted to manager at Brock, Schechter and Polakoff LLP. Before joining the firm she worked as an internal auditor for four years. She resides in Orchard Park, N.Y.

Michael Grimaldi, BS 2004, was promoted to director of enterprise architecture at BlueCross BlueShield of Western New York. Most recently, Grimaldi served as manager, solution architecture, with responsibilities including planning, directing and overseeing the solution architecture function. He lives in Hamburg, N.Y.

Adam Dunning, BS 2006, was appointed director of health care economics at BlueCross BlueShield of Western New York. Dunning also serves on the board of directors for the Boys & Girls Club of Elma, Marilla and Wales. He resides in Lancaster, N.Y.

CONTINUED



How-to *with* Dustin Snyder, EMBA '15

Co-founder, Hatchets & Hops

Interview by Michael Flatt » People tend to have the same question when they first hear about Hatchets & Hops, a new club in downtown Buffalo where patrons can practice ax-throwing. Co-founder Dustin Snyder is here to tell you unequivocally the answer: No. It isn't dangerous.

"It's not just people walking in and throwing axes willy-nilly," the former Eagle Scout says, explaining that participants must take a safety lesson before chucking wood-splitting tools through the air, and they can't head for the bar (which is in a separate area) until they're done.

The natural follow-up question is "Why ax-throwing?"—to which Snyder recounts how he and co-founder Andrew Piechowicz (MBA '16, BS '12) got into the sport on their visits to Canada, where it's well-established, with bars in Toronto, Halifax and Montreal featuring competitive leagues.

Snyder sees ax-throwing as a window into a bygone era, when loggers would spend months at a time in the woods. This sort of historical context is something he thinks goes over well with millennials, the club's target demographic. But the rush of wielding an ax, he believes, has universal appeal.

So now that we understand the "why" of ax-throwing (and are tempted to try it ourselves), we decided to ask Snyder about the "how."

How to throw an ax:

Safety first

The first thing our instructors go through is our 12-point safety policy. Most important, there's only one person throwing at a target at any time, and that person is the only one holding an ax. You're also not allowed to cross the throwing line until all the axes in the bay have come to rest either in the target or on the floor.

Throw with your body, not your arms

Your arms are just there to hold the ax. It's like a throw-in in soccer. You start with your weight on your back foot and shift to your front foot while leading with your chest.

Don't flick your wrists

If you flick your wrists, you'll screw up the rotation of the ax—you only want the ax to rotate once—and it won't hit the target. It's a lot like darts in that way.

Use two hands

You can throw an ax with one hand, but it's easier with two. It keeps you more centered.

Follow through

Like most athletic movements, it's important to keep the motion smooth. If there's a sudden stop, it's going to impact the trajectory of the ax leaving your hands. So you want to sweep the hands back behind the body on the follow-through.

Class Notes

Diane Oyler, PhD 2006, joined the Health Foundation for Western & Central New York as program officer. Oyler is a graduate of the Health Foundation's Health Leadership Fellows program. She lives in Buffalo, N.Y.

Richard Taczowski, MUP 2006, was named chairman of the board emeritus by the board of trustees of the Schoolhouse #8 History Center & Museum in North Collins, N.Y. Taczowski resides in Buffalo, N.Y.

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Natalie Connolly, BA 2011, was promoted to senior fraud investigator at Evans Bank. Connolly previously served as an assistant branch manager in the bank's Williamsville and Lancaster financial centers. She resides in Kenmore, N.Y.

Theresa Kolodziej, PhD 2013 & MS 1994, was honored by the General Pulaski Association for her work in the health care field. Kolodziej is director of clinical education and physical therapy at Daemen College. She lives in Lancaster, N.Y.

Kevin Leary, MA 2013, was appointed managing director of Theatre of Youth, Western New York's only professional theater company dedicated to child audiences. Previously, Leary was financial administrator at the University at Buffalo's Technē Institute. He lives in Ellicottville, N.Y.

Gary Szczerbaniewicz, MFA 2013, an adjunct instructor in the University at Buffalo's Department of Art, was awarded the New York Foundation for the Arts fellowship in architecture, environmental structures and design. He resides in Buffalo, N.Y.

Julia Szprygada, MSW 2013 & BA 2009, was honored by the General Pulaski Association for her work in the field of health care. Szprygada is a licensed social worker and director of education and training for the Western New York chapter of the Alzheimer's Association. She lives in Buffalo, N.Y.

Clare Carroll, MBA 2014 & PharmD 2014, was named pharmacist, clinical and account management, for Independent Health's Pharmacy Benefit Dimensions. She lives in Orchard Park, N.Y.

Marissa Slevar, MPH 2014, joined the Michael J. Fox Foundation as program officer, research partnerships. Slevar provides content support for the Partners in Parkinson's initiative and is working to develop the Parkinson's Grassroots Network. She lives in Brooklyn, N.Y.

Kelly Barrett, JD 2015 & BA 2012, joined the Center for Elder Law and Justice as an attorney. She resides in Buffalo, N.Y.

Amy Lee, PharmD 2015, was appointed to the American Society of Health-System Pharmacists' New Practitioners Forum Practice Advancement and Advocacy Advisory Group. Lee, a pharmacist at Wyoming State Hospital, was also elected to the board of directors for the Wyoming Pharmacists Association. She lives in Evanston, Wyo.

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BARRY FITZGERALD, MFA '90

Top Five *with* Dave Horesh, BA '08

Co-founder, Oxford Pennant

Interview by Michael Flatt » Oxford Pennant, like many successful small businesses these days, fills a gap in the market few even realized existed. Seriously, who knew we were missing out on high-end vintage pennants? Not Dave Horesh or his business partner, Brett Mikoll. When they started making the inspirational flags, it wasn't to fill a niche. "We just wanted a 'Let's go, Buffalo!' pennant for ourselves and our buddies," Horesh says.

But the pennants, with their culturally savvy designs and all-natural materials, struck a chord with people who saw them—and a business was born. Horesh believes that part of the appeal is the company behind the product. From the start, he and Mikoll resisted the temptation to outsource their manufacturing overseas to cut costs. "People want to know the story of a product as much as they want a good product," he explains. That means decent wages and fair treatment. It also means having to be inventive about things like marketing.

We asked Horesh to give us five ways his business approach aligns with his personal philosophy.

Five tips on how to succeed in business without compromising one's values:

Keep it local

1 Everything at Oxford Pennant is made in Buffalo except for the actual felt. Knowing the entire chain of custody is something that we can pass along to our customers.

Know your market

2 We don't think of ourselves as competing with these huge brands that can create 5,000 pennants for pennies. If you're looking for a \$5 or \$6 pennant, we're not a good fit; that is below our cost to even produce.

Know your demo

3 This is the kind of product for people who aren't involved in high fashion—they just want clothes that look good or a nice apartment. An Oxford Pennant looks cool on the

wall, it's easy to understand and you can just slap it up there.

Honor the medium

4 The pennant was originally a way to get two products out of one flag, by cutting it into triangles. They had to be very simple because they had to be manufactured by hand. We think that the pennant should look like it was made in the early 20th century, even if it has a contemporary message.

Make your brand appealing—and shareable

5 We always send our customers good photography of our product and include little tchotchkes in each shipment so when people open it, it puts a smile on their face. This builds brand affinity to the point where people want to share on social media that they've bought something from us.

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Feb. 8, 2017
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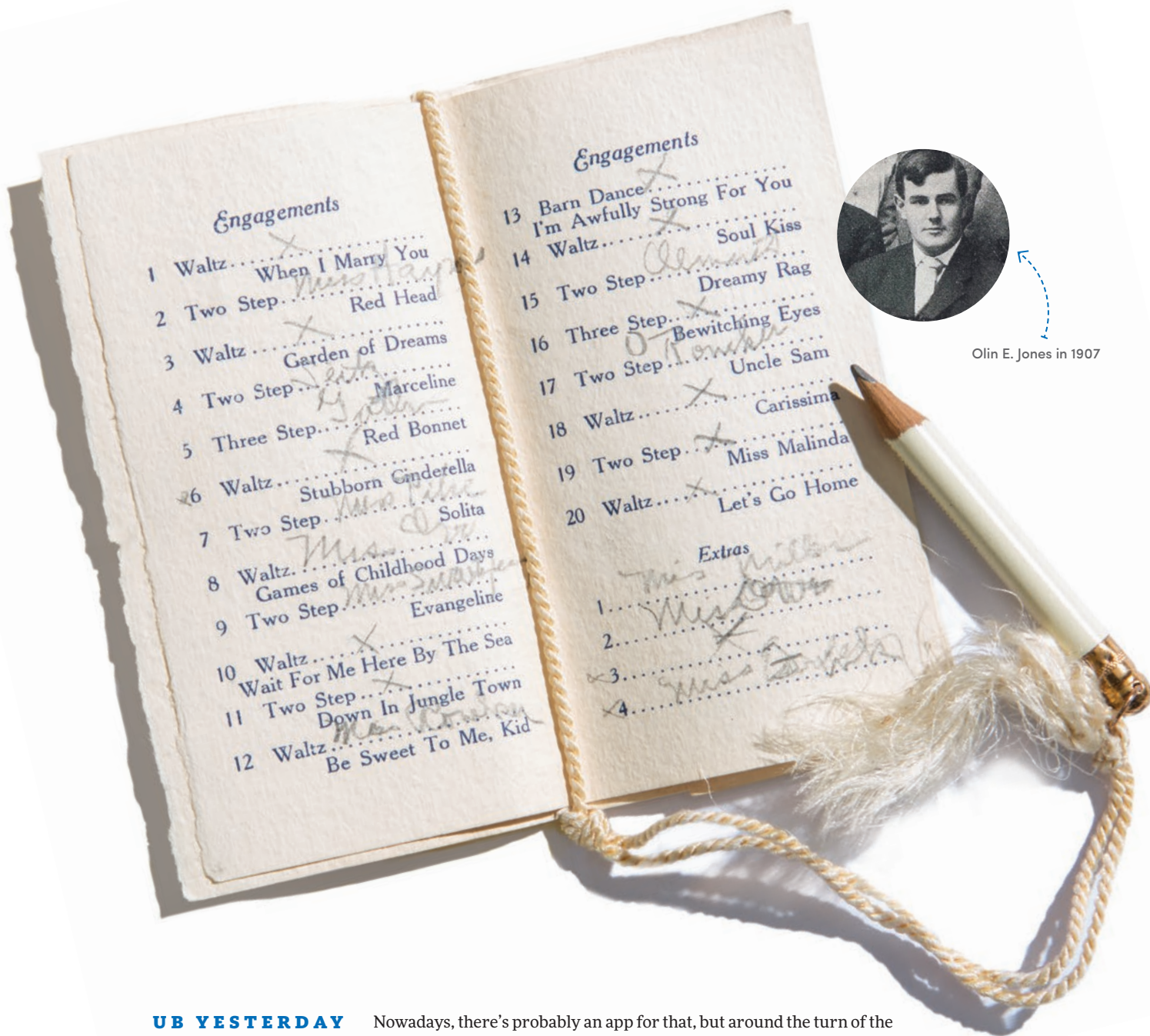
For details or to find an event near you,
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Olin E. Jones in 1907

UB YESTERDAY

1909 Dance Hall Days

By Sally Jarzab

Nowadays, there's probably an app for that, but around the turn of the 20th century, there were dance cards—fancy little booklets in which attendees of formal dances could keep track of their schedule of partners for the evening.

This handsome specimen is from the annual ball of the Barrettonian Society, a UB Department of Dentistry student association founded in 1893. The card belonged to Olin E. Jones, a 1911 graduate of the school who went on to establish a dentistry practice in his hometown of Wellsville, N.Y. The dances marked with an X—mostly waltzes, it appears—likely indicated those which Jones had reserved for his date.

The dance card is one of many mementos tucked into the yellowing pages of Jones' scrapbook, now on display in the lobby of the dental school in Squire Hall. From a train ticket stub and registrar records to examination cards and a commencement program, they collectively tell the story of his busy University of Buffalo years.

But it wasn't all "skill and drill," so to speak. Among the academic ephemera can be found black-and-white photographs of a downtown frat house and newspaper clippings documenting the boisterous behavior of "those awful U.B. boys," along with several more dance cards, all fully penciled in. **B**



OLIN JONES PHOTO COURTESY OF HELMA ROGERS GENEALOGICAL AND HISTORICAL SOCIETY



YOUR GIFT
matters.

Kara Walsh ←
CLASS OF 2017
COLLEGE OF ARTS AND SCIENCES

Gifts to the UB Fund will help enhance the student experience for tomorrow's leaders, like French major Kara Walsh, who received funding to work as an intern for Buffalo's International Institute. During her internship, she learned from the translators who work with refugees to Western New York, and even showed a man from Sudan how to navigate city bus routes. Walsh, passionate about languages since she was young, has studied Spanish, Italian, Portuguese, Mandarin, German, Greek and Dutch in varying degrees. She chose to study French, "a hugely important global language particularly useful in a city that borders Canada." After graduation, Walsh hopes to teach English in French schools, or perhaps go to graduate school. She's grateful to UB donors, whose "generosity supports work that makes an impact in the community."

Gifts to the UB Fund have an immediate impact on students.

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LAST LOOK **It's Lit** Outside, a thunderstorm blasted. Inside, crowds of students had their own blast, as a lineup of hip-hop artists took the Fall Fest concert stage. The UB Student Association event drew thousands to Alumni Arena on Sept. 10 for performances by Rae Sremmurd, Lil Yachty, D.R.A.M. and headliner Travis Scott. Hands (and cameras) were in the air the whole night, prompting the Student Association to issue a post-show tip to concertgoers via Facebook: If you threw your phone onstage, you can pick it up in the Student Union on Monday.