



Mal & Friends

AUTHOR: Mal Simon is professor emeritus of physical education and athletics at NJIT. After joining the faculty in 1955, he served as director of physical education and athletics, and coached the men's soccer team for 30 years. In 1993, Mal was awarded the Cullimore Medal for his many years of dedicated service to the university.

How many people named Malcom do you think live in Colombia, S.A.? I have no idea but figured it would be a good segue into writing about Luis Clement '78 and his son, my namesake, Malcom. An outstanding soccer player at NJIT, Luis was known for his flamboyant style both on and off the soccer field — so much so that he received the coveted "Gooney Bird" award in 1975, ironically the same year he was voted the team's Most Valuable Player.

After graduation from NJIT, Luis worked for Weston Instruments in Newark for two years before going back to Colombia. He worked for several companies in Colombia, including serving as a quality control engineer for Baxter Labs and working for an engineering group with teammate Alfonso Cardenas '80 on the construction of a water

treatment plant. In 2000, Luis decided to go into teaching and is currently teaching English part time at two local universities. He hopes to open his own school for teaching English in 2007. Malcom is a champion inline speed skater and is ranked fifth in Colombia in his age group. He won three medals in the Pan American Cup held in Miami, Florida, last year. My wife and I got to know Malcom quite well when he stayed with us a few summers ago and we can tell you he is "a chip off the old

block." Malcom and his sister, Valerie, who won a medal at the Pan American Cup, are expected to be on the Colombian National Team in a few years. Luis has taken up bicycling to keep up with his children in their daily practice sessions.

Peter Parelli '87 and his wife, Paulina, were blessed with the birth of identical twin girls, Catherine and Victoria, on April 30, 2006. The girls will join their big sister, Olivia, in keeping daddy Pete in line. Pete, who played soccer and ice hockey at NJIT, is employed by LAPP, USA in Florham Park, New Jersey.

Jonathan Ross '56, an outstanding member of the early NCE soccer teams, retired from Consolidated Edison in New York in 1995 and moved to Currituck, North Carolina. Bowing to the strain on his knees, Jonathan has given up active soccer and plays golf and tennis. The Ross family numbers four children and a full soccer team of 11 grandchildren.

One of Jonathan's teammates, Jim Boyle '58, is challenging my claim that the NJIT soccer program began in 1952. Jim claims that 1951 was the initial year, while it is my contention that 1951 was a club team and that the official start of soccer begins in 1952, when soccer was given varsity status. I welcome comments from members of the early teams.

Bernie Lubetkin '49, who keeps me supplied with jokes and anecdotes, sent me an email titled "Wise Sayings by Famous Golfers." One is by Ken Venturi, who told a friend, "If you want to get more distance from your shots, hit the ball and run backward." Another is by Lee Trevino, who said, "You can make a lot of money in this game. Just ask both of my ex-wives who are so rich that neither of their husbands has to work."

Another regular golf joke contributor is Bob Cifelli '65. His latest is: Police were called to an apartment to find a woman holding a bloody golf club standing over her lifeless husband. The detective asks, "Ma'am, did you hit your husband with that golf club?"

"Yes," she says and begins to sob. The detective asks, "How many times did you hit him?" She answers, "I don't know, 5, 6, maybe 7 times. Just put me down for a 5."

Michael Roberts '81 and Ernie Andalcio '75 were at the home game against Philadelphia University. Michael, who lives in Canada, has been showing his son, Dane, some universities in the U.S. and chose NJIT Day to visit his alma mater. Michael commented that when he and Dane visited the University of Maryland, he was astonished by the "cruel" behavior of university students towards the visiting team at a soccer game. When I mentioned this to Len Kaplan, NJIT's athletics director, he told me that this is how the NJIT players were treated when we played



Malcom Clement



With Ernie Andalcio (right) and Michael Roberts at NJIT Day 2006

Maryland last year. I was pleased to learn that NJIT announces at all home games that it endorses the NCAA Code of Conduct, which spells out the appropriate behavior expected of coaches, players and spectators, and that those who violate these standards will not be allowed to remain in the audience.

I was further pleased to note that the behavior of the players, coaches and spectators at NJIT games has been exceptional. I wish I could say the same for other sports events involving all age levels. The behavior of players, coaches and spectators at too many professional, intercollegiate and interscholastic games borders on insanity. But it is most disheartening to witness youth games where coaches and parents scream at the children, some as young as six, and at the referees as though the games were a matter of life and death and not just for fun and exercise. It is at the youngest level where the highest standards of behavior are so critical. It is here that children learn that good sportsmanship is an essential part of games whether they are participating or watching others play. I know that many NJIT alumni coach youth sports teams and urge them to set the proper example themselves, insist that the parents of their children and spectators at games do likewise, and to work with their local and state associations to promote such standards.

Martin Hammer '80 has been invited to help introduce the use of straw bales in the building of homes in an area of northern Pakistan that was devastated by a 7.6 magnitude earthquake in October 2005. Martin has had considerable experience in designing and constructing straw-bale buildings over the past 10 years and has written a straw-bale building code for the state of California. He feels that straw-bale buildings are a perfect fit for this area of Pakistan, as they are highly resistant to earthquakes, are energy efficient, use a local, inexpensive, renewable resource, and can utilize unskilled and abundant labor,

allowing people to build their own homes inexpensively.

The annual golf outing for basketball and soccer alumni was held at the Lake Mohawk Golf Club on October 14, 2006, hosted by Roy Knutsen '62. First and second low-gross honors went to Bob McEntee '62 and his son, Greg, who also made the longest drive. Knutsen and Andy Hipolit '90 won first and second low-net honors, with Bob Veracca and Roger Edwards '63 first and second Callaway winners. Closest-to-the-pin winners were Dave Christie '62, Jim Juliano '65, and Edwards, McEntee and Veracca. Hipolit was making his first appearance at the outing. Andy played ice hockey, golf and volleyball at NJIT and coached the ice hockey team from 1991 to 1996. He operated his own construction company until being bought out by Maser Consulting P.A., in which he is a principal. Andy is a Professional Engineer, Professional Planner and Certified Municipal Engineer. He lives with his wife, Christine, and daughter, Abigail, in Sparta, New Jersey.

The Florida soccer alumni reunion, open to all alumni, will be held in Coral Springs, Florida on March 9-11, 2007, hosted by Hernan and Cuqui Borja, Carlos '82 and Donna Restrepo, and Martin '54 and Joanne Friedman. If you enjoy partying, you do not want to miss this reunion. Friday, March 9, will be a night of Cuban food and dancing at the Borjas. Saturday, March 10, will feature an afternoon picnic followed by a night of Colombian food and more dancing. Those still kicking will enjoy brunch and a round of golf at the Eagle Trace Country club. Brunch is open to all, but golf will be limited to three foursomes. For details, contact Carlos at restcar@bellsouth.net or Hernan at coachchico@myacc.net.

Keep the news coming. You can write and send photos to 51 Gettysburg Way, Lincoln Park, NJ 07035, call me at 973-872-1783, or email me at mal.simon@njit.edu or coach7157@yahoo.com.

Much more about NJIT alumni follows.

Building Success on Solid Designs Robert Medina



“Built on Solid Design” — that’s the tagline of Medina Consultants, the civil engineering firm founded by 1975 grad Robert Medina. Starting in 1989 with a modest suite of site-planning and development capabilities, Medina Consultants has grown to become a major presence among civil engineering specialists in the New York metropolitan area.

Headquartered in Hackettstown, New Jersey, Medina’s company has offices in Connecticut, New York and Pennsylvania. Nearly a hundred staff members, among them some ten other NJIT alumni, offer expertise that spans general civil engineering and surveying, construction inspection and management, structural engineering for bridges and buildings, geotechnical engineering, and transportation and traffic engineering.

“For me, the best aspect of being a civil engineer is that you help to turn plans into structures that people actually work in, live in, or drive over,” Medina says. He can also add structures that people travel through — specifically the new Trans-Hudson Express Tunnel. Medina’s firm is handling surveying and right-of-way planning for this mega-project moving ahead under the auspices of New Jersey Transit.

This much-needed expansion of the region’s railroad infrastructure joins a growing list of projects for clients in the public sector, among them New Jersey’s Department of Transportation and Turnpike Authority. Medina and his associates have worked with many of the area’s large engineering firms and developers as well.

But before Medina tried his hand at building his own business, he focused on acquiring a solid education at NJIT. “I had an outstanding math teacher in high school who suggested civil engineering as a career,” Medina says. “That led me to apply to Rutgers, Stevens and Newark College of Engineering. Although I was accepted by all three, meeting faculty and staff during a campus visit convinced me to choose NCE. My experience at NCE was great, and I really appreciated the close mentoring relationship I had with many of my teachers.”

As a student, Medina became interested in hydraulics and hydrology, disciplines basic to determining the extent of flood

plains and whether flood insurance is needed in a given area.

Assessing vulnerability to flooding is one of the services for which Medina Consultants is noted, and their clients include FEMA — the Federal Emergency Management Agency. Medina Consultants advises FEMA on issues related to flooding for Region II, which encompasses New Jersey, New York, Puerto Rico and the U.S. Virgin Islands.

Prior to offering this essential service through his company, Medina gained experience at several firms. His positions of increasing responsibility included being director for water resources and a principal at The RBA Group.

Medina has built much more than success as an engineer and entrepreneur. Of equal importance are his commitments to the economic well-being of New Jersey and promoting the professional aspirations of others in his field, especially though businesses owned by minorities and women. For example, Medina Consultants is coordinator for subcontractors on the Trans-Hudson Express Tunnel engaged under the federal Disadvantaged Business Enterprise Program.

The many honors that Medina has garnered for his achievements and social concern include being named Hispanic Businessman of 2005 for the northeastern region of the United States Hispanic Chamber of Commerce. He was also elected vice chair of the Hispanic Business Council of the Commerce and Industry Association of New Jersey for 2006.

In addition, Medina is contributing his professional acumen to the work of the American Council of Engineering Companies (ACEC). He is a member of the ACEC’s board of directors for the New York metro section and chair of the organization’s Small Firms Committee in the New Jersey chapter.

Another hallmark of Medina’s standing as an engineer and businessman is his appointment to Governor Jon S. Corzine’s Economic Growth Council. In this capacity, Medina will help to implement the blueprint for state-wide economic vitality that the governor presented during a press conference at NJIT last September. Whether advancing the agenda of the governor’s council, encouraging talented individuals from groups underrepresented in engineering or working to grow his company, Medina is shaping solid designs for the future.

Sharing “Wow” with the World Eugene P. Messina

“My job is to create a customer experience with the ‘Wow’ factor,” says Gene Messina, 1982 graduate of New Jersey School of Architecture and today vice president for real estate, design and construction at TUMI, Inc. Founded in 1975, TUMI is a leading international brand of premier luggage, travel, business and lifestyle accessories.

Messina joined TUMI in 2002 with the responsibility of expanding the number of retail outlets in key markets. He has opened more

than fifty new or relocated stores in this country and abroad, and has led the design evolution of the TUMI experience epitomized by stores such as the ones on Rue St. Honore in Paris and Omotesando in Tokyo. His work spans many thousands of miles of travel worldwide. “One minute I’m at 30,000 feet and a few minutes later I’m on the pavement, headed for a meeting in Tokyo, Macau, Berlin or Rome,” he says. “You learn to get by with very little sleep.”

But long before Messina became a frequent flyer for TUMI, he gained valuable experience in Newark, academic and otherwise. With respect to working on his bachelor’s degree in architecture, he speaks with great enthusiasm about the creative, energized community he joined. Although the NJIT program was relatively new, Messina was attracted by the reputation it had already achieved. “It opened up a world of possibilities for me, a world in which I could do exciting things and personally make a difference,” he recalls. Messina also recounts opportunities such as being able to hear Buckminster Fuller share his ideas — speaking virtually non-stop for four hours. “The same intellectual excitement and sense of possibility is still with me.”



Tranquil moments at the Ryoanji Temple garden in Kyoto, Japan

Being a student in Newark also gave Messina broader perspectives, at times gained in a somewhat adventurous manner. It may not have been the safest avocation, but he and a friend rescued ornate mantles, stained-glass windows, lighting fixtures and other reusable items from local buildings about to be demolished. Safer and perhaps more beneficial was Messina’s part-time employment with NJIT’s Physical Plant staff. “The people I met were surprised and pleased that an architect was interested in what they did for the school, and I gained a great deal of hands-on knowledge about all of their crafts — carpentry, painting, plumbing, electrical work.”

When Messina graduated, conventional jobs in architecture were scarce, and his first position was with a husband and wife team rehabilitating older buildings in New Jersey. They liked the flexible, creative thinking that someone with Messina’s background could bring to their enterprise and placed him in charge of converting a former school and convent into a 54-unit condominium. He was the project manager, responsible for all aspects of the effort, from

financing through construction. Messina found the work and responsibility very appealing, but in 1987 economic reality intervened with the stock-market slide of “Black Tuesday.” His employer went out of business and he had to look for another job.

The new job that Messina did find marked a significant professional turning point. Answering an ad, he became construction coordinator for Coach, the leather goods retailer. “This took me in a very different direction from practicing as an architect, because joining Coach meant that I would not gain the experience needed for my licensing exams. But it was the right decision. I entered a fast-paced, exhilarating world with an exceptional range of challenges.”

For eight years, Messina contributed his talents to building Coach’s retail infrastructure and marketplace success. Heading the company’s store planning and construction group, he was instrumental in increasing the number of Coach outlets from 20 to 150, with annual sales growing from \$100 million to \$600 million. Building on these achievements, Messina went on to top real-estate, design and construction posts with Escada USA and Polo Ralph Lauren. A personal connection with the former president of Coach, now TUMI’s CEO, brought him to his current position.

“Our goal is to double sales in three years, growing from 60 stores to over 100,” Messina says. It’s a strategy that entails opening stand-alone outlets as well as distinctive TUMI shops in some of the world’s most prestigious department store venues: Bloomingdale’s, Neiman Marcus, Harrods London and KaDeWe Berlin. However, while the bottom line is of paramount importance for TUMI, as at any company, some products are created with other ends in mind. For example, *Time* magazine has featured a field bag designed by TUMI for the charitable aid organization Doctors Without Borders. Recognizing the needs of humanitarians who work in difficult environments, the backpack features a solar panel for charging cell phones, computers and other small electronic devices — and all net proceeds are donated to the organization.

On the career path he has chosen, Messina continues to enjoy a stimulating array of challenges as well as global travel. He is applying his architectural and technical acumen to creating unique settings for TUMI products with the most aesthetically appealing high-end materials. He is also bringing his extensive business background to bear on the diverse aspects of making these ventures a success in extremely competitive international markets. “We’re planning to open ten stores in India over the next three years,” he says, adding that TUMI is establishing a strong presence in China as well, in cities such as Shanghai, Beijing and Hong Kong, where “free enterprise is on steroids.”

As if these commitments were not demanding enough, Messina somehow finds the time to remain connected with his alma mater as a member of the NJSOA Dean’s Council. He also helped to organize Design Showcase 2006, featured in the fall 2006 issue of *NJIT Magazine*.

For Messina, the years since joining TUMI have been “absolutely terrific.” In light of what he has experienced along the way and is creating at TUMI today, one can very aptly say, “Wow.”

Harvesting Music from The Orchard

Ketan K. Shah



Take your pick: Music by Afrika Bambaataa, Bing Crosby, Fito Paez, The Flammin' Groovies, Jerry Lee Lewis, Zakir Hussain and thousands of other artists. It's all available at your "local" digital music store or mobile service through The Orchard, a company that can legitimately claim to be the world's largest distributor and marketer of digital music.

The Orchard has hit this high note on the competitive scale with the help of NJIT grad Ketan

Shah, the firm's vice president for information technology. Shah, who has a 2003 BS in computer engineering and a 2005 MS in computer science from NJIT, is helping to advance a revolution in music that's touching the lives of millions around the globe.

The Orchard serves every major online digital music store — iTunes, eMusic, Napster, Rhapsody, Sony Connect and dozens more that are the direct interface with consumers. The Orchard's fast-growing catalog includes a million tracks from some thousands of labels and artists, spanning more than 70 countries and every musical genre. What's more, as Shah explains, The Orchard offers a comprehensive suite of accounting and promotional services, a significant benefit for the numerous independent, or "indie," labels and artists among their clients.

Shah came to NJIT for his BS as a transfer student from Hudson County Community College. He first found his way to The Orchard in 2002 as lead software developer shortly before completing his undergraduate degree, and after working briefly for New York City's Department of Human Resources. He then balanced the effort that earned an MS with work at The Orchard that has placed him in the forefront of social as well as technological transformation in the music industry.

A basic statistic cited by Shah underscores the pace of technological change sweeping the industry. "When The Orchard was founded eight years ago, distributing physical media such as CDs was almost 100 percent of the company's business, with very little being digital. That has turned around in just a few years. We're now focusing our resources almost entirely on the digital distribution business."

The social implications of the digital revolution in music and The Orchard's role are literally far-reaching. Artists and labels can find representatives of The Orchard in every part of the globe — from Vancouver to Sao Paulo and Sofia, from Moscow to Ramallah and Nairobi. Shah points out that this is making the vibrant spectrum of the world's music increasingly accessible to everyone, contributing to cultural appreciation and musical creativity as artists encounter a growing range of genres. It also means that for people living far from their native countries the music of home is as close as the nearest

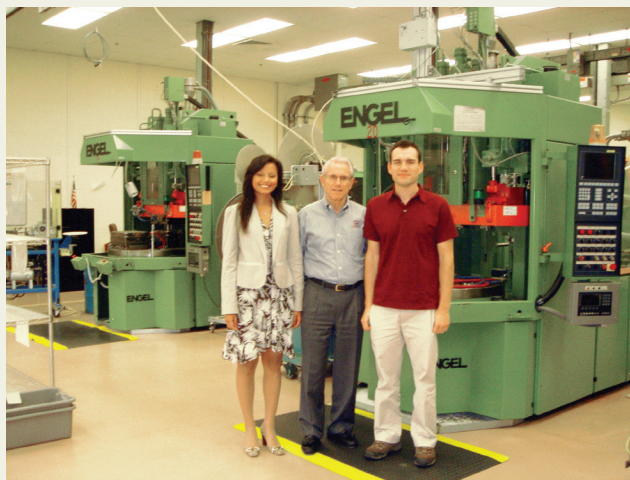
Internet connection. Not too long ago, they had to search for the limited number of stores that offered an even more limited selection of CDs and tapes — or the vinyl records of an age that seems so technologically primitive to those under 30.

Looking ahead for The Orchard and the music industry, Shah sees a completely digital world, continuing growth, and greater choice for consumers. He also sees intense competition among digital music services and the major challenge of piracy. In his opinion, the best way to thwart the pirates is to offer a quality product at the best possible price for everyone involved. "The great majority of people are honest and prefer to buy and enjoy music legitimately," he says.

One example of the initiative that keeps The Orchard in the digital lead, and the global flavor of music in the 21st century, is the catalog of Chinese music that the company has made available in the West through its network of digital music stores and mobile content services. It's the largest such collection accessible to listeners outside of China, covering the musical gamut from classical Chinese compositions and Mandarin pop to contemporary punk rock and hip-hop hits. But whatever the language or genre, The Orchard leads in bringing it to a growing audience worldwide. It's all music to many millions of ears.

A Place in the Sun

Dieter Weissenrieder



At the Weiss-Aug plant with daughter Elisabeth and son Markus

The exceptional quality of work at Dieter Weissenrieder's firm, Weiss-Aug Co., Inc., recently earned one of their products a unique place in the sun — aboard NASA's Solar Dynamics Observatory (SDO). Scheduled for launching into Earth orbit in 2008, the SDO will provide vital insights into how solar radiation affects life on our planet, including the impact on technologies such as telecommunications. Space vehicles need extremely reliable electrical connectors, and Weiss-Aug is providing a key component of connectors to be used on the SDO.

In a sense, Weissenrieder's contribution to the SDO has also reconnected him to NJIT, where he earned a bachelor's in industrial

engineering in 1976 from Newark College of Engineering. Distinguished Professor of Physics Phil Goode is a co-principal investigator on the team that is developing one of the SDO's three complex instrument systems, the Helioseismic and Magnetic Imager.

Today, in addition to the connector element for the SDO, Weiss-Aug is a world-class manufacturer of many types of molded inserts and stampings for clients in industries as diverse as automotive products, medical devices, consumer electronics and telecommunications. These sophisticated components are produced by more than a hundred employees at the company's 100,000 square foot facility in East Hanover, New Jersey.

But long before Weissenrieder founded Weiss-Aug, he was an ambitious young immigrant from Germany. He followed two uncles who had built solid careers in the U.S. as toolmakers, and a grandfather who urged him to seek his future in America.

"Toolmaking runs in my family, especially on my mother's side," Weissenrieder says. "I suppose it was natural for me to follow this path." Doing so first meant an apprenticeship in Germany and then the adventure of crossing the Atlantic alone in 1960 while still a teenager. "I turned 19 on the ship," he says, remembering the journey.

In the U.S., Weissenrieder joined the uncle who had started Troy Tool, a successful New Jersey-based stamping company where the talented newcomer eventually became vice president of manufacturing. Upon his uncle's retirement, the family's 50-employee company was sold in 1970 to Eaton Corporation, a national industrial enterprise with some 55,000 employees at the time. Although Weissenrieder was offered the position of general manager at Eaton's new subsidiary, he soon decided to strike out on his own.

Weissenrieder invited Troy Tool's chief engineer and a good friend, Kurt Augustin, to partner with him in starting their own company. The name of the stamping firm they launched in 1972 was formed from the names of the two entrepreneurs. Weiss-Aug prospered under their management, expanding to provide services such as precision molding and engineering in addition to high-tech stamping.

NCE had become part of Weissenrieder's life about eight years earlier, through the evening program that led to the certificate in electrical engineering he completed in 1968. Energetically combining career and marriage with further study at night, he went on to earn his BS in industrial engineering, a discipline he felt would be of more immediate utility for the growth of Weiss-Aug.

Attending NCE would yield other significant benefits for Weissenrieder. His senior project focused on technology and management at Weiss-Aug, and two fellow students were so impressed that they raised the possibility of joining the company. Michael Piacenza, who became manager of Weiss-Aug's assembly plant, was with the firm for a decade. Although semi-retired, Karl Hauelsen continues to handle manufacturing costing.

Kurt Augustin retired in 1995. As for Weissenrieder, his energy and enthusiasm for working at the company he founded are unabated. "I just love what I do," he says. But these days Weissenrieder has two younger assistants who have key roles in helping to build on what he has achieved. His daughter is Weiss-Aug's director of marketing, and his son is IT manager in charge of automation. It seems that the entrepreneurial spirit and affinity for the technologies at the heart of Weiss-Aug's success still run in the family.

1957 **Ralph A. Amato** (EE)

and Beverlee write to us from Loudon, TN. They have four children. Ralph is retired but very active with golfing, woodworking, and as a "lead electrician" with Habitat for Humanity. **George**

M. Apgar (ME) and Joan live in Basking Ridge, NJ. George is retired from plant engineering with Tingley Rubber Corp. They have four children. **Robert R. Beck** (ME) retired in 1997 after 37 years with Chevron Corporation. He retired as general manager of a chemical plant in Marietta, OH. Bob and Bea have three children and seven grandchildren and live in Indianapolis. Bob writes that he spends his time golfing, boating, and teaching.

Brian L. Birch (ME) writes from Punta Gorda, FL, where he is active with his church at both parish and diocesan levels, and with the Kiwanis. He has served three terms on the zoning board of appeals, and all ranks within the PTA. He is a retired program manager at United Technologies, where he managed the Shuttle Space Suit and Life Support Program. He has received the Astronauts' Silver Snoopy Award plus other corporate awards for the Apollo and Shuttle programs. Brian and Eleanor have a daughter.

Walter K. Brinkmann (CE) retired as senior project manager with RMT, Inc. Walt and Shirley have two children and live in Middleton, WI. Walt writes that he's looking forward to attending the 50th reunion and says, "I haven't seen the college since 1958. I'm sure I won't recognize much." **James D. Brown**

(ChemE) is retired from Pfizer/Mineral Technologies, Inc. in Easton, PA, where he was director of environmental health and safety. Jim and Ann Marie have four children and live in Easton. He writes that he spent 17 years with American Can, 20 years with Pfizer, 5 years with Mineral Technologies, Inc. in engineering, plant management and corporate