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TODAY	TOMORROW	WEDNESDAY
	3:30 <a href="#">CYLI Paleo Dig?</a> · <a href="#">Reunion 2011</a>	8:30 <a href="#">MS/MSE Thesis Defense - Jindaporn N. Juthapakdeprasert</a> 11:45 <a href="#">NYC Luncheon 2011</a>

**Alfred University adopts Visual Identity Standards**

As communications become more varied, more complex, and more frequent in the 21st century, clarity and consistency in communication becomes increasingly more important. The guidelines were developed to help to consistently convey the brand that is Alfred University to our key target audiences. A unified visual presentation benefits all of us by establishing a clear and direct association between our many and varied components.

By adhering to these standards, all divisions, departments, and offices will help project an image of cohesiveness and excellence that plays an important role in attracting high-quality students and faculty. Maintaining this image conveys the sense of stature, history and quality for which the University is known.

The Visual Identity Standards are administered and periodically updated by the Visual Identity Standards Committee. They are responsible for overseeing the University's graphic identity system, maintaining visual standards, and approving use of any representative mark or symbol. This applies to all forms of communication in print, web, and video. Units within the University are permitted to use the Alfred University name and its marks and symbols, according to established guidelines, for purposes of recruitment, development, or general promotion of the institution.

The Visual Identity Standards Committee will consist of the Director of Communications, the Director of Publications/University Designer, the Director of Marketing and the Webmaster. The Director of Communications will serve as chair.

Current members include:

Office of Communications

Sue Goetschius

[goetschius@alfred.edu](mailto:goetschius@alfred.edu)

607-871-2170

Rick McLay

[mclay@alfred.edu](mailto:mclay@alfred.edu)

607-871-2103

Office of Marketing

Jodi Bailey

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607-871-2001

Information Technology Services

Judy Linza

[linza@alfred.edu](mailto:linza@alfred.edu)

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Attachment: [Revised Visual Identity Standards](#)

Submitted by: Susan Goetschius

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### Service Award and Retiree Recognition Luncheon

The University will honor 62 current and 10 recent retirees at a luncheon to be held from Noon until 2:00 p.m. in the Ade Dining Hall. The recipients for service awards are those employees who reached their 5-, 10-, 15-, 20-, 25-, 30-, 35- or 40-year anniversary during this fiscal year. The retirees are those who retired before June 1 of this year.

Please join us in celebrating and honoring their service to the University. In order to assure plenty of food please notify the Human Resources office via e-mail or phone 607.871.2909 if you plan to attend.

Submitted by: Mark Guinan

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### Career Development Center Closed 5/24 & 5/25

The CDC will be closed for a staff retreat all day on Tuesday, May 24 and Wednesday, May 25, 2011. We apologize for any inconvenience.

Submitted by: Susan Meacham

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### Ordering Banners - Do You Want In?

I am putting in an order with a company that creates banners that are about 6' high. We use these banners to identify tables at Orientation in McLane Center.

Would anyone like to get in on the order for discount pricing? Please see the PDF below for an image of what the banner might look like, and contact me if you might be interested.

Kathy Woughter, [woughter@alfred.edu](mailto:woughter@alfred.edu), x2132

Attachment: [featherbanner.pdf](#)

Submitted by: Kathy Woughter

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### Alfred Community 5K Run/Walk on Reunion Weekend

The Annual 5k Run/Walk will be held on Saturday June 11, 2011 at 9 a.m.

Registration costs:  
\$10 before June 1  
\$17 after June 1 or on Race Day

Prizes will be awarded to the top 3 runners overall, as well as the top male and female in each age group. Door prizes and complimentary refreshments will be available after the race!

For more information, or to register, check out the 5K Registration form below!

(All proceeds benefit the Gary Horowitz Service Learning Program at Alfred University)

Attachment: [5k Registration](#)

Submitted by: Jessica Jennings

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### **Lecture - NYS: Four Centuries of Immigration and Migration**

Speaker: Dr. Peter Eisenstadt, Independent Scholar and Historian  
Tuesday, May 24 at 7 p.m.  
Nancy Howe Auditorium  
David A. Howe Public Library  
155 N. Main St., Wellsville  
585.593.3410

Peter Eisenstadt will discuss the long story of migration in and out of New York State. No state has had as many immigrants, and no state has lost as many residents through migration. He will discuss early colonial times, the native Indian population exodus, immigrants from eastern and southern Europe, and African Americans from our South in this history of New York State's in and out migration.

This lecture is free and open to all. It is sponsored by the New York Council on the Humanities and its Speakers in the Humanities Program.

Submitted by: Deborah Clark

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