The September 22 opening of the new Computer-Aided Engineering (CAE) Instructional Laboratory, equipped by a $25.9 million gift from Siemens PLM Software, gives students in the Thomas J. Watson School of Engineering and Applied Science another tool to be successful in today’s highly competitive, global environment.

Located in the Engineering Building, the 1,100-square-foot teaching lab features 20 student workstations, an instructor workstation, three flat-screen TVs for projecting materials and presentations, and the most powerful CAE software available. This includes 30 Siemens titles that give undergraduate and graduate students valuable experience creating, testing and analyzing solutions in a virtual environment, helping them solve tough engineering problems.

The CAE Lab enhances the portfolio of our students,” says Srihari, dean and distinguished professor of the Watson School. “It gives them access to the best and latest software, so whether they go to work or on to graduate school, they have the most recent tools to work with.”

Watson said students are being introduced to CAE software from year one. In class and through projects and research, they are learning to develop and model objects and then manipulate them on a three-dimensional axis. They can also create virtual environments to evaluate how a workplace can improve efficiency or safety.

Emphasizing that humans are visual learners, he adds, “It’s one thing to talk about a concept in the classroom, but illustrating it using simulations and animations of different kind of environments is a completely different matter. Being able to use the software to create an environment like a hospital operating room and then study how stressors on the bodies of a digital surgeon and nurse evolve during a simulated surgery is a very powerful instructional and research tool.”

Roy McGinnan, associate professor, Mechanical Engineering, adds that the lab enables students to hone their design skills, giving them a competitive advantage. “This is state-of-the-art software and equipment,” he says. “Student teams could model an entire airplane, designing everything from the engines and fuselage, running the wires for the electrical systems and specifying the connections of components in each subsystem. As industry representatives have informed us, this collaborative process is much more realistic in terms of what graduates will encounter in the globally distributed workplace.”

The Siemens gift is a cornerstone of the University’s Bold.Brilliant.Binghamton comprehensive gifts campaign. The second week of the fall semester usually finds Binghamton University students working to balance coursework and extracurricular activities, new friends and get to know their professors.

Not this year. This year, Binghamton students joined the entire University community in assisting area residents in the wake of devastating flooding. September 7–9, Tropical Storm Lee dumped nine inches of rain across the Southern Tier causing record-high floodwaters that submerged homes and businesses, swept away vehicles, wiped out utilities and closed roadways and bridges.

About 20,000 area residents had to be evacuated, some requiring National Guard rescue by boat or helicopter. About 1,700 of these evacuees found refuge at Binghamton University’s Events Center, which served as a Red Cross emergency shelter for about 11 days. Hundreds of University employees and students worked tirelessly at the shelter providing food, cots, toiletries and other necessities to those displaced from their homes. Some volunteers entertained evacuees with music, dance, magic tricks, science experiments and story-time. In addition, dozens of nurses and students from the University’s Decker School of Nursing helped care for about 100 special-needs evacuees in the West Gym.

Nursing student Sarah Black ’12 was among the volunteers. A nurse’s aide and unit secretary at Lourdes Hospital who worked extra shifts there Thursday through Sunday, she then reported to the shelter Monday and Tuesday to offer her support. Black was immediately put to work assisting with intake, helping evacuees with toileting needs, getting snacks, gathering clothing and supplies, even finding books to help them pass the time.

“Because classes started back up on Monday, there weren’t many volunteers, so the nurses were grateful for my help,” she explains. “It allowed them to focus on higher-level needs.”

Beyond the assistance provided at the shelter, Binghamton students continue to don work gloves, grab shovels and clean out homes and buildings damaged by floodwaters. Other students have organized or participated in events to raise funds, food, clothing and supplies.

“There are a lot of students helping,” reports Allison Alden, director of Binghamton University’s Center for Civic Engagement, which has become a clearinghouse for volunteer flood-relief efforts. “It’s clear that it will take a long time for us to recover and rebuild, and we see students playing a very vital role.”

Binghamton University Emergency Manager Dave Hubeny says students have been an “invaluable resource” during this crisis. “It has been an opportunity for the University community and students to lend a hand,” he says. “They have risen to the challenge and showed the care and compassion they have for the local community.”

L
ong-time supporters of Binghamton University, Steven Bloom ’78 and Susan Rosen Bloom ’80, recently answered the call of the Bold.Brilliant. Binghamton — The Campaign for Binghamton University with a $250,000 gift to establish a scholarship for high-achieving undergraduate students.

Aimed at the basis of exceptional academic performance and financial need, the Binghamton University Merit Scholarship will provide funding for as many as 21 full-time undergraduate students over a seven-year period. This scholarship will give access to a high-quality education for bright, hard-working students who, “otherwise have difficulty attending college because of financial hardship,” explains Steven Bloom. “We believe supporting and promoting education can help address social issues and create economic development.”

He adds, “I also think it will help improve the overall quality of Binghamton University by continuing to attract very talented young people to attend.”

Senior Executive Director for Advancement Operations Rebecca Baniecki says new scholarship is not endowed, which makes it different from the Bloom Family Scholarship these students are now receiving. “With this newest scholarship, the entire gift will be awarded to students over the seven-year duration of the program. Scholarships like this one can have an immediate and significant impact.”

Putting their gift to work instantly is important, but they really want this money to have an immediate impact,” says Steven. “We see this newest scholarship as a higher impact, greater benefit to the students and our gift. We want to invest in talented young people today and let them create value in the future,” he adds.

The Blooms are committed to supporting Binghamton University with their time and money. Co-founder of North Creek Advisors, a hedge fund acceleration firm in Stamford, Conn., Steven also chairs the Binghamton University Foundation Board of Directors. The Blooms have also hosted many alumni and fundraising events.

“Binghamton has been a very important part of our lives,” says Steven. “It has made us much richer people because of the education we got there and the relationships we built there, and we want to give back.”

Steve Bloom and Susan Rosen Bloom ’80
YOUR SUPPORT CHANGES LIVES ON CAMPUS AND AROUND THE WORLD

I’m pleased to report that Bold. Brilliant. Binghamton — The Campaign for Binghamton University has reached 98 percent of its $95 million goal. The next time you’re driving onto campus, you’ll see the “campaign gauge” near the main entrance tracking progress. Let’s keep the momentum going as we watch the gauge rise above our goal!

With eight months left to raise the remaining $1.2 million to meet and even exceed our goal, the campaign is already making an impact — as evidenced by the opening of the Computer-Aided Engineering Instructional Lab on September 22. Our students now have access to 30 software titles used in industry today that will enable them to develop, model and analyze solutions in a virtual environment. This is all thanks to the $25.9 million gift of software from Siemens PLM Software and it is hard to put into words the value that such a gift brings to our students.

This is the kind of private support that is so vital to the University. It enables the Foundation to provide nearly $7 million each and every year to the campus for faculty and academic programs and student support.

This is a great time to be a volunteer and to devote time and energy to such an important University objective. Join me in supporting our comprehensive fundraising campaign: Bold. Brilliant. Binghamton — The Campaign for Binghamton University. And thanks to all who have already given. Let’s exceed our goal!

Sincerely,
Paul R. Turovsky ’73

BOLD. BRILLIANT. BINGHAMTON — THE CAMPAIGN FOR BINGHAMTON UNIVERSITY

$93.8 Million Raised / 28,485 Donors

$95 Million Total Campaign Goal