



INFORMATION. TIPS. EVENTS.

UC MATTERS

# THE SOURCE

FEBRUARY 2019

## UC PEOPLE

Ariel Gratch- Assistant Professor of Communication Arts

By Kaitlyn Tambasco '19, PR Intern

**Q: Tell us a little bit about yourself!**

**A:** I grew up in Southern California and I moved to Georgia when I was 16. Since then, I've lived in California, Georgia, North Carolina, Louisiana, Ohio and now New York, so I've moved around a lot. I'm married and my wife teaches at Syracuse University and I have a 3-year-old son who's awesome. Professionally, I teach communication, and my focus/

**Q: What do you find most interesting about communication arts?**

**A:** I think communication arts is something that a lot of people take for granted, until you're in a conflict and the only way to get out of it is through communication. It happens on every level, from your interpersonal relationships to the national level, as we see politicians engaging in rhetorical discourse to a greater or lesser degree. Everything we do, we say, we wear, and we read communicates something to someone and so communication arts is looking at all the ways that those things are communicated. I think that's why I'm drawn to storytelling as an artform, but also as a craft. It's the only way that we have of really taking our experiences and helping someone else understand what that experience is like. Especially, if we think in terms of journalism, journalists try to take the experience that someone

*continued on page 5*

research is on tourism and storytelling. So I've spent a lot of time researching tourism from the perspective of being there. I also do storytelling and look at how it impacts culture. I've performed at the New Orleans French Festival, a number of different universities and at the National Storytelling Festival.

*"I want students to know how to manage nerves and know that they have the skills to speak in any situation."*

*-Ariel Gratch*



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HR Notes



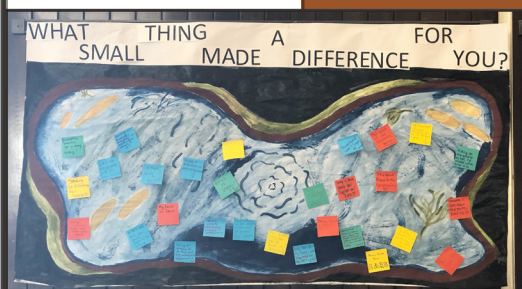
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2019 Heart Run & Walk



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In the News



**BACK COVER**  
Events & Training



*This year, Utica College's celebration of Dr. Martin Luther King's life and legacy featured events and activities exploring the many ways his overarching vision and message of love inform ongoing efforts to build a more just, inclusive, and compassionate society from the ground up. 1/10*

**UTICA**  
COLLEGE

*Never stand still*

# HR NOTES

## New Hires

Leanne Waterbury, *Administrative Assistant II,  
School of Online & Extended Studies*

Aura Ceballos, *Admissions Counselor, Office of  
Admissions*

## New Titles

Camille Scampone, *Student Accounts Coordinator,  
Office of Student Financial Services*

Michele Desmarais, *Administrative Assistant I,  
Office of Student Living & College Engagement*

Marissa Finch, *Assistant Director of Student Living,  
Office of Student Living & College Engagement*



## CONGRATULATIONS!

The Kudos Card program monthly  
drawing winner is...

**Michele Davis**

Congratulations, Michele,  
and enjoy your prize!

You can access the link below at any time to  
recognize a colleague for his/her great work:

[utica.edu/kudos](http://utica.edu/kudos)

*"Michele does a great job supporting her athletes both on  
and off the court. She works hard at connecting with them  
in the community and helping them get the additional  
support they need to be successful."*



## HEART RUN & WALK 2019 EVENTS

### HEART RUN & WALK TABLE

THROUGH MARCH 1

Monday - Friday

Dining Commons

11:00 a.m. - 2:00 p.m.

Wednesdays & Fridays

White Hall

11:00 a.m. - 2:00 p.m.

\$10 Team UC T-Shirts

Raffle Ticket Giveaways

Contact: [@mmfinch@utica.edu](mailto:@mmfinch@utica.edu)

### "PIE A COACH" & WRAP-UP PARTY

WEDNESDAY, FEB 27

11:00 a.m. - 2:00 p.m.

Ellen Knowler Clarke Lounge, Strebel Student Center

\$10 Team UC T-Shirts

Raffle Ticket Giveaways

Contact: [@ndkiefte@utica.edu](mailto:@ndkiefte@utica.edu)

### HEART RUN & WALK EXPO

FRIDAY, MARCH 1

9:00 a.m. - 7:00 p.m.

For more information, contact Marissa Finch at x4575

To join Team UC, register online at:

[www2.heart.org/site/TR/HeartWalk/FDA-](http://www2.heart.org/site/TR/HeartWalk/FDA-)

[FoundersAffiliate?team\\_id=475414&pg=team&fr\\_id=3964](http://FoundersAffiliate?team_id=475414&pg=team&fr_id=3964)



# UC GEARS UP FOR 22ND ANNIVERSARY HOSTING AMERICA'S GREATEST HEART RUN AND WALK

*By Kaitlyn Tambasco '19, PR Intern*

Utica College is gearing up for the Heart Run and Walk set for Saturday, March 2. The fundraising goal this year is to raise \$1.1 million dollars.

On Friday, March 1, there will be an expo from 9:00 a.m. to 7:00 p.m. in the Clark Athletic Center Gym. During the expo, participants get a free health and wellness assessment from local medical providers and can also learn more about conditions such as high blood pressure, diabetes and more.

The Honorary Captain of Team UC for 2019 is President Laura Casamento.

Casamento said that bringing awareness to heart disease and raising money for more cutting-edge research is important to her because the disease hits home.

"My grandmother Helen passed away from a stroke when I was very young and my husband Filippo has coronary heart disease and underwent quadruple bypass surgery in 2010," Casamento said. "After our son Vincenzo passed away in December of 2017, we learned he had an enlarged heart - something we were never aware of. I am proud to be the UC Team Captain this year and to do what I can to help find a cure for a disease affecting so many people I love."

Currently, Team UC has numerous fundraisers in the works including tabling, selling Team UC T-shirts, and hosting the annual "Pie a Coach" event. There will also be a variety of items to be raffled off. Since Feb. 11, the team has been tabling from 11:00 a.m. to 2:00 p.m. in front of the Dining Commons selling T-shirts and raffle tickets to earn money to donate to the American Heart Association. The team also has a table in White Hall on Wednesdays and Fridays from 11:00 a.m. to 2:00 p.m. Team UC T-shirts are \$10.

The team will host the annual "Pie a Coach" event as part of a Wrap-Up Party on Wednesday, Feb. 27 from 11:00 a.m. to 2:00 p.m. in the Ellen Knowler Clarke Lounge in Strebel Student Center. Team UC T-shirts and raffle tickets for a variety of items will be sold and hands-only CPR will be taught.

On Saturday, March 2, the day of events will begin with the 30K run at 7:30 a.m. and the 10-mile run at 8:40. Buses for the 30K run will leave Utica College at 6:30 a.m. for Van's Tavern, Barneveld. Buses for the 10-mile run will leave UC at 8:10 a.m. for Route 291, Irish Rd, Stittville. The five-mile and three-mile runs will begin at 9:20 a.m. and will start and end at UC. The five-mile and three-mile walks will begin at 10:30 a.m., also beginning and ending at UC.

Field Hockey coach Nicole Kieffer is a team captain for the athletic department this year. "It's a really cool, really big event that happens here on campus and we're fortunate to be able to host something like this and have that foot traffic on Friday at the expo and on race day," Kieffer said. "When you see all of the hustle and bustle on Friday and Saturday, it's something you want to know more about and want to be involved in."

Heart Disease has affected so many families, and Debbie McQueary is no exception. The senior coordinator in the Events and Conference Programs office and longtime Team UC coordinator said that the event has a personal feel to it.

"It's about raising money to assist with research, which is very important," McQueary said. "It also makes you a part of an event that helps many people."

Communications director for the American Heart Association Kristy Smorol said that the event is a great way to have fun, be healthy and save lives. She also said that the American Heart Association lives by its mission statement, "to be a relentless force for a world of longer, healthier lives," by working everyday to make a healthier community, fund medical research and advocate policy changes such as raising the smoking age in New York to 21.

"Every participant is making a difference in the health of our community," Smorol said. "Your donations fund the lifesaving mission of the American Heart Association and by walking or running, you're being active and helping your own health."

Planning for America's Greatest Heart Run & Walk is a year-round effort. Even though we have yet to lace up our boots for the Heart Run and Walk this year, the planning for next year's event has already started.



# IN THE NEWS...



WKTU News Channel 2 reporter Rachel Murphy '11 speaks with Dick Moon, P-12 liaison and coordinator for the student teacher program. 1/25

- WUTR Eyewitness News reporter Marlee Tuskes spoke with **Anthony Martino**, director of the Northeast Cybersecurity and Forensics Center at UC, about inexpensive home camera security systems like WYZE. 1/11
- **Dave Roberts**, adjunct professor of psychology, wrote an article for *Thrive Global*, "Reflections About Life and Loss After a Visit to My Childhood Neighborhood." 1/14
- WUTR Eyewitness News reporter Parker Tully spoke with **Anthony Martino**, director of the Northeast Cybersecurity and Forensics Center at UC, about the recent hack of the game, Fortnite. 1/16
- WUTR Eyewitness News reporter Jenn Seelig spoke with **Alison Franklin**, director of counseling, about signs of mental distress. 1/17
- WKTU News Channel 2 spoke with **John Ossowski**, director of opportunity programs, about the Martin Luther King Jr. service fair at UC. 1/21
- WUTR Eyewitness News reporter Jenn Seelig spoke with **Alison Franklin**, director of counseling, about the crumbling of family units and the increasing number of grandparents raising their grandchildren. 1/22
- WKTU News Channel 2 reporter **Rachel Murphy '11** and WUTR Eyewitness News reporter Jenn Seelig spoke with **John Rowe**, director of graduate admissions, and **Dick Moon**, P-12 Liaison and coordinator for the student teacher program, about UC's Adolescence Education Apprenticeship Teacher Certification Program and the teacher shortage in New York. 1/25
- **Kim Lambert**, vice president for institutional planning and senior executive assistant to the president, spoke with *Rome Daily Sentinel* reporter **Thomas Baker '13** for the Horizons special section about UC's accomplishments in 2018 and plans for 2019. 1/25
- Maureen Murphy from Mohawk Valley Community Action Agency was a guest on WKTU Noon Newstalk to discuss the organization's partnership with **Utica College** to host the 2019 Poverty Symposium. 1/28
- WKTU News Channel 2 covered **Utica College** and MVCAA's Poverty March Initiative, an event that kicked off the Poverty Symposium at UC. 1/28
- *The Observer-Dispatch* ran a story about the 2019 Poverty Symposium walk and panel discussion hosted during the College's two-week celebration of the life and legacy of Martin Luther King Jr., "The Fierce Urgency of Now: Pursuing Dr. King's Vision Today." 1/28
- **Luke Perry**, professor of government and politics and director of UC's Center for Public Affairs and Election Research, spoke with Bill Keeler on WIBX News Radio 950 about post-shutdown politics, NY legislative politics, and Representative Anthony Brindisi. 1/28

else is having and then help other people realize what that experience entails and make them connect to it. So storytelling for me is at the core of what helps people get that experience across to others.

**Q: What do you hope students get out of the classes that you teach?**

**A:** I think it was Kenneth Burke who referred to communication as equipment for living and so at the base level that's what I want students to get out of my classes. With advanced classes, like Rhetorical Theory and Criticism, I want students to be able to understand how everything they encounter in the world can have a persuasive message and to be more critical consumers of the messages they encounter every day. With my introductory classes, like public speaking, I want students to know how to manage nerves and know that they have the skills to speak in any situation.

**Q: What brought you/attracted you to Utica College?**

**A:** There are a couple of things. First off, I like the small campus size, because I never pictured myself being at a big research university. I like spending time in the classroom more than I like spending time on research, so when I'm doing my research, it's a better way to help students understand communication problems. Utica College really helps me do that. I can have one-on-one conversations with students in this capacity because classrooms are fairly small and I can have lots of time with the students which is great. Working with administration to come to tough decisions at other institutions is often a very top down power structure and one of the things that appealed to me about Utica College is that it feels more dialogic.

**Q: What is different about Utica/Syracuse versus other areas you have lived, such as California?**

**A:** The weather is different, coming from the South and California. I'll be honest, I don't think there's much that's different.

**Q: If you didn't go into communication arts what could you see yourself doing?**

**A:** I wanted to go into coffee roasting and purchasing and I wanted to work at a roasting plant become fluent in Spanish and go down to South and Central America and purchase coffees for large coffee retailers. My option was either that or graduate school and I'm happy that I chose graduate school. The other thing I think I would be doing is working as a professional storyteller. It's something before I found this job, I was still kind of considering with my previous position.

**Q: What has been the most interesting thing that has happened to you at UC so far?**

**A:** I think one of the things, my wife and I realized is how consistently over the last five or six months, that we've just enjoyed our days. I think part of that is that we love where we live, we love our neighbors, we have a great community and we both really enjoy our jobs, where in a way we just liked where we were before. I think if anything I would just say the steady level of happiness that we've found in Central NY is really great.



## UPCOMING EVENTS/TRAINING

Please visit [utica.edu/hr/training](http://utica.edu/hr/training) for updates and to register.

For Health and Wellness events, visit [utica.edu/hr/wellness](http://utica.edu/hr/wellness)

### February

**02/21 -** ARCADIA - (Spring Play)

**02/24/19** TH-SA - 7:30 p.m., SU - 2:00 p.m., Strebel Auditorium

**02/25/19** TIAA Individual Meetings. 9:00-5:00 p.m., Strebel 105C

### March

**03/01/19** America's Greatest Heart Run and Walk Pre-registration, WIBX Radiothon, WKTV Heart Telethon, My Heart/My Life Expo with Health, Wellness Assessments, 9:00 a.m. to 7:00 p.m. Clark Athletic Center

**03/02/19** America's Greatest Heart Run & Walk, 6:00 a.m.-1:00 p.m., UC campus

Check out HR's new page for training and development:

[utica.edu/hr/trainingopp.cfm](http://utica.edu/hr/trainingopp.cfm)

PIONEER  
HALL of  
FAME  
UTICA COLLEGE

2019 INDUCTION CEREMONY  
AND  
SENIOR ATHLETE RECOGNITION

BSN SPORTS

- PRESENTED BY -

ADIRONDACK BANK

**THURSDAY, MAY 9, 2019**

### 2019 INDUCTION CLASS

2012-13 Utica College Men's Hockey Team

Andrew Benkwitt '13 - Football

Devon Croll '12 - Women's Basketball

Bridgette Plummer '11 - Softball

### KEYNOTE SPEAKER

Nicole Herringshaw '19 - Volleyball, Women's Basketball,  
Track & Field

\$30 per person

R.S.V.P. by April 26, 2019

[www.utica.edu/hof](http://www.utica.edu/hof)

## AROUND CAMPUS



*Students were given the opportunity to learn CPR with Sarah Stevens, founders affiliate of the American Heart Association, and Anthony Scalise '20, chief of EMS at UC. The students were challenged to teach as many people as possible the skills they learned during training throughout the month of February, as part of a contest with other local colleges. Over 30 students participated in the training and are eager to teach their peers the importance of CPR.*

01/30

