

alumni club welcomes graduates at Soft Landing Event

Learn how to navigate Los Angeles. Network with recent graduates and established alumni. Speak with career counselors. The SU Alumni Club of Southern California (SUACSC) offers 2006 graduates and recent transplants to the West Coast all this and more during its annual Soft Landing program from 2 to 5 p.m. June 24 at the Beverly Hills Country Club, 3084 Motor Avenue, Los Angeles.

Those attending can get advice about their new environment and find support among established alumni at the event, which was created by SUACSC. "This is a way to welcome new graduates," says Scott Setek '90, G'92, associate director of alumni relations. "SUACSC takes it a step further by offering a panel discussion on job searches, information on such services as banks, dry cleaners, and restaurants, and a setting for getting to know the alumni club and local alumni."

At this year's event, the Center for Career Services will be represented for the first time. The center provides a variety of services to alumni, including interviewing consultations, assistance with resumes, and job-search strategizing. "At the event, our role is to make sure that all alumni realize they can continue to take advantage of our services," says Michael Cahill G'87, director of the Center for Career Services. "We also want to encourage alumni out in the work world to volunteer through our office to provide career advice and tips on the region to students on campus." Alumni are also asked to share information on internships and jobs that are available in their organizations. The Center for Career Services has the tools to match graduates and alumni with job opportunities.

The Soft Landing program shows how alumni relations, its clubs, and career services share a complementary relationship. "Alumni want

to connect back to students," Cahill says. "We can help facilitate that connection."

SUACSC is seeking six to eight alumni from a variety of SU colleges who work in various professions to serve as pan-

elists for this event. The topics the panelists will explore include information about their particular industry, how to get a job in that industry, housing information, and general advice about getting acclimated to Los Angeles. For more information about being a panelist, e-mail Sandra Kinne at events@socalorange.org.

Anyone interested in attending the event should R.S.V.P. by Friday, June 16, to CookieDash@alum.syracuse.edu.

in **syracuse university** Los Angeles

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editor

Paula Meseroll

designer

Amy McVey

contributors

Jeffrey Charboneau, Margaret Costello, Kathleen Haley, Amy Shires

production coordinator

Jenny Merante



SYRACUSE UNIVERSITY IN LOS ANGELES

1880 Century Park East, #1600

Los Angeles CA 90067

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SYRACUSE UNIVERSITY LOS ANGELES

1880 Century Park East, #1600
Los Angeles CA 90067
310-712-3511
E-mail: SUinLA@syr.edu
Web: suinla.syr.edu

dear friends:

What a thrill to be working for Syracuse University in Los Angeles! As the stories in this newsletter demonstrate, we have made tremendous progress



during the past year in reaching out to alumni and engaging them in SU activities. While it has been a very

busy and exciting time, there is still plenty more to do. We are creating an alumni database, expanding the mentoring program for new alums and those changing careers, and developing a Web site (suinla.syr.edu) so that everyone can stay informed. We have lots of exciting programs in the works for the fall and winter as we continue to build our connections with California alumni.

I am extremely excited about the future of the SULA office as it expands to meet the needs of our West Coast alumni!

Best wishes,

JOAN ADLER G'76
SENIOR DIRECTOR OF PRINCIPAL GIFTS



sorkin week opens Entertainment Industry Doors

For 12 Syracuse University students in the College of Visual and Performing Arts (VPA), a spring break trip to Los Angeles was so much more than a week at the beach.

Thanks to a gift from SU alumnus Aaron Sorkin '83, best known as the creator and executive producer of the critically acclaimed hit television series *The West Wing*, students had the opportunity to spend March 11 to 18 exploring the challenges and possibilities of a career in the West Coast entertainment industry.


The new learning opportunity, Sorkin Week in Los Angeles, offered 10 Department of Drama students and two students from the film program in the Department of Transmedia an immersion experience in theater and cinema, L.A.-style. The students interacted with and learned practical

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spotlight on Syracuse

For four nights in March, the L.A. spotlight shone orange as the Syracuse University Los Angeles center hosted an entertainment and cultural series featuring SU faculty, student, and alumni guests.

Sanford Sternlicht G'62, an English professor in the College of Arts and Sciences, launched the series on Monday, March 13, with a presentation at the University of Judaism in Bel-Air. Author of *The Tenement Saga: The Lower East Side and Early Jewish American Writers*, Sternlicht discussed "The Perspective: My Childhood on the Lower East Side 1937-1943," taking guests on a virtual tour of New York as it was in the early 20th century. On Tuesday, March 14, world-class vocalist Eileen Strempel and classical guitarist Kenneth Meyer, professors in the College of Visual and Performing Arts, treated guests to an unforgettable evening of music and song. The performance was held at the Skirball Cultural Center in Los Angeles. "These two presentations were so inspiring that we hope to bring them back again to give more people the opportunity to participate," says Joan Adler G'76, senior director of Principal Gifts.

A lively discussion of "The Business of Entertainment" was presented on Wednesday, March 15, at the Friars Club in Beverly Hills. Moderated by David Rubin, dean of the S.I. Newhouse School of Public Communications, and a panel of business and entertainment alumni, including Professor Robert Thompson, director of the Bleier Center for Television and Popular Culture, the event featured writer/producer Aaron Sorkin '83. "The discussion attracted more than 200 people, including alumni of all ages," Adler says. "The event was a huge hit!"

The final evening in the series was a Student Showcase, held on Thursday, March 16, at the Silent Movie Theater in Hollywood. Writer/producer Rob Edwards '85 hosted the event, which featured SU students who attended the inaugural Sorkin Week in Los Angeles—an L.A. immersion experience in theater and cinema—in a showcase and celebration of their films. More than 70 people were on hand to view student films and mingle with the gathering of students and alumni.

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sorkin week...

Continued from cover

aspects of the entertainment industry from experienced professionals, attending workshops and meetings with experts in the field. Professional actors, writers, talent agents, producers, and commercial directors shared their expertise, career tips, and recommendations with the students.

"The week left me extremely optimistic about the future of the program," says Sorkin. "The students were all extremely bright and gifted and they're going to make the SU faculty and alumni very proud. I hope the week they spent here gave them some small sense of what's in store if they opt to come to Los Angeles and give this life a try after graduation."

The students participated in acting workshops with Sorkin at Warner Bros. Studio; took in a live theater performance at Geffen Theater and participated in cast discussions after the play; viewed a student film showcase at Hollywood's Silent Movie Theater; and observed voiceover and telecine sessions.

"Aaron Sorkin has given our students a once-in-a-lifetime opportunity to learn what it takes to succeed in the entertainment industry."

—VPA DEAN CAROLE BRZozOWSKI '81

"Aaron Sorkin has given our students a once-in-a-lifetime opportunity to learn what it takes to succeed in the entertainment industry," says VPA Dean Carole Brzozowski '81. "That so many of our West Coast alumni and friends joined in this effort shows how strongly the SU community wants our students to succeed and flourish as professional artists."

Acting major Matt Britten '07 says he "did a dance of unadulterated joy" when he first learned about Sorkin Week. "I immediately knew that an opportunity such as this would be exponentially valuable to me as I cross the threshold between SU and Los Angeles with my acting degree in hand," says Britten, who comes from Michigan. For him, highlights of the experience included reading at a script table with actress Amanda Peet and attending a reception at Sorkin's home in the Hollywood hills. "Sorkin Week provided the perfect enhancement to my education at SU," he says. "I am indebted to Aaron for his generosity and his anecdotes, and to everyone else involved. I look forward with great anticipation to making the cross-country move next year."

Musical theater major Rachel Moulton '06 was equally



Aaron Sorkin '83 with
Chancellor Nancy Cantor

exhilarated by the experience. She especially enjoyed reading a scene with actors Matthew Perry and Bradley Whitford at the Warner Bros. Studio, where a new Sorkin television project was being filmed. "I will never forget how inspired I was that afternoon," says Moulton, who said she felt like a kid in the championship round of a spelling bee. "I was able to interact with actors whose careers I aspire to emulate. I got to give

life to characters that Aaron Sorkin created. I felt honored."

The weeklong program is coordinated by VPA, SU's Office of Alumni Relations, and Syracuse University Los Angeles, which maintains a multi-service satellite office offering a wide range of social and educational activities engaging alumni, friends, parents, and future students.

Writer/producer Sorkin '83 created *The West Wing* and wrote the show for its first four seasons. It has won more than 20 Emmys, a Golden Globe for Best Television Drama Series, two consecutive Peabody Awards for Broadcast and Cable Excellence, and two Humanitas Prizes and Television Critics Awards. In 2001, Sorkin was named Writer of the Year by the Caucus for TV Producers, Writers, and Directors. He received the Outer Critics Circle Award as Outstanding American Playwright for *A Few Good Men*, and his screen adaptation of the play was nominated for four Academy Awards and five Golden Globes. He has received awards for the films *The American President*, *Malice*, and the television series *Sports Night*. In 2001, he was a recipient of SU's George Arents Pioneer Medal.

annual luncheon Honors Music Industry Exec



Phil Quartararo '77

What do the spiritual sounds of Josh Groban, the hip-hop beats of Janet Jackson and Paula Abdul, and the rockin' jams of the Red Hot Chili Peppers, the Rolling Stones, Linkin Park, and U2 have in common? The promotional expertise and management of Phil Quartararo '77. The legendary music executive will receive the 20th annual Syracuse University Alumni Club of Southern California's Distinguished Service Award during a luncheon on June 10. In addition to recognizing Quartararo's contributions to the music industry, the event will honor former club presidents Howard J. Saks '51 and Talmadge (Tab)

Tillman G'49 with the inaugural Distinguished Service Awards.

The event begins at noon at the Park Hyatt Los Angeles, 2151 Avenue of the Stars, with a cocktail hour and silent auction featuring items from L.A. restaurants, businesses, and museums as well as Syracuse-themed items. Money raised from the auction supports the club's scholarship fund. A three-course lunch begins at 1 p.m., followed by remarks honoring Quartararo, including a speech by Chancellor and President Nancy Cantor, who will present the award.

Quartararo is executive vice president of EMI Music North America and is president of EMI Music Marketing. During his tenure, he has led the company from its traditional marketing and retail into more non-traditional e-tailing and downloading sales. He has also played an integral part in

developing music DVDs by EMI artists. "Every year we choose an honoree who we feel has reached an extraordinary level in his or her professional career while never forgetting Syracuse University," says Jennifer Erzen '97, luncheon organizer. "Phil was chosen for his exceptional accomplishments in the music industry and for his support of SU in L.A. This year, we're also giving the Distinguished Service Award to Howard and Tab for dedication and service that have never wavered. These people are the backbone of the club. It should be a wonderful event."

The event is open to all Syracuse alumni and their friends and families. Tickets are \$65 for club members and \$75 for non-members. For more information and tickets, contact luncheon@socalorange.org.

presenting Syracuse's Finest

Its construction is deceptively simple, and its single note is more drone than melody. But in the hands of jazz musician and African American studies professor Bill Cole, the ancient Australian didgeridoo shows itself off as a versatile and complex musical instrument.

"There's a lot you can do with one note," says Cole, who presented "The Path I Have Taken and the Instruments I Play" at the Capitol Records Tower in Hollywood in February. "It depends on your talent, your desire, and your will." During his presentation, Cole played several of the non-Western wind instruments he is best known for, including double-reed horns from India, China, and Korea, and a flute from Ghana. He also talked about how he uses such instruments in The Untempered Ensemble, an improvisational jazz group he founded and leads. "It was a great experience to be in a recording studio that once recorded people like Nat King Cole, Tony Bennett, and Frank Sinatra," says Cole, who has written books about jazz greats Miles Davis and John Coltrane. "The people I met were incredibly wonderful and asked really interesting questions. I was totally pleased."

More than 50 people attended Cole's presentation, which was part of a series of Los Angeles events held this past winter to share the talents and intellects of Syracuse University faculty with SU alumni and friends on the West Coast. December's event featured Ken Frieden, professor and B.G. Rudolph Chair in Judaic Studies, who spoke about Yiddish Literature at the University of Judaism. He was accompanied by members of the Ellis Island Band, performing traditional Jewish folk music. Director of SU's Judaic Studies Program, Frieden specializes in Yiddish and Hebrew texts. He also directs a series at Syracuse University Press titled *Judaic Traditions in*

African American studies professor Bill Cole plays a double-reed horn during his presentation at the Capitol Records Tower in Hollywood.

Photo by Leroy Hamilton



"It was a great experience to be in a recording studio that once recorded people like Nat King Cole, Tony Bennett, and Frank Sinatra."

—BILL COLE

Literature, Music, and Art. His comprehensive collection of short fiction by three classic Yiddish authors was a runner-up in the 2005 National Jewish Book Award in the Anthologies and Collections category.

In January, SULA hosted "An Evening with Artist Jerome Witkin" at Jack Rutberg Fine Arts in Los Angeles, where Witkin discussed his work and signed copies of *Life Lessons: The Art of Jerome Witkin* by Sherry Chayat (Syracuse University Press, 2005, second edition). The audience of more than 60 people included guests who traveled from as far as San Francisco to visit with Witkin. A distinguished professor of painting in the College of Visual and Performing Arts' School of

Art and Design since 1971, Witkin is increasingly recognized as one of the most formidable contemporary figurative painters. His works are found in the permanent collections of prominent museums around the world.

A second February event featured information expert Raymond F. von Dran, dean of the School of Information

Studies, who spoke to a full house at the Palm Restaurant in West Hollywood. "It was standing room only," says Joan Adler G'76, senior director of Principal Gifts. "Everyone was mesmerized by the dean's presentation." Dean von Dran discussed changes brought about by the information age and addressed issues and opportunities related to the information revolution. "Information and information systems are at the heart of our emerging global economy, and a requisite to a democratic society," von Dran says. "While it is exciting to see how we got to this point, it's more exciting to consider that the information revolution is just beginning. With will and wisdom, we can craft a safe, prosperous, and democratic future for all humankind."

Adler notes that alumni response to the presentations has been overwhelmingly positive. "In addition to the great guest speakers, I thought the venues added much to each event," says Newhouse alumna Robin Forman G'76, who attended several of the presentations. "Each one was a treasure."

getting the inside scoop at Sports Night

Weeks after March Madness ended, Newhouse alumnus Bob Gautieri '76 still had the four games leading to the SU men's basketball team's 2006 Big East Championship title recorded onto his television's TiVo.

Keeping up with Orange sports, he says, brings him back to the happiest days of his life. So there was no way he was going to miss the L.A. alumni office's first ever Sports Night, held on April 6 at L.A. Sports Club. "I'm a die-hard fan, and this was a great event," says Gautieri, who takes pride in being one of the first members of the rowdy "zoo" at Manley Field House. "I talked to Coach [Jim] Boeheim '66, and I tried to get the scoop on our new recruits. I love Syracuse sports."

Gautieri was among 80 alumni and friends who attended the social event to mingle with each other and with featured guests: Daryl Gross, athletic director; Mark Jackson, executive senior associate

athletic director; Scott Sidwell, associate athletic director for develop-



SU basketball coach Jim Boeheim '66, G'73 signs autographs at Sports Night.

ment; Dean Foti '83, G'85, men's soccer coach; Chris Fox, head cross country and track/field coach; and Boeheim '66, G'73. "The alumni had an opportunity to talk with the coaches and the athletic department folks, get their picture taken with them, and collect autographs," says Joan Adler G'76, senior director of Principal Gifts. "It was a fun, casual evening, and people heard about some of the happenings in the athletic department." Each of the featured guests shared updates on their areas and answered questions—which mostly focused on new recruits and expectations for next year's season.

During the event, participants donated more than \$2,000 for the Coaches vs. Cancer Classic, an annual

benefit for the American Cancer Society initiated by the National Association of Basketball Coaches. "All in all the event was very successful," Adler says. "We definitely plan on hosting another Sports Night in the future, maybe bringing in some of the coaches and athletes from the football and lacrosse teams as well as other teams.

"We've got some big sports fans out here," she says. "We'd like to make sure that our alumni on the West Coast have the opportunity to meet and greet their players. We hold many alumni events that cover a wide range of interests, and with each event we see new faces. We're excited to see that the Sports Night appealed to a whole new group of people."

Sports Night was the place to be for Sammy Edwards, the 9-year-old son of Rob Edwards '85.

