



# Syracuse University

## Alumni Club of South Florida

www.SouthFloridaSyracuse.com



Volume 4, Number 12 – November 2009

# South Florida Orange Squeezings

## The Calendar Gets Enriched and Adjusted

Before getting into the meat of this month's material, I would like to point out that Dean Morrison has become more than just a contributor. He has prepared the major portion of this issue. In addition to the column below, much of the news and events stories are a result of his work. Thanks Dean!

Our first basketball viewing has been moved to the University of California game. It will be on Thursday, November 19<sup>th</sup> at 6:30 PM with tipoff at 7:00 PM.

Miller's Ale House  
9800 Alternate A1A, PB Gardens

Please send me an e.mail message saying you are coming to the game so we will know how many are planning to come.

Our next basketball event will be an informal affair. The tipoff time for the Uni-

versity of Florida game on December 10<sup>th</sup> will be at 9:00 PM. That is a tad late for most of us. Therefore, we are not making this an official party. For anyone who can make it we will be meeting at Bru's Room in Coconut Creek at 8:30 PM. The address is:

Bru's Room  
5460 West Hillsboro Ave.  
Coconut Creek, FL

As you will read in the next article, our plans for a greatly expanded Holiday Party are taking shape. It is amazing to see how this event has grown over the last two years.

Ryan Schultz has become a regular contributor. He will have something to add to *Squeezings* every month. Please read his excellent explanation of what the Networking group is all about just below Dean's column.

Our party at the Panthers game was a great success. Not only did the Panthers beat the Flyers, but we were treated to a post game meet 'n greet with Steve Goldstein. "Goldie" is the voice of the Panthers and a Newhouse grad. He engaged each one of us concerning his career in sports broadcasting. After the season is over Steve said he would become a participant in SUACSF activities.



Dean's Desk

*The luxury of doing good surpasses every other personal enjoyment.*

-- John Gay .

Folks, there is so much exciting and important information to share, and limited space available, so please, read this column! First of all, we have a tremendous holiday event planned the evening of December 5<sup>th</sup> so reserve that date **right now**. In order to do so, send an e.mail message to [bob@s-i-inc.com](mailto:bob@s-i-inc.com) saying: "I want to join in on the festivities at the SUACSF Holiday Party." The party details are listed below.

Earlier on that day, the SUACSF will sponsor a home at the SOS Children's Village. Some of you will remember that we did our National Orange Day Block Party at the Village this past March. As house sponsors we will assist the children in lighting their home for the holidays. I already have a crackerjack team assembled however, if you have never been to SOS Children's Village and if you have no other plans, I highly recommend you contact me so I can involve you in the event.

The village is located in Coconut Creek at Lyons and the Sawgrass intersection. Visit [www.sosflorida.com](http://www.sosflorida.com) for more on the village and the many other events they have planned for the holiday season. Please send an e.mail to me at: [dmorrison@baytreeleasing.com](mailto:dmorrison@baytreeleasing.com) if you have any interest in joining my lighting

team. Notice the picture on the next page.

## Holiday Party

Our first annual Holiday Dinner is all set and folks; this is one you can't miss. First of all, your alumni club has arranged for a guest speaker, Ronald Goldfarb, author of a new book, *In Confidence — When to Protect Secrecy and When to Require Disclosure*, published this year by Yale University Press.

Ronald Goldfarb is an experienced trial lawyer and a veteran literary agent, as well as the author of 10 books and over 300 articles. Born in New Jersey and educated in its public schools, he began college (at age 16) at **Syracuse University**. Combining his last year of under-



### Lighted SOS Village House

graduate work (BA 1954) with his first year of law school, he graduated (LLB) in 1956. Ron was one of the youngest to be admitted to the New York bar that year. He continued his education at Yale Law School, where he earned Masters (LLM, 1960) and Doctorate (JSD, 1962) degrees. He was later admitted to the California, District of Columbia, and United States Supreme Court bars. Ronald will be joined at dinner by his lovely wife, JoAnne, who also happens to be a **Syracuse University** graduate. She holds a BAFA in Architecture and is a member of the class of 1957. Ronald will discuss his book, his extremely prolific career (including a stint as a JAG attorney,) and will be on hand for the entire dinner and to autograph his book for those interested. For more on Ronald please visit his website:

[www.RonaldGoldfarb.Com](http://www.RonaldGoldfarb.Com) For an introduction to his book go to:

[www.SouthFloridaSyracuse.com/book.pdf](http://www.SouthFloridaSyracuse.com/book.pdf)

Our dinner will be held at the brand new location of the Saint Tropez Restaurant conveniently located in the heart of Boca Raton at Glades Road and the Turnpike. The menu has been prepared especially for our club and features choices of several different entrees. You can view this at our website page:

[www.SouthFloridaSyracuse.com/menu.htm](http://www.SouthFloridaSyracuse.com/menu.htm)

Here is the location:

St Tropez Restaurant  
7860 Glades Road, #130 (just east of turnpike exit)  
Boca Raton, FL 33434  
Phone: (561) 368-4119

For those of you familiar with the restaurant you know the food is fantastic and their beautiful new location provides us with a very atmospheric lakefront dining experience. The cost for the dinner is a very modest \$30 per person with a small portion of the proceeds going to the club.

We are asking all attendees to also bring with them a very inexpensive (\$10 Maximum) unwrapped children's gift. As we did last year, the Club has invited Captain John Nesteruk of the Broward County Sheriffs Office to accept our contribution towards their Toys For Tot program. He will personally meet with Syracuse Alumni Club members to share his thoughts on current law enforcement efforts in our community.

We will start the program early enough to include plenty of time for the guest speakers and not too late to commence dinner. I am encouraging all of our members to support this annual holiday event. Miami-Dade, Broward, and Palm Beach Counties we look forward to seeing you and are counting on your support of this worthwhile event.

Many of you recall seeing an article last month which announced additions to the line of Syracuse University Alumni Club of South Florida logoed apparel. If you missed the story, I'm sure you saw the picture of our model, Bob Schuldenfrei! Folks, these are very nice items that make a perfect holiday gift – and if you

are the only SU alumni, heck, buy it for yourself and put Santa's name on the card! Maybe you have some future SU children or grandchildren, and with cooler weather approaching the sweatshirt will be a real useful item. This is a great time to pre-order your selection and pick it up at the Holiday Party which saves the shipping expense. We will have some items for sale at the Holiday Party as well. Support the Syracuse University teams at our upcoming game events by wearing the school colors and our very own unique logo!

I received a few very nice email messages from members who had some comments regarding my article last month on my trip to SU for homecoming. I wanted to share a picture of the trip with you to bring back a few nostalgic memories of the place! (Note the SUACSF Shirt!) Most of us have an impression of this scene including snow drifts of 3 feet, but on a beautiful sunny fall day, this is what it looks like!

Well, that is about all for this month. We want to have a tremendous show of support for Ronald at our gala Holiday Dinner. I'm looking forward to seeing you there!



Reunion time

### *For the holidays, why not give the gift of Bob!*

Well, at least his shirt. We have the original pictured at the right for \$26.00. There is the "breathable" shirt (K469) for \$24.00. And we have the sweatshirt (12000) for \$20.00. They come in men's, women's, and children's sizes. For colors we have white, orange, and navy blue. Send an e.mail message to: [bob@s-i-inc.com](mailto:bob@s-i-inc.com) and then send a check made out to Embroidery Works to:

Sherryl Young  
1420 NW 2nd Ave., Suite 5  
Boca Raton, FL 33432





## *Networking by Ryan Schultz*

As a business owner, what is my responsibility? I need to grow my business and strive to make it more profitable. How does networking help? Networking can serve multiple purposes: marketing, advertising, consulting, training and sales. As a small business owner, don't most of those duties fall on you? As you grow, you may hire someone to help market you and your product. You may hire an outside ad agency to help you negotiate the various media available. You might already have a consultant that you meet with (formally or informally) for business advice. All businesses need training. How to recognize what works best and learn from the mistakes of those that have gone before you. Sales are the primary goal of every company – whether you have a product or service.

Networking events introduce you to people who can serve in each capacity. So why don't more people network?

The hardest part of networking (for most people) is meeting new people. Some people have a hard time talking about themselves. Some people have a hard time making that initial introduction. How many times have you casually bumped into/seen someone where you were unable to introduce yourself? And then only find that once the introduction was made that you had an easy rapport with them? As a business owner, you **MUST** be passionate about your business. If you are not, who will be? Your business's success lies squarely on your shoulders. Most people network every day and don't even realize it. You go to lunch with a friend. You run into someone they know. An introduction is made. That is networking! Business may not be discussed, but the door has been opened.

So why should you network with us? The answer is simple. We provide you

an opportunity to meet like-minded people with one shared commonality – Syracuse University. Have a hard time opening a conversation. Try this, "When were you at Syracuse?" Or how about, "What was your favorite bar on Marshall Street?" Networking with fellow Syracuse alums takes away all the pressure of having to make a connection. The connection is already there. We also do these events where alcohol is served, that may help too.

We meet once a month (usually the first Wednesday). We rotate locations to make it more convenient for our members who live at our geographic edges. Our next event is at Boston's in Delray on Wednesday November 4<sup>th</sup> from 6pm-8pm. Check our website ([www.southfloridasyracuse.com](http://www.southfloridasyracuse.com)) or join our Facebook group (Syracuse Alumni Club of South Florida) to learn more.