

» ORANGE LEGACY

A SPECIAL PLACE FOR THE DANIELS FAMILY

BY BRUCE CORT DANIELS



MY FATHER, DRAPER DANIELS, followed his father's footsteps to the Hill, graduating from Syracuse University with a degree in journalism in 1934. He went on to become one of the most successful executives in the advertising industry. Celebrated as the "Father of the Marlboro Man," he was instrumental in producing iconic ads featuring Starkist's "Charlie Tuna," "Elsie the Borden Cow," "The Jolly Green Giant," and Kellogg's "Tony the Tiger." Author of *Giants, Pigmies and Other Advertising People*, Draper "Dan" Daniels may well have served as the template for the "Don Draper" character in the highly successful *Mad Men* television series about a Madison Avenue advertising agency during the 1960s. Also involved in politics, Draper Daniels was national export expansion coordinator, appointed by President John F. Kennedy.

At SU, my dad found outlets for his creativity and writing skills, serving as editor-in-chief of *The Daily Orange* and its counterpart humor magazine, the *Orange Peel*. My grandfather, John Albert Daniels, could not have known

when he left his parents' farm in Morris, New York, to begin his college career at Syracuse that he was embarking on an educational journey that would span three generations. The first in his family to attend college, John graduated with a degree in engineering in 1911 and went on to captain the schooner *Equator* for the U.S. Coast and Geodetic Survey, mapping the country's Inland Waterway. Celebrated author Robert Louis Stevenson had traveled the South Seas on the *Equator* and wrote a book about the voyage.

My grandfather married his high school sweetheart, Fanny Draper, from the adjacent farm. Their son, Draper, married his college sweetheart, Louise Parker Lux Cort, who graduated from SU with a joint degree in journalism and management in 1933. As a little girl she was acquainted with the famous bird artist, Louis Agassiz Fuertes, and frontier showman William "Buffalo Bill" Cody. In 1965, Cort, as my mother was known, joined Martin Luther King's famous civil rights march in Montgomery, Alabama, and was proudly incarcerated for her efforts.

Draper and Cort raised four children, and I was the one who continued the Daniels' family tradition of studying at Syracuse University. I graduated from SU with a degree in Latin American studies in 1964. I decided to attend SU because of my family's close ties with the University and because it offered an opportunity to attend the *Universidad de San Carlos* in Guatemala for a semester at the start of the infamous 30 years war. I was there in 1963 during the presidential elections that resulted in a *coup d'etat*. My college years were part of the turbulent '60s, which saw the assassinations of President Kennedy and Martin Luther King, the civil rights movement, and the Vietnam War. One night at the Hotel Syracuse in

my senior year, I informed my parents of my decision to marry Suzanne, my high school sweetheart. Now my wife of 48 years, Suzanne worked for the SU philosophy department at that time. I vividly remember hearing candidate Lyndon Johnson speak from a tailgate at Syracuse's Hancock Airport. I later met President Johnson in the White House along with 50 Latin American mayors when he announced the establishment of a center for Latin American studies at the University of Texas. And when President Johnson spoke at the dedication of the Newhouse School, my mother and father were among the invited guests.

After college, I became a charter member of the U.S. Department of Housing and Urban Development (HUD) in Washington, D.C. My career weaved in and out of public and private service, ending in California, where I served as HUD Indian program manager, director of housing and community development for Riverside County, and city manager of Coachella. I was also general manager of an economic development corporation and local soccer complexes. My longtime interest in soccer led me to serve as a referee at the youth, high school, and NCAA levels.

Although my grandmother, Fanny Draper Daniels, earned a degree from Oneonta Normal (now Oneonta State), she understood the important role Syracuse University played in our family's remarkable achievements, and for many years she lovingly displayed three generations of SU diplomas on her mantle as a fitting tribute to the Daniels family's proud Orange legacy.

Bruce Cort Daniels '64 is retired and lives in Running Springs, California. He follows the SU crew and soccer teams and among his Orange memorabilia he counts a century-old pennant that belonged to his grandfather.



Move-in Day 1960: Draper and Cort Daniels (at right, top photo) on the steps of Watson Hall. Cort Daniels (above) helps her son, Bruce, move into Watson to begin his first year at SU.

Jacqueline Urtecho '92 (A&S), a physician specializing in stroke and neurocritical care, joined the neurology department at Thomas Jefferson University Hospital in Philadelphia. She is also an assistant professor of neurology at the university's Jefferson Medical College.

Gina Schiraldi Chapman '93 (NEW), president of Mr. Handyman in Richmond, Va., is a regular guest on the *Virginia This Morning* show on CBS. She discusses tips and solutions for home maintenance, repairs, and enhancements.

Rich Meneghello '93 (A&S), an attorney at Fisher & Philips law firm in Portland, Ore., specializing in labor and employment law, was selected for inclusion in the 2012 edition of *The Best Lawyers in America*.

Amiee White Beazley '95 (A&S), a writer from Basalt, Colo., and **Paul Antonson '95** (VPA), an illustrator from Sacramento, Calif., created *Snowmastodon! Snow Day Adventure* (People's Press), a children's winter adventure story inspired by animals recently discovered by The Snowmastodon Project, a paleontology dig some scientists deem the most significant high-altitude fossil site in North America (snowmastodonbook.com).

Ronald D. Cantor G'95 (EDU) is president of Southern Maine Community College in South Portland.

Kwame DeRoche '95 (WSM), a freelance creative director and copywriter in Washington, D.C., wrote *The Three Dollar Girlfriend*, a humorous look at his undergraduate experience at SU in the early '90s.

Kathleen Sullivan Esposito '95 (NEW), **L'98** (LAW) is vice president of legal and general counsel at Infigen Energy in Dallas.

Jeffrey S. Stewart '95 (A&S/NEW), an attorney at Tallman, Hudders & Sorrentini, the Pennsylvania office of Norris McLaughlin & Marcus, is included in the employment and labor section of the 2011 issue of *Pennsylvania Super Lawyers—Rising Stars Edition*.

Christine Woodcock Dettor L'96 (LAW), an attorney with the Green & Seifter law firm in Syracuse, was designated as an accredited estate planner by the National Association of Estate Planners & Councils.

Chaise LaDousa G'96, G'00 (MAX), a professor of anthropology at Hamilton College, wrote *House Signs and Collegiate Fun: Sex, Race, and Faith in a College Town* (Indiana University Press). La Dousa explores house signs at off-campus student residences in a Midwestern college town where they are a longstanding tradition. He analyzes them through the lens of anthropology and folklore to discover clues to the social and cultural worlds in which they are produced.

Craig T. Williams '96 (WSM) of Philadelphia wrote *The Olympian: An American Triumph* (Vintage World), which tells the previously untold story of Dr. John Baxter Taylor Jr., the first African American to win Olympic gold at the 1908 London Games. Williams held a book-signing event at the Schine Student Center in September (www.theolympian.net).

Deanna Durante '97 (NEW) and her husband, **Timothy Swan '97, G'99** (IST), announce the birth of their daughter, Maya Elizabeth. Durante is a reporter for NBC 10, WCAU-TV in Philadelphia, and Swan is IT manager for the University of Pennsylvania.

Monica Chun '99 (A&S) is an obstetrics/gynecology physician at the Concord Hospital in Concord, N.H., where she lives with her husband, Sean, and daughter Cassidy.

Eric Kaufman '99 (A&S) and his wife, Michelle, of Philadelphia, announce the birth of their son, Jared Isaac. Kaufman, who holds master's degrees in computers and technology in education and in educational leadership, is employed by the Neshaminy School District.

Emily Smolar '99 (NEW) married Matthew Anziano. They reside in New York City, where she is a producer for Investigation Discovery's *On the Case with Paula Zahn*.

Eileen Daly Vitelli '99 (VPA) holds an M.A. degree in interior design from Marymount University in Arlington, Va. She won the 2011 Polsky Academic Achievement Award from the American Society of Interior Designers for her master's thesis, which examined guest behavior and spending at communal tables in Washington, D.C.-area restaurants.