

# Perception vs. Reality

## An Earth Scientist's Take on What's Real, What's Not, and How to Find the Hidden Truth in the Message

What are "facts" anyway? Do facts change, based on how we want to use them? Why do people accept facts in some cases and not in others? How can people communicate effectively with others whose facts are different than their own?

Professor Donald I. Siegel, Emeritus Professor, explores three cultural areas where the real and the unreal have blended together to create a sometimes unholy alliance.

- How science has been distorted by all sides of environmental issues and how story-telling should be used to communicate effectively to counter distortion
- Truth and fakery in Reality TV
- Is today's manufactured pop music "real" music or not

Join **Donald I. Siegel**, Emeritus Professor, and the Syracuse University Central New York Alumni Club for the answers to these questions and more during an enlightening, thought-provoking, and entertaining weekend in the beautiful Adirondack Mountains.

**ANNUAL MINNOWBROOK ALUMNI WEEKEND**, Minnowbrook Conference Center

August 2-4, 2019

Register today by completing the form on the additional attachment.

Siegel earned degrees in geology from the University of Rhode Island (BS) and Penn State (MS), and his doctorate in Hydrogeology from the University of Minnesota. Since retiring in 2017, Don's "day job" consists of environmental consulting, mentoring high school students in SU's Project Advance program, and serving as the current President of the Geological Society of America.

His scientific research, teaching, and consulting focus on water and how methane and substances may contaminate it from hydraulic fracturing ("fracking") and from per- and polyfluoroalkyl substances (PFAS) emitted by industrial practices to the atmosphere.

Don believes everyone should contribute to science discussions. Our discussions this weekend will center around what constitutes reality in science, policy, and entertainment and how to make sense of it, regardless of our backgrounds and experience.

He plays jazz guitar at wineries, coffeehouses, and receptions in Syracuse. He and his wife, Bette, love visiting their grandkids and kids.



Minnowbrook is a unique 28-acre mountain retreat owned and operated by Syracuse University. It was designed in the lavish, grand-lodge Adirondack Great Camp style of the 19th century. Minnowbrook is a 3-hour drive from Syracuse, or 2 hours from Albany! Use free time to hike area trails, use Minnowbrook's facilities (swimming, boating, table games, and tennis) or explore area destinations such as the Adirondack Museum in Blue Mountain Lake or the Natural History Museum of the Adirondacks in Tupper Lake. Relax with a good book or friendly conversation.