Meet AUSTIN W. MARXE ('65)

The Man Behind the Largest Gift in Baruch College History

And Learn How Baruch’s Renamed Marxe School of Public and International Affairs Is Primed for Greatness
A high school senior loaded with entrepreneurial promise. A twentysomething with a bachelor’s in economics who is looking to get ahead. A high-achieving MBA executive who wants to move further up the corporate ladder. And a junior from Chengdu, China, who came to Baruch to complete a BBA in accounting.

Diverse and seemingly limitless, our students—like the readers of this magazine—nonetheless share an affinity for New York and the opportunity it represents, along with an appreciation for the ways in which a Baruch education can help them realize their dreams.

In fact, your and their energy inspired a new tagline for the Zicklin School of Business: New York Smart. World-Class Ready®. Launched in the summer under the direction of Dr. H. Fenwick Huss, Zicklin’s Willem Kooyker Dean, this concept is central not only to the school’s marketing campaign but to the enduring appeal and value of this institution.

One of the student profiles above—the MBA executive—also represents a different type of student for Baruch: seasoned business leaders for our new, three-year Executive Doctorate in Business (EDB). EDB candidates will be working professionals with 8 to 10 years’ experience, a master’s degree, and the drive to advance their research and analytical skills and their knowledge of emerging business trends.

The junior from Chengdu is also part of a relatively new cohort of Baruch students—one that represents the College’s deepening relationship with China. Last year I visited Chengdu’s Southwestern University of Finance and Economics, and earlier this fall, I traveled to the Shanghai International Studies University (SISU) and to Peking University’s business campus. At SISU, I signed an agreement to jointly develop a Confucius Institute at Baruch that will focus on entrepreneurship. All of these activities support Baruch’s strategic goal to Deepen Engagement with the World Outside the Campus.

Globalization efforts are also key at the College’s Austin W. Marxe School of Public and International Affairs (this issue’s cover story). Thanks to the extraordinary generosity of Austin Marxe (’65), the school will be able to expand internship, study abroad, and study away opportunities and support faculty in their research and teaching. Dr. David Birdsell—now the Marxe Dean and professor—has begun recruiting students for Fall 2017 to our new Master of International Affairs program.

At the George and Mildred Weissman School of Arts and Sciences, Dean Aldemaro Romero Jr. has launched several initiatives—including a video blog and podcast—to engage the world at large in the faculty’s outstanding work and the acclaimed offerings at the Sidney Mishkin Gallery and BPAC (Baruch Performing Arts Center). Begun in Spring 2016, monthly Weissman Global Seminars invite audiences to events focused on world-relevant topics.

This semester the College has also connected with alumni across California and in international venues, including Lima, Bogota, Mexico City, London, Ho Chi Minh City, Hanoi, and Shanghai—where I had the pleasure of meeting a group of alumni for a traditional Chinese lunch.

I hope to connect with you soon, and thank you for all you do for your alma mater.

Sincerely,
MITCHEL B. WALLERSTEIN
President

Please check the alumni website for events near you. If you are interested in getting involved—locally, nationally, or internationally—with your Baruch community, please contact Janet B. Rosbach, director of alumni relations and volunteer engagement, at janet.rosbach@baruch.cuny.edu.
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The Man Behind the Largest Gift in Baruch College History

Alumni continue to make an extraordinary difference in the College’s ability to transform students’ lives and shape institutions well beyond our campus and city. Austin W. Marxe ('65), above left with Marxe Dean David Birdsell, is a perfect example. Mr. Marxe’s $30 million gift to Baruch’s School of Public and International Affairs will help it challenge the status quo and provide solutions to the world’s most pressing problems.

PLUS Preview how Baruch’s renamed Austin W. Marxe School of Public and International Affairs (MSPIA) is preparing to become one of the top-ranked schools in the nation.

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How Scholarships Change Donors’ Lives

When scholarship recipients and donors meet, it’s more than putting a face to a name. Read about the unexpected impact that endowing a Baruch scholarship has had on four donors, including Baruch College Fund Trustee Debra Bernstein (center right), who calls the experience “more rewarding than I could have imagined.”

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For Flushing’s Ronald Kim, politics is personal. The first Korean American to be elected to the NYS Legislature strives to “empower the next generation of leaders to take ownership of local issues.”

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New online journal Refract showcases student writing on media, culture, and politics thanks to Weissman School faculty and a gift from the family of Harold Berlfein ('39) (above).

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Accountant-turned-entrepreneur Michele Ware ('94, MBA '15) opens escape room Hoodwinked in Harlem.

ON THE COVER: Like so many Baruch students, Bronx native Austin Marxe ('65) came from a family of modest means. Now after a tremendously successful career, the founder of AWM Investment Company, Inc., is giving back to his alma mater. “Clearly without the credentials and education I got at Baruch I wouldn’t have been able to follow this career path,” he says. His giving philosophy is simple: “Greed puzzles me... If you’ve been successful, why not give back to society?” Photo by Mathieu Asselin.
THE WRITE STUFF

New Journal Showcases Student Nonfiction

“GREAT WRITING’ ISN’T THE FIRST PHRASE that comes to mind when a person thinks of Baruch College. One is more apt to think of ‘business’ or ‘Wall Street,’” wrote the 2016–17 student editors of Baruch’s newest magazine, *Refract*. They aim to amend that perception. “Among our peers hide many talented writers. We want to foster that community and show off its writing to the world.”

The new online intellectual journal dedicated to exemplary student nonfiction was the idea of English department faculty members Dr. Timothy Aubry and Dr. Lisa Blankenship, who, along with the College’s Center for Teaching and Learning, helped students launch the digital platform. *Refract* showcases students’ critical essays on media, culture, and politics—what Dr. Aubry describes as “the kind of pieces students produce in our composition and literature courses but which rarely reach an audience beyond the individual professor.”

Adds Dr. Aldemaro Romero Jr., dean of Baruch’s Weissman School of Arts and Sciences, “*Refract* joins the undergraduate newspaper *The Ticker*, the online business review *Dollars & Sense*, and fiction-focused *Encounters* magazine as platforms that encourage thoughtful expression and hone students’ writing and overall communications skills.”

*Refract*’s day-to-day operations, as well as three annual best-essay prizes, are made possible by a gift from the daughters of the late Harold Berlfein (’39). “My dad would be thrilled to be part of this new student endeavor,” says daughter Davia Rivka. “He loved to learn and ask questions about anything and everything.”

COLLEGE CELEBRATES HIS 80TH AND HIS VALUES:

Lawrence Zicklin (’57)

Where would you expect to find Baruch business school namesake Lawrence Zicklin on his 80th birthday? Probably not where he was, at his alma mater teaching his Current Topics in Business Ethics class. The professor-alumnus expected April 21 to be like any other class day, but his students had another plan entirely.

They had parlayed their insider information into a surprise party for the former board chairman of investment management firm Neuberger Berman. “A birthday party was nowhere in my consciousness,” Mr. Zicklin admits.

But there was more. The students teamed up to create a gift that reflected the esteem in which they hold Zicklin. The nine-point “Zicklin Business Oath,” which they signed, framed, and presented, signaled to this professor that his students understood and own his core message: “I always tell them: ‘Good ethics is good business in the long run.’”

Today their plaque has a place of honor on the wall of Zicklin’s study, alongside pictures of his wife, children, and grandchildren. “I absolutely cherish it,” he says. “I can’t think of any gift that I’ve received in all these 80 years that means more to me than the confidence those Baruch students placed in my hands. I take it seriously, as I take them seriously. They are special.”
News&Notes

BARUCH PARTNERS WITH CHINA’S SWUFE

It was part serendipity, part strategy,” explains Dr. Terrence Martell, Saxe Distinguished Professor of Finance and director of Baruch’s Weissman Center for International Business (WCIB), of the development of Baruch College’s partnership with the Southwestern University of Economics and Finance (SWUFE) in Chengdu, China.

Serendipitously, 15 years ago WCIB hosted SWUFE student Dan Yang, who eventually became dean of SWUFE’s School of Business Administration and then university vice president for international activities, all the while maintaining a fondness for and connection to Baruch.

Strategically, SWUFE proved to be an ideal partner for Baruch from the twin standpoints of curricula and location. SWUFE is a top-tier institution that prepares students primarily for careers in business and the administrative sciences, and the city of Chengdu is significant in its own right, considered the political, financial, and educational hub of western China. For SWUFE, Baruch’s business orientation and NYC location were extremely attractive.

The Baruch-SWUFE connection manifested itself modestly at first: Baruch welcomed visiting scholars and graduated a number of business PhD students who became SWUFE faculty members. From there, ongoing research collaboration developed into a research consortium, which gave the relationship roots, eventually sprouting two undergraduate joint-degree programs.

In its fifth year, the 2+2 undergraduate degree program (two years in Chengdu, two in NYC) is what WCIB calls a “transfer program on steroids,” referencing the special academic support measures taken to ensure student success. The joint venture has worked out so well that many SWUFE-Baruch 2+2 alumni have gone on to earn a Baruch MS degree in accountancy.

The second joint offering, the 3+1 undergraduate program (three years at SWUFE, one at Baruch), is still new, entering its second year this fall. Unlike the 2+2 transfer program, the 3+1 program enjoys formal, institutionalized status from the Chinese Ministry of Education and is so elite that prospective students must apply directly to it. Baruch expects to welcome the first cohort of 3+1-ers in Fall 2018.

“As today’s twentysomethings move through their career,” notes Dr. Martell, “the business relationship between the U.S. and China will be one of the driving forces behind the success of this city and this country.”

Zicklin School Dean H. Fenwick Huss wholeheartedly agrees. “Programs like these add to the international experience of our domestic students, and Baruch will continue to develop its partnerships with universities around the world. We look forward to announcing additional ventures soon.”

Far right: Zicklin’s Dean H. Fenwick Huss at the New York Stock Exchange on June 13. As part of the podium party, he helped AACSB International usher in its second century. Wielding the gavel was Thomas R. Robinson, AACSB president and CEO (center).

Key administrators supporting the College’s global strategic initiatives include (clockwise from top left): Dr. H. Fenwick Huss, Willem Kooyker Dean of the Zicklin School; Dr. Qing Hu, associate dean of strategic initiatives and innovation at the Zicklin School; Dr. Terrence Martell, director of the Weissman Center for International Business; and Dr. Myung-Soo Lee, vice provost for global strategies.

Business Bells Are Ringing

Dean Huss Helps Celebrate Milestone at NYSE

Over the summer—with a ringing of the closing bell of the New York Stock Exchange—AACSB (aka the Association to Advance Collegiate Schools of Business International) celebrated its centennial.

Among the dignitaries and influencers on the podium was Dr. H. Fenwick Huss, Willem Kooyker Dean of the Zicklin School of Business. “AACSB accreditation is the highest standard of quality in business education in the world,” says Dean Huss. “I was honored to represent Baruch and Zicklin at this momentous event.”

The longest-serving global association dedicated to advancing management education excellence worldwide, AACSB accredits more than 775 of the world’s finest business schools in 52 countries and territories.
A League of Her Own: Heather MacCulloch

When Heather MacCulloch—the College’s new director of athletics and recreation—arrived at Baruch in August, she hit the ground running, which is something she’s used to doing.

Ms. MacCulloch is not only an accomplished administrator with more than 20 years’ higher education experience (most recently as director of athletics at SUNY Maritime College), she’s an accomplished multisport athlete.

She began playing softball in 8th grade. Success on the diamond translated into a four-year scholarship at Concordia College and an eight-year pitching gig with the Class A league N.Y. Raiders. The new director has also competed in field hockey, volleyball, and track.

Today she’s a recreational runner, swimmer, and cyclist who enjoys “watching most any sporting event.”

And although MacCulloch’s primary focus will be on current students and student-athletes, she is quick to add, “I look forward to working with the entire College community, especially our alumni athletes.”

ALUMNI: Come out and support the Bearcats. Schedules and directions are available at BaruchAthletics.com.

HIGH FIVE: RANKINGS HIGHLIGHTS

Baruch continues to rise in national prominence. Here are five rankings, among dozens, that place the College in the upper echelons of institutions of higher education for fall 2016. We lead with Baruch’s highest-ever placement on the U.S. News & World Report list.


“Outstanding Institution”: Named one of the country’s best undergraduate colleges for the ninth consecutive year plus #6 for undergraduate program in entrepreneurship and #14 for best location (Princeton Review’s Best 381 Colleges, 2017)

#2 “Top College in the Nation for Business, Management, and Marketing Majors” with individual top 10 rankings for public administration (#4), entrepreneurial studies (#7), and finance (#8) (College Factual, 2016)

#3 “Best Value College,” ahead of the University of North Carolina at Chapel Hill and the University of California Berkeley (Value Colleges, 2017—with high marks for R.O.I. and social mobility)

#7 “Best College for a Job on Wall Street,” ahead of MIT, Rutgers, and the University of Michigan (Business Insider, 2016)

FOR THE LATEST RANKINGS NEWS, VISIT THE COLLEGE’S WEBSITE AT BARUCH.CUNY.EDU!

SOMETHING OLD IS SOMETHING NEW

Historic House Enhances D.C. Cohort Experience

THE NEWEST BARUCH ADDRESS is not in NYC but rather in D.C. This fall seven lucky graduate students in the Washington Semester program—offered through Baruch’s Austin W. Marxe School of Public and International Affairs (MSPIA)—call the elegant, turreted Victorian mansion at 301 Maryland Avenue NE home.

Two blocks from the Capitol, the Baruch House offers each student a private bedroom and shared kitchens, living rooms, dining room, and laundry room. There’s even a piano. More important than the gracious setting, though, is the opportunity for daily intellectual and social camaraderie, for a true Baruch student support system.

Although MSPIA has covered participants’ housing costs since the program launched in 2012, several past cohorts had to make do with less-than-optimal accommodations (e.g., dormlike conditions shared with students from various universities). Of the new living quarters, Dr. David Birdsell, Marxe Dean, says, “First-rate accommodations now match the overall excellence of the program.”

No more than 14 high-achieving students are accepted each year to this exclusive program. Cohorts include students from MSPIA’s master’s programs in public administration and higher education administration but will welcome students from its newest degree program in international affairs soon.
Ribbon-Cutting Marks Opening of Modernized Financial Services Center

When the Wasserman Trading Floor/Subotnick Financial Services Center (SFSC) opened in 2000 with the generous support of Stuart Subotnick ('62) and Bert W. ('54) and Sandra K. ('55) Wasserman, it was state of the art. With an LED ticker and wall boards, it was an exciting instructional facility that integrated hands-on financial services practice into the business curriculum. Its technology was so advanced that two financial firms used the trading floor when they were displaced from their offices following the September 11 attacks on the World Trade Center.

Sixteen years later, capital funding of $159,000 from Manhattan Borough President Gale A. Brewer enabled much-needed upgrades, most of which focused on display technology. The SFSC now features energy-efficient LCD technologies that display graphical content in flexible, customizable, interactive formats.

Since its inception, the SFSC has been a hub of cross-disciplinary experiential learning and a bridge to the world of finance. It features multiple real-time market data feeds and financial analysis tools, dozens of high-end operating workstations, and sophisticated technology capable of simulating a real-life trading environment. Earlier this year, the center was pivotal to the success of Baruch’s six-member Master of Financial Engineering student team, which logged many hours there preparing for the prestigious Rotman International Trading Competition, which they won, besting teams from 52 universities worldwide.

To celebrate the center’s reopening and to thank Borough President Brewer, the College hosted a ribbon-cutting event on September 15. Both Sandra Wasserman and Stuart Subotnick attended. In a Ticker article, Mr. Subotnick lauded the financial support that made the enhancements possible. “Seeing the government pay attention to one of the best institutions is positive for both them and the school. It is our job to make sure that the center keeps going and at a very high level.”

The SFSC hosts more than 200 class sessions, offers dozens of free workshops, and serves as an open lab to thousands of Baruch students every semester.
Like so many Baruch students, Bronx native Austin Marxe came from a family of modest means. His father struggled professionally and financially, sometimes working two jobs. “We didn’t have a lot of money,” recalls Marxe. “So when it came to going to college, it was simple: Get a scholarship. Get into City College. Or don’t go. Fortunately I got into City.”

At first Marxe attended City College uptown, majoring in chemical engineering, which he quickly realized wasn’t for him. He transferred downtown (to today’s Baruch) with the idea of one day going into business for himself. “Of course, I had no concept of how to go about that,” he says. His only plan: majoring in accounting. “I thought that if I were an accountant, I would get to see the inner workings of many businesses and maybe then figure out how to start my own.”

During his college years, Marxe worked various full-time jobs by day and took a full course load at night. Sometimes he would do homework on the subway. “It wasn’t easy,” he states.

His busy schedule didn’t allow much time for extracurricular activities either, and often he found himself just getting by academically. “To start with, I was never a great student—not because I couldn’t learn, but because I wasn’t interested. If a class interested me, then I’d get an A. I was immature and rebellious,” he concludes. But there’s no getting around Marxe’s talent for numbers, his ambition, and his stick-to-itiveness.

Finding His Niche
When he graduated in 1965, Marxe began working for small accounting firms. A couple of years later, he was hired by the prestigious firm of Anchin, Block & Anchin, where he started in accountancy and transitioned to management services, on track for a partnership. “Very smart people, very quality firm. I learned a lot there,” he says.

Always interested in the market, Marxe began investing as a hobby. “Totally unsuccessfully at first,” he recalls. “I managed to consistently lose money.” Undeterred, he ditched his broker, began teaching himself about the market, and started to get good at picking stocks. “I realized that investing is...
what I love,” says Marxe, who in his thirties took on the challenge of a new career. Success as a broker came quickly. With the backing of his new employer, Prudential Bache, Marxe founded Special Situations Funds in 1985. As this company grew, in 1991 he brought in a partner and bought out Prudential’s interest, naming the new endeavor AWM Investment Company, Inc. Looking back, Marxe concedes that he’s blessed with the right temperament for investing: a high tolerance for risk and a low level of anxiety (“I never worry about business”). His dispassionate approach keeps life balanced for this husband of 53 years, father of two, and grandfather of four. “I can have a terrible day in the market, come home, have dinner, and not think about it until the next day.” This outlook won’t guarantee success. “But,” he says, “if you’re right 60 percent of the time, you’re doing very well.”

20/20 Hindsight
The maverick businessman doesn’t discount Baruch’s impact, saying, “Clearly without the credentials and education I got at Baruch I wouldn’t have been able to follow this career path. And although I didn’t recognize it at the time, the accounting and economics background was invaluable. Bottom line: I got an excellent education.” Marxe also fondly remembers professors who managed to make challenging, precise material fun, like Irving Chaykin (’32). “I was a reluctant student, but he got me to do what I should do,” says Marxe of the beloved accountancy professor.

Inspiration and Motivation
Also formative for Marxe was the relationship he shared with his maternal grandfather, a progressive Russian émigré who instilled in his grandson that “you have to have a moral conscience to be a good person.” The two spent Sundays together taking car trips from the Bronx to Westchester (“he was the only one in the family who had a car; my parents couldn’t afford one”). Topics of conversation included the meaning of life and the importance of doing the right thing, serious stuff for an 11-year-old. “He was a major influence on me,” says Baruch’s benefactor.

THE NAME GAME:
The Real Power of the Marxe Gift

WATCH FOR THESE DEVELOPMENTS AT MSPIA:

ENHANCED STUDENT SUPPORT: Now twice the number of MSPIA students will receive scholarships, graduate assistantships, and support for research, internships, and travel.

FACULTY DEVELOPMENT: Additional faculty chairs and resources will support the School’s ability to attract, retain, and empower one of the best and most active groups of scholars and practitioners in the world, with special attention paid to building faculty for MSPIA’s new Master of International Affairs program.

CAPACITY TO BUILD: The Marxe gift improves MSPIA’s ability to form effective partnerships and seek additional support from foundations, governments, and other philanthropists.

INCREASED VISIBILITY: The Marxe endowment—the sixth largest to a school of public and international affairs since the John F. Kennedy School of Government at Harvard—makes a powerful statement about MSPIA’s accomplishments, reach, and potential.

Be inspired and learn more about this historic gift at baruch.cuny.edu/MSPIA-gift.html.

THE NAME GAME:
The Real Power of the Marxe Gift

It’s an exciting time to be a student at the Marxe School of Public and International Affairs. Says Nara Santhil (MPA ’18), “Mr. Marxe’s generous gift demonstrates Baruch’s commitment to educating students to go out in the world and make a difference.” Daniel Muiz (MPA ’18) agrees, “This gift benefits both the university and the students. More doors will be opened because of it.”

With an eye toward giving back, in 2007 Marxe made a contribution to the Baruch College Fund for Bloomberg terminals. In 2011 he supported scholarships, and in 2015 he endowed the Austin Marxe Scholarship as part of the College’s Scholarship Campaign (see pages 8–9). His motivation is simple: “I’m trying to give back to a society that’s given me a lot,” he says.

Private Gift in the Public Good
Marxe describes himself as “waiting in the background for an opportunity to do something that would have a meaningful impact. Naming the School of Public and International Affairs was a great opportunity.”

So what impact does Marxe hope his gift will have? He’d like to see MSPIA become one of the top nationally ranked schools of this type, educating leagues of committed professionals who will make a positive difference in the world. “We’ve accomplished something very substantial if that happens,” he says. “I can only finance it. Baruch can make it happen.” — DIANE HARRIGAN
An Unexpected Legacy

When New York attorney Joan Lieberman was a girl, she heard stories from her mother, Ruth Rubin Wiesen, about her career as an administrative assistant to famous financier Bernard Baruch in the 1940s and 1950s. It was a life-changing job for Ruth, who was by her boss’s side not only in the office but also at Congressional hearings, White House meetings with President Franklin and Eleanor Roosevelt, and the 1953 renaming of City College’s business school as the Bernard M. Baruch School of Business and Public Administration.

So when Ruth passed away in 2010, Ms. Lieberman decided to donate the documents and photos her mother had saved from her time with the legendary Mr. Baruch to the institution that bears his name. Meeting with Baruch College staff led to an epiphany. “I was so impressed with the energy at the school and with the great mix of students of many races and nationalities,” she recalls, “that I knew I wanted to donate more than the memorabilia. Suddenly, funding a scholarship just made sense.”

Lieberman knew her Ruth Rubin Wiesen Scholarship would benefit deserving students, but what she didn’t anticipate was the bond that her gift would create. “My husband and I have met every student that our scholarship goes to,” she says. “We’ve been amazed at their determination.”

One of those students is finance major Jeffrey Romano (’16), whose résumé is already impressive. The Brooklyn native has completed three internships; cofounded start-up Intern Action, a sort of Yelp for students to review internships; and secured a job at Merrill-Lynch.

Of her gift to Baruch, Lieberman says, “Fate pushed me in this direction, and it has been a great confluence. My mother would approve 100 percent.”

Mutual Mentors

Growing up in the Bronx is a bond between business consultant and former Pathmark CEO Kenneth Peskin (’62) and accountancy major Yancy Victoriano (’16), a Kenneth Peskin Scholarship recipient. So is the importance of having (and being) a mentor.

While at Baruch, where he studied accountancy and became president of the Intrafraternity Activities Council, Mr. Peskin benefited from the mentorship of two professors. “Irving Greger, the faculty
With his scholarship, Kenneth Peskin ('62) hopes to pay forward the mentoring he received from Baruchians Dr. Irving Greger (left) and Dr. Fred Israel (right).

advisor to Lamport Leaders Society, helped me develop real leadership skills,” he says. “And History Professor Fred Israel encouraged me to get my MBA, even when I had doubts about my abilities.” Now Peskin is passing their legacy on.

“When I decided to go to Baruch, it was looking really bleak, because my family couldn’t make it financially,” says Mr. Victoriano. “Mr. Peskin’s scholarship came through in the ninth inning.” Peskin has come through in other ways as well, mentoring the student on various facets of accountancy and helping him network.

Of his scholarship recipients, Peskin says, “Baruch students work extremely hard. But we find time to sit and have coffee, talk about their families and their studies. For me, this personal connection is the real pleasure of giving.”

**Family Values**

Philanthropy may be genetic for Debra Bernstein, marketing pro, Baruch College Fund Trustee, and scholarship donor. Even a quick look around the Baruch campus offers evidence of the incredible generosity of her parents, William (’47) and Anita Newman: A world-class library and the Vertical Campus building bear their names.

“My parents instilled in me the importance of giving back. For me that’s about meeting students and making a connection,” says Ms. Bernstein. “Their stories are beautiful and heartwarming, and I’m grateful that they share them with me. Being able to go to college has had such an impact on their families.”

The students feel this connection as strongly as she does. Stelios (Steven) Giannoulis (’18), who has received a Bernstein Scholarship for the past two years, says, “She’s motivated all of us with her own stories and inspired us to work hard, be kind, and enjoy life.” The human resources management/music double major credits Bernstein with his becoming more involved in student life. “I joined the Baruch College Choir and the A Cappella group, which I’m helping to grow. It means a lot to me to know Debbie believes in me.”

For Bernstein, that belief is the essence of what a scholarship can be. “Having these relationships with students is more rewarding than I could have imagined. It’s like family.”

**Promises Kept**

When attorney Sol Freedman (’49) came to Baruch at the end of World War II, money was tight. So to earn much-needed income, he worked for an accountant while completing his degree. Says Mr. Freedman, “When I graduated, I made a promise to myself to help future generations earn their Baruch degree.”

The alumnus was as good as his word and in 1999 endowed the Solomon J. Freedman Scholarship for accounting students. He knew he’d found a kindred spirit when he met his first scholarship recipient, Martine Israel (’04), who had emigrated from Haiti in 1998. “I was working for Jewish organizations, and Martine was a bookkeeper for her church,” Freedman says. “We had the same attitude about helping other people.”

“We bonded,” agrees Ms. Israel, who describes her benefactor as “humble, open, and wise” and “more interested in learning about us scholarship recipients than boasting about his accomplishments.”

The two remain in touch. After Israel obtained an MS in international relations, she was recruited by the U.N. High Commissioner on Refugees. Her Baruch course work helps her daily in her current position as a regional supply officer based in Dakar, Senegal, providing delivery logistics support to refugees in nine countries.

For Freedman, her important work is what it’s all about. “When a student says, ‘I am doing something with what I’ve learned, and I’m passing it on,’ that’s the greatest joy. Through Martine, my gift will continue to impact so many people around the world. This scholarship created a chain reaction for good I never could have imagined.”

It’s also created a friendship. “In my office in Senegal,” says Israel, “I have a special wall with pictures of family and my closest friends. A recent photo of Mr. Freedman is on that wall.” –NANETTE MAXIM

**Be in the Life-Changing Business:** To support the Baruch College Scholarship Fund, contact Jessica Leitner at 646-660-6074 or jessica.leitner@baruch.cuny.edu. You can learn more about the campaign at baruch.cuny.edu/scholarshipcampaign.
Neal Florman ('48) (Lexicon photo left) celebrated his 90th birthday in August. Now a Colorado resident, Florman looks back fondly on his time at Baruch, especially his required public-speaking courses, which he cites as having had a major impact on his career and personal life.

Eagles and Mills-Tannenbaum photos by Jerry Speier

Baruch College endeavors to continue his legacy and will very much miss his warm presence and unfailing support.

For Sidney Eagle ('56), Reunion Luncheon 2016 turned into a family reunion, of sorts. Eagle, the founder of law firm Eagle & Fein, was joined by his granddaughter, Stephanie Eagle ('16) (above), who had graduated from Baruch just two weeks earlier.

Mr. Eagle was proud to receive an Alumni Outstanding Achievement Award. It wasn’t the first time that his dedication to family and Baruch overlapped: In 1992 he created and endowed the Herman and Mollie Eagle Scholarship, named in honor of his parents.

Editor’s note: As we went to press, we learned the sad news of Mr. Eagle’s passing.

Joel G. Samit ('59) retired in April after 57 years as a CPA. Previously a senior managing partner with Jacques M. Levy & Co. in NYC, he lives in New Jersey with his wife, Rise.

Lawrence Balter ('60) co-edited the third edition of Child Psychology: A Handbook of Contemporary Issues (Psychology Press, 2016), which showcases cutting-edge research in the field of developmental science. Last summer Bill Aiken ('63, MBA '70) (left) performed in The Band Room, a play about the power of music education, part of Lehman College’s Urban Theatre Initiative.

Steven B. Morris ('65) retired from his CPA practice in June 2016 and now divides his time between his home in Georgia and a retirement community in Sun City Center, Fla.

UniQure, a leader in gene therapy treatment and research, named Jack L. Kaye ('67) to its board of directors. Chemical engineer J. Burton Anderson ('68) has written Marijuana: The Wonder Weed, Everything You Need to Know and Why It Must Be Legalized (Lions Pride Publishing, 2016), a scientific argument in favor of legalizing marijuana, especially for medical use.

Jesse Benson ('77) hopes that former Baruch classmates with whom he has lost contact will reach out to him at jbensytown@yahoo.com.

Karen Gens (MBA '77) has authored her first children’s book, Marcello Wonders, Gilly Discovers (Mascot, 2015), the story of two anthropomorphized piglets. Gens’s career
has focused on employee benefits and healthcare programs in large insurance companies. Psychoanalyst and family therapist Lisa Ruiny Holzkenner (’78) (right) expresses her artistic side through photography and writing, with a poem recently published in the Chelsea Now newspaper and her photography appearing in exhibitions and various publications.

80s

Integrity Applications, Inc., appointed Leslie S. Seff (MBA ’80) to its board of directors. Seff is founder and COO of AIMPaaS LLC, a technology firm, and president of the consulting firm Matthew B. Management, Inc. Jose Manuel Almira (’81) was inducted into the Hall of Fame of the Florida Custom Brokers & Forwarders Association. Fairfield County Bank appointed George Bossis (MBA ’82) executive VP of retail lending. Richard M. Levychin (’82) was honored for contributions to his community at the Arthur Ashe Institute for Urban Health Sports Ball. He is a managing partner with KBL, LLP. Joseph C. Cappelleri (’84, MS ’86) (right) celebrated his 20th anniversary with Pfizer Inc. in June. Dr. Cappelleri, a senior director of biostatistics, is—with more than 350 publications—the most published author in Pfizer’s history. Gerard Rudolph Volel (’84) was named managing director at StarBridge Commercial LLC, a leading NYC commercial real estate investment and advisory firm. Avison Young Commercial Real Estate named George S. Gnad (’85) principal, leading Avison Young’s debt and equity efforts across the New Jersey tri-state region. Robert T. MacGowan (’85), a PASS specialist for the Social Security Administration, was named president of the Baruch College Alumni Association.

Jeffrey H. Konis (MBA ’87) authored The Conversations We Never Had (Outskirts Press, 2016), an exploration of his family’s history through a series of imagined conversations with his late grandmother, a Holocaust survivor. In June Digital Journal featured an interview with Steven Bitterman (MBA ’88), a tax manager known to many in his neighborhood as the “Karaoke King of Queens.”

90s

In June Brooklyn Daily featured Sybil DeVeaux (’90) as one of its “Women of Distinction.” DeVeaux is a business management professor at Empire State College. Witfield A. Felix (’90) was appointed director of academic support and disability services at Palm Beach Atlantic University. Kai-Hsiang Lin (MBA ’91) became president of finance at Naked Brand Group, which creates sleepwear and lounge apparel. Albany Medical Center named Steven Roth (MBA ’92) its senior VP for information services. The 88th precinct in Bedford Stuyvesant, Brooklyn, promoted Scott M. Henderson (’93) to full inspector. Henderson has served in the NYPD since 1995. Joseph M. Sanches (MBA ’93) became president of D. Stephenson Construction, Inc., the largest African-American–owned general contracting firm in Florida. Rabbi Gideon I. Shloush (MBA ’96) was named the 63rd president of the New York Board of Rabbis. John V. Amodeo (MSEd ’97) published his sixth book, The Sharecropper’s Son (Archway, 2016), the fictional story of a black WWI draftee from the Mississippi Delta. Amodeo is an adjunct professor of political science and American history at Mercy College. Ericka M. Pittman (’98) was profiled in The Source magazine for her role as VP of Blue Flame, a subsidiary of Sean “Diddy” Combs’s Sean Combs Enterprises. SunEdison, a global renewable energy development company, named Ilan Daskal (EMS ’99) its CFO designee and executive VP. Carlos dos Santos (EMBA ’99) currently serves as Mozambique’s ambassador to the U.S.

BEST IN THE WEST: Alumnus Named One of California’s Top Lawyers

Daniel Clivner (’85) was named by the Daily Journal, California’s largest legal news provider, to its 2016 list of “Top 100 Lawyers in California.” Mr. Clivner, Baruch College Fund Vice President and one of the benefactors of the College’s new Clivner=Field Plaza, is a partner in the law firm Sidley Austin LLP. Since joining Sidley Austin in 2015, the alumnus has advised clients on $15 billion in transactions while overseeing huge growth as co-managing partner of the firm’s L.A. operations and co-head of its private equity practice. The annual list recognizes lawyers of outstanding achievement in the state’s legal community.

Congratulations, Dan!
NYC. Profits from the coffee shop go to the Laughing Man Foundation, which supports education, community development, and social entrepreneurs worldwide. Jack Stoddard (MBA ’99), a general partner at Denville Web Associates LLC, has been conducting research on Cuba’s IT readiness and assisting Cuban software developers.

00s Baruch College Fund Trustee Christine S. Li-Auyeung (’00, ’02, MS ’09) (right) was awarded the Oxford EMBA Women’s Scholarship, allowing her to study in England as part of the 21-month Oxford Executive MBA program. Yevgeniya A. Turanova (MBA ’00) became chief investment strategist for The Daily Paycheck, a retirement plan newsletter by StreetAuthority. Alina Moran (MPA ’01) was named CEO at NYC Health + Hospitals/Metropolitan in August. She has served in the health system for 17 years. The Robert Toigo Foundation named Nogiomwan Udevbulu (’01) to its “40 Under 40” list of financial professionals. She is a director in global portfolio trading at Bank of America Merrill Lynch. Vanessa Verduga (’01) wrote the play Implications of Cohabitation, an exploration of an Ecuadorian family’s broken family ties and the generation gap, which ran in August at the Clurman Theatre in NYC. Attorney General Loretta E. Lynch appointed Raisa E. Cohen (’02) an immigration judge within the Executive Office for Immigration Review.

The New York Daily News featured John B. Gomes (MBA ’02), a top broker for Douglas Elliman, in a May article about the rise of NYC’s latest skyscrapers. Gay City News honored Wendy Stark (MBA ’02) with its Impact Award, recognizing her dedication to professionalizing LGBTQ healthcare infrastructure. Stark is executive director of Callen-Lorde Community Health Center in NYC. NY Governor Andrew Cuomo appointed
For many, the medical profession can seem complicated and even a bit scary, but Dr. Brian Sheets hopes to change that.

“All through my training, including pre-med at Baruch, I was always fascinated by how these Greek and Latin medical terms seem so spooky and intimidating,” explains Dr. Sheets, who specializes in obstetrics/gynecology. “But often these terms mean exactly what we think they mean—and I love to peel back that mystery.”

That’s precisely what Sheets does on his TV show, Give It To Me Straight, Doc, which airs on Cablevision Channel 88 in Connecticut. In each episode, Sheets chats with medical experts to elucidate such complex topics as genetics, heart health, and endocrinology. And he makes sure to mix in some humor, like hilarious man-on-the-street segments in which he asks Times Square tourists about medical topics.

Originally from Detroit, Sheets arrived in Manhattan in his early twenties to pursue a career in the entertainment industry. In between modeling gigs, he worked odd jobs to make ends meet and eventually enrolled at Baruch, seeking a solid undergraduate education.

“If you had tapped me on the shoulder back then and told me I’d one day become a gynecologist,” Sheets jokes, “I would have laughed in your face.”

But his undergraduate experience proved life altering—in particular, the influence of Baruch’s Dr. John H. Wahlert, professor and chair of the Department of Natural Sciences, among other mentors. Sheets majored in biology, leading him later to medical school, a residency at Brooklyn’s Methodist Hospital, and a successful private practice, launched in 1997.

Now, with Give It To Me Straight, Doc, Sheets has come full circle, combining his medical career with his longtime passion for the entertainment industry. “I’m just blessed to be able to do what I love,” he says. “And I look back to my mentors at Baruch as having really set me on this path.” —GREGORY M. LEPORATI

Check It Out: Episodes and clips of Dr. Sheets’s show can also be viewed on the YouTube channel Give It To Me Straight, Doc.
ALLEN G. AARONSON (‘48)
Allen G. Aaronson, whose generosity endowed the Allen G. Aaronson Department of Marketing and International Business, who established the Aaronson Democracy Project, whose Aaronson Challenge in 2012 resulted in the most donors to the Baruch College Fund (BCF) in its history, and whose most recent gift will name the College’s new Allen G. and Mary E. Aaronson Student Center, died on September 18. He was 90 years old.

Aaronson, who called Baruch College his “first allegiance” and “the cornerstone of my education,” arrived at City College Downtown (today’s Baruch) as a 16-year-old eager to engage in the life of the College. Like many of his generation, his education was put on hold to serve in WWII, where he flew on B-29s with the famed Twentieth Air Force. Upon his return, the management major and now member of the class of 1948 immersed himself in student life and quickly became a star in what his yearbook accurately described as “a class to be reckoned with.” Aaronson held leadership roles on, among others, the Interclub Board, Student Council, the famed Twentieth Air Force. Upon his return, the management major and now member of the class of 1948 immersed himself in student life and quickly became a star in what his yearbook accurately described as “a class to be reckoned with.” Aaronson held leadership roles on, among others, the Interclub Board, Student Council, the management major and now member of the class of 1948 immersed himself in student life and quickly became a star in what his yearbook accurately described as “a class to be reckoned with.” Aaronson held leadership roles on, among others, the Interclub Board, Student Council,

Centennial Fund, and Alumni Board of Trustees, and he wrote a popular weekly column for The Ticker. The alumnus memorably summed up the impact of hours spent in campus activities as “experiences key to my maturation and educational development, serving me well for the rest of my life.”

The engaged student became an engaged alumnus. Most recently the president and CEO of management company AVRS Inc., Aaronson was an advisory board member of the Weissman Center for International Business and a member of the 17 Lex Society and the Benchmark Society. In appreciation of his dedication to his alma mater, Baruch honored him with the Bernard Baruch Medal for Business and Civic Leadership in 2013.

BCF chairman Lawrence Zicklin (’57) calls Aaronson “ahead of his time” and “one of the smartest people I’ve ever known. His passion for the things he believed in was extraordinary.”

Dr. Kapil Bawa, professor of marketing and chair of the Department of Marketing and International Business in 2011 when the alumnus made his transformational gift, agrees. “His gift powerfully impacted our students and faculty and enhanced the reputation of the department and its visibility in the business world.” On a personal note, Dr. Bawa adds, “It was a pleasure and a privilege to have known him and to help him build the kind of institution he had envisioned.”

AMY HAGEDORN (‘58)
The College was saddened by the passing of Amy Hagedorn on September 8. The alumna was one of the first and among the most significant benefactors to Baruch’s Marxe School of Public and International Affairs (MSPIA). She was 79 years old.

Known to her classmates as Amelia Valentine, Mrs. Hagedorn gave a record-setting $1 million to MSPIA (then the School of Public Affairs) in 2014. Her generosity was recognized by the Wall Street Journal, who named her “donor of the day” on June 30, 2014. To the WSJ, she praised Baruch’s students as “hardworking and earnest,” essentially unchanged from her classmates of the fifties.

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The alumna was an ardent believer in
opening doors for young people with academic potential but little means. As a college student, the Queens native—the daughter and granddaughter of immigrants—bought used books and brown-bagged her lunch. She often noted that, had tuition not been free in her day, she would not have been able to attend college.

Later in life, she and husband Horace Hagedorn, founder of Miracle-Gro®, became well-known philanthropists, dedicated to supporting education, the environment, economic development, and social equality. After his death in 2005, she led their Long Island–based Hagedorn Foundation.

As her engagement with Baruch College grew, so too did her generosity. She followed up her initial million-dollar gift with a second gift, which included an ongoing, five-year matching component, raising her contributions to Baruch College to $2 million.

Remembering her and her enduring spirit, her fellow Baruch College Fund Trustee Helen Mills says, “Amy Hagedorn was a great role model and influence on me and many others. She was a quiet, caring, and powerfully effective person. We will all miss her very much.”

HOMETOWN HERO

ASSEMBLYMAN RONALD KIM (MPA ’06) MAKES AN IMPACT IN QUEENS, N.Y.

For Ronald Kim, politics is personal. This energetic second-term assemblyman—representing his hometown, Flushing, as well as Whitestone and Murray Hill—was always inspired by “the idea of coming back to the neighborhood I grew up in, not only to help people but also to empower the next generation of leaders to take ownership of local issues.”

And he’s no stranger to hard work, having honed his craft at Baruch as part of the National Urban Fellows program. Through the fellowship, Mr. Kim earned a master’s degree in public administration while simultaneously serving as an advisor to the chief education officer of the Chicago Public Schools—no easy feat.

“It was one of the most challenging few months of my life so far,” Kim recalls, “with many ups and downs. But every time I fell short or felt defeated, there was always a professor or a classmate at Baruch who took the time to lift me up.”

One of those professors was Baruch College Fund Trustee Dr. Lewis Friedman, whose professional development class greatly influenced Kim. A journaling assignment required Kim to document his processes at work, an exercise that taught him “the importance of self-reflection and having a growth mindset.” Another takeaway from the class: “You must learn from your failures and setbacks instead of letting them invalidate who you are.”

Kim put these lessons into practice after graduating, becoming the first Korean American elected to the New York State Legislature in 2012. His accomplishments include working to establish Lunar New Year as a school holiday and supporting legislation to empower small business owners. “There’s nothing more gratifying than resolving an important issue, whether small or large,” he explains.

Kim is also proud to see the enhanced emphasis on international studies at the College’s newly named Marxe School of Public and International Affairs. “I’m excited to see the School’s global partnerships lead to even more diversity in the classrooms.”—GREGORY M. LEPORATI
world’s leading construction groups. In July Black Enterprise named Nnamdi B. Ejiofu (’08) one of its tech innovators of the week. Ejiofu is the founder of Tamamah, a content company geared toward millennials of the African diaspora. Avid world traveler Rosa Lopez (’08) visited Cuba this year, sharing her experiences on her personal blog. A full-time administrator in an insurance and legal company, Lopez also has been active in such local volunteer organizations as New York Cares. Nicole Y. (Tertulien) Maldonado (’08) was appointed assistant principal at Key Elementary School in Virginia. Stephanie Roth (MPA ’08) works for the NYC Economic Development Corporation, managing the citywide graffiti removal programs Graffiti-Free NYC and CleaNYC.

10s

Techbridge Girls, a nonprofit organization that encourages women to pursue STEM careers, named Nikole Collins-Puri (MPA ’10) its new CEO/executive director. Baruch College named Michele Doney (MSEd ’11) director of the Student Academic Consulting Center and Immersion Program. In May Allen Ko (’13) (left) received a Jonas E. Salk Scholarship to study medicine at Eastern Virginia Medical School. The Salk Scholarships are awarded annually to only eight graduates of CUNY senior colleges. Daniel S. Landesberg (EMBA ’14) was promoted to administrative director at Geisinger Wyoming Valley Medical Center, Geisinger South Wilkes-Barre, and Women’s Health in northeast Pennsylvania. Ryan H. Chang (’15) opened a Kung Fu Tea franchise in Tribeca. As a Baruch student, he worked in Kung Fu Tea’s corporate offices. Hali Razon (’15) married Andrew Feingold in September. Amanda Anderson (MSN/MPA ’16) was made a contributing editor and editorial board member of The American Journal of Nursing. A sales and trading analyst at Bank of America Merrill Lynch, Sanjit Gil (’16) has been named to the Baruch College Fund Board of Trustees.

HOODWINKED IN HARLEM: ALUMNA OPENS ESCAPE ROOM

Imagine a handful of friends locked in an abandoned asylum with only 60 minutes to escape. They search for clues scattered around the room, solving puzzles and overcoming brain teasers as they look for the key. Their search turns frantic as the timer winds down, until, finally, the clock strikes zero and the buzzer sounds.

“Sometimes you escape, and sometimes you get hoodwinked!” laughs Michele Ware (’94, MBA ’15), creator/CEO of Harlem’s Hoodwinked Escape, a recent entry in the growing craze of NYC “escape rooms.” Hoodwinked offers four distinct scenarios that test problem-solving skills and collaboration—perfect for team building, parties, or just a fun night out with friends.

The double alumna first discovered escape rooms in 2014 when, as the head of accounting at the World Economic Forum, she brought her staff to one as a team-building exercise. “I was immediately struck by what an amazing business idea it was,” she recalls. “Three months later, I decided to quit my job, work on my business plan, and here we are!”

Ms. Ware quickly secured 2,500 square feet in one of Harlem’s historic buildings and flew in an expert European “escape consultant” to help her devise each room. “Our escape rate is about 35 to 40 percent,” she explains. “It’s challenging yet doable. No phones or technology are allowed, so it encourages real communication between teammates.”

Though without formal entrepreneurial training (her degrees are in accountancy), Ware discovered that her Baruch years had provided her with the tools she needed to launch her business. She cites leadership roles in Baruch student clubs, especially in the National Association of Black Accountants (NABA), as the most important part of her education and essential to her ability to succeed.

Ware remains committed to her alma mater, donating time to the SEEK Program and serving as board president of NABA’s Pat Johnson Scholarship Program. “My career started at Baruch,” she notes. “Quite simply, NABA prepared me for the boardroom.” —GREGORY M. LEPORATI
COME BACK TO BARUCH

Help the next generation of students through our on-campus volunteer opportunities:

➤ Mentor a student through the Executives on Campus program.
➤ Speak to prospective and/or incoming students as an Alumni Ambassador.
➤ Share your experience and stories with students on campus through student clubs and other Baruch and Beyond programs.

LEARN MORE AND REQUEST INFORMATION

Interested in coming back to campus or staying connected through affinity groups? Contact the Office of Alumni Relations at 646-660-6097 or alumni@baruch.cuny.edu. We look forward to hearing from you.

...OR BRING BARUCH BACK TO YOU

Stay connected with fellow alumni through regional and industry groups:

➤ Check out our regional clubs across the country and around the world—you’ll find us in California, D.C., Florida, Texas, China, Turkey, and numerous other locations.
➤ Join industry groups and expand your Baruch networks in entrepreneurship, international business, real estate, and more.
The Penn Club is a private social club that offers valuable benefits and resources for friends of Baruch College, the University of Pennsylvania, and other affiliate schools, such as the University of Chicago. Members have full access to all of the facilities and activities at the clubhouse.

MEMBERSHIP BENEFITS INCLUDE:

- A private, centrally located Midtown club for both personal and professional use
- Business center with complimentary WiFi to use between meetings or to check email
- Board/event rooms to book for business meetings or private gatherings
- Numerous club programs, networking events, and social gatherings throughout the year
- Wonderful restaurant and pub to entertain business and personal guests, especially before going to the theater
- 39 hotel rooms at great rates for NYC
- Gym with exercise machines, weights, and spin classes
- 150+ reciprocal clubs in the U.S. and around the world

For information and rates, visit PennClub.org or contact the Membership Department at membership@pennclubny.org or 212-403-6627.