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TODAY	TOMORROW	FRIDAY
8:30 MS/MSE Thesis Defense - Jindaporn N. Juthapakdeeprasert	3:30 CYLI Paleo Dig?	
11:45 NYC Luncheon 2011	· Reunion 2011	

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

607-871-2170

Rick McLay

mclay@alfred.edu

607-871-2103

Office of Marketing

Jodi Bailey

baileyj@alfred.edu

607-871-2001

Information Technology Services

Judy Linza

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Attachment: [Revised Visual Identity Standards](#)

Submitted by: Susan Goetschius

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AU Museums are Open!

The Schein-Joseph International Museum of Ceramic Art and the Inamori Kyocera Museum of Fine Ceramics are located on the top floor of Binns-Merrill Hall. Hours are Wednesday through Friday, 10 a.m.- 4 p.m. Free admission.

Submitted by: Susan Kowalczyk

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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, x2132

Attachment: [featherbanner.pdf](#)

Submitted by: Kathy Woughter

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AKO Achievement Awards

The Women's Leadership Center of Alfred University, with the alumnae of Alpha Kappa Omicron, an Alfred University sorority from 1944 to 2003, is pleased to announce the AKO Leadership Awards 2011.

The AKO Achievement Award honors a sophomore-level AU woman for her achievement in academics. The AKO Social Change Leadership Award honors a junior-level AU woman for her efforts to create change for the common good at AU.

Please see the attached PDF for more information.

Attachment: [AKO_2011_Call_for_Apps_poster.pdf](#)

Submitted by: Cheryl Foster

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Wingate Memorial Carillon Recital Series

The Division of Performing Arts is pleased to announce the selection of guest carilloneurs for the Wingate Memorial Carillon Series for the Summer of 2011.

July 5 - Monika Kazmierczak from Gdansk, Poland

July 12 - Toru Takao from Dusseldorf, Germany
July 19 - Karel Keldermans from Springfield, Ill
July 26 - Gordon Slater from Ottawa, Canada
Aug. 2 - Sharon Hettinger from Lawrence, Kansas

All performances are free for listening.

Please contact the Division office for details - email performs@alfred.edu or 871-2562 or Laurel Buckwalter - fbuckwal@alfred.edu.

Submitted by: Nancy Freelove

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Sterling Brass: 'Baroque to Broadway and Bach'

Thursday, May 26 at 7 p.m.
Nancy Howe Auditorium
David A. Howe Public Library
155 N. Main St., Wellsville
585.593.3410

Sterling Brass, an accomplished brass quintet, formed in 1987 when a few of the Hornell Area Wind Ensemble members wanted to play in a small brass ensemble. The group, playing primarily in Steuben, Allegany, and Livingston counties, is composed of trumpets played by Jeremy Ferris and Chris Lynn, a tuba played by Jim Caneen, Susan Dessena on the French horn, and Marie Schoenacker playing the euphonium. Selections will include Mozart, Rossini, Gershwin, the Beatles, and others.

This concert is sponsored by the Allegany Arts Association and is free and open to the general public.

Submitted by: Deborah Clark

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A Finger Lakes Success Story

A Finger Lakes success story of lakes, land, people and wildlife will unfold before your eyes in "Back From the Brink: The Story of Hemlock and Canadice Lakes," the inaugural program of the Finger Lakes Museum.

The programs will take attendees on a journey spanning 150 years as experts trace the history of Canadice and Hemlock lakes, the rescue of the Bald Eagle and the permanent protection of the lakes for all to enjoy.

The series includes three programs, which will be presented June 4, 16 and 23 at the Rochester Museum & Science Center; on July 2, 14 and 28 at Keuka College; and Aug. 6 and 18 and Sept. 1 at the Finger Lakes Wine Center in Ithaca. The series is open to the public and pre-registration is requested at www.fingerlakesmuseum.org or call 315.595.2200. Admission is free.

The series will kick off with Part I, From the Brink of Extinction: The Bald Eagles of Hemlock and Canadice, at 2 p.m. Saturday, June 4, in the Eisenhart Auditorium at the Rochester Museum & Science Center, 657 East Ave., Rochester, NY 14607.

Submitted by: Deborah Clark

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