The Class Act campaign gives alumni and friends of Baruch College an opportunity to honor their heritage and **CREATE A LEGACY for future generations.**
In the 1960s, Bernard Baruch made an estate gift that launched a philanthropic tradition at Baruch College. He believed in the critical mission of public higher education to unify diverse peoples and provide new generations with opportunities for advancement. He also recognized that the true measure of a school is determined by the caliber of its faculty and student body.

This tradition continues today, thanks to the loyal alumni and valued friends of the Baruch Benchmark Society. By including Baruch College in their estate plans, the members of this society create a legacy that will ensure the College’s place as a leader and innovator in public higher education for generations to come.

**CHARITABLE GIFT ANNUITIES**

A Charitable Gift Annuity is just one of many ways you can provide a significant legacy gift to Baruch. Beyond support for Baruch, a charitable gift annuity is a highly beneficial tool to help you plan your estate. Benefits include:

- a fixed income for life
- income tax deductions
- reduced or eliminated capital gains and estate taxes
- greater income during your retirement years

The Office of College Advancement is happy to work with you and your advisors in arranging a gift plan that best suits your objectives. We look forward to welcoming you as a member of the Baruch Benchmark Society.

**PLANNED GIVING NEWS**

A provision of the new Pension Protection Act 2006 allows individuals over the age of 70 1/2 to make tax-free charitable gifts directly from an Individual Retirement Account (IRA). To receive a free booklet on this opportunity or to request additional information on charitable gift annuities or other planned gifts, please contact:

Sandy Kovan (‘90, MPA ‘95), Executive Director, Office of College Advancement
Baruch College, One Bernard Baruch Way, A-1603, New York, NY 10010-5585
P 646-660-6083, F 646-660-6061, sandra_kovan@baruch.cuny.edu

“At a time when we are witnessing economic globalization, Baruch continues to provide its students with the tools to be effective leaders.”

—ARTHUR S. AINSBERG
Member, Baruch Benchmark Society

Arthur S. Ainsberg (‘68, MBA ‘72) has been a Baruch College Fund trustee since 1996. In 2001 he co-founded Baruch’s Entrepreneurship Competition with fellow alumnus Larry Zicklin (‘57, LHD [Hon.] ‘99). Ainsberg has been actively involved in the securities industry throughout his career, including serving as the founding chief financial officer of Odyssey Partners. Currently, he is a member of the Board of Directors and chairman of the Audit Committee of two NYSE companies, National Financial Partners Corp. and Nomura Securities, Inc. In 2003 Arthur was appointed the independent consultant for Morgan Stanley under the Global Research Analyst Settlement.
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NAME THAT CLASSROOM
Discover why so many alumni and friends of Baruch have chosen to make their presence at the College more permanent by participating in the Class Act campaign.

Class Act campaign benefactor Max Berger (’68), far right, at the recent dedication of a Newman Vertical Campus classroom in his name, with VP for College Advancement Chris Cloud, Baruch President Kathleen Waldron, and Arthur Ainsberg (’68, MBA ’72).
Message From The President

“I am extremely pleased and proud of our students, faculty, and staff and their efforts to make Baruch a model for other large private and public urban colleges and universities in terms of improving graduation rates.”

Baruch College remains true to its historic mission. The New York Times (Sept. 15, 2006) ran a lengthy article about college graduation rates based upon a recent report completed by Education Trust, an independent nonprofit organization committed to making schools and colleges work for all the students they serve. The report, entitled “Promise Abandoned: How Policy Choices and Institutional Practices Restrict College Opportunities,” sharply criticizes trends in federal, state, and college practices that discourage low-income and minority students from enrolling and graduating from college and faults colleges for low graduation rates. Despite the perception of progress, the report says, gaps in college-going and college completion for poor and minority students are actually wider than they were 30 years ago.

Baruch College features prominently in the report as an institution that is bucking the low graduation trend. The report identifies only 20 colleges in the country that have student populations where more than 50 percent are eligible for Pell Grants (an indication of lower family income) and where six-year graduation rates exceed 50 percent. Only one of them is large—Baruch College. We were singled out as a “best practices” college, and the Education Trust published a full-page sidebar about Baruch with the heading “Baruch College: Guided by Historic Mission.” The College is lauded for their efforts to make Baruch a model for other large private and public urban colleges and universities in terms of improving graduation rates. Our community continues to be committed to very high academic achievement and, just as importantly, supporting that achievement through innovative programs and curricula. Without the appropriate support from the College, even the best intentions of our students might leave them short of a demanding higher education environment. Baruch understands this, which is why we have gone the extra mile to ensure that our students have as much opportunity as possible to meet and exceed the standards that will allow them to thrive in their respective careers.

Outreach to Alumni and Corporations

In a continuation of our outreach to alumni and corporations, in mid-October Morgan Stanley graciously hosted an alumni reception for their 250 employees who are Baruch alumni. Kathleen McNally-Reynolds (’92), a vice president in Morgan Stanley’s Capital Planning Group, was instrumental in arranging this. John Elliott, dean of the Zicklin School of Business, and I led the program and provided an overview of the state of the College. We expect two more corporate alumni events to be scheduled this year, adding to those already held at CIT, Goldman Sachs, TIAA-CREF, Bear Stearns, and PricewaterhouseCoopers. For each of these events, we ask the company’s most senior Baruch alumnus/alumna to host an in-company event for Baruch alumni to meet with top-level Baruch administrators. This is proving to be a very successful way to reconnect people to the College and to one another.

Baruch Among the Best in National Rankings

U.S. News & World Report released its new undergraduate rankings, and the news was good. Baruch’s undergraduate programs moved up 10 places to finish 40th among masters universities in the Northeast; among public institutions, our undergraduate programs are tied for sixth place. In addition, the Zicklin School of Business’s undergraduate business program ranked 51st nationally among AACSB-accredited programs. We tied for second place this year in the U.S. News listing of the most diverse student bodies in the nation. Princeton Review also included Baruch College on its roster of “America’s Best Colleges,” “Best Northeastern Colleges,” and “America’s Best Value Colleges” this year. Baruch’s Zicklin School of Business ranked as offering one of the top 50 regional full-time MBA programs in the country in the 2006 edition of the Wall Street Journal/Harris Interactive Business School survey, which is based on a school’s desirability as a place to recruit MBAs.

There is another terrific piece of news from Entrepreneur Magazine: Baruch College’s undergraduate entrepreneurship program ranked 18th in the nation out of 700 programs evaluated by Princeton Review. We are delighted with this news and thank the early supporters of entrepreneurship at the College, including Arthur Ainsberg (’68, MBA ’72), Norm Brust (’55), Larry Field (’52, DCSc [Hon.] ’04), Dick Merians (’55), and Larry Zicklin (’57, LHD [Hon.] ’99).

Thank you, as always, for your interest in and involvement with Baruch.

Kathleen Waldim
LOVE LETTERS
What an astonishing and delightful surprise to find our picture on the cover of Baruch College Alumni Magazine (“A Fine Romance: Couples Who Found Love at Baruch,” Summer 2006)! Thank you for the cover and our story and our 15 minutes of fame.
ZINA HIRSH (’47)

Just received the most welcome Baruch mailing to alumni and want to express my appreciation. It is particularly timely, because I have just lost my very best souvenir of those glorious years at 23rd Street, my husband, Leo Ladman (’40). Leo passed away on May 25, after a full life as a CPA and a bowling-alley proprietor (300 Bowl of Massapequa Park, Long Island), as well as a leader in the bowling industry.

We have had a good life in our marriage since January 1943 and are very much indebted to Baruch, our alma mater.

Thanks for bringing back such fond memories.
MAY LADMAN (’42)

MUSICAL MEMORIES
I enjoyed reading the latest issue of the alumni magazine and its mentions of Bernie West (’39) and Ross Martin (’39). They were classmates and friends of my older brother, Maynard (’39), and also friends of mine.

Your invitation to share happy college memories encouraged me to write and share photos from my Class of ’47 show (see Merel’s photos in Class Notes, page 25).

Those postwar college years were very happy times, and my involvement in the musical life of the College encouraged me to continue studying and growing as a singer and performer. Those positive experiences in Theatron eventually led me to the cantorate and later graduation from the Hebrew Union College School of Sacred Music in 1952. I served congregations in Canada and throughout the United States; I am now cantor emeritus of Congregation Beth Israel in San Diego and still singing merrily along (I recently released a CD, Standing Ovation).

Best wishes, best regards, and thanks for the memories.
SHELDON MEREL (’47)

FINANCIAL ADVICE
Reading your profile of Professor Irving Chaykin (“Everybody Loves Irving,” BCAM Summer 2006) brought back fond memories. Ever since taking Professor Chaykin’s Accounting 101 lecture course, I’ve been able to maintain financial solvency. I simply “debit the window and credit the door.” Works every time!
LINDA KESSEL (’68)

PURLOINING A COPY
The alumni magazine is really terrific. It is so well done—it makes me wish I were a Baruch alum! I’m not on the magazine mailing list, though (probably because I’m an adjunct). Is there any way you can put my name on the list? My colleagues are getting annoyed that I keep stealing their copies.

NANCY LEIGHTON
Alumni Career Services Coordinator
Career Development Center, Baruch College

To get on the alumni magazine mailing list, please e-mail naimah_smith@baruch.cuny.edu or phone 646-660-6060.

The Ticker’s 75th
Next year Baruch’s venerable student newspaper The Ticker will celebrate its 75th anniversary. To mark the occasion, BCAM will devote a feature to the redoubtable weekly, including photos and anecdotes. If you’d like to share any fond memories or evocative pictures relating to The Ticker, please send them by e-mail to communications@baruch.cuny.edu or to Editor, Baruch College Alumni Magazine, Office of Communications and Marketing, One Bernard Baruch Way, Box A-1503, New York, NY 10010-5585.

BARUCH COLLEGE ALUMNI MAGAZINE welcomes your comments and opinions. Please mail letters to Baruch College Alumni Magazine, Office of Communications and Marketing, One Bernard Baruch Way, Box A-1503, New York, NY 10010-5585, or send e-mail to communications@baruch.cuny.edu. Please include your mailing address, phone number, and degree and year. Letters become the property of Baruch College and may be edited for length and clarity.
Baruch Welcomes President of Dominican Republic

An enthusiastic crowd welcomed President Leonel Fernández of the Dominican Republic to Baruch on Sept. 19, 2006, cheering as he toured the Information and Technology Building alongside Baruch’s President Kathleen Waldron.

Fernández, a world-renowned reformer who is transforming the Dominican Republic into one of Latin America’s most technologically advanced societies, addressed an audience in the Newman Conference Center about Dominican-American expatriates and their economic and cultural ties to the United States and their country of origin.

The day after his visit to Baruch, President Fernández addressed the 61st General Assembly of the United Nations and urged member countries to reduce barriers to immigration. “In the present modern world of globalization, there is an implicit contradiction in the fact that the free circulation of merchandise, capital, and services is promoted, while rigorous restrictions to the free circulation of manual labor are established,” said Fernández.

—Olayinka Fadahunsi

Visas for Visitors

Born and reared in a mountain hamlet in Nepal, Lapka Sherpa (‘06) was one of 3,871 students who received a degree at Baruch’s 41st Commencement Exercises held in Madison Square Garden on May 31, 2006. Lapka’s family of mountain guides and innkeepers was able to join him for the triumphal moment in part due to the intervention of Baruch President Kathleen Waldron, who personally petitioned the U.S. Embassy in Katmandu. The Sherpas were granted visitor visas and, as a token of their appreciation, presented President Waldron and other members of the Baruch community with ceremonial gold silk scarves (seen left).
Baruch In Brief

**Dollars & $ense Archive Available Online**

A complete archive of Dollars & $ense, Baruch’s award-winning business review, is now available free of charge for the first time in the magazine’s 28-year history. Readers can search through the complete archive by year, author, or topic, with the articles divided into more than 20 categories.

Founded in 1979 by Professor of English Roslyn Bernstein, Dollars & $ense has served as a training ground for legions of student reporters in the College’s journalism program, and the magazine has published a range of groundbreaking articles on New York City commerce.

The archive can be accessed online at www.baruch.cuny.edu/wsas/student_media/dollars_sense/online/index.html.

In a future issue, BCAM plans to write a more detailed story on this distinguished magazine. If you worked on it as a student and would like to share a story or anecdote about your experience—including how your work on D&S has helped you in your career—please send your anecdote by e-mail to communications@baruch.cuny.edu or to Editor, Baruch College Alumni Magazine, Office of Communications and Marketing, Baruch College, One Bernard Baruch Way, Box A-1503, New York, NY 10010-5585.

—OLAYINKA FADAHUNSI

**Harman Writers for 2006–2007**

This year’s Sidney Harman Writer-in-Residence Program welcomes Susan Choi (Fall 2006) and Mark Kurlansky (Spring 2007) to the campus, where they will teach classes/workshops and give readings. Choi is the author of two novels: The Foreign Student, which won the Asian-American Literary Award and the Steven Turner Award for first fiction, and American Woman, a New York Times Notable Book and a finalist for the New York Public Library’s Young Lions Fiction Award and for the 2004 Pulitzer Prize. A reading and conversation with Choi, Tampering with Truth: What Fiction Can Do with Historical Facts, took place at Baruch on Oct. 24, co-sponsored by the Great Works Program and Poets & Writers.

Kurlansky has written Boogaloo on 2nd Avenue: A Novel of Pastry, Guilt and Music; nine nonfiction books, including 1968: The Year That Rocked the World and The Big Oyster: History on the Half Shell; a collection of short stories, The White Man in the Tree and Other Stories; and three children’s books. His awards include the James Beard Award for Excellence in Food Writing and the Glenfiddich Food and Drink Award. His most recent work, out this fall, is Nonviolence: 25 Lessons from the History of a Dangerous Idea, with a forward by the Dalai Lama. There will be a reading and conversation with Kurlansky on Mar. 20, 2007, at 5:45 pm in the Engelman Recital Hall, Baruch Performing Arts Center, co-sponsored by the journalism program and Poets & Writers.

The Harman Writer-in-Residence Visiting Professorship, funded by alumnus Sidney Harman (’39), brings distinguished writers to Baruch every year, creating a lively literary salon for students and faculty. Additional information on Harman Writer-in-Residence events is available at www.baruch.cuny.edu/wsas/harman; you may also e-mail Professor of English Roslyn Bernstein, director of the Harman program, at roz_bernstein@baruch.cuny.edu.

—MARINA ZOGBI
Baruch College has inaugurated an Athletics Hall of Fame honoring the extraordinary student-athletes and administrators who have brought prestige and outstanding sports achievement to the College since 1968. Nine men and women were inducted into the Baruch Athletics Hall of Fame at a special ceremony held at the College’s Newman Vertical Campus last June.

The inductees, in order of their appearance in the photo above, are as follows: Burt Beagle (’56), basketball and baseball, has served the College for many years as sports information director, baseball coach, basketball statistician, and repository of athletics history and folklore. Yvette Forges-Caraballo (’93), cheerleading and dance team, led the Baruch cheerleading squad to 15 championships and served as the team’s choreographer from 1988 to 2002. Harvey Jackson, administrator, has been a source of sage advice and guidance over 30 years to scores of athletes as an academic counselor and in 1976–78 served as men’s basketball coach. Sean McGee (’96), men’s basketball, a three-time CUNYAC basketball all-star, was, as a junior, ranked second in the nation in rebounding (13.8) and was named the CUNYAC MVP during his senior season. Rodger Miller (’85), men’s basketball, became the school’s leading scorer with 1,540 career points and owns the all-time record for points in a game (42). Al Peredo, fencing coach and administrator, started the men’s and women’s fencing program at Baruch, coached an Olympic foil fencer to the 1984 Olympic Games in Los Angeles and to a runner-up spot in the NCAA National Championship, and was chair of the Athletics Department for more than 10 years. Narces Phanor (’95), men’s soccer, volleyball, and basketball, was one of Baruch’s greatest all-around athletes, the first male athlete to be named a CUNYAC all-star in two sports (soccer and volleyball); in his senior year, he was also a starter on the men’s basketball team. Hilary Williams (’91), women’s basketball, Dean’s List student and two-time CUNYAC MVP, is the team’s all-time leader in scoring (1,830), rebounding (1,341), and steals (477) and the first player in school history to record a triple-double. Sybil Smith (’95), women’s basketball and volleyball, is a three-time basketball and one-time volleyball CUNYAC MVP who won the 1995 NCAA Division III rebounding title (23.8) and finished second in scoring (21.1).

—ZANE BERZINS

Shelter from the Storm: The Actors Studio

Something fine has quietly slipped into residence at the Bernie West Theater at 17 Lexington Avenue. The Actors Studio, driven from its historic home on West 44th Street by an urgent need for structural renovation, has found a temporary home at Baruch.

The Actors Studio is renowned worldwide. Many of the most recognizable names in the theater and film industry are among its members: Sally Field, Paul Newman, Al Pacino, and Estelle Parsons are just a few; Marlon Brando, Kim Hunter, Elia Kazan, Marilyn Monroe, Geraldine Page, Rod Steiger, and Shelley Winters were among the studio’s original members. Add an active membership in the many hundreds of the finest stage and screen artists on both coasts and you have the Actors Studio, quite probably the most serious professional theater community in the nation.

Through a network that included playwright and screenwriter Arthur Kopit, actor and educator Tom Waites, Kathleen Eads Orbach (former director of the Baruch Performing Arts Center), and Deborah Dixon (executive director of the Actors Studio), the studio found the Bernie West Theater in their time of need. And, as a working space for the studio’s weekly workshops for actors, playwrights, and directors, the Bernie West is proving to be ideal. —JOE CHARTIER
MARCEL LEGRAND (MBA ’97), senior vice president of strategic development at Monster.com, delivered a cautiously optimistic forecast on the global employment market in his speech last September at the Mitsui Lunch-Time Forum, sponsored by Baruch’s Weissman Center for International Business. Entitled “Dude, Where’s My Job?,” the forum gave members of the Baruch community an opportunity to ask questions about the online recruitment market and learn about the latest career trends.

“Absolutely, across the world, the job seeker is in the driver’s seat,” said Legrand. “From a 20-year demographic perspective, we have an acute skills shortage.” Highly publicized labor shortages in fields like health care and education do persist.

Along with his optimism about fields in demand, Legrand also highlighted the growing disconnection between labor needs and higher education in the United States, where he says that less than 15 percent of the college-educated population works in their field of study.

He suggested that traditionally stable and well-paying occupations with little or no need for customer interactions, including certain types of legal work and accounting, might face the same type of off-shore outsourcing competition that has become synonymous with the computer programming industry. “The options of the past aren’t necessarily the ones we will have in the labor market in the future,” he cautioned. “Lifetime jobs are going away.”

He advised students undecided about their career fields to investigate their long-term prospects, saying that the spike in demand for accountants and finance-related graduates, for instance, has begun to level off. “About 62,000 kids went to occupational camps last summer,” said Legrand. “We don’t teach enough students about what they can be.” (Occupational camps are special training camps sponsored by companies hoping to boost children’s interest in uncommon careers.)

He also warned students about the possible risks of popular social-networking sites like MySpace and Facebook, which have been monitored by hiring managers in order to learn about potential candidates.

“Thirty-five percent of executive recruiters eliminate candidates based on inappropriate online profiles,” said Legrand. The flip side is that Internet-savvy candidates can use their online profiles to differentiate themselves from competitors in a job search. Personality aptitude tests and other forms of self-profiling are more prevalent in Europe and Asia, but Legrand would like to integrate the concept into JASPER, Monster.com’s self-assessment tool. The results of the test can be appended to an applicant’s résumé, giving employers a fuller picture of the candidate’s character and skill set.

Above all, he said, job seekers have to be motivated by more than just money to get ahead of the pack. “Jobs are measured on three levels—skills, aptitude, and interest. You have to figure out what your interests are. Invest the time to bubble up what you’re really interested in. That’s how you find the most fulfilling work.”

—OLAYINKA FADAHUNSI
Baruch has more than its fair share of phenomenal young people. Nathaniel Younger (‘06) squarely belongs in that rarefied company. Whether the 22-year-old is talking about his two small businesses, skydiving, or investment banking, he’s impressive and thoroughly engaging.

Younger began his career in business when he was in short pants (entrepreneurship runs in his family). “My father was self-employed for most of my life and ran his own business,” Younger explains. “I’m an only child, and he always kept me by his side. And little by little, I learned the ropes of operating a small business.” Nathaniel recalls pitching for his dad to clients at expos and seminars when he was 11.

At 13 he set off on his own, selling replica watches from Chinatown on eBay. At first he realized a 900-percent profit but later left that business because of price undercutting and market saturation. But he made enough, at 16, to buy a much-desired motorcycle.

Younger found a great motorcycle for a great price. A year later, he resold the bike for only $200 less than he paid. Two weeks after the sale, the purchaser called to tell him that he should have disclosed the salvage history. “We can take a Pinto and turn it into a Picasso,” he says. Younger outsources the technical work and concentrates on the business aspects. His marketing strategies include word of mouth (“approximately 50 percent of customers refer someone for some type of business”) and the Internet. Beyond Limits won Younger second prize in the highly competitive Bank of America Youth Entrepreneur Awards Competition this year.

Not one to rest on his laurels, he is currently developing another business with friends, tentatively called 212city.com, a “nightlifestyle” news Web site that will help clubbers find hot parties and register for them as guests (no waiting lines). Revenues would come from participating clubs and Web advertisement.

So does Nathaniel have time for anything as mundane (and time consuming) as hobbies? But, of course. He has a second-degree black belt. He flies small airplanes. He’s an avid golfer. He’s eager to become a certified skydiver—he’s already into scuba diving. And he may follow his dad—the longtime entrepreneur—into acting (his father has appeared on such programs as The Sopranos and this spring Nathaniel acted in the experimental Baruch Theatron production The Dr. Faustus Project).

Where does this economics major see himself in five years? “My big hope is to be knee-deep in investment banking, dealing with bigger corporations and possibly mergers and acquisitions. . . . I look forward to the excitement and challenge of the corporate world, to test what I have already learned through my businesses and my Baruch education.” —DIANE HARRIGAN

E ach year the College’s own art gallery, the Sidney Mishkin Gallery at 135 East 22nd Street, mounts several notable exhibitions. This year is no exception, with five exhibitions planned, including Flash Points, an exhibition of photographs of global trauma, and Oscillating Impulses/Pulsiones Oscilapnes, featuring Mexican prints. The above canvas was part of the fall exhibition Robert Richenburg: The Path of an Abstract Expressionist, which ran from Sept. 28 through Oct. 27. To learn more about past and current shows at the Mishkin Gallery, log on to www.baruch.cuny.edu/mishkin or call 646-660-6652.
Baruch Donors Are Shining Stars in 2006

Baruch has received the largest foundation gift in the College’s history from the Starr Foundation. The initial gift of $2 million, with matching funds of up to $3 million over the next three years, will help provide undergraduates with advanced professional development preparation from freshman to senior year, while enabling Baruch to develop a national model for the professional development of undergraduates.

The gift, a historic first according to the National Association of Colleges and Employers, will create the Starr Career Development Center at Baruch College, designed to expand and develop new initiatives to align traditional career services with networking, mentoring, internships, leadership, and motivation.

Baruch President Kathleen Waldron noted, “Many of our 12,800 undergraduates are the first in their families to attend college. As the public institution with the largest accredited business school, we focus on helping our students become self-assured and polished professionals with unlimited opportunities.”

The Starr Foundation has a strong history with Baruch, with donations totaling in excess of $5.6 million over the past eight years. The relationship started in 1998 with a gift to the International Internship Program Fund at Baruch’s Weissman Center for International Business within the Zicklin School of Business.

“The Starr Foundation has always supported students who are the first in their family to attend college,” said Starr Foundation President Florence Davis. “Baruch has developed a comprehensive plan that goes beyond the classroom to help students prepare for successful careers.”

This year has been a plentiful year for the College, with members of the Baruch College faculty and staff generating $5.2 million in awards for grants and contracts at the CUNY Research Foundation. The $5 million mark represents a significant achievement for Baruch; as recently as fiscal year 2000, comparable awards to the College totaled $1.7 million. This increase will have a major impact on the working lives of many faculty members, as the $5 million will translate into funds available for faculty summer salaries, faculty release time, research assistantships, and other program staffing. —LARA MOON

TWO BARUCH SOCCER STARS PARTICIPATE IN THE CUNYAC GOODWILL TOUR

Baruch soccer stars Thomas Murdoch (‘07) and Caner Yilmaz (‘08) joined 16 soccer players from other CUNY schools to participate in the fourth annual CUNYAC Goodwill Tour, which this summer visited South Africa. The tour sends athletes from throughout CUNY abroad and is intended to build cultural bridges, celebrate sport, and expand horizons. This year’s team played four exhibition matches, offered soccer clinics, and visited the children’s ward of a Johannesburg hospital, where players handed out coloring books, crayons, backpacks, and teddy bears. Each year the CUNY Athletic Conference selects a team to tour a foreign country. The Dominican Republic, Ecuador, and Argentina were the sites of previous tours. —DIANE HARRIGAN
THE BEST REAL ESTATE DEAL IN NEW YORK CITY

BY MICHAEL GILLESPIE

Last spring Baruch launched its Class Act campaign, which provides benefactors the opportunity to name a classroom or other space at the College. Most are located in Baruch’s 17-floor, award-winning William and Anita Newman Vertical Campus. Already, 29 rooms have been named, and the cost per square foot can’t be beat anywhere in New York City.

Ribbon-cutting ceremony for Class Act campaign benefactor Michael Roth (‘67), seen here with VP for College Advancement Chris Cloud.
The square-foot cost of space in a building in a prime Manhattan location may have hit stratospheric levels, but Baruch College is offering a down-to-earth bargain.
Why Classrooms?

The classroom represents the quintessential educational setting. Many of us have abiding associations and memories of specific classrooms. Maybe you remember your favorite professor. Maybe it’s the place you first heard Shakespeare read aloud. Or where you first understood the relationship between micro- and macroeconomics. Or where you met your spouse or made a lifelong friend. Or the place you realized just what you wanted to do with your life.

Donors have an opportunity to leave a legacy in their designated classroom with a permanent plaque. On the plaque, some donors choose to include a photograph and a biography; others include a statement expressing their values or philosophy of life. Whatever form they take, these plaques inspire current Baruch students, reminding them of the limitless possibilities that lie ahead. They too can become a CEO or an entrepreneur or a professor, found an accounting firm, or work on Wall Street. Furthermore, reading these plaques, students understand that their experience has been enabled by those who preceded them. And all those who pass through the classrooms are reminded of this connection on a daily basis.

A Commitment to Students

The Newman Vertical Campus was envisioned as a means to help transform the Baruch College experience, to inspire our students’ aspirations and reward our faculty’s talents. Its “smart” classrooms include live Internet, teleconferencing, and video playback, while its three stories below ground house first-rate athletics facilities and a performing arts center. It has brought such a beautiful place today: the Newman Library and the Vertical Campus. Helping young people get a great education is very gratifying to me.”

ASRIEL “RICKEY” RACKOW (’54)
Executive Managing Director (retired), Jack Resnick & Sons, Inc.
“Most Baruch students are either first-generation college students or come from immigrant roots. I’m supporting their ability to succeed in a career and in life. Our kids don’t have silver spoons, but they have the commitment and support of those who came before them.”

KEVIN BOYLE (MBA ’90)
Senior Vice President, Ulysses Mgmt. LLC
Trustee, The Baruch College Fund
Baruch Fellow and Mentor, Executives on Campus

Together this diverse College with a unique combination of new technology and architectural design and was honored in 2003 by the American Institute of Architects with the highest award it offers to an individual building. The success of the Vertical Campus followed that of the College’s stunning renovation of the Information and Technology Building, located just across 25th Street and home of the William and Anita Newman Library, which in 2003 was designated the top college library in the nation by the Association of Research Libraries/American Library Association. The award was based in large part on the library’s innovative use of information technology, making it a force that more closely connects Baruch’s very busy commuting students to the campus.

Classrooms and related spaces—such as conference, study, and computer rooms—have been named in both these buildings. The Class Act campaign is intended to further underscore the transformation these buildings and technologies represent. Because the Newman Vertical Campus and the technology building’s renovation were funded by New York State, Baruch does not need to raise funds to pay for classrooms; instead, these Class Act gifts can go directly to our highest priorities—scholarships, career services, the library, and faculty support.

Baruch College believes that named classrooms offer one of the best ways to bring alive the importance of sustaining a shared heritage: students discover their indebtedness to those who have come before them and their obligation to those who will come after them, creating a continuing legacy of excellence and opportunity. As one of Baruch’s most prominent supporters and current chair of The Baruch College Fund, Larry Zicklin (’57, LHD [Hon.] ’99), has said, in his characteristically succinct fashion, “The hallmark of Baruch College graduates should be to learn, earn, and return.” The Class Act campaign nicely captures that ambition.

Most named classrooms are located in Baruch’s 17-floor award-winning William and Anita Newman Vertical Campus.
“If I take the present value of my compensation since graduating from Baruch and divide it by the cost of my education, the value proposition of a Baruch education is clear. My contribution to the College cannot even make a dent in everything Baruch has done for me.”

KEITH ANZEL (’76)
Managing Director/Chief Tax Officer, Citigroup Global Corporate and Investment Bank
Baruch Fellow and Executives on Campus member

Class Act gifts have made it possible for the Newman Library to achieve national recognition by allowing the College to acquire print and digital collections, create group study rooms, and launch innovative services, such as the laptop loan program.

WILLIAM F. ALDINGER III ('68) Classroom
KEITH ANZEL ('76) Classroom
EDYTHE AND STANLEY ('55) BECKER Classroom
MAX BERGER ('68) Classroom
VICTOR ('47) AND NIDIA ('48) BESSO
  Computer Laboratory
KEVIN BOYLE (MBA '90) Classroom
EDWARD BRENDER ('48, MBA '50) Classroom
CARL BRODY ('44) Lecture Hall
DANIEL CLIVNER, ESQ. ('85) Classroom
BYRON DAVID ('89) Classroom (gift from
  Sandra David)
ERNST & YOUNG/HARRY MANCHER Classroom
Marilyn BLENDER FISCHER ('41) Faculty Office
JOHN GRIFONETTI ('90) Classroom
ARNOLD A. GRUBER, CPA ('63) Study Room
MELVIN F. ('60) AND LEONA WEISS ('62) LAZAR
  Lecture Hall
ASRIEL ('54) AND MARIE T. RACKOW
  Conference Room
M. FREDDIE REISS ('67, MBA '00) Classroom
MICHAEL ROTH ('67) Classroom
SAMUEL (MBA '67, PhD '77) AND JOANN ('79,
  MS '83) RYAN Classroom
AARON ('48, MA '52) AND ELAINE ABRAMS
  SCHECHTER Study Room
ROBERT H. SCHNELL ('61)
  Classroom
EDWARD SPIEGEL ('60)
  Classroom
KATHLEEN WALDRON (room
to be named)
CILKA WEISS Lecture Hall
  (gift from Leon Weiss ['58])
GEORGE T. WENDLER ('69, MBA '76) Classroom
HAROLD ('56) AND SHEILA WILSHINSKY
  Classroom
LEONARD H. YABLON (MBA '69) Faculty Office
Anonymous gifts (2 rooms to be named)
Baruch’s most recent classroom dedication occurred on Sept. 15, when room number 12-155 in the Newman Vertical Campus was officially named the Melvin F. ('60) and Leona Weiss ('62) Lazar Lecture Hall in honor of Professor John J. W. Neuner. John Neuner taught at Baruch College for 40 years, from 1930–1970, and was a prominent expert in the field of cost accounting. He was also beloved by generations of students, and Mel Lazar credits him with much of his own success: “Professor Neuner went beyond being a professor and conducting a class; he was like a father to us. His example has inspired me to become a mentor to today’s students.” Both Lazars have an additional reason to regard Baruch classrooms with affection, since they first met in one in a Management 103 class. (You can find that story in BCAM Summer 2006, “A Fine Romance: Couples Who Found Love at Baruch.”)

Sandra David chose to memorialize her beloved husband, Byron (MBA ’89, PhD ’90), a first-generation American, born to Cypriot parents, with a Class Act classroom. Byron loved Baruch. Sandra said, “He related to its students, whom he understood were not coddled by circumstances and needed to work to finance their education.” After earning his degrees, Byron remained in the CUNY family as an assistant professor of economics at City College.
“My mother, Sadie, was a big reason I was able to complete my Baruch degree. She understood how education transforms lives and made sure her four children learned that lesson as well. Thank you, Mom.”

HAROLD L. WILSHINSKY ('56)
CE0, KAP Planning Ltd.

Name That Classroom

Last year Baruch College provided $1 million for student scholarships and graduate assistantships with funds like those from the Class Act campaign, allowing students to graduate with fewer financial burdens.

Remember ...

All gifts for named classrooms and other spaces go directly to support:

> Scholarships
> Student Career Services
> Student Activities and Programs
> The William and Anita Newman Library
> Faculty Research

When naming a classroom, many donors choose to memorialize a spouse or loved one or honor a beloved faculty member.

For more information about the Class Act campaign, please contact:

SANDY KOVAN ('90, MPA '95)
Office of College Advancement
Phone: 646-660-6083
e-mail: sandra_kovan@baruch.cuny.edu
All in the Family: The Saxe Teaching Legacy at Baruch

While some people have an inherent talent for teaching, the Saxe family seems to possess a gene that predisposes them toward taking up the noble profession.

No less than three generations of the family have taught at Baruch, the first two starting when the College was still known as City College's School of Business and Civic Administration, while the third and most recent generation still teaches at the College today.

Some people never miss a day of work, and some students never skip a class. David B. Saxe has never missed a year of teaching a law course as an adjunct at Baruch for the last 25 years. Such dedication comes as no surprise to those familiar with his father, Emanuel Saxe ('23), one of the best-known and most-respected names in teaching at Baruch. David Saxe, an associate justice in the appellate division of New York's Supreme Court, first department, boasts a law career that spans 40 years. He hears appeals on criminal and civil cases in the courthouse on Madison Avenue and 25th Street, a stone's throw from Baruch. David has authored 670 decisions, many of which have appeared in the New York Law Journal (the New York Times once noted that he is the most widely published trial judge in the state). His professional accolades are numerous, just as his father's were, but unlike his dad, he decided early on that full-time teaching was not for him.

He eventually returned to teaching part time, because, David says, “I like the interaction with students, and being a teacher gives you an opportunity to learn your subject matter very well, because you are obliged to know it very well in order to teach it well. I hope I bring to my job as a teacher not only a certain amount of legal knowledge but also practical experience, having been a judge for 25 years. In my case, I see it as an opportunity to give back and keep a family tradition alive.”

What a tradition. David's paternal grandfather, Bernhard David Saxe, was the first generation of his family to teach at Baruch (then City College), as a professor of philosophy. Next came his son, Emanuel (“Manny”) Saxe, who was one of the shining lights at Baruch. After spending several years in private practice as a CPA, Manny began as a lecturer in the Department of Accountancy in 1928. He ascended to the rank of City University Distinguished Professor in 1971, the first Baruch faculty member to hold that honor, after having served as dean for 12 years, as well as provost pro tem and, ultimately, dean emeritus. By 1968 his efforts helped the College earn recognition as a top-ranked institution for business education that also provided a solid foundation in liberal arts. A trustee of The Baruch College Fund, he was honored with the establishment of the Emanuel Saxe Distinguished Lectures in Accounting.

Abe Briloff ('37, MS '41), one of Saxe's star pupils, went on to become a renowned professor of accountancy at Baruch (now holding the title Emanuel Saxe Distinguished Professor of Accountancy, Emeritus) and a nationally acclaimed force in financial auditing and fiduciary ethics. Briloff's opening remarks from his 1978 Saxe Distinguished Lecture in Accounting reflect the regard in which Emanuel Saxe was held by students and colleagues alike. “Fully justified is this affection for this great person who was for me and countless others for a half century a great teacher.” Briloff describes Dean Saxe as disabusing him of the notion that accountancy was simply “journeyman bookkeeping.” Instead, Saxe “opened wide the vistas of accountancy,” demonstrating “the universality of that discipline—its interface with law, economics, philosophy, communications…”

David Saxe confirms Briloff's praise for his father: “He was a mentor to a lot of
With Assistant VP of Campus Operations Jim Lloyd on board at Baruch, the future of the campus is looking distinctly green. In his previous position, as associate VP for finance and administration/director of facilities services at Oregon State University, he’d supervised the construction of that school’s celebrated Kelly Engineering Center. Designed, built, and operated using “green” technology (recycled materials, natural light, solar energy, and captured rainwater), the Kelly Engineering Center doesn’t require artificial heating, cooling, or ventilation for 90 percent of the year, making it not only environmentally friendly but cheaper to run than a traditionally designed structure. Lloyd, who started work at Baruch in February 2006, hopes to incorporate some of this methodology in the impending renovation of the Lawrence and Eris Field Building (aka 17 Lex).

Robert James Lloyd, Jr., who was born in Japan to a military family, spent 30 years on the West Coast before accepting his job at Baruch. Moving to New York City was not a tough decision. “My wife and I used to vacation here in the summer and pretend we lived here; this was our favorite destination from a vacation standpoint,” he says. “This was our favorite destination from a vacation standpoint.” Most of his career involved working in facilities-related positions, originally for private-sector companies, including Johnson & Johnson and IBM. His degrees in business and mechanical engineering from Washington State University have served him well. “Facilities is a very expensive department: you pay the electric bills; there’s cleaning and construction costs,” he says. “Having the background in finance allowed me to translate what we need from facilities terms to financial terms—then the reverse. I’ve been the translator, so to speak, between the two organizations.”

Lloyd is proud of the fact that the Kelly Engineering Center is anticipated to receive a gold designation from the U.S. Green Building Council’s LEED (Leadership in Energy and Environmental Design) rating system, platinum being the highest and most difficult to attain. With the renovation of 17 Lex, he hopes for a silver rating. “Greening a renovation project is a lot more challenging than developing and designing a new building,” he explains. “You still have the skeleton of the building, the structural system, and the exterior skin that typically has to remain untouched.”

Despite these limitations, “there are a lot of things we can do,” he says. “We can use recycled materials; we can look at capturing rainwater and using it in the restrooms; we can add additional glass (for natural light and solar heat) and natural ventilation. We expect this building to be one of those buildings that people will use as a model for renovations. That’s my goal.”

The renovation strategy will be part of the new campus master plan that Lloyd thinks will be approved in mid-2007. (He’s also working on finding Baruch’s first dormitory.) He believes the building’s design will be completed around 2008, with construction to begin soon after. In addition, “I expect that the plan will specify that all future buildings will achieve a certain level of green,” he says. “With respect to buildings that already exist, we want to make sure that we’re using green chemicals to clean them and we can improve energy efficiency through the use of updated control systems.”

Lloyd points out one of the best reasons for green construction: “When we asked people how they liked being in the Kelly Engineering Center, the word ‘nirvana’ kept coming up,” he says. “With the natural light, fresh air, no off-gassing from the carpets, there is a very Zen-like feeling when you walk in. Ultimately, with 17 Lex, I want to achieve the same level of nirvana.”
FRUIT FLIES first became the darlings of the genetics research world in 1908 (that world was in its infancy then), when Columbia University’s Thomas Hunt Morgan pioneered their use. Over the past century, these insects have done more for the study of genetics (and developmental biology, physiology, ecology, and behavior) than any other creature. Scientists today still kvell when they are mentioned. Among their greatest fans is Valerie Schawaroch, fourth-year assistant professor of biology in the College’s Department of Natural Sciences and a research associate at the American Museum of Natural History. Her research concerns the evolutionary history of members in the fruit fly family Drosophilidae.

Fruit flies are among the most intensively studied organisms in biology. “Talk about your greatest model organisms!” she says. “They do it all. They pollinate—some varieties go into morning glory flower tubes. Others parasitize spider eggs—in this case, the fly gets the spider. . . . Their behaviors are also incredibly varied. Some males display to attract females. Others combat for the females: Some species use their forelegs to box. Some males, with huge head ornamentation, butt heads. Fruit flies come in all colors. They’re not just the cute, little, rotund, golden-colored flies, like Drosophila melanogaster, that are familiar in high schools. Some are metallic greens and blues. Some have black wings; others are striped or spotted. They represent all kinds of reproduction. Most are hatched from eggs; some are parthenogenic [that is, the females don’t need sperm to reproduce]. Life spans vary. Since so much is known about the genetics and development of Drosophila melanogaster, comparative studies are facilitated. In fact, sequencing of the complete D. melanogaster genome was practice for sequencing the human genome.”

Schawaroch’s research employs both molecular and morphological techniques to identify species and determine relationships among these species.

“I construct family trees for these flies. The molecular techniques I employ are DNA isolation, PCR amplification (to make copies of trace amounts of DNA), and DNA sequencing (to read the genetic code of the species).”

Schawaroch acknowledges that “molecular biology is incredibly expensive,” so she’s committed to grant writing. So far at Baruch, she has been awarded $211,159 in scientific research and equipment grants.

Schawaroch teaches BIO 1003 Survey of the Living World (a core course for non-majors) and BIO 3015 Principles of Genetics (for majors). She has supervised undergraduate independent research, including the project conducted by this year’s Salk Scholarship winner Sarah Li on different mounting media for use in confocal scanning microscopy. She has also taught the city’s brightest high school students as part of the College Now program, a CUNY-wide bridge program linking high school to college. Her six-week course: Watson and Crick’s Great Adventure.

But it’s not just about star students—or about converting business majors to biology majors (although that sometimes happens). It’s about exciting students about science and its methodologies. “Science is dynamic, changing to account for new data. Rather than memorizing facts, one needs to learn the thought process. Logic is key,” she explains. “These courses are about giving students a chance to think and explore.”

—DIANE HARRIGAN
A Dialogue with ALLAN WERNICK

By BRUCE FELTON

ow in his third year as a professor of law in Baruch’s Zicklin School of Business, Allan Wernick is recognized as one of the nation’s foremost experts on immigration law and related issues. When he’s not teaching, Wernick chairs the CUNY Citizenship and Immigration Project, advises Baruch’s Provost’s Office on immigration matters, and writes three weekly newspaper columns on immigration law.

How did you wind up making immigration law your life’s work?
It was by accident, although I’d always been drawn to social causes. During the summer of 1972, right after my first year at Loyola Law School in Los Angeles, I was invited to live and work in a commune near Watts. I assisted in legal proceedings on behalf of Mexican immigrants threatened with deportation.

And that got you hooked?
Yes. After receiving my law degree, I came to New York, where I joined other socially activist lawyers and practiced immigration law. I then started my own firm, handling matters that ranged from family immigration to representing Fortune 500 companies wishing to bring foreign workers to the United States. Later I taught at Hostos Community College for 18 years and ran several immigration-related programs there before coming to Baruch in 2004.

How has the immigration environment changed over the course of your career?
It’s become much tougher—mostly because of restrictive immigration laws passed during the Clinton administration and, of course, the 9/11 attacks. Immigrants today have to navigate a bewildering jumble of procedures and regulations. The concerns are especially great at Baruch and throughout CUNY, where immigrants represent such a large percentage of the faculty and student body.

Do you think the situation will improve?
Not in the short term. At present, Congress seems to have neither the will nor the vision to address immigration in any constructive way, and that will only make it harder for immigrants to come here. Long term, the government will have to find a way to liberalize its immigration policies if we’re to meet our ongoing industrial, labor, and technological needs. Failure to do so will undermine our ability to compete in the world marketplace.

Tell me about the CUNY Citizenship and Immigration Project.
The project has eight campus-based centers that provide advisory and support services to immigrants—both in CUNY and the general community. We also run various training and education programs every spring, including a call-in at the New York Daily News staffed by some 200 volunteer attorneys and counselors.

You wear many hats—teacher, legal adviser, social activist, columnist.

Is there a thread that connects your various roles?
Yes. I’m committed to providing clear and focused information on immigration law and policy at every level, from the classroom to the community.
Middle East Politics

THERE IS NO MORE CRUCIAL REGION of the world to understand than the Middle East. Assistant Professor of Political Science Dov Waxman has added considerably to this effort with *The Pursuit of Peace and the Crisis of Israeli Identity: Defending/Defining the Nation*, published this September. Well-balanced and a veritable treasure trove of information on the region’s history, this book ties together the external and internal dimensions of Israel’s politics and offers a theoretically informed analysis focused on the way in which Israeli identity, as much as national interests and security concerns, has shaped foreign policy. Also, to a tantalizing degree, Waxman offers Israel as a case study, encouraging the reader to draw further connections between national identity and political action throughout the world. Not surprisingly, much of his research investigates the role and impact of collective identities (especially national identities) in international politics.

In an interview with *BCAM*, Waxman described himself as initially reluctant to study the Middle East because of the intense passions common to the field, his own notwithstanding. “Being Jewish, I have a strong personal connection to Israel and have family and friends there, and I have always closely followed the Arab-Israeli conflict and felt in some respects personally implicated in it—whether I liked it or not.” Nevertheless, he was drawn to the Middle East because of “the ‘big’ issues—war, peace, religion, cultural conflict.” The very real need to educate people about this region also attracted him. “Despite its strategic importance, there is a great deal of ignorance in Western countries about the Middle East—many dangerous myths and misconceptions.”

Waxman’s latest research project concerns the impact of terrorism on Israeli society. “Most discussions of terrorism talk about counter-terrorism and the motivations, organization, and strategies of terrorist groups. Far less attention has been devoted to the question of the social and political impact of terrorism on targeted societies,” he says. “But I believe that to adequately prepare for the ‘war on terror’ we need to know more about the cumulative sociopolitical effects of terrorism. We must understand how it might change us as societies. Israel has experienced endemic terrorism since its establishment and may therefore offer many insights and lessons into how terrorism affects democratic societies.”

Waxman holds degrees from Oxford University and Johns Hopkins. He has also taught at Bowdoin College and the Middle East Technical University, Ankara, Turkey, and has been a visiting fellow/researcher at the Dayan Center for Middle Eastern Studies at Tel Aviv University, the American Research Institute in Istanbul, and the Center for Strategic and International Studies in Washington, DC. He was recently awarded a Whiting Teaching Fellowship and is on a full year’s sabbatical doing research in Israel.

--DIANE HARRIGAN

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**In Memoriam**

**Jacob Mincer**, a pioneer in labor economics who taught at Baruch in the late 1950s, died in August at his home in Manhattan. He was 84.

Mincer was the first to quantify the results of education and training, using a model that related income distribution in America to amount of education and on-the-job training among workers. The framework that he developed nearly 40 years ago is still widely used today. Mincer, who summed up his research in the 1974 book *Schooling, Experience and Earnings* (Columbia University Press), was also one of the first to study the role of women in family earnings. He was a graduate student at the University of Chicago when his wife, Dr. Flora Kaplan Mincer, a radiation oncologist, accepted a residency at Montefiore Medical Center in the Bronx. This prompted their move to New York and his transfer to Columbia University, where he earned his PhD in 1957. Prior to Mincer’s 30-year career as a professor of economics at Columbia, he taught at City College Downtown (now Baruch).

Mincer was born in Tomaszow, Poland, and came to the U.S. on a Hillel Foundation scholarship in 1948, having spent most of World War II in Czechoslovakian and German prison camps. Though he never won a Nobel Prize, he was frequently nominated by other labor economists. Aside from his wife, Mincer is survived by two daughters and two grandchildren.

**Lawrence Podell**, who held a variety of positions in CUNY in the field of urban affairs and was associated with the CUNY Doctoral Program in Business housed at Baruch College, died on Sept. 7, 2006. Podell earned a doctorate in sociology from Cornell in 1952. His most important role at CUNY was that of professor of urban affairs, reporting to the chancellor. In that capacity, he directed several major research projects. During his long academic career, Podell was also dean of the College of Arts and Sciences at Long Island University; director of the University of Hartford’s MBA Program in Paris, France; and the Florence Gould Visiting Scholar in Business Administration at the American University of Paris. “Professor Podell enjoyed a long and productive academic career. He was popular with both students and colleagues,” remembers Department of Management Chair Harry Rosen.
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40 | **Israel Brockner** is retired and living in the Bronx, N.Y. His son, Joel, is the Philip Hettleman Professor of Business at Columbia University Graduate School of Business.

41 | **Frances Eastman-Lippmann** is an award-winning member of the Brooklyn Camera Club.

45 | **Arthur Singer**, who turned 90 in June, has lived in the Washington, D.C., area for 65 years.

48 | **Arnold W. Grushky** has been selected to receive the Torchbearer Award from the National Association of Temple Brotherhoods, honoring him for a lifetime of dedicated service to the Jewish community. Grushky lives in Albany, N.Y., with his wife, Ethel; they have five children and thirteen grandchildren.

56 | Retired human resources executive **Lila Gage-Mussman** is writing a book entitled *Human Resources in the 21st Century*. **Stan Ross** (LLD [Hon.] ’99) (for whom Baruch’s department of accountancy is named) has recently published *The Inside Track to Careers in Real Estate* (Urban Land Institute), a book he co-wrote with James Carberry. Ross lives in Los Angeles.

57 | Financial consultant **Bernice (Bernstein) Stander** (MBA ’86) was appointed arbitrator for the NASD in the southeastern region.

60 | **Stan Michaels** lives in California and works in real estate investments.

62 | Portfolio manager **Marvin Schwartz** runs the UBAM Neuberger Berman US Equity Value fund. He has been with Neuberger Berman since 1961, when he joined the company’s research department.

63 | Baruch College Fund Trustee Emeritus **Burt N. Mitchell** (’63, MBA ’68, LLD [Hon.] ’88) recently stepped down from the board of directors of BJ’s Wholesale Club. Mitchell is chairman and CEO of Mitchell & Titus, LLP, the nation’s largest minority-owned CPA firm.

67 | **Robert J. Louden** has been professor of criminal justice at Georgian Court University in Lakewood, N.J., since 2005. Previously, he taught at CUNY’s John Jay College of Criminal Justice, before which he was a detective lieutenant with the NYPD, in charge of hostage negotiation.

69 | Baruch College Fund Trustee **William F. Aldinger III** (LHD [Hon.] ’05) was appointed president and CEO of Capmark Financial Group. In April **Pasquale Bertone** was appointed controller for Paramount Drywall Inc. in South Florida.

70 | **Michael Kanthal** founded a telecommunications consulting business, Custer Communications, LLC. This year he and his wife, Carol, hosted the marriages of their son Jason and their daughter Laura, and are awaiting the birth of their first grandchild.

71 | Since 2000, **Clark J. Fegan** has helmed C.F. Consultants and T.A.C.S., firms that provide financial services and expertise to small businesses. He lives in New Jersey.

72 | **Kaye Leong** was hired as executive administrator of Darien Rowayton Bank, overseeing daily management of its Darien, Conn., headquarters and providing customer service to clients.

**Emanuel Saxe Distinguished Professor of Accountancy Emeritus Abraham J. Briloff** (’37, MSEd ’41) was the center of attention at the 2006 American Accounting Association meeting in Washington this past August. In fact, “Where is the Next Abe Briloff?” was the topic of the plenary address by Floyd Norris, senior staff writer at the *New York Times*. Briloff himself responded to Floyd’s query by calling for a complete rethink in university research and teaching.

Since Abe Briloff himself is clearly so valued, plans are in the works to duplicate him. Floyd cited a forthcoming “Virtual Abe Library,” where online visitors will have access to a “Robotic Abe” (circa age 40), who will respond to questions and direct visitors to electronic versions of his writings related to analyzing current financial and audit failures.

The Virtual Abe Library Project is supported by the *Critical Perspectives on Accounting Journal*, the Friends of Abe Briloff Society, Baruch’s Newman Library, and Professor George Mickhail of the University of Wollongong, South Australia.

–Marina Zogbi

We welcome your submissions! Contact: Office of Alumni Relations, Baruch College/CUNY, One Bernard Baruch Way, Box A-1603, New York, NY 10010-5585. Or e-mail: alumni@baruch.cuny.edu.
Previously, she worked for the Westport Public School System. Philip Levine (MBA), CPA, left the corporate world in 2005 and taught Business Law and Principles of Accounting at Community College of Morris, N.J., in spring 2006. He was recently appointed chair of the audit committee of the board of directors of ION-Networks, Inc. In August 365 Knock-Knock Jokes, a children's book co-written by Robert Myers, was published by Sterling. Myers is an actor/writer currently working on an off-off-Broadway production centering on today's political climate.

73 | Retired JP Morgan Private Bank VP Stephen A. Alexander (MBA '76) is currently database manager for the Greenburgh Central School District in Westchester, N.Y. In April Jeffrey G. Blumengold joined the health care group of Deloitte Financial Advisory Services LLP as national leader. Len Cammalleri is district sales manager for New York and New Jersey at MAN Roland, the press manufacturer. Richard E. Organisciak (MS '77) was chosen out of 25 candidates to head the New Rochelle, N.Y., school district. Previously he was superintendent of schools in Deer Park, Long Island.

74 | Howard Honig is celebrating his sixth year as president of The Aljen Group, an executive search and staffing firm specializing in accounting and finance.

75 | Lou LaTorre has worked in television advertising sales for more than 25 years and is currently president of ad sales for Fox Cable Networks. BlumbergExcelsior Inc., provider of legal supplies, software, and corporate services for law office administration, has promoted Bob Scragg from CFO to VP of finance.

76 | John Antonaccio (MPA) is a partner in El Rancho Foods of

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Remembering the Centennial Fund Troupe

The post–World War II years were robust ones at Baruch (then “City College Downtown”). The excitement of that time lingers still—in memory and in the active involvement of alumni of that era in the current life of the College. Two graduates from that time, one from the “Century Class,” 1947 (the Free Academy, the precursor to City College and Baruch, was founded in 1847), and another from the Class of ’50 submitted the following photo and article to BCAM:

In nineteen forty-seven was the 100th anniversary of CCNY. Events in honor of this momentous occasion were held for several years. None were more successful than the Centennial Fund Troupe performances, the idea of CCNY publicity instructor Arthur Pine. I was part of that troupe. As a publicist, Pine—a foremost public relations manager for authors—had many connections to entertainers and entertainment venues in and around New York City. He thought it would be a great idea to form a troupe to entertain at nightclubs, theatres, and hotels to tell the College’s story to the public and to seek funds to enhance programs.

At the time, I was a senior and had done a lot of work with Theatron, particularly in the comedy field. Some students suggested I try out for the troupe, which I did and became their comic/emcee/spokesperson. Our troupe consisted of me; Hal Troupin, a mime; two great baritones, Shelley Merel and Joe Boardman; a pianist, Bernie Oppenheim; and two female singers whose names I no longer remember.

We performed in New York nightclubs and in the Borscht Circuit. As part of the show, I would make a pitch for the Centennial Fund. We were very well received and shared a lot of fun and camaraderie. Arthur Pine even got me on the radio show Luncheon at Sardi’s to promote the troupe.

—Lewis M. Unterman (’50)

Retired since 1987, Unterman encourages any member of the troupe to contact him in Boynton Beach, Florida, to say hello.
Carlstadt, N.J., which owns 88 Taco Bells and two KFC–Taco Bells in the metropolitan area. In March David Smollett was appointed administrator-clerk/treasurer for the Village of Farmingdale, Long Island. He was most recently deputy administrator for the Village of Lynbrook.

77 | Leon Diamond, a widower with two children, lives in Brooklyn, N.Y., and teaches at PS 315. Joel Flig has joined Greystone Business Credit, an affiliate of Greystone & Co., Inc., as executive VP and senior member of the Greystone Business Credit Committee. Prior to this, he founded and ran Financial Solutions Group/Capital Solutions Group, an investment banking company.

78 | Neil Herskowitz has been appointed to the board of directors of Manhattan-based INNOVIVE Pharmaceuticals Inc. He is a managing member of ReGen Partners LLC, a New York investment fund, as well as president of its affiliate, Riverside Claims LLC.

Additionally, he serves on the boards of directors for Manhattan Pharmaceuticals Inc., Chelsea Therapeutics Inc., and the non-profit Starting Point Services for Children. Mark Meinberg has been elected to the board of directors of the New York State Society of Certified Public Accountants. He also serves on the board of governors of the Accountants Club of America and the business advisory board of Sterling National Bank. Jack J. Rayher (MBA) has been named president and CEO of Adirondack Direct, a wholesale office and institutional furniture company. Harry Zlokower heads the Zlokower Company, a New York-based public relations firm that represents various clients in the real estate industry.

80 | After 40 years in the U.S., Maria (Brown) Jacobze (MPA) is retired from a career in health care and living in her native Netherlands.

81 | Stephen Bookbinder (MBA ’87) joined BT Radiance as head of strategic client development. Previously he worked at Bloomberg LP, where he was founding principal and global head of sales from Bloomberg Tradebook.

82 | Sharon J. Cates-Williams is the chief information officer and commissioner of the department of information technology for Suffolk County, N.Y. Previously, she was commissioner of the department of information technology for the Town of North Hempstead. A recipient of the March of Dimes 2005 Women of Distinction Award, Cates-Williams lives with her husband and daughter in Medford, Long Island, where she is involved in various community programs. Michael Miscione was recently appointed Manhattan borough historian by Borough President Scott Stringer. Miscione’s previous work has included producing television documentaries. Bruce P. Youmans has been appointed VP of product research and development at TDK Electronics Corp. in Garden City, N.Y. He has been part of the executive team at the company for more than 20 years, most recently as VP of marketing.

83 | Since 2004 Joseph Fasulo has been VP of IT at Morgan Stanley’s Global Wealth Management Group in New York City. Before that he worked in the IT department at Prudential Securities.

EOC provides numerous opportunities for experienced, successful alumni to share their professional expertise with Baruch students. Activities include:

- One-to-one mentoring through the Executive-Student Partnership
- Classroom lectures
- JobSmart Career Hour discussions
- Business networking
- Baruch Entrepreneurial Network
- Baruch College & Merrill Lynch IPO® Challenge
- Financial Women’s Association activities
- Club presentations
- Keynote speeches

For more information on participating in the EOC program, please contact the EOC office at 646-660-6098, e-mail eoc@baruch.cuny.edu, or visit www.baruch.cuny.edu/eoc.
ANTHONY C. BREU (MBA) joined Hunter Roberts Construction Group as senior VP and CFO. He was formerly a partner in Business-to-Business CFO/CIO. JERALD E. PINTO (MBA) was recently married to Rosemarie A. Spence, director of curriculum projects, CFA Institute.

The Long Island Industrial Liaison Group has elected PAMELA ANTOS to its board of directors. MICHAEL ARCE and his wife, Yolanda, have merged their personal injury practices to form the Arce Law Office, PLLC. They live in Brewster, N.Y. GARY T. RIZZO was appointed to the board of directors of Big Apple Worldwide, Inc. He is the president and CEO of Elabrient Surfaces (a division of Big Apple Worldwide).

JILL R. LEVINE has joined XN Risk Insurance Services Inc. as a senior underwriter. In April BARBARA MOSS (EMBA) was appointed CFO of Computer Horizons Corp., a strategic solutions and professional services company. Previously she was director of internal audit.

SCOTT EISENMESSER (MBA), CPA, is a partner in Rivkin Radler LLP’s trusts and taxation practice group in Uniondale, N.Y. New Jersey Governor Jon Corzine has appointed NANCY FELDMAN (MBA) director of the Office of Public Finance. Previously she was head of research for Goldman Sachs’s municipal-bond department. MIGUEL HERNÁNDEZ (EMBA) was named mayor of the Village of Ossining in June and is the only Hispanic mayor in New York State. He has been a village trustee since 2000. HOPE L. RICHARDS lives in Riverside, Calif., where she works in health care. In May SUSAN TELESMANIC was named VP of consumer marketing for the New York Times. She had been managing director of loyalty and retention for the circulation department. Telesmanic has been with the Times since 1993.

AARON ROSENBAUM is searching for a publisher for his book, How To Freestyle Dance. He can be reached at 212-348-3687.

LYNNE (KLINGHOFFER) DAVIS (MBA) has joined the Queens office of Massey Knakal Realty Services as a sales director in the Nassau County division. SANDY KOVAN (MPA ’95) was promoted to executive director of leadership giving at Baruch College. A National Urban Fellow, she has 16 years of service in the nonprofit sector, including positions as development director for the South Bronx Overall Economic Development Corporation and director of training for the Urban Homestead Assistance Board. She joined Baruch in 2001.

MICHAEL L. ROYCE was appointed executive director of the New York Foundation for the Arts. In May CPA MARLON WIGGINS (MBA) was appointed by Mayor Phil Amicone to the Yonkers Board of Education. Wiggins, who runs his own accounting firm, is the president of the Strategic Business Alliance of Yonkers, which promotes business opportunities for women- and minority-owned businesses.

LUCRETTIA EDREOS was promoted to VP of Israel Discount Bank of New York. RANDI MOSKOWITZ (MBA) was appointed administrator, Pediatric Oncology, Columbia University Medical Center/Morgan Stanley Children’s Hospital of New York Presbyterian. Previously she was the Oncology Service line manager for
Saint Vincent Catholic Medical Centers, Brooklyn/Queens Region. Fellow alumni are encouraged to contact Richard Toscano (MBA) to help organize a lobbying firm with an emphasis on Latin America. A former law clerk with the U.S. Department of Justice, Toscano has a private law practice in Queens and is a frequent radio and television commentator on the topic of immigration. His posts have included counsel to two N.Y. state assemblymen and the Consulate of the Dominican Republic in New York. He can be reached at rtlaw@hotmail.com or 718-478-7380.

94 | Roger Garcia recently relocated from New York to Denver, Colo., where he is an assistant brand manager for Keystone Light Beer at Coors Brewing Company. Previously, he was associate product manager at Colgate-Palmolive. He and his wife, Beatriz (’04), have a two-year-old daughter, Alexa. Contact him at rosegarcia00@hotmail.com. Rafael Olmeda (profiled in the summer 2005 BCAM feature “20 Under 40”) was named president of the National Association of Hispanic Journalists in June. An assistant city editor at the South Florida Sun-Sentinel, Olmeda has been a member of NAHJ’s board of directors since 2000. Elias Penayo lives in Paraguay, S.A., and encourages anyone interested in regional business opportunities (including agriculture, cattle, software, and maquilas) to contact him at eliasp@telesuf.com.py. This past summer Luis Rivera received his PhD in social psychology from the University of Massachusetts, Amherst, and has accepted an assistant professorship at California State University, San Bernardino.

95 | The Poughkeepsie Journal promoted Robin Kleban (MBA) from marketing analyst to market development director. The Winter of Her Season, by Joan Robertson, recently won Best Inspirational/Spiritual Novel at the first Aspiconm Self-Publishing Symposium and S’Indie Awards.

96 | In June VSB Bancorp announced that Raffaele “Ralph” Branca (MBA) will succeed the current president and CEO upon the latter’s retirement in late 2007. Branca is currently executive VP, CFO, and COO. After teaching English in a Houston middle school for three years, Wing Cheung is pursuing a Master of Education in language and literacy at Harvard this fall. Alumni, especially those working in education in the Boston area, are encouraged to e-mail wing6@hotmail.com.

97 | In June Lauren Beth Germaise (MBA) and Scott Russell Herskowitz were married in Aruba. She is a VP of marketing in the global services division of American Express in New York. He is a senior systems analyst at I-Deal LLC, a financial services software company. Jeff Grill was named VP of marketing at Mimeo.com, the online digital printing company. He was most recently president of Romann Group, an advertising agency. Jacob Kamuonka was appointed VP of finance and operations at Skins, Inc., a footwear company. He was previously a senior associate at Moody’s Investors Service. Paul E. Postmore (MBA) joined AmeriHealth New Jersey as VP, provider relations. Previously he was assistant VP of network contracting for Empire Blue Cross and Blue Shield, where he headed physician relations and contracting in New York and New Jersey. Mohammad Shah was named traffic manager at GSW Worldwide. He was previously traffic manager at Satchi & Saatchi Healthcare.

BIRTHS

A new addition to the family? Please share the happy news with us!

80 Jonathan H. Bond (MBA) and his wife, Rebecca, had a daughter, Olivia Violet, in December.

91 In April Deniz Tunca and his wife, Ipek, celebrated the birth of their son, Kaya Deniz. The family lives in San Francisco.

95 Claudia (Caballero) Meyers and her husband, Peter, who live in Maplewood, N.J., welcomed their first child, Audrey Liith, last December.
99 | In April **Ria R. Benitez** was engaged to Eric Combes; they plan to marry in September 2007 in the south of France. She works in U.S. marketing for L'Oréal. In July **Scott M. Gutmanstein** joined Bracewell & Giuliani LLP as an associate in the Broker-Dealer and Market Regulation Practice Group. He was previously an associate at Bingham McCutchen.

00 | In June **Lemuel Brewster** joined Walek & Associates, a financial public relations firm, as account executive. He was formerly media relations officer and spokesman for TIAA-CREF. The Hindu American Foundation board of directors appointed **Ishani Chowdhury** its first full-time executive director. Chowdhury, who has written for *Hinduism Today* and taught at Brooklyn’s Sri Beenapani Vedic School, was previously lead project manager at a Washington, D.C.–based software firm. In July **Michelle L. Goldstein** (MPA) was appointed director of the New York City Office of State Legislative Affairs, where she is responsible for advocating on behalf of the city and Mayor Michael Bloomberg. Prior to this, she served as director of government affairs for the Metropolitan Transit Authority. In June GAMCO Investors, Inc. named **David J. Siino** (MBA) associate portfolio manager of the Gabelli Dividend & Income Trust. He has been with GAMCO since 1999.

01 | **Jared M. Skolnick** and his wife have opened Grand Cru Classes, a wine information center in Mattituck, N.Y. They plan to open a renovated facility and plant a teaching vineyard in 2007. Skolnick is currently studying for his MBA at Baruch.

02 | **Mahmud Samad** was promoted to manager of internal audit, Americas, for the Burger King Corporation.

03 | **Sarah Faison** (MBA ’03) and Sarah Blair Pollak affirmed their partnership in July in San Francisco. Faison is CFO of the Moms the Word maternity boutiques in the Bay Area. **Kelly Powers** is currently a student at New York College of Podiatric Medicine and plans to complete her DPM degree in 2010. She lives in Westchester County.

04 | **Acheampong O. Akoto** is an executive officer in accounting at the Ghana Mission to the U.N. **John Alesi**, one of the top guards in Baruch basketball history, was recently named to the coaching staff of the Manhattan College Jaspers in Riverdale, N.Y. **Robert Berman** (MBA) is founder and director of the Halachic Organ Donor Society (HODS), an organization devoted to dispelling presuppositions about the validity of organ donation in the Jewish community. He lectures extensively on the subject throughout Israel and the United States. **Barbara A. DiFiore** (MPA) was appointed director of the Citizens Jury Project at the Fund for Modern Courts. She recently received an award from the Committee for Effective Leadership in the Bronx for her work in promoting the welfare of people with disabilities. **Victoria Dubbelde** and Michael Koch were married in April in Custer, S.D. She is business manager of the Rushmore Plaza Civic Center; he owns FCR Suspension and is a motocross racer. They live in Rapid City. **Ardalan Jalayer** is pursuing a PhD in economics while building his business, Dream Ray Studios. **Debra Misoh McTier** (MPA) and DelShawn K.M. Trueheart were married in Buffalo in August. President and founder of the Young Miss Buffalo Pageant Scholarship and Enrichment Program, McTier is manager of corporate and foundation grants for Medaille College. **Elena Volnova** recently joined Polo Ralph Lauren as manager, finance systems.

05 | **Sara Jane Adriano** is a benefits administrator for Sesame Workshop, the nonprofit educational organization that
created Sesame Street. **Dan Avnir (MBA)** is a principal in the Parker Boston Group, an investment banking and consulting firm that works with micro/small cap and middle market companies seeking financing. Alums can contact him at davnir@parkerboston.com or 212-303-9015. **Matthew Benecke** and **Heather McLaughlin**, both graduates of the charter class of the CUNY Honors College at Baruch, will be married in July 2007. **Dmitry Bocheiko** has created Winning Hearts, LLC, a documentary and film production company dedicated to building social awareness by covering subjects overlooked by mass media. Earlier this year **Kevin J. Clark** began working in the Institutional Control Group at Pershing Bank of New York. **Yair Estline** (MBA) is an attorney in charge of the Israeli Practice Group of Z.A.G./S&W LLP, an international joint-venture law firm. **Mabel Fu** is a research assistant at Metis Associates. **Gabriel Godoy** is a financial advisor at JP Morgan Chase. **Richard Iglesias** is major accounts district manager at ADP, the payroll, benefit administration, and human resource company. **Mike Juhré** (MA) and **Myra Partridge** (MA), who met at Baruch in 2002, were married in June. She edits newsletters at Memorial Sloan-Kettering Medical Center, and he edits technical material for software developers. **Amy Ng** is a member of the sales force for Philip Morris USA. **Nadejda Prangova** works in the Renewals and New Business department of the Medical Link in New York. **Elena Ratevassian** is in the corporate tax consulting department at Ernst & Young LLP. **Delica M. Reduque** is in the human resources department of the Fashion Institute of Technology. **Inga Sokolova** works in IT audit for J.H. Cohn LLP, an accounting firm in New Jersey. **Timm Thies** is studying for MBA and MSIT degrees at the University of Denver and expects to graduate in 2007 and 2008, respectively. **Carolyn Williams** is real estate project manager for the Greyston Foundation in Yonkers, N.Y. Recently married to her high school sweetheart, **Shaneeka Wilson** is an account executive at WB Mason.

**A MATCH MADE AT BARUCH**

In the past four years, Baruch has raised $300,000 through its matching gift program. Many corporations maintain partnerships with Baruch and encourage their employees to make donations to the College in the form of cash or community involvement (mentoring, for example), which they will then match. Baruch’s leading matching gift partners include Deloitte & Touche LLP, Ernst & Young LLP, PricewaterhouseCoopers LLP, Verizon, and the Chubb Corporation.

Please contact your human resources office to find out about its specific matching gift plan. For more information, contact Laura Piil in Baruch’s Office of College Advancement at 646-660-6069.

**ATTENTION ACCOUNTANCY ALUMNI**

**Interested in Becoming an Attorney-CPA?**

Students and alumni must fit the following criteria to be eligible:

- You must be a graduating senior or alumnus/a with a degree in accountancy enrolled in or currently attending law school with the goal of becoming an attorney-CPA.
- Preference will be given to working students or those in financial need.
- Award payment is contingent on proof of acceptance to law school or current enrollment status as well as good academic standing at law school.

To apply for the 2007 scholarship:

- Fill out an online award application at https://www.baruch.cuny.edu/scholarshipapp/index.html by April 1, 2007.
- Submit an essay of at least 500 words describing your career objectives and why you want to become an attorney-CPA by the deadline of April 1, 2007.

*Either mail your essay to*
Professor David Rosenberg, Department of Law
Zicklin School of Business, Baruch College
One Bernard Baruch Way, Box B 9-220
New York, NY 10010-5585

*or e-mail it to*
david_rosenberg@baruch.cuny.edu

**Philip D. Brent (’49)** became both a CPA and an attorney in 1952. He founded the New York Association of Attorney-CPAs, which held its inaugural meeting on Jan. 13, 1962, in what is now the Lawrence and Eris Field Building at 17 Lexington Avenue. In 1964 Brent orchestrated the establishment of the national organization the American Association of Attorney-CPAs. He and his wife, Shirley (a graduate of Hunter College), created the **Phillip and Shirley Brent Scholarship Award** to encourage and aid Baruch accountancy graduates to become CPAs and attorneys. Baruch College alumni and graduating seniors who majored in accountancy and enrolled in or are attending law school, intending to become attorney-CPAs, are eligible to apply.

Shirley and Philip (’49) Brent, dedicated supporters of students and alumni seeking to become attorney-CPAs.
I met Aaron Silberman on Apr. 25, 1943,” recalls Freda Silberman. “It was an Easter Sunday. We were each invited to a party in the Bronx. It was a blind date set up by mutual friends of ours.” He was late arriving to the party, and she couldn’t stay long because she had to be on the last bus back to New Jersey. But the time the two were able to spend together made a lasting impression. When she arrived home, her mother asked how her evening went. Her reply: “I met the man I am going to marry.” The two were engaged in less than two months.

But it wasn’t all smooth sailing. Less than two months after their engagement, Aaron, who was an accountant in training by day and a student by night as well as a working clarinetist, was drafted into the army. Aaron and Freda were married in Portland, Oregon, where he was stationed prior to being sent overseas. The first years of their marriage were conducted by APO (Army Post Office).

Freda credits her husband’s musical abilities with possibly sparing his life during WWII. Aaron had always spoken about the free education the College afforded him, and he felt the need to give something back to his school. Aaron had always spoken about the free education the College afforded him, and he felt the need to give something back to his school.
Last December the late National Association of Postal Supervisors (NAPS) president VINCENT PALLADINO ('71) was honored by having the Rosebank Post Office in Staten Island, N.Y., named after him. The legislation designating the post office in Palladino’s memory was introduced in the House of Representatives by Rep. Vincent Fosella (R-NY) and in the senate by Senator Charles Schumer (D-NY), before being signed into law by President Bush.

Staten Island native Palladino, who died in December 2004, began his career as a letter carrier in the Rosebank Post Office. He held supervisory positions on Staten Island before being elected secretary of NAPS in 1986. In 1992 he was elected president of the organization and held the post for 12 years.

RALPH GINZBURG ('49), 76, passed away July 7 in Riverdale, N.Y. An innovative editor and publisher of provocative books and periodicals, he was imprisoned in 1972 for sending Eros magazine through the U.S. mail, in a case decided by the Supreme Court.

Born in Brooklyn to Russian immigrant parents, Ginzburg studied to be an accountant at City College Downtown but was encouraged by a professor to become an editor of The Ticker. After graduation, he worked at Look and Esquire magazines before self-publishing his first book, 100 Years of Lynching, a compilation of newspaper accounts exposing American racism. He also published An Unhurried View of Erotica, about collections of erotic material in the world’s most famous libraries, and the political journal Fact (the first periodical to publish Ralph Nader when he was still a Harvard student).

In the 1960s, Ginzburg was indicted on charges of violating a federal statute that regulated obscene advertising. Several of his publications (Eros, Liaison, and The Housewife’s Handbook on Selective Promiscuity) were deemed obscene, and after various appeals the Supreme Court upheld his conviction despite protests by First Amendment advocates. After serving time in a federal prison, Ginzburg published Castrated: My Eight Months in Prison, which was excerpted in the New York Times Magazine.

From 1968 to 1971, Ginzburg published the art and culture magazine Avant Garde. He and his wife, Shoshana, later put out the consumer adviser Moneysworth, which attained a circulation of 2.4 million. In the mid-80s, Ginzburg became a photojournalist and worked as a spot-news photographer at the New York Post until his death. In 1999, he published I Shot New York, a book of photographs.

In addition to Shoshana, Ginzburg is survived by a son, Shepherd; two daughters, Bonnie Erbe Leckar and Lark Kuthta; and three grandchildren.

In Memoriam

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George Gold '50
Marvin Danziger '51
Joan Herman Warmbrand '51
Selma Siegel '52
Ernest Nives '58
Gerald S. Levine '60
Richard E. Morris '64
Arthur Michael Rubin '75
Maryann “Julie” Guyon MPA '92
Kalina P. Bichova MPA '05

Ralph Ginzburg outside the federal building in Lewisburg, Pa., in 1972 as he was being taken to federal prison.

Look and Esquire magazines before self-publishing his first book, 100 Years of Lynching, a compilation of newspaper accounts exposing American racism. He also published An Unhurried View of Erotica, about collections of erotic material in the world's most famous libraries, and the political journal Fact (the first periodical to publish Ralph Nader when he was still a Harvard student).

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In addition to Shoshana, Ginzburg is survived by a son, Shepherd; two daughters, Bonnie Erbe Leckar and Lark Kuthta; and three grandchildren.
Sarah Li ('06), Biology Major, Now Salk Scholar

Sarah Li ('06), a CUNY Honors College graduate and Baruch biology major with a 3.916 GPA, was selected last May as a City University Jonas E. Salk Scholar. Sarah’s taken her award, a $6,000 scholarship to support graduate study in medicine or biomedical research, to SUNY Stony Brook School of Medicine, where she is currently enrolled. She was one of only eight CUNY premedical students awarded a Salk Scholarship in 2006.

Sarah first thought of becoming a doctor when she was a girl and dealing with a host of medical problems. She remembers from that time the humane treatment she received from her doctors. Yet years later, when it became time to choose a college, she applied to a score of renowned business schools. She finally realized she didn’t want to study business but biology. But Sarah decided to study at Baruch anyway. Known primarily for its nationally ranked business programs, Baruch seemed an unlikely place to prepare for the career in medicine. Admission to CUNY’s prestigious—and free—Honors College was a deciding factor. And, as it turned out, Baruch’s Department of Natural Sciences, housed within the intimate Weissman School of Arts and Sciences, was perfect for her.

Because few students at Baruch major in the natural sciences, Sarah was given a lot of personal attention, some of which translated into conducting research in confocal laser scanning microscopy at the American Museum of Natural History with Biology Professor Valerie Schawaroch (see profile on page 20).

Sarah credits “the really amazing teachers” she had for much of her success and tells anyone who will listen: “Baruch College can open doors to many such opportunities; as a student, you just have to ask for the key.”

—ZANE BERZINS
Save the date and watch for more details!

REUNION 2007
Baruch College’s All-Class Alumni Reunion Weekend

Save the date and watch for more details!
The weekend of October 13, 2007