

# 1766

*Alumni Magazine*



The magazine published  
by and for the  
Rutgers Alumni Association

WINTER 2015

## Mark Eckō and Rutgers Roots

### ALSO INSIDE:

- Alumni Wind Symphony Celebrates 30 Years
  - Kramer Scholarship Winner
  - Scarlet Harvest Recap
- ...and more!





**Rutgers Alumni Association**  
*184 Years of Service to Rutgers Alumni*

Founded in 1831, the Rutgers Alumni Association (RAA) is a 501(c)3 service organization maintained by and for the graduates of Rutgers College, the School of Engineering, the former College of Agriculture, the former School of Education, the Mason Gross School of the Arts, School of Management and Labor Relations, the Graduate School – New Brunswick, and other interested alumni from the Rutgers New Brunswick/Piscataway campus. Chartered in 2008 as the largest affinity organization of the new university-wide alumni association (RUAA), the RAA's purpose is to create a vital, beneficial, and continuing relationship between Rutgers and its alumni around the globe. It partners with the university on events such as Homecoming. The RAA also independently publishes *1766* to inform members about issues that concern them, provides funding to support deserving student organizations, awards an annual scholarship to a deserving legacy student, develops career seminars for graduates, and offers opportunities for volunteer service in all aspects of university life — from participation in governance committees to mentoring undergraduates. As the fourth-oldest organized alumni association in America, the 184-year-old Rutgers Alumni Association is proudly supported by a volunteer army fueled by more than 200,000 alumni constituents. We welcome your participation.

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We are no longer located in Winants Hall. Please note our new contact information:

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## Bill Huneke RC'76, NLAW'79

It's said that two heads are better than one—does that also go for alumni magazines?

You may have wondered why there are at least two magazines for Rutgers alumni.....*1766*, this magazine, and the Rutgers publication that contains Class Notes and such.

Like so many things at Rutgers, alumni activities work in often strange and mysterious ways. There are multiple alumni associations, multiple alumni magazines. Historically, there were a group of alumni associations. The Rutgers Alumni Association (RAA), which publishes *1766*, is the oldest alumni association, dating back to 1831. Through the years Douglass, the Newark and Camden campuses, and several other schools formed their own alumni groups. A number of these—Rutgers College, Cook, Engineering, Pharmacy, and others—operated under the RAA banner. Some, like Douglass, steadfastly maintained their own independence.

Several years ago, with the reorganization of the University, the Rutgers University Alumni Association, the RUAA, was formed. This umbrella organization publishes the Rutgers magazine. That is a fine, large publication with a lot of general news about the University as it is today, along with the Class Notes and other information.

So why does *1766* need to coexist? For the same reason as the RAA—both have a long tradition of focusing on alumni and serving

Rutgers through news about great things alumni are doing, as well as promoting programs and functions appealing to alumni and their families.

As the new Editor of *1766*, I feel strongly that *1766* needs to continue as a strong and vibrant magazine. We continue it in an era of changes in communications. Younger alumni in particular turn to the Internet for their news and staying in touch with friends. *Newsweek* abandoned its print edition in favor of an internet-only publication; newspapers struggle to maintain their identity and subscribers. Yet there is something about a traditional magazine that hopefully still appeals to us. In that spirit, *1766* continues on.

We welcome your input. If you have a story idea or news about you or a fellow alum doing something interesting, let us know. If you'd like to write an article, let us know. If you like or don't like what we're doing, let us know. *1766* is a function of the RAA Communications Committee....so we truly welcome communication from you, whatever your thoughts may be. If we can establish a dialogue with alumni, entice you into subscribing, or inform you about something, then *1766* has its place and will continue as a vibrant part of alumni activities. Let us hear from you!

### JFK Article Correction

Summer 2014 Issue of *1766*

There is one small inaccuracy in the JFK article. The Rutgers-Columbia football game was actually postponed from November 23 to November 28, which was Thanksgiving Day that year. The date was confirmed on [www.scarletknights.com](http://www.scarletknights.com) and in the *New York Times* archives. The game was postponed because President Kennedy's assassination had occurred just one day earlier.

Hal Shill  
Class of 1966 Historian

### Connect with us!

Follow the RAA on the Web, Facebook, and Twitter, and receive daily updates about alumni and events taking place on and off campus. Post your own news, links, photos and video, and find other alums or former classmates!



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## Mike Brill RC '77

The mission of the RAA is “Engaging Alumni, Helping Students and Celebrating Rutgers.” We have a powerful mission statement and one that the RAA has accomplished successfully since 1831. We will continue to carry out our mission this year and for years to come. We

- **Engage Alumni** with effective communication including our “1766 Alumni Magazine” and our new “RAA E-Newsletter”. Along with fun and exciting activities, we sponsor fun-filled gatherings for alumni, both young and old, keeping us connected to each other and our Alma Mater.
- **Help Students** with many programs for undergraduates, such as Speed Networking, Almost Alumni Party, and the Vincent Kramer Scholarship. We also sponsor mentoring by successful alumni and educational programs.
- **Celebrate Rutgers** - well that’s easy! The RAA has celebrated Rutgers and all our successes and achievements since 1831. We will continue celebrating Rutgers as our alma mater becomes the newest member of the Big Ten and the Committee of Institutional Cooperation – the academic arm of the Big Ten.

The RAA is developing new and innovative ways to reach even more of our alumni. This summer we launched our new RAA E-Newsletter. The RAA E-Newsletter is being sent via email to our members. You will also continue to receive our monthly E-Blasts, notifications on the RAA website ([www.rutgersalumni.org](http://www.rutgersalumni.org)), and our award winning 1766 Alumni Magazine.

The RAA continues to grow. You may not know that we have a new larger, more functional office space at the location where we have resided for the last 6 years in Piscataway, NJ.

Our new office can now accommodate all of our office, meeting and storage requirements. We also installed a new computer system that will help us better manage our finances, data collection, and future communications.

As one of the oldest alumni association in America, the history of the RAA is incredibly valuable and needs to be assembled and secured for future generations efficaciously. It is the intention of this year’s Executive Board to begin that demanding but invaluable task.

These are just a few of the activities slated for the 2014-2015 RAA Board of Directors. We want to engage all of our RAA members in everything we do.

If you want to connect as a volunteer with the Rutgers Alumni Association (RAA), the largest charter member of the Rutgers University Alumni Association (RUAA), or simply have an idea for enhanced engagement, please contact me at [mike.brill@rutgersalumni.org](mailto:mike.brill@rutgersalumni.org). We are looking forward to another fantastic year. ✨



**The RAA would like to thank all the people who contributed with their generous donations to help endow the Vincent R. Kramer Merit Scholarship.**

Current Scholarship Recipients:

Matthew Jensen SAS '15

Jacob Ohring, SAS'16

Megan Prince SAS '17

Madeline Padner SAS '18.

To support the Kramer Scholarship, please contact the Rutgers University Foundation by phone at **1-888-RU-A-DONOR** or through their website at <http://support.rutgers.edu>. Click on “Make a Gift”. Enter your information and donation amount, and then scroll down to the section “Would you like to support a fund not listed above” and type in: **“Rutgers Alumni Association Vincent R. Kramer Merit Endowed Scholarship – 066331”**.

Checks made payable to **The Rutgers Foundation** may be mailed to:

**Rutgers University Foundation Accounting Department, 120 Albany Street Plaza, Tower 1 Suite 201, New Brunswick, NJ 08901**

*Donations are fully tax-deductible to the extent allowed by law.*





# marc eckō & rutgers... resonates perfectly

by Bill Huneke RC'76, NLAW'79

**N**ot many people have a doctorate from Rutgers without having an undergraduate degree—from anywhere—but Marc Eckō is one of those rare individuals who can claim that feat.

If you've ever seen clothing with the "Eckō" logo, often accompanied by a rhinoceros, you're at least familiar with Marc Eckō. But the route from graffiti artist in Lakewood, NJ to the Rutgers School of Pharmacy, then to his own fashion design company and to an honorary doctorate from Rutgers was certainly an unusual one.

Eckō returned to campus recently to promote his book, *UNLABEL—Selling You Without Selling Out*.

Eckō began as Marc Milecofsky, in his own words a fat, awkward, Jewish kid in a multicultural town. His mother was pregnant in 1972 with what she thought was one baby, and when she felt a second kick during an exam, the doctor told her it was just an "echo in the fluid." So when

**A visit to the Dean's office based on poor academic performance. Advice from the Dean that led to the student dropping out before earning a degree. Hardly the classic basis of a success story... and yet it is, one that led to a Doctorate and one of the biggest names in the fashion industry.**

his twin sister, Marci, was immediately followed by Marc, the doctor quipped "here comes the echo," and a nickname began what later would be a major brand, with a slightly tweaked spelling.

He learned graffiti painting techniques in high school, and turned that into a small, garage-based business selling tee shirts to show off his art. The business grew, and as he explained in his book, "So as I geared up for college, you would think I was ready to take a bigger leap with the artwork and salesmanship. Well, I leaped all right."

"Right into the Rutgers University Pharmacy School."

Although the thought felt ridiculous to

him both then and now, his parents were working in real estate, which was not doing well. His dad and cousin had both gone to pharmacy school, and he knew that pharmacy school meant a guaranteed salary of some \$60,000, and as he put it, "I'd have to paint a lot of fingernails to make \$60,000."

So he was accepted at the Pharmacy School, and in 1991 pledged Alpha Zeta Omega, the coed Pharmacy frat. He never felt at home with either the frat scene or the college scene in general. "I didn't do Rutgers preppy. I wore my pants slightly baggier and my hat cocked a little to the

CONTINUED ON PAGE 6

side.” He listened mostly to rap music, “my taste in pop culture informed by black culture and the environment I grew up in,” the “quasi-melting pot of Lakewood.”

He attended classes, “but I still sucked at pharmacy school.” Although AZO was “supposed to be a secret handshake to 24/7 tutors, it wasn’t...it was just another fraternity.” He felt the time spent at the frat instead not only humiliated him (in the form of hazing rituals), but “it kept me from the course of ACTION I so desperately wanted to take. It sapped away the time I needed for studying, creating, and hustling...You have only so many minutes in every day—so many ticks on the clock—and every action you perform means, by definition, you’re not performing some other action.”

He dropped out of the frat, and the next year, when his roommate got into trouble, Eckō ended up with a dorm room all to himself, which gave him the freedom to literally stay up all night drawing and sketching. Using his dorm room as a showroom, he hung designs on the walls, and then returned home each weekend to put those designs on shirts for other students, earning around \$500 a weekend. He continued working on developing a business plan, networking to make business contacts, launching a hip-hop bazaar in the Rutgers Student Center...“But here’s what I wasn’t spending my time doing: going to class.”

And thus came the time for Marc Milecofsky, Rutgers student, to come to the Dean’s office.

As Eckō/Milecofsky tried talking about his grades, Dean John Colaizzi interrupted and drew his attention to a painting hanging in the lobby. It was an air-brushed painting of pills, done for the school’s anniversary—one that Milecofsky had done.

“Marc, you have a skill set,” said Dean Colaizzi. “Tell me what do you really want to do?”



In the book, Eckō recalls that he opened up and told the Dean of all his plans for Eckō Unltd., his financial problems, and how he was mostly afraid to take the action that could either leave him broke, or slingshot him to a totally different reality. After a period of silence, the Dean said something that Eckō says he will never forget: “Marc, you don’t want to be forty years old, saying ‘coulda, woulda, shoulda.’ If this is what you want to do, you need to go for it.”

After being told there was no way to grow the business while taking classes, the Dean replied “Here’s what we’ll do. We’ll create a customized, one-man curriculum for you. We’ll call it ‘Medical Illustrations.’ You’ll still learn here in the Pharmacy School, but it won’t be as classroom intensive. That way you can stay enrolled but continue with it, along with your passion for art.”

As Eckō recalls now, “It was one of the most generous things that anyone has ever done for me. But it was more than just generous, it was a smart, effective way to

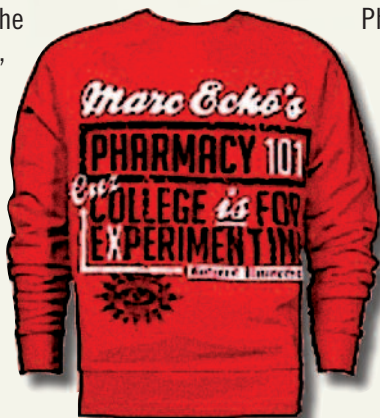
inject me with academic motivation. Dean Colaizzi created a

hands-on, learn-by-doing, practically applied curriculum based on art. He created an environment that let me take ACTION.”

That action was to get an investor, which he did, and move from individual creation of custom t-shirts to mass production. A factory in New York did the printing, while they ran the fledgling company out of 72 Louis Street in New Brunswick, a railroad apartment downstairs from the Rutgers rowing team. He was still hanging on at Rutgers, technically in his fourth year “thanks to my patron saint Dean Colaizzi,” essentially living off his student loans. One challenge was finding a good color separation system that wouldn’t bankrupt the young company, and he finally found a means by which he could do it by computer. The next step? “I made a digital file that I then dropped off at the printing facilities of *The Daily Targum*, and for fifty bucks they made me transparent films,” which he then sent off to the printer.

At his Rutgers Bookstore appearance, Eckō explained how he then realized they needed a new logo. He’d been at trade shows and saw the Lacoste alligator, the Nike swoosh, and the horse on Polo shirts. He understood the value of a visual logo, “an image to which people would add their own meaning.” The inspiration came from back in the Lakewood garage where he first painted shirts. “One day my eyes locked on those old rhino wooden figures, the ones I played with as a kid. That was it: the rhino.”

The rhino also wasn’t too hip-hop, wasn’t too urban, wasn’t too controversial.







**[Rutgers] was a great environment for learning about an audience and a customer base, and it was a great place to be independent and industrious ... and there's a lot of diversity for which I was a beneficiary**

“By picking something more oblique, something that makes you think, it lets you fill the symbol with new, surprising meaning.” Also, being an object from his childhood, “it had a pure connection to my values, the ruggedness, the stubbornness.



It came from an authentic place.” Changing the spelling from Echo to Eckō came from another traditional place—a trademark infringement lawsuit by an old company that made ties, scarves, umbrellas, and other accessories.

It hasn't all been a success story, and the book outlines the ups and downs he has been through as some business plans worked, while others flopped. But the book is more than just an autobiography. “The book is really, at its core, a philosophy book on self-actualization,” explained Eckō. “It's an artist's story of how to work toward the work-in-progress that never seems to end: self-actualization.”

Eckō said this generation thinks it is unique because of its exposure to a great amount of media and technology, but that

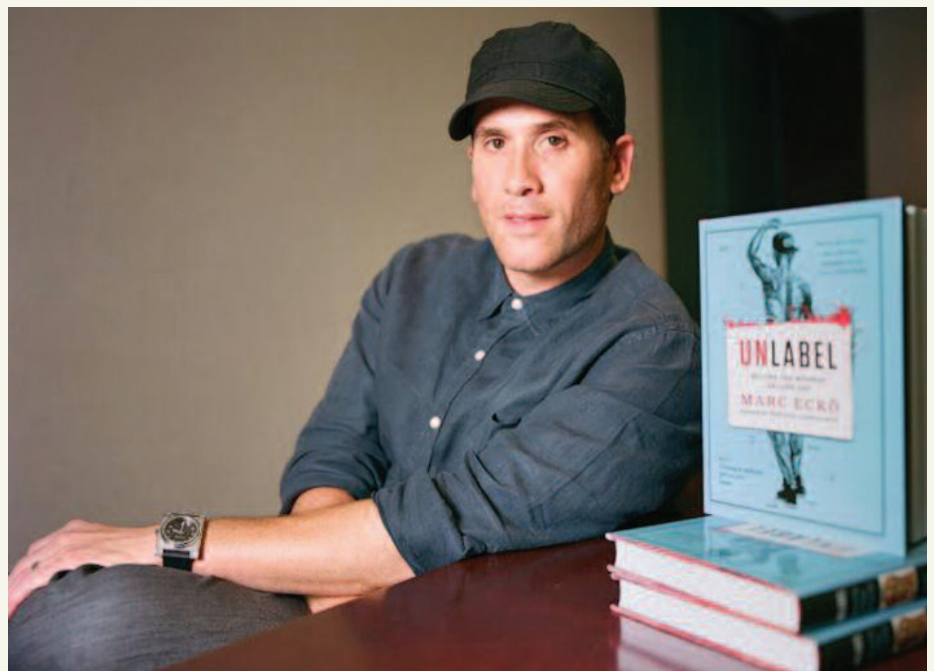
comes with a price. “I feel like the kind of anti-social unintended consequence of social media is that it creates highly anti-social, cynical behavior, and it's intellectually lazy,” he said. His main advice to students and young people: stop the cynicism.

Although he didn't graduate from Rutgers as an undergraduate, Eckō credits his time on the Banks as being valuable. “It was a great environment for learning about an audience and a customer base, and it was a great place to be independent

and industrious and there's a lot of diversity there that I was a beneficiary of,” he said.

In 2009, Eckō received a Doctor of Humane Letters degree from Rutgers. He has not forgotten his roots, designing a special line of Rutgers-themed clothing and leading the 2009 Marc Eckō Design Challenge for students in the Rutgers Future Scholars program.

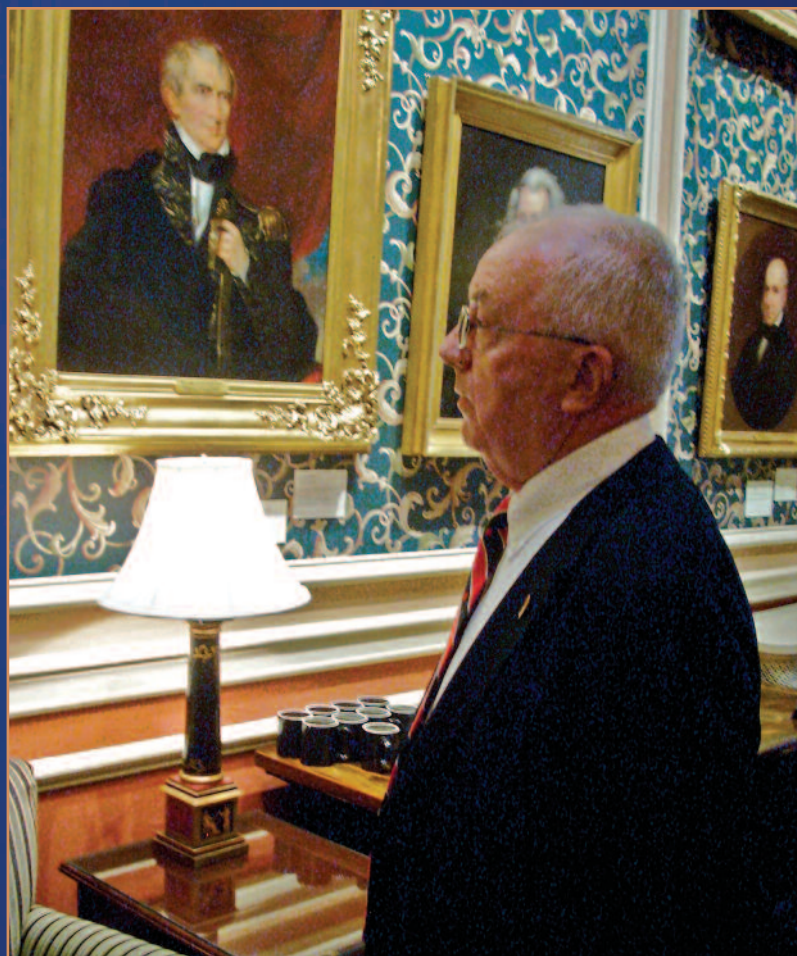
It isn't the typical Rutgers success story, but thanks to one very wise Dean, it's a unique one. ✨



# Giving Voice—and Space—to the Arts at Rutgers

By Greg Bender and Marisa A. Dietrich

*Robert Mortensen ED'63 has never been a man to do thing by half measures. While serving in Vietnam, the decorated veteran specialized in military intelligence and reported to the top Generals. His briefings were made to high level officials including Ambassador Henry Cabot Lodge and members of Congress. After leaving active duty, he pursued a 32-year management career within a succession of railroads that culminated in a position as President and CEO of a Conrail subsidiary company. After his retirement, Bob parlayed his expertise to become the CEO of two foreign railroads.*



So it should come as no surprise that when Mortensen decided it was time to do something for his beloved Glee Club at Rutgers, where he once lent his robust baritone to club concerts, his passion culminated in several larger-than-life initiatives that will benefit performing artists at Rutgers for generations to come.

Bob started by being instrumental in bringing the Glee Club Alumni together to establish an endowed fund for the directorial Glee Club position; next, he went on to establish a choral conducting fellowship.

Now his legacy includes Robert E. Mortensen Hall, an exquisite new facility

for the performing arts at the Mason Gross School of the Arts, made possible in part by a \$1.5 million commitment from Mortensen. Located on Douglass Campus, the spacious and airy building boasts a 2,300-square-foot choral hall with vaulted ceilings, rehearsal space, classrooms, and a bright, huge two story atrium for large gatherings. The building contains a dance studio on the upper level and practice rooms in the basement. Mortensen Hall's use of brick and large expanses of glass has created an open feel that has impressed both students and faculty. Appropriately, the choral program now has a home for the first time.

Mortensen, who was inducted into the

Rutgers Hall of Distinguished Alumni in 2005, came to Rutgers in 1959, intent on majoring in political science. But his passion for the performing arts was evident even then. In addition to singing with the Glee Club, he also was a member of the Kirkpatrick Choir and the University Choir. So great was his love for music, in fact, that it wasn't long before he switched majors, opting instead to pursue a bachelor's degree in Theater and Speech.

The Glee Club was a constant for Mortensen. "I sang under Director F. Arthur 'Soup' Walter," he recalls. During his tenure with The Glee Club, Mortensen and fellow club members traveled far and wide, including a State Department-sponsored



trip to Europe. Flying from Newark to Norway, the singers performed at the Bergen Festival, took a train to Oslo, and traveled to Copenhagen and Hamburg on a two-and-a-half week trip where they sang in churches and concert venues. Closer to home, the Glee Club also toured Southern California during Mortensen's sophomore year, singing at Disneyland, among other venues. "The trip was a lot of fun, a great experience arranged by Ozzie Nelson, Rutgers College '27, one of our most famous Glee Club members," Mortensen remembers.

After graduating from Rutgers in 1963, Mortensen went on to teach theater at New Brunswick High School, as a substitute. But for Mortensen, who had fulfilled a two-year ROTC-requirement at Rutgers, military duty soon beckoned.

Mortensen was given three options for serving active duty. He could fly aircraft — something he knew he definitely didn't want to do; perform commissary service at a base golf course; or devote his military career to internal military intelligence. Choosing the third option, he was briefly assigned to bases in the Philippines before heading for Vietnam. He spent 14 months in 1965 and 1966 in Saigon, early into the Vietnam War, and was often spotted riding his bike around the city. During this time, he reported directly to General William Westmoreland and General Harold Gregory "Hal" Moore, Jr., and his duties included briefing members of Congress. After leaving active duty, he served 28 years in the Air Force Reserves.

Upon leaving active military service, Mortensen chose to pursue a career in the railroad industry. Never a "railfan", Bob was challenged by the demanding and complex nature of the industry. He started with the New York Central Management Training Program. As Bob advanced, the industry was undergoing sweeping and fundamental changes. New York Central and the Pennsylvania Railroad merged to form Penn Central. Within a few years, Penn Central went bankrupt and was incorporated (along with other north-east bankrupt railroads) into CONRAIL. While with Conrail, he ascended to the

presidency of Merchants Despatch Transportation Corporation, a Conrail subsidiary. Following his retirement in 1996, Mortensen embarked on a consulting career. He consulted for the Railroad Development Corporation, a position which saw him traveling to Argentina, Brazil, Peru, Guatemala, Jordan, Australia, South Africa, Mozambique and Malawi, among other countries, researching and bidding to purchase railroads around the globe. Among his many accomplishments, he successfully restructured Malawi Railways in East Africa, creating a financially viable and market-focused company and subsequently was appointed the first CEO of the new company.

The World Bank also hired him to evaluate railroads abroad. This assignment led him to Uganda, after the regime of dictator Idi Amin fell. In 2006, he was appointed managing director of Uganda Railways during the period of transition to private ownership, and he was later asked to continue in his management role as chief executive officer of the successor company, Rift Valley Railways.

Throughout his storied career in the military and later in the railroad industry, Rutgers has always remained near and dear to Mortensen's heart. In addition to his many philanthropic endeavors benefiting Rutgers, he also serves on the Rutgers University Boards of Overseers and Trustees. In his Trustee position, he's been selected to be the chair of the Rutgers-Camden Board of Directors.

Bob also somehow finds time for additional advisory boards, including the Edward J. Bloustein School of Planning and Public Policy's Transportation Advisory Board. Mortensen also chairs the Glee "Club Advisory Committee and the Mason Gross Advancement Council and is president of the Glee Club Alumni Association. In addition, Bob serves on the Rutgers University School of Arts and Science Dean's Advisory Council.

As for the new Mason Gross music building on Douglass Campus that will bear his name into perpetuity, Mortensen is characteristically modest and pragmatic. Simply stated, "This was needed because there was a shortage of space for music and dance students. It will provide an important meeting and performance space for students in the arts at Rutgers." ■

*Greg Bender, Rutgers-Engineering '68 and Marisa Dietrich, Rutgers-Camden '12, are members of the Rutgers University Board of Trustees.*



PHOTO ©ROB FAULKNER.COM

# The Queens College Lottery

By Bill Huneke RC'76 NLaw '79

When the New Jersey Lottery was approved by voters in November, 1969, the Lottery was said to be for the benefit of education and institutions, including Rutgers. Legalized gambling, in the form of the Lottery and casino gambling in Atlantic City, was finally brought to New Jersey.

But it actually wasn't the first time a lottery in New Jersey benefitted higher education. In fact, as early as 1812, Rutgers began as the beneficiary of lottery proceeds, money that may have saved the very existence of the young college.

After the American Revolution, many churches and local governments wanted to establish colleges, but many of them struggled financially. A common device was to resort to a lottery for fund raising. As early as the 1740s, the New York Legislature authorized lotteries to raise money to establish a college (which later was founded as King's College). Most early colleges raised money from individual "subscriptions," or donations, from grants from the local communities or governments, or fundraising trips to Europe. Local governments had little money to work with, so their assistance often took the form of a lottery grant.

After the cornerstone of Old Queens was laid in 1809, the Trustees met on October 15, 1810. In need of money, they drafted a petition to the Legislature seeking a lottery, but in January, 1811 it was voted down in the Assembly.

The next day a petition was presented to the Legislative Council, noting the great losses suffered by Queens College during the Revolution and noting their dire financial condition. A new bill went through several committees, but after an attempt to amend it to read "An Act To Promote Gambling," it was again voted down.

In October, 1811 the Trustees presented yet another petition, this time with a second one from a large number of New Brunswick citizens. Noting that the

Legislature "has generally frowned upon projects of this kind," they also argued that neighboring states routinely ran lotteries for colleges, that the object "is a great one," and adding a dose of reality, noting that New Jersey citizens routinely managed to "continually supply themselves with their tickets" illegally, "while we are literally starving our own."

**The funds that had been received, however sporadically, from the lotteries certainly helped the young college from going under completely.**

Although the Legislature adjourned until the following session in 1812, on January 13, 1812 the Assembly, apparently swayed by the arguments, passed the lottery bill 24-15, and on January 15 it passed the Council 7-5. It authorized the Trustees of Queens College to raise by lottery up to \$25,000, of which \$5,000 would be paid to the state to be applied "as the Legislature may direct" ... basically an early slush fund, which they probably thought appropriate since the money was coming from the evils of gambling.

The rest of the money was to be given to the Trustees "towards the finishing of their new college edifice" and the purchase of a library and other supplies. Since the college was already some \$8,000 short of the preliminary construction cost of Old Queens, leading to suspension of construction in late 1811, this money was critical.

There were professional lottery agents who ran lotteries, usually by a "class" of smaller games where prizes would be

drawn periodically after raising smaller amounts than the total authorized. But rather than paying the fees to a professional agent, the Trustees decided to do it through a committee. Anyone familiar with how committees work can pretty much guess the wisdom of that choice.

"The consequences were disastrous" wrote Richard P. McCormick in *Rutgers - A Bicentennial History*. There were at least three classes of prizes contemplated, and records at the Rutgers Library suggest that Class 1 was never sold out, and Class 3 was abandoned completely. In November, 1822 the Trustees again petitioned the Legislature, stating "they did not succeed in realizing any more money than to pay prizes that were drawn and incidental expenses," and at least two later messages reiterated that the lottery was a bust. But there are minutes from the Trustees meeting on April 8, 1916 stating that \$5,814 had been spent completing Old Queens "chargeable to the proceeds of the lotteries."

In Chapter 5 of the book *Aloud to Alma Mater*, a 1966 book of Rutgers anecdotes, Philip G. Nordell described the politics involved over the next decade. Archibald McIntyre and Joseph R. Yates, who formed a company to run such lotteries, were finally retained by Queens College in 1822 to try another lottery, although the original 1812 grant from the state had expired. Of course, the Legislature promptly denied an extension.

The Trustees appealed in 1823, arguing "your Petitioners incurred great expense in putting up a large and handsome College building of stone & that for want of funds—they have been obliged to discontinue the College exercises therein— That for the purpose of preventing a valuable literary institution falling entirely into decay..." they begged for an extension. But this time the Trustees also guaranteed a \$5,000 payment to the Legislature before any tickets were even sold (apparently the



slush fund money from the first lottery never was paid). With a guarantee of cash in hand, the Legislature approved the extension. Some things in politics never change.

With the name now changed from the “Queens College Lottery” to “Queens College Literature Lottery” (like gamblers really cared), seven drawings took place, collecting \$307,537.50, although three of them had few ticket sales and apparently a loss to poor McIntyre and Yates.

Politics being the same in the 1820's as now, there were inevitable charges of fraud, mishandling of the funds, and other “abuses” that led to an investigation by the Legislature and the Attorney General and finally an injunction against further operations of the lottery.

Finances at Queens College had been so bad that in September, 1816 the Trustees suspended undergraduate classes and it was not until October 10, 1825 that they began again. In the meantime, Old Queens had been built, and a \$5,000 gift from Col. Henry Rutgers led to not only the resumption of classes, but also a name change. The funds that had been received, however sporadically, from the lotteries certainly helped the young college from going under completely.

So despite the concerns way back when of the evils of gambling, had the Trustees not persevered and succeeded in getting the lotteries approved, it's quite possible Rutgers wouldn't exist today. ✨





# Madeline Padner SAS '18



Vincent R. Kramer, RC '41 and a Loyal Son of Rutgers, served as a second lieutenant in the Marines during World War II. He was awarded the Navy Cross and eight stars of bravery for his service. Later, during the Korean War, he was sent on special operations behind enemy lines. After retiring from the military as a Colonel in 1964, Vince Kramer came back to the Banks and served the Rutgers Alumni Association as our Executive Secretary until 1987. Kramer passed away in 2001.

In 1994, the RAA created the Vincent R. Kramer scholarship, which is awarded to children and grandchildren of Rutgers Alumni Association members who demonstrate outstanding academic achievements, as well as leadership qualities in the community. The recipient of the 2014 Vincent R. Kramer Merit Scholarship is **Madeline Padner SAS '18**.

Madeline grew up on a farm in Orangeville, Pennsylvania, a rural area in northeastern Pennsylvania and was an honors graduate of Central Columbia High School in Bloomsburg, PA. While in high school, Madeline participated in three varsity sports – soccer, diving and track and field, along with many clubs and other activities. While in high school, she developed a strong

interest in both literature and photography, which led to her decision to double-major in English and Visual Arts at Rutgers University.

Madeline is the third member of her family to attend Rutgers: her parents Lisa and William met at Rutgers and both graduated in 1988. “Rutgers was not in my plans for college attendance but I did a campus visit during my junior year, and realized it would be a good place to attend,” Madeline

said. “I liked the choices of academic programs and student life. I had not been to Rutgers before, except for an eighth-grade trip with my parents to see a U.S. Soccer game on the Piscataway campus, and remember going to Stuff Yer Face and Thomas Sweet afterwards.” In her first few days at Rutgers, Madeline was making an easy transition to campus life, even though “I lived in a part of Pennsylvania where you couldn’t even see another house from our window, and now I am in a campus environment with many dorms and buildings nearby.”

Madeline said she is looking forward to further development of her interests, and being involved with clubs and organizations on and off campus. “The next four years are sure to hold countless new opportunities and experiences. I could not be more anxious to start my life at Rutgers University,” said Madeline.

Madeline was inducted into the RAA’s Vincent R. Kramer Society on November 5, 2014, and joined past Kramer Scholarship recipients who have benefited from the support of donors to the Kramer Scholarship Fund. ✨

## Support the Vincent R. Kramer Merit Scholarship Fund

To support the Kramer Scholarship, contact the Rutgers University Foundation by phone at **1-800-RU-A-DONOR** or through their website at **<http://support.rutgers.edu>**. Click on “Make a Gift,” enter your information and donation amount, and then scroll down to the section “Would you like to support a fund not listed above” and type in “**Rutgers Alumni Association Vincent R. Kramer Merit Endowed Scholarship - 066331**”.

## Apply for the Vincent R. Kramer Merit Scholarship Fund

Applicants for the Kramer Scholarship can visit **<http://admissions.rutgers.edu/Costs/Scholarships/FirstYearScholarships.aspx>** and follow the instructions on the web page.



# It's No Debate: Rutgers Mock Trial Association Winners

By Marty Siederer LC '77

When we think of universities and championship trophies, the first pieces of hardware that come to mind would be the awards from the NCAA for sports achievements. Now the university on The Banks can claim champions in an activity that's not related to sports.

The Rutgers University Mock Trial Association (RUMTA) is a group of 25 students based on the New Brunswick/Piscataway campus who all share the same drive and passion: to represent our alma mater at an elite level. The dedicated undergraduates comprising the Rutgers University Mock Trial Association don't have much free time to spend on ball fields or dance floors, but that doesn't mean they don't pass hours practicing their moves.

RUMTA gives its members an opportunity to participate in collegiate level competitions as well as expand their knowledge and understanding of the law. While practicing and competing, RUMTA members gain valuable and memorable experiences by forming long-term relationships with team members, while improving skills in public speaking, critical thinking and developing trial advocacy skills.

"RUMTA's alumni take what they learn in the organization to top-tier law schools such as Harvard, UVA, Yale and Georgetown, as well as to top 100 law firms throughout the country," said Esther Kang SAS '16, RUMTA's 2014-15 president. "The skills that RUMTA teaches its members can be applied to any professional job. RUMTA have succeeded in any setting, whether as a medical school student or as a business analyst.

RUMTA was founded in 2005 and since that time, has consisted of 25 undergraduate students who all share the same drive and passion to represent the University. Each year, the organization receives a case prep package, consisting of affidavits, evidence and statements of law, from the American Mock Trial Association and the members then prepare diligently for the competitions that are held annually against other universities. Students prepare as both prosecutors and defense attorneys, and teammates served as witnesses for each side. The collegiate teams,

typically consisting of three squads of 7-8 members, travel to invitationals during the fall and spring semesters. A regional competition takes place in the spring. Over the years, RUMTA has upped its game and has consistently taken home the top award or recognition for high-level achievements. New Brunswick area attorneys Craig Aranow, Kimberly Yonta and Michael Roberts, serve as coaches to the RUMTA, and meet with RUMTA members on a weekly basis and travel to their competitions.



Aranow, a founding partner of RAM law in New Brunswick, serves as the RUMTA's head coach, is a leader in the legal community, and is president-elect of the Middlesex County Bar Association. "The support that the coaches provide for the RUMTA cannot be understated," said Milton Heumann, the RUMTA's faculty advisor. "Moreover, each student in the RUMTA works tirelessly to maximize their individual skills to benefit the team."

In May 2014, RUMTA was celebrated at the 2014 Scarlet Awards in Organizational Excellence, which recognize student organizations and individuals who display quality leadership and dedication to the University. RUMTA received the 2014 Scarlet Outstanding Small Student Organization Award. "A number of organizations were nominated for this award, which is one of the highest

honors at the Scarlets," Kang said. "Since 2005, the Rutgers University Mock Trial Association has come a long way. The organization continues to progress year after year, perfecting skills and techniques, and succeeding at competitions. We have brought pride to the University, and we will continue to do so in the future," said Kang.

RUMTA is a beneficiary of the Rutgers Alumni Association's Grants and Gifts awards, along with support from area law firms and

the Middlesex County Bar Association. "The funding that the RAA provides enables us to cover the travel costs for our team to competitions, and we are so appreciative of the RAA's support," said Kang. The RUMTA has teamed up with the RAA's Community Services committee to hold an on-campus coat drive, and has also volunteered at the annual Loyal Sons & Loyal Daughters Awards dinner, helping to check in guests and prepare Nielson Dining Hall for the event. "Our partnership with the RAA is so rewarding for our members, and we enjoy meeting the RAA's volunteers. Their dedication to Alma Mater is a trait we want to emulate when it is our time to become alumni," said Kang. ✨

For more information about RUMTA, visit <http://rumta.weebly.com/>.

# Queens Guard Alumni Association

## *Golfing To Fund ROTC Scholarships*

As Mark Twain once observed, “It is good sportsmanship not to pick up lost balls while they are still rolling.” In April, The Queens Guard Alumni Association (QGAA) assembled a golf team and followed Twain’s advice on the Rutgers Golf Course in support of the Rutgers Army ROTC (Reserve Officers’ Training Corps) Program’s first annual golf tournament fundraiser for cadet scholarships and financial aid.

“As partners with The Sean Scarry Memorial Foundation, the tournament raised monies from over 70 Rutgers alumni and military professionals to supplement the federal government’s funding of cadet students at Rutgers”, said Master Sergeant (MSG) Shiloh Butterworth, the event’s coordinator, and a senior military science instructor for the Rutgers Army ROTC Program.

In memory of **Sean Scarry, RC '94**, a former Rutgers Army ROTC cadet who passed away from cancer, his parents established the Foundation in 2012 to support the education and training of cadet students who are prepared to serve their nation. Since inception, the Foundation provided grants totaling \$10,000 to the Rutgers Army ROTC Program.

“As a proud Rutgers family, Sean’s parents, **Donald Scarry, UCNB '64, GSNB '72, CLAW '83**, and Paulette, and his brother, Duncan, were dedicated to ensuring that his memory remains meaningful and heartfelt,” noted Lieutenant Colonel Samuel Welch, the Rutgers Army ROTC Program Director, “through fundraising for a purposeful education at the university from which he enjoyed so many friendships.”

QGAA President Joseph Carlani, RC '84, emphasized, “Many of our QGAA alumni were commissioned officers through the university’s Army and Air Force ROTC Programs, and are eager to support education initiatives on behalf of students committed to careers in the Armed Forces.” In addition to QGAA’s support through entry of its golf team, several QGAA alumni provided meaningful donations out-

right to the fundraising effort, as they resided too far away to participate on the links.

Established formally in 1916 under President Wilson’s National Defense Act, the Rutgers Army ROTC Program represents one of the nation’s first and will celebrate its 100th anniversary in 2016 along with the wider celebration of the 250th anniversary of Rutgers University. In fact, Rutgers served to commission officers for the U.S. Army since passage of the Morrill Land Grant Act in 1862 under

President Lincoln, which required land grant universities to instruct in the sciences of “engineering, agriculture and military tactics.”

The Army ROTC plans to hold the golf tournament annually each Spring, although certainly welcomes donations in the interim in support of the fund for cadet scholarships and financial aid. If you would like to donate, or to participate in next Spring’s tournament, please contact MSG Butterworth at [sbb65@rci.rutgers.edu](mailto:sbb65@rci.rutgers.edu). ✨



QGAA GOLF TEAM; (L TO R) JOE CARLANI RC '84, BOB BUCKSTAD RC '76, TOM CARPENTER RC '57, TOM BARRALE JR. AND HIS FATHER, TOM BARRALE RC '82. PHOTO COURTESY OF RUTGERS ARMY ROTC.

The Queens Guard Precision Rifle Drill Team dominated intercollegiate competition and performed at international exhibition venues throughout Europe, Canada and Australia/New Zealand for decades as representatives of the U.S. and Rutgers. Founded in 2005 as a special interest group of the Rutgers Alumni Association, QGAA represents alumni of The Queens Guard and Scarlet Rifles, each rival rifle drill teams competing cross-campus on behalf of the Air Force and Army ROTC, respectively, until their merger in 1971. To learn more about The Queens Guard and to view their overseas performances, visit QGAA’s website at <http://www.queensguard-rutgers.org/> and YouTube channel at <https://www.youtube.com/user/queensguardrutgers/>.





# Rutgers University **ALUMNI** Wind Symphony

## The Rutgers University Alumni Wind Symphony —30 years Young!

Our beginnings were humble—as students in the Rutgers University Marching Band under the baton of Dr. Scott Whitener. For many, this was our first prelude into our musical experience at Rutgers, and a most memorable one at that. Every band member has a story about their first Rutgers band camp, their first halftime performance, the first friend they made at college (who was probably another band member). Because of our love of music at Rutgers, many of us also played in the Rutgers Wind Ensemble and Rutgers Concert Band. Four years flew by, and we were on the field for our last home game, performing *Loyal Sons* for the last time as undergraduates or playing our last concerts.

We were fortunate that after graduation, we could join the Rutgers University Band Alumni Association and look forward to dusting off our instruments twice a year for Homecoming and Alumni Day. With other enthusiastic marching band alumni, we played school songs, music from past halftime shows, and fight songs like *Colonel Rutgers* and *The Bells Must Ring*. For many of us, we were once again going to march a halftime show, around which a football game broke out. To us, it was about the music and camaraderie, regardless of the football score, because playing music together at Rutgers was the main attraction.

It was after a Homecoming game in 1983 when band alumnus **Peter Del Vecchio RC '73** voiced the idea of forming an alumni wind ensemble at Rutgers. He asked who would be willing to come to New Brunswick to rehearse

wind ensemble music and eventually play concerts. Approximately 40 Rutgers band alumni jumped at the opportunity to form what is now the Rutgers University Alumni Wind Symphony – RUAWS. At the time, some significant challenges needed to be overcome. There was no Rutgers alumni musical group for concert band repertoire. Where could we rehearse? Where could we perform? Where could we find percussion equipment for our rehearsals and concerts? But, thanks to the support of Scott Whitener, the Rutgers Alumni Association, and the tireless efforts and resourcefulness of RUAWS volunteers, the first RUAWS concert was held at the Rutgers Student Center in March, 1984.

Since RUAWS' inception 30 years ago, we have held over 600 rehearsals, 75 concerts, and we have a membership of close to 80 instrumentalists. We have had seven conductors, and featured several talented soloists. With a broad and diverse repertoire, we have played marches, show tunes, classical standards, new compositions, patriotic music, and movie music. We continue to receive invaluable support from the university, particularly Mason Gross School of the Arts, enabling us to utilize university facilities for rehearsals and concerts. All RUAWS officers are volunteers, as are conductors **Nanette O'Neal, MGSA '96**, and **Nicholas Santoro, RC '73**. Nanette began conducting RUAWS as an undergraduate in 1994; Nick joined RUAWS as musical director in 2002. To the best of our knowledge, RUAWS is the only regularly-rehearsing and performing alumni wind ensemble.

**On May 10, 2014, the RUAWS presented our 30th anniversary concert at Nicholas Music Center.**

An enthusiastic and appreciative audience listened as 78 musicians, more than twice the number in the inaugural concert, performed two hours of memorable music. The highlight was the premier of *A Rutgers Rhapsody*, composed and conducted by founding RUAWS conductor **Peter Del Vecchio**. A retrospective on the history of RUAWS was presented by founding member and French Horn player **Rochelle Ohring, DC '78, GSM '83**. A reception, hosted by the Rutgers Alumni Association, the Livingston College Alumni Association, and Mu Beta Psi followed the concert. RUAWS members and guests enjoyed refreshments and a little nostalgia as they wandered among displays depicting the history of RUAWS and the upcoming RU Marching Band 100th anniversary, to be celebrated in 2015.

Our winter 2014 concert was held on Saturday, December 20, 2014 at Nicholas Music Center. The program included *The Purple Carnival March*, *Armenian Dances Part 2*, *La Fiesta Mexicana – Carnival* (with guest conductor Dr. William Berz), *Polka and Fugue* from Schwanda, and holiday music. ✨

[www.ruaws.org](http://www.ruaws.org)

RUTGERS UNIVERSITY ALUMNI WIND SYMPHONY,  
30TH ANNIVERSARY CONCERT, MAY 10, 2014  
MUSICAL DIRECTOR NICHOLAS SANTORO, RC '73,  
FOUNDING CONDUCTOR PETER DEL VECCHIO, RC '73,  
CONDUCTOR NANETTE O'NEAL, MGSA '96





# The Annual Scarlet Harvest

By Houshang Parsa, RC '80





The Annual Scarlet Harvest was held on Sunday, October 26, 2014 at the Rutgers Gardens, where over 250 alumni and their families attended the festivities and enjoyed a wide variety of fun filled activities and programs. Children picked and decorated their own scarlet pumpkins from a Scarlet Pumpkin Patch, made caramel apples, s'mores and popped their own popcorn. In addition, the children participated in sack races, egg-on-a-spoon races, pumpkin bowling, wrapped a mummy, showcased their drawing talents, launched corn cobs from the RAA Corn Cannon, caught t-shirts launched from a T-Shirt Cannon and more. Pine cone bird-feeders were also developed from scratch.

The Rutgers Scarlet Knight Mascot was at the event and everyone had an opportunity to take a favorite photo with the Scarlet Knight at the Gardens or at a decorated Harvest Photo Booth assembled for the occasion. A multitude of refreshments, including cotton candy, pretzels, hot apple cider, and other hot and

cold beverages were served during the course of the event. Many of the participants also seized the opportunity to tour the Rutgers Gardens at the end of a fabulous afternoon of activities. In short, it was a magnificent event and everyone had a ton of fun on a sunny and colorful autumn day.

The Scarlet Harvest was hosted by the Rutgers Alumni Association in collaboration with the Associate Alumnae of Douglass College, Cook Community Alumni Association and Rutgers Hillel Alumni Association. It was a wonderful collaboration thanks to the hard work and dedication of all alumni and students volunteers, including those undergraduates from Rutgers University Mock Trial Association and the Band Service Fraternity, Mu Beta Psi. We are grateful to the Rutgers Alumni Association, Cook Campus Farm, Etsch Farms, Rutgers Athletics, Rutgers Engineering Society, Rutgers Gardens, Rutgers P. E. Marci Blueberry & Cranberry Research Center and Ocean Spray, Inc. for their support. ✨



For 2014 Scarlet Harvest photos, please visit:

[www.rutgersalumni.org](http://www.rutgersalumni.org),

click on photos, click on 2014 Scarlet Harvest photos

Or visit:

<https://plus.google.com/photos/108009214536805691674/albums/6077203774858610561?banner=pwa>



# RAA VOLUNTEER PROFILE

With this issue, we begin a series of profiles about the volunteers and friends of the Rutgers Alumni Association. If you would like to suggest a RAA volunteer for a profile, please contact 1766 co-editor Carissa Sestito.



<b>Name:</b>	Marty Siederer
<b>Born:</b>	Brooklyn, NY
<b>Currently Resides:</b>	East Brunswick, NJ
<b>Education:</b>	BA Journalism, Livingston College 1977 Highland Park High School
<b>Volunteer Activities:</b>	RAA: President Elect 2014-15 Vice President 2011-14 Co-Chair Undergraduate Committee 2007-2011 Livingston Alumni Association, President 2007-2011
<b>Family:</b>	Married to Fran Siederer, a calligrapher, for 33 years
<b>Children:</b>	David, Emily, and Ariel (SAS '15)
<b>Pets:</b>	Charlie, 12-year-old Shi-Tzu
<b>Job:</b>	Senior Director, Campaign Development with The Leukemia & Lymphoma Society (LLS). Working for LLS for 36 years, currently on the Leukemia Cup Regatta program.

## RAA Highlights:

- Going to my first Undergraduate Committee meeting and RAA Board meeting at the suggestion of then-RAA President John Futey RC '69, CLAW '72. ("John was instrumental in my involvement with RAA.")
- Being named a Loyal Son of Rutgers in 2009 ("a lifetime highlight and incredible honor").
- The incredible involvement each year of alumni and students involved with programs like Speed Networking. "It's a perfect example of what can happen when individual alumni, alumni associations and university staff work together to help students."
- Establishing new friendships and learning from RAA and Livingston Alumni Association leaders, and having fun along the way!

## Spare Time Activities:

- *New York Times* crossword puzzles
- Broadway and McCarter Theatre performances
- Classic movies: First two *Godfathers*, *Ferris Bueller's Day Off*



# Annual Speed-Networking

## Career Speed Networking Event: Alumni Helping Students

By Marty Siederer LC '77

Over 250 Rutgers alumni and students came out in force on December 3 at the Rutgers College Avenue Campus Center to reaffirm the adage “It’s not what you know, it’s who you know.” The seventh annual Rutgers Alumni-Student Career Speed Networking event included participation by students from a wide range of majors and alumni from the Rutgers Alumni Association (RAA), Livingston Alumni Association, Graduate School of Education Alumni Association, Cook Alumni Association, School of Communication and Information Alumni Association, and Rutgers Business School. Rutgers Career Services and the RAA have partnered on all nine Speed Networking events, and the event is a winner for both students and alumni, according to **Alyssa Gentile, RC '09, GSE '10**, one of the tri-chairs of the RAA’s Undergraduate Committee.

“Every college student’s mind eventually turns to getting a job after graduation, and events like Speed Networking offer the opportunity for students to meet a variety of alumni contacts in one room in one night,” she said. Alumni-Student Career Speed Networking is dedicated to providing support and networking opportunities to current Rutgers students before they graduate, according to **Anthony Battiato RC '12**. “Alumni from various career fields interact with students to provide career

“...a rewarding night for students looking for job connections and for alumni who are looking for a unique way to give back to Rutgers.”

— ANTHONY BATTIATO RC'12

advice and networking tips and to help students become confident job-seekers. Speed Networking is a rewarding night for students looking for job connections and for alumni who are looking for a unique way to give back to Rutgers.”

The first part of the event included an opportunity for Rutgers alumni to network over a light dinner in one room, while student attendees were in another room getting tips on successful networking. Then, both students and alumni were brought to one room for speed-networking comprised of three-minute sessions with various alumni. After the speed networking session, students and alumni assembled in career-specific areas, where students could network with alumni in fields of their career interest. “The event was designed to facilitate as many connections as possible, while offering the chance to make meaningful



RAA UNDERGRADUATE COMMITTEE TRI-CHAIRS (L TO R): ZACH ZENDA, ALYSSA GENTILE, AND ANTHONY BATTIATO.

relationships with those throughout the Rutgers community,” according to **Zach Zenda RC '12**. “Every year we get a few emails letting us know that someone received an offer from a company that came out of the Speed Networking event. That’s the beauty of networking - you never know who you’ll meet until you get out there and introduce yourself.”

The Speed Networking event has become one of the RAA’s flagship programs, said RAA President **Mike Brill RC '77**. “It’s an event that alumni circle on their calendars to participate in each year. Alumni come away impressed with the caliber of Rutgers students. By partnering with other alumni associations, we can offer students expanded opportunities to make connections with potential future employers or with alumni who can help students network to their first post-college job.”





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## RAA CALENDAR OF EVENTS

### APRIL 2015

SATURDAY, APRIL 18 Loyal Sons & Loyal Daughters

FRIDAY - SATURDAY  
APRIL 24 - 25 Alumni Weekend

### MAY 2015

SATURDAY, MAY 2 Hoboken Food & Culture Tour

WEDNESDAY, MAY 13 RAA Annual Meeting and  
Punch Bowl Reception

### JULY 2015

SATURDAY, JULY 25 RAA Trenton Thunder Night



## RAA Annual Meeting and Punch Bowl Reception

**Wednesday**  
**May 13, 2015**  
**7:00 - 9:30 pm**

Rutgers Commons  
Upstairs Conference Room

To register, or for more  
information about  
these events, call the RAA  
at 732-932-7474  
or visit our website at:

[www.RutgersAlumni.org](http://www.RutgersAlumni.org)

