



## News Release

Doug Lippincott, Director of Communications  
Office: (315) 279-5231 Home: (585) 742-1502  
Fax: (315) 279-5281  
E-mail: [dlinninc@mail.keuka.edu](mailto:dlinninc@mail.keuka.edu)

FOR IMMEDIATE RELEASE—May 29, 2005

### **Life Like a Box of Chocolates? Not So, Says Keuka College Commencement Speaker**

KEUKA PARK, N.Y.—The movie *Forrest Gump* was a critical and commercial success and earned Tom Hanks an Oscar.

But the line for which the flick will always be remembered—‘Life is like a bunch of chocolates; you never know what you’re gonna get’—just doesn’t cut it with Albin Moschner, who delivered the address at Keuka College’s 97<sup>th</sup> commencement Sunday.

“This analogy for life is a bit discouraging, since it leaves us with the notion that we may have to live with the hand we’re dealt,” said Moschner, executive vice president/chief marketing officer for Leap Wireless, a wireless phone service provider in San Diego, Calif.



Moschner prefers another line, steeped in local flavor that he heard uttered by a Keuka College student: ‘Life is like a Keuka squirrel in a trash can; you have to dig to get the good stuff at the bottom.’

“Trash as a euphemism for life might be a bit harsh,” said Moschner, “but we’re presented with an opportunity. We don’t have to settle for what’s presented to us, but it requires work.”

Moschner doesn’t contest Gump’s point that life is unpredictable. However, he told the Class of 2005 that “when you don’t know what to expect, prepare for the unexpected.

“Preparing for the unexpected involves a little bit more than being radically open to whatever the universe sends your way while you lean back into the lawn chair of life,” he added. “To truly prepare for the unexpected, you’ve got to position yourself to keep a couple of options open, so when the door of opportunity opens, you’re close enough to squeeze through. Your ability to change and adapt to an ever-faster changing world is paramount to your achieving your dreams and goals.”

Moschner also urged the graduates to set high standards.

(more)

## KEUKA COMMENCEMENT 2

“There is a powerful lyric in an Elton John song where he worries about being in touch with his life. He observes: ‘I’m sleeping with myself tonight.’ As you proceed into your future and are faced with morale, ethical or fairness issues, ask yourself before making a decision, ‘Can I sleep with myself tonight?’ Setting high standards will make you a happier person and living up to them will allow you to sleep very well every night.”

Keuka’s graduates received a final piece of advice from Moschner about work and how it fits with “raising your families and working within your communities to improve all of our lives.

“As I look back on my years since graduation... I don’t wish I had spent more time in the office,” he said. “The idea that the workplace is the only great arena where one can achieve success has been thoroughly discredited.”

Three emeriti members of the Keuka Board of Trustees—Calvin J. Haller, Norman E. Joslin, and Frank P. Strong Jr.—received honorary Doctor of Humane Letters degrees at commencement.

Haller, a resident of Tonawanda, served on the Board from 1973-1984 and chaired the governing body from 1980-84. He was president of the Western New York Division of Goldome prior to retirement.

A resident of Buffalo, Joslin is a retired justice of the New York State Supreme Court. He served on the Board from 1967-1987.

Strong served on the Board from 1987-2002 and was chairman from 1994-98. The Fairport resident is founder and managing partner of Trillium Group L.L.C., and retired group vice president at Eastman Kodak Co. He twice served as interim president of Keuka College.

Also honored at commencement were faculty members Herb Ulrich (professor of sociology and criminology) and Sally Wedge (associate professor of education), who are retiring and were recently granted professor emeritus status by the Board of Trustees.

Commencement day activities began with baccalaureate, featuring an address by Matthew H. Clark, bishop of the Diocese of Rochester.