IN THE SPOTLIGHT

Alumni Shine Behind the Scenes in Arts & Entertainment

ALSO IN THIS ISSUE:

› State of the Arts @ Baruch

› NYS Assemblymember Yuh-Line Niou (MPA ’11)

› New York Times Praises Baruch as Agent of Social Mobility

SENIOR VICE PRESIDENT AND GLOBAL MANAGING DIRECTOR, CHRISTIE’S CAROLINE SAYAN (MBA ’02)
As an undergraduate, I studied art history as part of my required core curriculum. At the time, I could not have realized the profound influence this grounding in the arts would have on my career and my personal interests. Learning to appreciate how art evolved over the centuries and the artist’s eye for detail, nuance, has not only enhanced the personal pleasure I derive each time I visit a museum or gallery but was solid early training for honing important skills. Crossing the globe and the centuries, art enables us to experience other worlds and points of view. Art inspires in us—as it did in me—intellectual curiosity and openness and a lifelong interest in culture and travel.

Having deep and diverse arts offerings is critical to Baruch’s goal of giving every undergraduate a well-rounded education. It also makes the campus and surrounding community vibrant, exciting, and inviting. In the pages of this magazine, you will read more about the rich programs and exhibitions the College presents in the arts. You will also meet a few of the many Baruch alumni who are working in arts and entertainment, their career trajectories having been shaped by their experiences at the College.

In addition this issue covers the most recent exhibition at the Sidney Mishkin Gallery, *Self-Taught Art from Latin America and the Caribbean*. The spring show featured a collection of paintings, sculpture, and crafts from the personal collection of Aldemaro Romero Jr., PhD, dean of the Weissman School of Arts and Sciences, and his wife, Ana, faculty member in the Department of Modern Languages and Comparative Literature. Under Al’s leadership, we can all anticipate many more exciting arts programs at the College—such as the College’s first Art-a-Thon, which is covered in the feature article “The State of the Arts @ Baruch” on page 6.

In other terrific news, I am pleased to report that the 28th Annual Bernard Baruch Dinner, held on April 27 at the InterContinental New York Barclay Hotel, was an enormous success. Attendance was at a record high, as was the amount of funds raised for our students: nearly $1.4 million, including $236,000 through a scholarship match. The fundraising efforts of the Baruch College Fund (BCF) have enabled generations of students to attend Baruch and graduate into the career path of their choosing.

Thanks to the enduring support of BCF members, Baruch has been able to increase its momentum as an engine for social mobility. Indeed, in January our impressive student outcomes were highlighted in a series of articles in the *New York Times* (see page 4). With the cost of higher education and student loan debt skyrocketing, the media and independent ratings agencies are increasingly focusing on institutions that offer their students the greatest social mobility, the measure of a college’s ability to propel lower-income students into higher-income professions. I am proud that Baruch is Exhibit A when it comes to this important distinction!

Finally, I would like to congratulate the nearly 2,500 students who graduated on June 5 and welcome them to the College’s vast alumni network. We look forward to telling their stories of personal and career success in future issues of this magazine!

Sincerely,
MITCHEL B. WALLERSTEIN
President
8 | COVER STORY
Talent Search: Alumni Behind the Scenes in Arts & Entertainment
From the international art world, to television, to radio, Baruch alumni are making their mark on today’s dynamic arts and entertainment industries. Read how a trio of alumni, from Christie’s, TV Land, and Sirius XM, parlayed their College experiences, business acumen, and drive into professional success. You’ll agree with Zicklin School Dean H. Fenwick Huss, PhD, who says, “Our alumni show that those behind the scenes deserve their share of the spotlight.”

6 | CAMPUS UPDATE
The State of the Arts @ Baruch
Art lovers, rejoice: Learn how business-forward Baruch has developed arts cred with such innovative centers and programs as BPAC, Maker Hub, the MA in Arts Administration, New Media Artspaces, and the Baruch College–Rubin Museum of Art Project (photo right). As Weissman School Dean Aldemaro Romero Jr., PhD, puts it: “It is not difficult to envision Baruch College as a destination for the arts.”

15 | ALUMNI SPOTLIGHT
Assemblymember Yuh-Line Niou (MPA ’11)
Elected in 2016, Yuh-Line Niou joins other high-profile Baruch alumni in the New York State Assembly. Her legislative agenda includes tackling the big issues facing her district, the 65th, including housing affordability, storm resiliency, senior services, and education.

ALSO INSIDE

3 | NEWS & NOTES
Two Weissman School assistant professors receive more than $1 million in National Science Foundation Faculty Early Career Development grants.

11 | CLASS NOTES
Career diplomat Carlos Dos Santos (EMBA ’99) represents his native Mozambique as U.S. ambassador, a post he has held since January 2016.

ON THE COVER: Caroline Sayan (MBA ’02), senior vice president and global managing director at Christie’s—one of the world’s most prestigious art auction houses and dealerships—is one of the scores of Baruch graduates who have found professional success behind the scenes in the arts and entertainment industries. Ms. Sayan runs a global group that handles about a billion dollars of sales a year. Photo by Elena Olivo.
DISTINGUISHED GUESTS ON CAMPUS

Earlier this year, the College welcomed influencers from the worlds of business, government, nonprofits, and the media, whose participation in a variety of forums greatly enriched students’ Baruch experience.

On March 15, the College held the third in its annual series of multicultural evenings exploring international economies. “India: Start-up Nation or Mature Economy?” welcomed Ambassador Riva Ganguly Das (right), consul general of India in New York, whose introductory remarks highlighted key facts about her country’s culture, politics, and demographics. Her assertion that “India is not amenable to easy conclusions” set the stage for the panel discussion that followed. Moderated by Guarav Verma (MBA ’03), executive vice president, U.S. India Business Council, the panel debated and reached common ground on key aspects of conducting business in the world’s largest democracy. Immense opportunity is the unassailable plus; business execution, the greatest challenge. As Raj Tripathi, national leader, India Business Group, Grant Thornton, remarked, “India looks like a great investment opportunity when you are sitting in your living room in New Jersey and is a lot less attractive on the ground.”

During his March 2 visit to Baruch, former Secretary of the Treasury Jacob J. Lew took a clear stance on a wide range of timely and controversial topics, including globalization, the national deficit, immigration, and the increasing role of technology in the workplace. For him, “The key to future success is not separating countries in a way that will reduce overall global growth. The real solutions lie in innovation and a skilled workforce, which requires investments in education, research, and infrastructure.” Mr. Lew has also served as White House chief of staff and director of the Office of Management and Budget.

How often does a newspaper correct its mistakes? That’s one of the ways that Craig Newmark judges its integrity. At “The Internet’s Challenges to Ethical Journalism” on February 15, the web pioneer, Craigslist founder, and philanthropist shared the stage with Bloomberg Professor Andrea Gabor and Adjunct Assistant Professor Michael Bobelian, JD, both of the Department of Journalism and the Writing Professions. The trio explored ethical journalism, a subject about which Mr. Newmark is passionate. Throughout the discussion, Newmark returned to his core position: Journalism needs to be a fact-based enterprise. “We need to restore that traditional journalism ethic,” he stated.

A MILANESE MODEL: Executive MPA Students Abroad

MILAN FASHION WEEK was nearing a close, but 18 master’s students from Baruch’s Austin W. Marxe School of Public and International Affairs were not focused on haute couture. They had arrived on February 27 for a multiday symposium, “Strategic Management, Innovation, and Leadership,” offered through Bocconi University’s internationally renowned School of Management (SDA Bocconi).

Over the course of four intensive mornings, world-class professor-practitioners presented on such timely topics as the European Union’s public sector management challenges, innovation and change management, leadership and public sector motivation, and financing development and its impact on society. Organized visits to the Milan Chamber of Commerce, the Leonardo da Vinci National Museum of Science and Technology, and international utility company A2A, along with networking events, rounded out the students’ official schedule.

Equally memorable as the structured program was the contingent’s ample free time to explore the city. “We saw the lessons of the classroom brought to life,” says Bianca Smith (EMPA ’17). “This experience changed my perspective. I look at and think about New York City differently now.”

That’s exactly the purpose of these immersive trips, according to Marxe Dean David Birdsell, PhD. “We want our Executive MPA students to get out of the contexts they know well and take a close look at how people deal with problems both familiar and novel in places that are culturally, economically, and politically very different from New York,” he explains. “Students learn about what lessons can be cross-applied and which are truly a product of circumstance. They also develop a global perspective, which is vital for careers back home in the world’s most globally connected city.”
Banner Year for Student Fulbright Awards

Fulbright Awards top the list of the most prestigious grants conferred on college graduates. So the announcement that three Baruchians—one graduating senior and two recent graduates—had been selected for U.S. Student Fulbright Awards for 2017–18 was met with great fanfare. It’s the greatest number of Fulbright Student Awards in one competition cycle in Baruch’s history.

The 2017 winners are Zicklin/Macaulay Honors alumna Maneesha Bhugwansing (’14), Marxe alumnus Hasin Ishraque (’16), and Zicklin senior Kristina Sarkissyan (’17). This fall their Fulbright-funded programs will take them to three distinct regions of the world: Ms. Bhugwansing heads to the Netherlands to pursue a master’s degree with a focus on European economic politics and global innovation economics; Mr. Ishraque accepted an English Teaching Assistantship to Malaysia; and Ms. Sarkissyan, an international business major, will intern at a Mexican company.

All three have expressed their belief in the program’s mission of spreading education and goodwill, strengthening partnerships with other nations, and preparing a new generation of global leaders and change agents. Says Ishraque, “You have to better understand the world before you can truly help.”

Since 2013, six Baruch candidates have been recognized with U.S. Student Fulbright Awards. Not coincidentally, that same year the College created the Office of National and Prestigious Fellowship Advising, which has managed a steady increase in student applications each year from a greater diversity of majors and disciplines.

“Academic excellence has always been a hallmark of a Baruch education,” says David P. Christy, PhD, provost and senior vice president for academic affairs. “Our students and alumni compete and succeed at the highest levels, and these three awards confirm our commitment to making a global perspective central to the Baruch experience.”
**New York Times Praises Baruch: AGENT OF SOCIAL MOBILITY**

WHAT GOES AROUND COMES AROUND. Since 1847 Baruch—first as part of the famed Free Academy and then of the City College of New York—has persevered in its commitment to access and excellence regardless of a student’s economic background and its conviction that higher education holds the key to combating income inequality. Nowadays, politicians and the media have taken up this cause under the heading of “social mobility.”

A college exemplifies social mobility when it can demonstrate the ability to give underserved students the tools and skills needed for career success, higher earnings, and a shot at the American dream. With widespread tuition increases and changes in Pell Grant distribution, fewer and fewer institutions can support a claim of being an agent of social mobility—and some even struggle to support claims of traditional return on investment.

In essence, what the current conversation has done is reassess “prestige” to institutions that advance economic opportunity. Not surprisingly, Baruch fares exceptionally well.

For example, the *New York Times* highlighted Baruch in a three-part series of articles reporting on The Opportunity of Equality Project, the most comprehensive survey of college graduates to date. The study, led by researchers from Stanford, Brown, and Harvard Universities, placed Baruch in the top 10 nationally on two key social mobility indices and showed that Baruch, and the City University of New York, is six times more effective in moving students out of the lowest income quintile than the entire Ivy League, plus MIT, Duke, the University of Chicago, and Stanford, combined.

Amidst the praise, President Mitchel B. Wallerstein, PhD, brings the focus back to Baruch students: “They are strivers, hungry for success... That’s why Baruch College is such a life-changing experience for them.”

**Remembering a First at Old Yankee Stadium**

MAY 16, 2001: What was an unremarkable spring day for many is a most-cherished date for members of the 2001 Baruch baseball team. On that day, Baruch baseball won its first CUNY Athletic Conference (CUNYAC) title, a 5-3 championship victory against the College of Staten Island, who were favored to win.

The field of play—old Yankee Stadium—made Baruch’s victory even sweeter. “It was one of the most amazing experiences of my life to win the championship and to do it at the old ‘cathedral,’ Yankee Stadium,” says Head Coach Scott Losche (’00). “We walked through the bowels of the stadium and locker room, which was hallowed ground.”

Baruch was victorious in front of an estimated crowd of 1,500 fans, 900 of whom had a rooting interest in the Statesmen (as all Baruch teams were known prior to 2002). Recalls first baseman Greg Clerkin (’02), “At the game, we not only had our families and friends but also the softball, basketball, and other teams supporting us as well as office staff.”

Two key defensive plays late in the game secured the win: a diving catch by outﬁelder Robert Benjamin and a successful pick-off at second base by shortstop Shawn Ponce (’03) and game MVP pitcher Peter Park (’02).

In addition to the win, the team fondly remembers being honored later that year in a special ceremony at City Hall presided over by baseball superfan and then—New York City mayor Rudolph Giuliani. —JOHN NEVES

**Spring Break with a Mission**

For four days in April, a group of 27 Baruch students participated in the College’s Alternative Spring Break program. The social justice-based urban immersion experience, offered by the Office of Student Life in partnership with D.C.’s Steinbruck Center and Philadelphia’s Broad Street Ministry, combined educational programs with service with local organizations. Upon their return, the students shared their experiences and insights in an official trip debriefing/presentation for the entire Baruch community. Shown: Students at Luther Place Memorial Church in Washington, D.C.
**LUNCH AND LEARN**

22 Years of Partnership with Mitsui & Co.

FOR MORE THAN TWO DECADES, the Mitsui USA Foundation has provided financial support for a series of lunchtime forums, overseen by Baruch’s Weissman Center for International Business.

Specifically geared toward Zicklin students, the Mitsui USA Lunchtime Forums attract senior business and government leaders who share their firsthand perspectives on careers, global finance, and international markets.

Each lecture offers a lively mix of topical content (i.e., key trends and challenges in the speaker’s company or industry) along with personal insight on career paths and leadership. Approximately 600 students attend the series annually.

To date, 130 lectures have been offered through the long-running series, which is also remarkable for the caliber of guests. Such alumni as Charles Dreifus (’66, MBA ‘73), Irwin Ettinger (’58), Paulette Garafalo (’78, MBA ’80), John Grifonetti (’90), Hugh R. Lamle (MBA ’70), and Marcel Legrand (MBA ’97) have joined a roster that includes a former senator and governor, a White House advisor, and C-suite-level professionals from Ernst & Young, Estée Lauder, the Financial Accounting Standards Board, KPMG, the New York Stock Exchange, and Revlon, among other leading companies and organizations.

Dr. Terrence F. Martell, Saxe Distinguished Professor of Finance and director of the Weissman Center, calls Mitsui USA “an ideal corporate partner and ambassador for global business.” He adds, “Our thriving longtime partnership—which also includes Mitsui’s engagement with the center’s Advisory Council—speaks to Mitsui’s respect and support for education.”

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**AT THE MISHKIN**

The Richness of Latin American Art

WHEN ALDEMARO ROMERO Jr. and his wife, Ana, bought a Guatemalan chest in Costa Rica in 1981, the couple little suspected that they had begun a decades-long odyssey of collecting the works of Latin American and Caribbean self-taught artists.

This spring Baruch College’s Sidney Mishkin Gallery shared 40 treasures from the Aldemaro and Ana Romero Collection in the exhibition Self-Taught Art from Latin America and the Caribbean, which ran from April through May. Dr. Aldemaro Romero Jr. and Ana Romero are members of the Baruch faculty: He is dean of the Weissman School of Arts and Sciences; she, an adjunct lecturer in the Department of Modern Languages and Comparative Literature.

“Self-taught art has a universal quality without a clear cultural context, and it is often difficult to guess which country it is from,” Gallery Director Sandra Kraskin, PhD, explains.

The exhibition featured paintings, sculptures, and crafts using a variety of media, including oil paint on canvas, lithography, papier-mâché, bark, and wood. The exhibition was organized by country of origin, with eight countries represented.

Brilliant, saturated colors; simplicity; repetition; and a flattened perspective are the hallmarks of the collection, common characteristics of self-taught art, which curator and Gallery Director Sandra Kraskin, PhD, is quick to distinguish from folk art. “Self-taught art has a universal quality without a clear cultural context, and it is often difficult to guess which country it is from,” she explains.

For Dean Romero, his fondest memories of the collection involve meeting the artists, “hearing how they were inspired and what their vision was.” What does the dean hope gallery-goers experienced? “The artists’ authenticity and the tremendous level of creativity they have, despite having never received formal training,” he says.

Supported by the Schindler-Lizana Fund for Latin American Arts & Cultures at Baruch, this show offered an outstanding example of the small, museum-quality exhibitions for which the Mishkin Gallery is known.
On March 7, New Yorkers got a glimpse of Baruch’s creative side when a noontime flash mob erupted in song on 24th Street. Led by Weissman School of Arts and Sciences Dean Aldemaro Romero Jr., PhD, the live-streamed flash mob was just one of more than a dozen events organized for the College’s first-ever Art-a-Thon, a daylong celebration of arts and literature scheduled to coincide with National Arts Advocacy Day.

From morning to night, curious students participated in a multitude of activities, including an improvisational theater session, a marathon reading of Mary Shelley’s *Frankenstein*, and a piano blues workshop. The event raised the profile of the arts at Baruch and promoted a sense of interconnectedness—and, says Dean Romero, demonstrated that “Baruch community members, regardless of their background and career goals, feel that art is part of the spirit of inquisitiveness and enjoyment that we carry as part of our condition as human beings.”

This event epitomizes the abundance of artistic activity throughout the College, spilling out from the walls of the Mishkin Gallery and the stages of the Baruch Performing Arts Center into the classrooms, common spaces, and sidewalks of Baruch’s urban campus. So how did business-forward Baruch develop so much arts cred?

**ART APPRECIATION**

From 1983 through 1992, the College’s art gallery, located on the ground floor of the Administrative Center building, was one of Baruch’s hidden gems, unexpected for those who thought narrowly about “business-oriented” institutions. Subscribing to a broader view was Sidney Mishkin (’34), a successful businessman-accountant and avid art collector. When looking for a way to give back to Baruch, the alumnus chose the gallery over more obvious business facilities. And thanks to his multimillion-dollar bequest, which included artworks by such notables as Alexander Calder, Max Ernst, and Man Ray, Baruch had a collection worthy of an outstanding liberal arts college. Baruch’s first public-facing arts space, the Sidney Mishkin Gallery has attracted art lovers to Baruch with five small museum-quality shows every year (see recap of its latest exhibition on page 5) and continues to be an educational and inspirational resource for the College.

**BPAC: SHARING THE SPOTLIGHT**

The presence of the arts at Baruch increased exponentially with the opening in 2003 of the Baruch Performing Arts Center (BPAC). But it took the leadership of BPAC Director Ted Altschuler, PhD, who arrived in 2015, to...
bring the center to the next level. His vision of “culture in the broadest sense” has inspired programs featuring unexpected combinations across the disciplines, such as 2016’s “Brains with Music,” a conversation between a cognitive scientist–composer and a music therapist. As a home for the development of new staged works, BPAC offers audiences the opportunity to bear witness to the creative process. The center also has a full calendar of traditional performing-arts fare—theater, film, dance, concerts, and opera—from around the world.

ARTS MEAN BUSINESS
The new Master of Arts in Arts Administration, offered through the Weissman School, is a perfect example of how Baruch does the arts in a unique way that plays to its strengths. Unlike similar programs, it’s not restricted to performing arts or museums. It leverages classes and expertise from the College’s three schools, giving Arts Admin students the chance to develop competencies in finance, budgeting, resource development, marketing, entertainment law, arts education and outreach, policy, and advocacy. “I learned how the arts function politically, financially, logistically, and philosophically,” says Liz Tuncer (MA ’17), a member of its first graduating class. “I entered the program following my passion, but I am leaving it with a purpose.”

MIXED MEDIA: ART IN THE LIBRARY
Among the unusual venues for the arts at Baruch are the New Media Artspaces, four attention-grabbing mini–exhibition spaces located throughout the College’s William and Anita Newman Library. The spaces, curated by the Department of Fine and Performing Arts and occupying renovated pay-phone booths, support experimental, mixed-media artworks that incorporate video, animation, sculpture, and photography.

“We want our library to surround students with resources that not only support their formal coursework but provide opportunities for learning on their own through browsing books, using new technologies, and viewing art,” says Arthur Downing, PhD, vice president for information services and dean of the library. For him, the beauty of the Artspaces is that they “bring the work of important artists right to our students and only require a brief study break.”

BROADER AESTHETIC VISTAS
The provenance of the Baruch College–Rubin Museum of Art Project (RMA) project speaks volumes of the wide swath of arts innovation at Baruch. Launched in 2010, it is the brainchild of Stan Altman, PhD, professor in the Marxe School of Public and International Affairs, who is a trained electrical engineer, systems scientist, and proponent of cross-disciplinary and multicultural experiences.

The RMA collections showcase paintings, sculptures, and textiles from the Himalayas and surrounding regions; its exhibitions and programs highlight not only art but the ideas of the arts region. Through courses that capitalize on RMA assets and special arts events on campus, as well as internship and scholarship opportunities, the Baruch-Rubin partnership engages students and faculty in cultural projects that extend well beyond typical museum visits.

MAKER HUB: FROM IDEA TO EXECUTION
Creativity is the catalyst at the Zicklin School of Business’s Maker Hub, where conceptualization, technology, and business meet. Housed within the Lawrence N. Field Center for Entrepreneurship, Maker Hub fosters hands-on discovery in support of interdisciplinary learning and research in and outside of the classroom. Explains Romi Kher, PhD, assistant professor of management and the Zicklin faculty lead of Maker Hub, for him the goal of the makerspace is to integrate maker technologies with lean startup principles to help students bring business ideas to life. In the Hub, Dr. Kher’s students learn basic software applications and leverage 3D printing/electronics for prototyping. “Students soon realize that, while ideas are easy, creating products is much harder!” Kher says.

Maker Hub is a destination for students in the arts and sciences as well. Recently, public speaking students used makerspace materials to build a model and then present that creation to their peers. Flushed with pride and focused on the object, students were less self-conscious, spoke more confidently, and honed communication skills.

A PICTURE OF POTENTIAL
Anticipating more innovative and constructive arts-related ventures to come, College President Mitchel B. Wallerstein, PhD, hails the foundational contributions of George Weissman (’39), whose February 1998 gift of $10 million—at that time the largest cash gift in Baruch and CUNY history—endowed the George and Mildred Weissman School of Arts and Sciences and firmly established the standing of the arts at Baruch. “Chairman and CEO of Philip Morris Companies and later chairman of the Lincoln Center for the Performing Arts, George was by all accounts a Renaissance man who believed in the mutually beneficial interconnection of the arts, business, and community,” says President Wallerstein. “We trust that if George were still here he would be delighted to see how the arts continue to flourish at Baruch.”

CREATIVE COLLABORATIONS; The Baruch College–Rubin Museum of Art Project is an example of the College’s innovative, cross-curricular programs. Launched in 2010 under the auspices of the School of Public Affairs—now the Marxe School of Public and International Affairs—it involves students and faculty in cultural projects extending well beyond typical museum visits.
From auction houses, to television, to radio, Baruch alumni have shown that their business acumen and keen eye for detail fit perfectly with today’s dynamic arts and entertainment industries. Meet three alumni who work behind the scenes for some of the most exciting brands in A&E, and learn how their Baruch education helped them realize their dreams.

BY GREGORY M. LEPORATI

CAROLINE SAYAN (MBA ’02)

Auctioning off a Picasso original or selling a famed Matisse print is part of a typical day at the office for Caroline Sayan. As senior vice president and global managing director at Christie’s, one of the world’s most prestigious art auction houses and dealerships, Ms. Sayan trades in some of history’s most famous and inspiring works of art. “I run a global group that handles about a billion dollars of sales a year,” says the alumna, who was interviewed while shuttling between high-profile auctions in Paris.

Sayan began working at Christie’s in the mid-1990s, in an entry-level job, after earning a bachelor’s degree in art history from Syracuse University. She soon realized that she needed something extra to help her rise to the top of her industry, and that led her to Baruch. Exchanging her art history books for spreadsheets, Sayan earned a Zicklin MBA in international business. “It was quite unique back then to be an art history major with an MBA,” she recalls.

As she had anticipated, her new degree equipped her well for the next stage of her career: launching Christie’s global efforts in China. The New York native relocated her family to Beijing and lived there for two years, building a team from the ground up. Today she is back in New York handling Christie’s Impressionist and modern art, overseeing sales in a number of international regions, the culmination of a career that has taken her to all parts of the world. “It’s been a real adventure,” she says.

Caroline Sayan (MBA ’02), senior vice president and global managing director at Christie’s, says that her Zicklin degree laid the groundwork for her success and its lessons continue to remain applicable more than a decade later. “My Baruch education always feels very relevant, which is impressive.”
LIFE ON THE SMALL SCREEN: FRANK TANKI JR. (EMBA '04)

Ever since he was a child, Frank Tanki Jr. has been fascinated by entertainment and, more specifically, television—not just the shows themselves but the behind-the-scenes drama and strategy sessions that spawned them. He would wonder, for example, why certain shows aired at certain times of the day. “There was no ‘on demand’ back then,” he jokes. That curiosity, which remained with him into adulthood, led him to a career in television.

Today he serves as general manager of TV Land, a popular basic cable channel that reaches more than 91 million households in the U.S. It is the latest position in what has been a successful 12-year career at Viacom (TV Land’s parent company), during which time Mr. Tanki helped bring to life some of today’s most recognizable shows, including SpongeBob SquarePants on Nickelodeon and, most recently, Lip Sync Battle on Spike.

“I remember being part of the core team of about three people working day-to-day when SpongeBob launched,” Tanki recalls, “figuring out the details of all of the ancillary opportunities. It started with simple t-shirt designs and grew to amusement park rides. It was simply amazing to see a series so fun and innocent grow into a billion-dollar entity.”

At TV Land, the alumnus focuses his business and managerial talent on growing the network’s original content and expanding its brand marketing. His professional success, he says, can be traced back to the lessons he learned at Baruch. The second-generation Baruchian—Tanki’s father, Frank Tanki Sr., graduated in 1962—notes that Zicklin’s Executive MBA “matched my hustle,” adding that many of his professors even had NYC-based experience in the entertainment industry. “There’s simply no better return on investment than a Baruch degree,” he says.

SIRIUS BUSINESS: JOAN CHIN (‘86)

Growing up, Joan Chin adored radio. “I could name almost every disc jockey,” she says, smiling as she recalls the countless nights that she and her family would gather in front of the radio and listen to music. “Radio is all I’ve ever wanted to do.”

In Ms. Chin’s case, dreams do come true. The alumna has enjoyed a successful 30-year career in radio and currently serves as director of talk operations at Sirius XM, the world’s largest radio company in terms of revenue. She is also the executive producer of Pia Lindstrom Presents, a weekly entertainment show that features interviews with renowned film directors, producers, and authors.

As a teenager, Chin wanted to attend Baruch when she learned about WBMB, the College’s student-run radio station. The journalism major became general manager of WBMB in her senior year. “Running the station,” she recalls, “really gets you ready for the professional world. It teaches you how to be a problem solver, which is so essential in radio.”

Chin’s career has encompassed a number of fascinating shows and projects. She worked on the original staff of the legendary Mike and the Mad Dog, which played a seminal role in the genesis of modern sports talk radio. “Their bark,” Chin laughs, “is so much worse than their bite.” Now, at Sirius, her responsibilities include booking guests, recording, handling logistics, commercial spots, and promos. The job can be stressful, but Chin says she sometimes has to pinch herself to make sure she is not dreaming. “Who knew that I could make a living out of having fun?” she says.

RAVE REVIEWS

These success stories don’t come as a surprise to Dr. H. Fenwick Huss, Willem Kooyker Dean of the Zicklin School of Business. “A degree from the Zicklin School—and from Baruch in general—can lead you anywhere,” he says. “The logistics, finances, and marketing of arts and entertainment are often just as important as the creative side, and our alumni show that those behind the scenes deserve their share of the spotlight.”
Joe Silberberg ('45) looks back fondly on his student days at Baruch, especially his time in the Rhythmaires, a student singing group that performed in shows and rallies. The group of 1945 graduates (from left: Arthur Harrow, Ruth Harris, Bob Harris, Silberberg, and Joe Boardman) once sang with a young Frank Sinatra at the Paramount Theatre.

Frances F. Friedman ('48) is the author of Painting Faces: The Art of Public Relations (Xlibris, 2016), a memoir that details how she overcame gender inequality and poverty to become the first woman president of a top 10 international PR firm. The alumna lives in Kent, Conn.

A co-founder of Wagner, Ferber, Fine & Ackerman, Theodore Sobel ('51) retired in 2016. At the age of 80, George Saltz ('57) began performing stand-up comedy. In addition to being featured in The Daily News, he has performed at many of NYC’s leading comedy clubs and was the winner of the 18th Annual Funniest Jewish Comic Award in 2016.

One of Baruch’s most generous supporters, Stuart Subotnick ('62) joined the board of directors of Sepsis Alliance, a leading U.S. organization raising awareness of sepsis as a medical emergency. Gerhard Rosenthal ('64) is chairman of the Human Relations Commission of Franklin Township, N.J., where he has lived since 1969. Rosenthal retired after a 50-year career in banking.

Don Mathison ('73) serves as executive vice president of Magnetic 3D, a glasses-free 3D technology company. In April Jeffrey Menkes (MBA '73) became CEO at Burke Rehabilitation Hospital in White Plains, N.Y. H. Jack Shapiro (PhD '73) is enjoying retired life in Boca Raton, Fla. Dr. Shapiro, a member of the Baruch management faculty from 1974 to 1999, conducts research, lectures locally, and spends quality family time with his four children and nine grandchildren.

Mildred Garcia ('74) was appointed chair of the board at the American Association of State Colleges and Universities. She serves as president of California State University, Fullerton.

Howard Honig ('74) recently completed his 15th year as president of the Aljen Group, Inc., an executive search firm specializing in accounting and finance. Liquidia Technologies, a biopharmaceutical company, named Arthur S. Kirsch (MBA '75) to its board of directors. Kirsch is currently a senior advisor with investment banking firm GCA Global, LLC.

Steve Gaynor ('77) is founder and managing partner of MobileSolve Group, Inc., a boutique investment bank assisting early- and growth-stage technology companies.

The Westchester Medical Center Health Network added David Ingber ('81) as its senior vice president, network financial operations. Previously he worked for 26 years at Montefiore Hospital.

Kam H. Wong ('81) (right), president and CEO of New York Municipal Credit Union, was named to the Baruch College Fund’s Board of Trustees. James C. Lam ('83) authored Implementing Enterprise Risk Management (Wiley, 2017), which spent two weeks at the top of
EVERYWHERE MAN

Career Diplomat Carlos Dos Santos (EMBA ’99)

It’s been a whirlwind career for Carlos Dos Santos, who has represented his native Mozambique in such locations as the United Kingdom, Germany, Zimbabwe, Washington, D.C., and New York City. “All of my postings have been of great importance to my country,” says Mr. Dos Santos, a career diplomat who currently serves as Mozambique’s ambassador to the U.S. and high commissioner to Canada. “I must be doing a good job,” he laughs, “since they keep sending me to all of these wonderful places!”

Life as a diplomat came about unexpectedly for Dos Santos. When he was 19, his parents informed him that they could no longer afford to send him to his technical school. To stay on track, he found an opportunity in Mozambique’s foreign affairs office, which allowed him to simultaneously work and finish his education in six years.

“It’s funny how things work out,” he muses. “I started out at a technical school but ended up becoming a diplomat by chance. Fortunately, I’ve enjoyed every minute of it.”

Dos Santos continued working in the foreign affairs office and, while serving as Mozambique’s ambassador to the UN in the 1990s, saw an advertisement for Baruch in the New York Times. He had been looking to enhance his management skills, and the Zicklin School’s Executive MBA program appealed to him because “it was both a rigorous education and flexible for professionals,” he notes.

Today, he exercises those management skills as U.S. ambassador—a post he has held since January 2016 and a role in which he has come to learn that there’s no such thing as a ‘typical’ day. “Sometimes I may be meeting with congressmen,” he says. “Other days I’m attending energy conferences. I may meet with NGOs, business leaders, colleagues. Each day is different.”

—GREGORY M. LEPORATI

As ambassador to the U.S., alumnus Carlos Dos Santos has visited a number of fascinating sites across the country, including a solar-power plant in Arizona.
NETIQUETTE REFRESH
The Dos and Don’ts of Online Communication

This year the Office of Alumni Relations hosted its first-ever webinar series, featuring career coach Lisa Panarello (‘99) of Careers Advance. Here are five of her quick tips to help you practice perfect ‘netiquette’:

1. **BE SENSITIVE TO EMAIL’S LIMITATIONS:** Some things require face-to-face communication. Never cancel someone’s pet project or conduct performance reviews via email.

2. **CRAFT PERFECT EMAILS:** Read each email three times before you send it and avoid using texting jargon or industry acronyms. Your email reflects you as a professional.

3. **TREAD LIGHTLY WITH CC, BCC, AND REPLY ALL:** Copying a coworker’s manager suggests that the recipient isn’t listening to you; if that’s the case, address him or her in person. And before hitting Reply All, ask yourself, “Who really needs to see my comment or answer?”

4. **RESPECT PEOPLE’S BANDWIDTH, TIME, AND PRIVACY:** Always stay on topic in chat rooms and email threads.

5. **ELEVATE YOUR DIGITAL NETWORKING PRESENCE:** Take a moment to personalize your LinkedIn connection requests—don’t assume people remember you. Also, set calendar reminders to reach out to key influencers in your network.

Stay tuned for more webinars and digital offerings in Fall ’17 and Spring ’18!

90s

- **Terry Archer** (‘91) is a credit/collections analyst for the Economist Group in Manhattan. **Eyal Leibovitz** (‘91) was named CFO of Cellect, a developer of stem cell isolation technology. In January **Tarliien Richard Lin** (‘91), an associate broker with Douglas Elliman, married Neil Lorne Glaser, a former second-grade teacher. After a 25-year career as a federal agent with the U.S. Treasury Department and the U.S. Department of Justice, **Robert Ryan** (‘91) retired. He was the lead agent on a number of high-profile investigations in NYC. The U.S. Department of Veterans Affairs appointed **Vincent F. Immiti** (MBA ’92) director of the Medical Center of the VA New Jersey Health Care System.

- **Steven V. Melnik** (‘93), director of the Graduate and Undergraduate Tax Programs at Baruch’s Zicklin School of Business, was invited by the American Institute of CPAs to join its Personal Financial Planning Executive Committee. Ridgewood Savings Bank named **Mirsada Tagani** (‘93) vice president of digital channels. She began working for the bank 24 years ago as a part-time teller while she pursued her BBA. In March **Anupam Ghose** (MBA ’94) spoke on campus as part of India @ Baruch

00s

- **Nacole Ali** (‘01) is the author of **Warrior: Built To Last** (BestSellersGuild, 2016), a lighthearted and compelling account of her personal journey surviving breast cancer. In November **Theresa Campbell** (‘03) self-published her fourth novel, **Marked at Birth**, about a Jamaican woman who flees her hometown
Titanic Opportunity

PAUL ORBE (MPA ’00) EXPLORES THE DEEP BLUE SEA

As a child, Paul Orbe was fascinated by the documentaries of Jacques Cousteau, the French scientist who popularized underwater exploration. Decades later, the alumnus found himself participating in a Cousteau-like adventure of his own, as a Science Communication Fellow on board the Nautilus, a 64-meter research vessel operated by the Ocean Exploration Trust.

Mr. Orbe, who teaches high school and college-level biology and chemistry in New Jersey, was one of 17 educators from around the world chosen for this opportunity, which allowed him to conduct research alongside Dr. Robert Ballard, best known for his discovery of the shipwrecked Titanic in 1985. Orbe spent almost two weeks in August 2016 on board the Nautilus, exploring regions of the Greater Farallones National Marine Sanctuary in California. “A highlight was taking visual surveys of the USS Independence wreckage off the coast of San Francisco,” he recalls. “Our team even discovered the wing of a jet fighter inside it.” Orbe also observed giant sponges and deep sea corals, livestreaming his experiences.

Orbe has enjoyed a varied career in science, education, and nonprofits. He majored in biochemistry as an undergraduate at Rutgers University and later earned a Master of Public Administration (MPA) at Baruch’s Marxe School of Public and International Affairs.

After graduating from Baruch, the alumnus worked at two major hospitals in New York but eventually decided to transition to a career as an educator, which allows him to spend more time with his wife and children. He is currently pursuing an Education Specialist degree in curriculum and instruction in the hopes of becoming “an agent of change and a leader in science education.”

For Orbe, the Nautilus experience reaffirmed his belief in the critical importance of ocean exploration. “Oceans can potentially provide shelter and an unlimited food supply... Humanity now has a key opportunity to consider sustainable solutions for the betterment of our planet and society.” —GREGORY M. LEPORATI

continued on next page
Metamorphosis: With Butterflies, Alumna Changes Lives in India

Growing up in Delhi, Harbani Rana (’07) came face-to-face with India’s child-poverty epidemic. Although she was fortunate to live in a home with a host of basic amenities, some of her neighbors were not so lucky. “I would often play outside with children who lived in back alleys,” recalls the alumna. “I would wish that they had the resources and opportunities to get ahead in life.”

Now Ms. Rana, who currently resides in Manhattan, is doing her part to improve those lives. She is a trustee of the U.S. chapter of Butterflies, an international nonprofit dedicated to promoting education, skill development, and the overall health of Delhi’s street and working children. “Every year, Butterflies provides more than 1,000 children with access to education and sports programs, medical care, professional training, and banking,” she explains. Furthermore, the organization is unique because it offers support for children without taking them away from their families.

Over a decade ago, Rana—who studied accountancy at Baruch through the Macaulay Honors College—first visited Butterflies’ home headquarters in Delhi on the recommendation of Dr. Myrna Chase, her professor and a former dean of the Weissman School of Arts and Sciences. Rana’s positive report helped persuade Dr. Chase and a handful of her Baruch colleagues to create the U.S. chapter, which aims to increase American support of the grassroots organization.

Between her professional career as vice president, Investor Services Sales, at J.P. Morgan and her volunteer work, Rana remains closely connected to Baruch. “I feel like I never left,” she says. “It’s a network that I will forever treasure.” —GREGORY M. LEPORATI

10s

Angela Gustus (MPA ’10) works in nonprofits in northern Maryland and has published two books, including, most recently, Chip: Use Everything You Have To Do Everything You Do (CreateSpace, 2016). Ashok Kamal (MBA ’10)—executive director at Tech Coast Angels—was featured in the annual Book of Influential Business Leaders as a top San Diego professional working in startups. He also was featured in late 2016 in the San Diego Business Journal. Youssouf Traore (’10) launched digimaat.co, a startup aimed at combating credential fraud. The company works with universities and employers to verify the identities of prospective employees and students. Mahatabul Alam (’11) was hired as senior programmer analyst for Rich Products, a leading supplier to food service, in-store bakery, and retail marketplaces. In February Jessica F. Schaefer (MBA ’11) launched Bevel, a public relations consultancy firm focused on serving companies concerned with financial technology, big data, and artificial intelligence. Nia Brown (’12) recently founded SWBATE (Students Will Be Able To Explore), a nonprofit that aims to provide study abroad opportunities.
STANDING UP FOR LOWER MANHATTAN
ASSEMBLYMEMBER YUH-LINE NIOU (MPA ’11)

Yuh-Line Niou knows a secret about government: It enables every citizen to make a difference.

“There are those who paint a picture of government as inaccessible and distant,” says Ms. Niou. “But the big secret is that there is no secret. As President Obama said, if we don’t like how our government is working, then pick up a clipboard, get signatures, campaign, and run.”

Niou took that advice to heart and in 2016 was elected assembly-member of New York’s 65th District, becoming the first Asian American to represent lower Manhattan.

Niou’s parents immigrated to the U.S. from Taiwan when she was only six months old; for the most part, the family called the West Coast home. Her realization at a young age that she wanted to learn about government and find out how she could make a difference eventually led her to Baruch on a National Urban Fellowship.

As part of the program, Niou earned a Master of Public Administration (MPA) degree at the Marxe School of Public and International Affairs while working for the Environmental Protection Agency. Juggling both coursework and professional responsibilities proved to be a daunting but worthwhile experience, she says. Niou has high praise for the Marxe faculty, especially Dr. Sanders Korenman, an economist: “He made me a much better policy writer, and now, as I write legislation, I think back on his classes.”

After graduation Niou served as chief of staff for fellow Baruch alumnus Assemblyman Ronald Kim (MPA ’06) before deciding to run for a state assembly seat herself. She looks forward to tackling the big issues facing her district, including housing affordability, storm resiliency, senior services, and education. “Big fights,” she calls them, “but big fights obviously worth fighting for.”

Niou is especially grateful for the enduring relationships she formed with her Baruch classmates. “During my campaign, my class came out to help me door knock, dial, and fundraise. You can’t quantify that kind of support, love, and friendship,” she says. —GREGORY M. LEPORATI

BABY BEARCAT ABROAD
Sulexan Chery (’10) and his wife, Aika, welcomed son Makato on Nov. 18, 2015. As the 19th generation of a samurai clan, Makato memorialized his first trip to Japan with a traditionally themed family photo. Dad Sulexan is a first vice president at Ambac.

Please share news of your Bearcat kids and grandkids with BCAM.
through the Deferred Action for Childhood Arrivals (DACA) program—highlighted Anabel Perez (’15), who discussed how a Baruch professor originally encouraged her to apply for DACA. Four 2016 graduates of Baruch’s MBA in Healthcare Administration program—Chris Acidera, Brian LaBarbera, Anna Razumova, and Jacqueline Zolot—created the “Fresh Start Project” in 2017, which provides mobile showers, among other services, for New Yorkers in need. The project was brought to fruition thanks to the financial support of fellow alumnus Richard Yao (MBA ’15).

TECHNOLOGY PANEL: Sarah Hoffman (’01), Kira Sheinerman (PhD, MBA ’03), Sarah Knapp (’07), and Melissa Komal (’11) shared their thoughts and experiences as successful women in the technology sector at a panel discussion this March. The event—presented by the Paul H. Chook Department of Information Systems and Statistics and the Office of Alumni Relations—was made possible by the department’s recent endowment, nearly $2.5 million from the estate of Paul H. Chook (’49). Shown: Ms Hoffman, Department Chair Dr. Marios Koufaris, Ms. Knapp, and Dr. Sheinerman.

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