



Syracuse University

Alumni Club of South Florida



South Florida Orange Squeezings

Club To Do a Promotional Video

This lead article is about a new project. It is nothing that anyone or any board has suggested, but one of my crazy projects that I would like to pull off as a retirement “job.” It is in line with my retirement philosophy: “I now do for fun what I once did for money.” Just like the website, the newsletter, and the logo I want to realize a promotional video for the club.

If you can view this [YouTube](#) video you can see and hear what this article asks. Under-

stand that this video is everything I do not want our promo to be! The end product of our video will be professional grade all the way. It will employ talented writers, on-camera actors, and be produced in a professional studio.

To date I have a team of three club members. Since this is a call for volunteers, I do not want to outline my ideas for this project.

That will be the job of the early team meetings. So, if



Promotional Video

you would like to be part of this project drop me a line by e.mail to: bob@s-i-inc.com.

Inside this issue:

<i>President's Corner</i>	2
<i>Wine Tasting</i>	2
<i>Dean's Desk</i>	3
<i>Networking</i>	4

SUACSF Spring & Summer

As many of you have noticed, there is a new calendar on the website. Most of you know to look at the website frequently as that is the place to find out “what’s up” with the SUACSF.

We are just starting to place events on the calendar. Networking will take place on the first Wednesday of every month the whole year-round.

On Friday, May 14, 2010 we are going to watch the Marlins play the Mets. This non-SU event was a big hit (intended pun) last year so we are going to do it again.

The NCAA lacrosse tournament final is on Memorial Day. Should the Orange be in that match we will watch the

game at 3:30 PM on 05/31/10.

Each year we have a general meeting of the membership. At that gathering we plan the direction that the club will take during the upcoming season. This year this important meeting will take place on Tuesday evening June 15th at 7:00 PM.

It is at this meeting that new club leaders emerge. Members who want to take an active role in the club are put on the Board. We have tasks large and small and members are necessary to fill vital positions to realize their accomplishment. Please come to this meeting and let your voice be heard.

On Saturday July 17th we will

once again return to the Delray Yacht for a sunset sail on the Intercoastal. Last year 20 of us set sail on this magnificent vessel. Although small in number most people said this was one of the year’s best events. It was something that all ages could enjoy. We had a current SU student aboard along with one member in her eighties! We will watch the sunset on Delray from 7:00 to 9:00 PM and then break off into small groups to enjoy a late dinner on Atlantic Ave.

In the works for this summer will be a New Student Send-off, a theater party, and perhaps a beach party. We have

(Continued on page 2)

Points of Interest:

- Promo Video
- Coming events
- Wine Tasting
- Dean’s column
- Networking

Wine Tasting



At the Vine Bar

On Saturday night, April 10th the SUACSF held its third annual wine tasting party at the Vine Bar in Coral Springs. It was a huge success. Everyone I talked to said it was far better than last year for a number of reasons.

First, the Vine Bar was a warm intimate setting that contrasted with the sterile classroom setting we had last time. Second, the staff here was friendly, knowledgeable, and had a real interest in wine.

Finally, Mike Maletta, a USSA certified wine consultant, delivered a first rate presentation of the eight wines we sampled. He is the gent holding the glass in the picture on the left.

The evening began with my introducing Jim Knoll, the shop's proprietor. Jim said a

few words of welcome and then turned the program over to Mike.

The wines progressed from dry whites to the more interesting reds and ended up with some sweet wines. Mike related how he much preferred the reds and gave some interesting details on why he thought so.

I agreed with Mike in general, although I must confess I truly enjoy both dry French and "buttery" California Chardonnays. The full bodied Cabernet Sauvignon that was presented near the end was one of the best I have ever had for under 20 dollars.

Mike had that rare quality of presenting really useful information in a truly entertaining manner. This in turn had all of us discussing wine amongst ourselves.

(Continued from page 1)

purposely left off activities such that we can plan them at the General Meeting.

As we get into the fall we will plan parties for football viewing. This year the USF game is in Tampa and we will be organizing a road trip to cheer on the revival of SU winning football. I am going up to Syracuse for Homecoming. If anyone in the club is going to make the trek back to SU, please let me know.

Dean has suggested that we

designate certain activities as annual events. He suggests that the Holiday Party, National Orange Day, the Wine Tasting, and meeting SU athletes at the Miami Heat be known as such. We plan to do this so those functions will be added to the calendar shortly. By the way the Heat game we plan to see will be the Denver Nuggets featuring Carmelo Anthony.

As SU makes speakers know to us we will make plans to organize parties so as to populate them.



President's Corner
by Eric Handis

As the "season" draws to a close it is time to reflect on where we have been and where we are going. The SUACSF ran a very successful social program this year. It speaks well to our mission which is to "continue the bonds of fellowship amongst and between alumni of Syracuse University though they are now many, many miles from Syracuse, NY and years separated from their days on the Hill."

Every year at this time we hold a General Meeting. During that event we plan new directions for the club. We always pick up people who want to participate in leadership roles. As we grow, we need new people on the Board and to serve as "point-people" to organize parties, events, and activities.

With that in mind I urge everyone of you who are reading this column to circle Tuesday, June 15th on your calendar. At 7:00 PM we will hold the 2010 General Meeting at a venue to be determined shortly.

Whether you are 82 or 22 there is a place for you on our board. Regardless of the amount of time you can devote, there are tasks for which we need your help. With that help we can move our club forward.

Squeezings

Editor: Robert Schuldenfrei

Staff: Dean Morrison

Ryan Schultz

Eric Handis

Wine Tasting party was a hit. Attendees proclaim it to be the best one yet.



Dean's
Desk

The club has been extremely busy with some incredible events, not the least of which was our most successful 3rd annual wine tasting held at The Vine Bar in Coral Springs. We also enjoyed "Orange" camaraderie during the NCAA Basketball Tournament and watched together, sadly I might add, as we went down to defeat against Butler. The fact Butler advanced to the final game, and a desperation shot from winning the whole thing, makes us feel a little better. For those of you who missed it, Jim Boeheim was named the AP Coach of the Year. See [ESPN](#) for more details on that story.

The University together with the School of Information Studies (iSchool) hosted an event entitled *Social Media 101* on March 31st at The Addison in Boca Raton. The event was a tremendous success. Our club showed up in numbers for an evening that featured a seminar on social media and the role it plays in today's society. Social media alter the way we communicate and act on and offline. Social media have continued to evolve and have become a staple in many businesses.

The iSchool was originally founded as a library science school in 1896. They were the first to embrace the information revolution and today, the school is ranked No. 1 in information systems by *U.S. News and World Report*.

Anthony Rotolo, who did both his undergraduate and

graduate studies at Syracuse University, provided a fast paced and informative discussion which touched on the many facets of social media.

Rotolo was appointed by Dean Elizabeth Liddy as the Social Media Strategist for the iSchool. He has subsequently assumed that position for the entire university. Social media is more than just a current trend, it is a mainstream form of public communication. According to Rotolo, the implementation of strategic social networking initiatives provides several advantages both in business settings and personal use. "The ability to instantly collaborate with so many different people is the result of incorporating social media into professional, educational, and personal lives. Social networks act as the intersection of these realms. One is able to tap the unique perspectives of all these people in one place. The feedback is not just fast, it's valuable."

Much more information is available at the [iSchool website](#). Anthony Rotolo has a blog site at rotolo.syr.edu and you can follow him on Twitter at [@rotolo.com](https://twitter.com/rotolo.com).

Pam Lauber, wife of our Treasurer and Board Member, Bela Lauber, had a serious operation earlier this month. She is due to be released from the hospital very soon. All of us at the club wish her speedy recovery and look forward to seeing her again at alumni events.

Just a quick note to thank those of you who generously donated magazines for our

National Orange Day effort on behalf of the US Marines 2nd Light Armored Reconnaissance Company which is deployed in Afghanistan. For those of you interested in following the company, they have a [website](#) which provides excellent information and up to date coverage of their missions.

Over the years I have been very involved in collecting supplies for them. If you are interested in more information, wish to assist with collection (materials) efforts, or know of young folks looking to accumulate community service hours by coordinating collection efforts, please contact me at :

dmorrison@baytreeleasing.com.

Our web site has been updated to reflect the fact that the NCAA Division 1 Lacrosse Championship game will take place on Memorial Day. Most of you are aware that the Orange are the two time defending national champions and are currently ranked second in the country as the season winds down and the playoffs begin. More information is available on the event at this [lacrosse](#) link.

Please keep your eye on the SUACSF website and our Facebook page as we will announce a venue to watch the championship game together in the event the Orange advances to defend their championship. For those of you with other plans, the game is on ESPN. The date is May 31, 2010 at 3:30 PM.



iSchool Event

We publish Dean Morrison's column every month as a regular feature of *Squeezings*.



Networking by
Ryan Schultz

First, let me start with an apology to anyone who showed up to the Boca event last month, only to find Gatsby's closed. I want everyone to know I did confirm our event a week in advance. No mention was made that we might want to go elsewhere. In any case, this month's Davie event is on as regularly scheduled. We are in the process of identifying another meeting place for June. In addition, as a result of the cancellation of last month's networking meeting, the presentation by Serhad Oktay on his affordable SEO subscription plan for small businesses is re-scheduled this month's meeting. Any who has a small business will be rewarded by attending this informative presentation.

That said, here are this month's details: our next monthly networking event is **Wednesday, May 7th 6pm at the Gatsby's in Davie (1805 S. University Dr.).**

About Serhad's presentation: Oktay (SOM, '79) will give attendees an overview of the "Yellowtom Site Trilight Program". This is a technology

that allows subscribers to heighten and enhance their internet visibility for a fraction of the cost of traditional SEO (Search Engine Optimization). As a small business owner for many years, Serhad is uniquely qualified to speak on this subject matter. He has also designed web sites and consults on marketing strategy. He came to understand that so many small business owners have no real internet strategy and don't know how to make effective use of this media. They believe just having a web site is enough, but it's not. Having a web site nobody can find is like placing an expensive billboard in the middle of nowhere. Who's going to see it?

We want our members to know that attendees to these events are seeing results. We strongly encourage you to start attending regularly and grow your business! For example, the following are recent success stories from networking relationships:

Eric Handis referred Dean Morrison to the Florida Justice Association which in turn referred Dean to member or-

ganizations and as a result his company, Baytree Leasing, has been selected as the preferred source of equipment financing as a membership benefit.

Serhad Oktay of Yellowtom has been utilizing the networking group as well. He fulfilled his order for customized, company logo, Polo Shirts with Sherryl Young of Embroidery Works. He also had a lengthy consultation with Richard Paull of Net-Stairs regarding the creation of an online video presentation. And, he is collaborating with Joel Spiegelman for assistance in web content for Yellowtom subscribers.

Dean Morrison had lunch with Calvin Marshall of 4 Peas Marketing and recommends Calvin to his clients looking for additional assistance with marketing strategies.

If you plan on attending on May 7th, or need more information, please contact Ryan Schultz at: ryanschultz@finsvcs.com or 954/689-9494. We look forward to seeing you there!



Syracuse University

Alumni Club of
South Florida

3450 South Ocean Blvd.
Palm Beach, FL 33480