The best memories never leave you

IT'S REUNION SEASON AT BARUCH
Welcoming the Classes of ’43, ’53, ’63, and ’88
The Best Is Yet to Come

THE CAMPAIGN FOR BARUCH’S FUTURE
COFFEE WITH PRESIDENT WALLERSTEIN
The President Answers Your Questions

Alumni approach me all the time and ask questions about the biggest challenges facing higher education and how Baruch is preparing for them. I welcome those questions because they show me how engaged you are and because the College devotes significant resources to addressing them. Many answers can be found in the new Strategic Plan 2013–2018, news of which I share below.

What's on the horizon for Baruch College?
Our goal is to make Baruch College an undisputed global leader in public urban education, ranked among the top public colleges in the United States.

We know we can succeed because Baruch has had so much success in the last decade, earning high marks from such opinion-makers as U.S. News & World Report, Forbes, the Princeton Review, Entrepreneur magazine, Business Week, Crain’s New York Business, the Education Trust, and the Aspen Institute.

Global leadership in higher education is a pretty ambitious goal. How will the College reach it?
Every journey needs a roadmap. Ours is our Strategic Plan 2013–2018. In Fall 2011, I initiated the planning process, guided by a committee of faculty, students, and administrators who met monthly to identify major strategic issues. The plan, which was widely distributed to the Baruch community for review, was finalized and released in November.

Could you share a few highlights from the plan?
The plan has five interrelated objectives: (1) advance our academic programs, (2) enhance students’ academic and co-curricular experience, (3) deepen our engagement with the world beyond the campus, (4) establish highly effective coordination and collaboration across the Schools and College, and (5) strengthen our financial foundation and infrastructure.

How will the plan be implemented?
Where to start . . . The foundations for the objectives described in the Strategic Plan already exist at Baruch. What was lacking is effective coordination across the institution. I have already named School of Public Affairs Dean David Birdsell to the additional post of Special Assistant to the President for Institutional Effectiveness. With his help and expertise, we are re-engineering the College’s basic business practices.

For our students—our main focus—we want to develop an immersive student life experience that includes residence hall space to accommodate 5 percent of the student body by 2018 and a new student center to serve as the primary locus of student life. Baruch’s facilities need to accommodate growth in enrollment, faculty, degree programs, research, library use, and executive education as well.

Is the new Interim Plaza on 25th Street between Lexington and Third Avenues part of the Strategic Plan?
Absolutely. The permanent plaza—which we expect to be completed in about three years—will be a visible example of the profound transformation already happening at the College. If you haven’t yet seen the Interim Plaza, please come visit and bring your lunch or a coffee to enjoy the outdoor seating.

You included “global” in your vision for Baruch. Pardon the pun, but what does that translate to?
We want to make a global perspective central to the Baruch experience. Nothing has been more frequently and more positively noted than Baruch’s diverse student body. Linking students’ diversity to international and global initiatives—a revised, globally oriented curriculum and increased opportunities to study abroad and interact with international students—builds on our strengths and prepares Baruch’s students for careers and civic engagement in today’s world.

But make no mistake about it, the College will continue its historic mission of access and excellence, especially for New Yorkers. We remain dedicated to being a catalyst for social, cultural, and financial mobility.

All this is exciting news. How can alumni help?
At the end of this fiscal year, the College will close its vital Baruch Means Business 2.0 fundraising campaign. I hope alumni will join the over 7,000 individual donors who have already contributed. Baruch has a strong vision for the future, but persistent cutbacks to public funding for higher education make realizing those aspirations more difficult. By supporting Baruch, alumni can support key Strategic Plan initiatives and help to create a new generation of leaders who will make a positive difference in the world.

One more question: So what's in your Baruch mug in the morning? Coffee, black.

Interested in learning more about Baruch College’s Strategic Plan 2013–2018? Go online to read the plan in its entirety at www.baruch.cuny.edu/strategicplan.
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The Best Is Yet to Come: The Campaign for Baruch’s Future
Baruch College is embarking on the future with momentum and optimism thanks to the highly successful Baruch Means Business campaign. Our 21st-century renaissance includes a new pedestrian plaza, expanded programs and career services, enhanced scholarship and faculty support and partnerships, record levels of alumni engagement and giving, and more. . . Plus a special campaign timeline!

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Public Affairs Student Interns at White House
Junior Alyssa Alicino ('14) joined a select group of young men and women from across the country who participated in the prestigious White House Internship Program this spring.

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Published in May 2013 by Harper Collins, Southern Cross the Dog is the debut novel by Bill Cheng ('05), who credits Baruch’s Harman Writer-in-Residence Program with inspiring him to pursue a career in letters.

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Baruch’s 17 Lex auditorium, Mason Hall, was the digitally enhanced backdrop for one of Super Bowl XLVII’s favorite commercials.

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Check out this dog-eared page: Entrepreneur Michael Chiang ('11) creates MatchPuppy, a networking site for dog owners.

ON THE COVER AND ABOVE: For generations, Baruchians have fantasized about a more traditional college campus, especially an outdoor student commons. In 2013 significant progress was made toward that dream, when the College officially opened the 25th Street Interim Plaza. The 13,380-square-foot pedestrian plaza, which will be completed in the next few years, connects the College’s two hub facilities, the Information and Technology Building and the Newman Vertical Campus. The plaza is a powerful symbol of the many ways that the Baruch Means Business campaign—began in 2007—is transforming the Baruch experience. Cover photo by Jesse Winter

Thanks to the College’s neighbor the Carlton Arms Hotel, on 160 East 25th Street, for providing the perch—their rooftop—for the dramatic cover photo.
Zicklin Among “2014 Best Grad Schools”

Baruch College once again received exciting national rankings news this spring. The College’s Zicklin School of Business was ranked among the Top 100 “Best Graduate Schools of Business” by U.S. News & World Report. The Zicklin School of Business MBA Program moved up to #75 from last year’s #97. Baruch’s Part-Time MBA Program also ranked in the Top 100, at #73. Additional Top 100 rankings for the business school include the #66 spot for “graduates’ mean salary and bonus” and the #23 spot for “recruiter assessment.” —MANNY ROMERO

MISSION IMPERATIVE: GLOBAL EDUCATION

Globalization is shrinking the world, transforming every aspect of our lives, including higher education—where, notes Jeffrey Peck, dean of the Mildred and George Weissman School of Arts and Sciences and vice provost of global strategies, “one size doesn’t fit all anymore.”

“Baruch needs to prepare students with the linguistic, cultural, and political abilities to navigate a globalized world,” says Peck, who is also CUNY’s representative to the WC2 University Network, an international consortium of city universities that met at Baruch in April 2013. Yet the changing intellectual, curricular, and economic needs of today’s students require new approaches on the College’s part.

For instance, a semester or year abroad, which defined the international study experience a generation ago, is problematic for most Baruch students today. So College administrators have worked hard to make study abroad—which once seemed exclusive—accessible to every student, even those with limited financial means and the inability to extend their programs with credits not directly applicable to their degree. Shorter experiences abroad are now available: In January Baruch offered courses on arts and culture in Cuba, economics and sustainability in Costa Rica, and European business practices in Lyon, France. The Lyon course “offers a level of immersion you only dream of,” says Richard Mitten, Baruch’s study abroad director. “Our MBA students are studying next to French students in courses that are a required part of the Lyon curriculum.”

Students’ need to stay on program was taken into account, for example, when the semester-abroad requirement for the new undergraduate international business (IB) major was devised. Mitten negotiated exchange agreements with several international institutions, ensuring students get full credit toward their IB major.

The Zicklin School of Business, like many of its American counterparts, has led the international charge on campus—success in the business world has long required a global perspective. But now, the urgency to provide this worldview also drives public affairs programs, according to David Birdsell, dean of Baruch’s School of Public Affairs (SPA). This fall, SPA and Belgium’s Ghent University will offer linked graduate courses on aging. Half the classes will be teleconferenced, and students will tackle problems in small groups via Skype. “Although national identity, politics, and economics do shape policy, students need to know how other societies have addressed problems,” Birdsell says.

While massive open online courses are demonstrating the potential of U.S. universities to educate the world, SPA’s collaborative endeavor may demonstrate how the world can educate Baruch students. If the collaboration proves successful, the Internet’s ability to foster global perspectives will likely be exploited elsewhere at Baruch. After all, Birdsell says, “the College has a mission imperative to provide students with a world’s worth of learning and best practices.” —BRIAN KELL

“Baruch needs to prepare students with the linguistic, cultural, and political abilities to navigate a globalized world.”

—JEFFREY PECK

MORE ONLINE
FACULTY SHINE IN MEDIA SPOTLIGHT

No ivory tower here: research by Baruch faculty members Kristin Sommer, associate professor of psychology, and S. Prakash Sethi, University Distinguished Professor of Management, attracted recent media attention with its real-world relevance.

Published this year in the *Journal of Personal and Social Relationships*, a study by Sommer and her then-PhD-student Juran Yoon—covered by CBS News, among others—examined ostracism from a fresh perspective. Although much research has been conducted on how ostracism affects the excluded one, few studies focus on the excluder. Sommer’s groundbreaking study demonstrated that participants who were asked to make polite conversation with an unpleasant confederate (actually a research assistant) subsequently performed worse on a task requiring effortful thought regulation, whereas participants who ignored the rude person performed relatively well on the same task. Such findings, she explains, suggest that ostracism can be “a strategy for offsetting the mental exhaustion that comes from talking with undesirable others.”

Sommer notes that the complex dynamics of social exclusion—one of her main research interests—provide ample avenues for further study. A potential future subject: Does ignoring aversive people make them go away, or does it inspire them to persist in their attempts to elicit a response?

PR Week’s recent coverage of corporate social responsibility (CSR) as a business strategy highlighted the CSR-Sustainability (CSR-S) Monitor, the brainchild of Sethi, who developed the monitor in 2009 as a tool for evaluating CSR reporting. The initiative is now part of Baruch’s Weissman Center for International Business (WCIB), where Sethi is a senior fellow. In January WCIB released a report, based on data generated by the CSR-S Monitor, on the scope and quality of CSR reporting by a sampling of international corporations.

Notes Sethi, whose pioneering work in the fields of corporate accountability and ethics spans nearly half a century, “Unlike corporate financial reporting, which is strictly regulated, current CSR reporting affords corporations total control of not only the message but the medium.” The CSR-S Monitor objectively evaluates reports based on how they get their message across, providing a value scale that facilitates comparison among companies, industries, and regions. Sethi adds that WCIB hopes “to publish annual reports that will incentivize companies to improve the substance of their CSR reporting and to recognize the stakeholder expectation of corporate social accountability.” —SALLY FAY

THE NFL AT 17 LEX

Baruch may not have its own football team, but on Jan. 16, 2013, it had one notable football player on campus. Mason Hall, the distinctive, decades-old auditorium/theatre on the lobby floor of the Field Building at 17 Lexington Avenue, welcomed members of the NFL, who were taping a Super Bowl commercial featuring Commissioner Roger Goodell and Hall of Famer and NFL Network analyst Deion Sanders (inset photo). Already enjoyed by millions and available on YouTube, the ad shows Sanders pretending to be prospective NFL rookie Leon Sandcastle. Sandcastle rushes the Mason Hall stage—which is digitally altered to look like Radio City Music Hall—when he is chosen as the first draft pick by the Kansas City Chiefs. Mason Hall is named in honor of Baruch couple Eli (’40, LHD [Hon.] ’78) and Claire (’40) Mason. —DIANE HARRIGAN
WOMEN’S HOOPS
A Season of Firsts

The women’s basketball team finished its finest season in school history with a record 26 wins and sixth-straight CUNY Athletic Conference (CUNYAC) Championship title.

The Bearcats were led by Jessica Duleba ('13) (below), who averaged 15.6 points per game. For her outstanding accomplishments, the senior was named CUNYAC MVP and Eastern College Athletic Conference (ECAC) NY/NJ Regional Player of the Year.

“It was by far the most exciting season I have ever been a part of,” said Duleba. “The amount of training we did in addition to practice really showed. We also tried to make a point to have everyone play as if it were her senior year.”

During the season, the team was ranked as high as #22 nationally in the USA Today Women’s Basketball Coaches Association Sports Division III poll. It was not only the first time in school history that Baruch’s women’s basketball team was ranked but also marked the first time for a senior women’s basketball team in CUNY.

“We are very proud of the team and Head Coach Machli Joseph for such an exciting season,” said Athletic Director Ray Rankis. “The team not only established new records but provided so many exciting memories. A majority of the players return next year, so hopes are high of our being even better.”

The Bearcats have been invited to compete in the prestigious D3Hoops.com Basketball Classic in Las Vegas next season. The tournament, which brings together some of the best women’s basketball teams in NCAA Division III, will take place in late December. —JOHN NEVES

For more information or schedules on any team, please visit BaruchAthletics.com.

Better Mileage from Hybrid Courses?

Universities worldwide are experimenting with different methods of course design and content delivery. MOOCs, or Massive Open Online Courses, are much in the news. And so is the less-radical approach of hybrid classroom formats—a mix of traditional face-to-face, in-the-seat class time and required online learning, divided roughly 50-50. “Think evolution rather than revolution,” says Myung-Soo Lee, interim dean of the Zicklin School of Business, which is in the sixth year of its Hybrid and Online Teaching initiative called HOT Zicklin. “HOT places the Zicklin School clearly among institutions committed to exploring the intersection of technology and pedagogy,” says Lee.

The goal of hybrid courses is to join the best features of in-class teaching with the best of online learning to promote active, independent study and reduce class seat time. Because hybrid classes require physical space less often, their schedules open in-demand classrooms, enabling a university to offer more course sections to more students and generate more revenue, much needed in these times of dwindling resources. Students and faculty benefit from the flexibility as well.

But are hybrid courses as effective? Seeking to provide empirical data addressing that key question are Baruch Economics Professors Ted Joyce and Sean Crockett, who plan to conduct a field study among students in ECO 1001 this fall. With four course sections and 700 to 800 students enrolled, it will be the largest randomized field study of its kind to date.

The results of Joyce and Crockett’s study could support Baruch’s implementation of hybrid online courses within the core curriculum but also have the potential to shape the direction of online education nationwide. —DIANE HARRIGAN

Alumni: Join the 21st-century learning environment by accessing Baruch lectures for free at iTunes U.
PUBLIC AFFAIRS STUDENT INTERNS AT WHITE HOUSE

1600 PENNSYLVANIA AVENUE is one of the world’s most recognizable addresses and was, for the Spring 2013 semester, junior Alyssa Alicino’s internship destination. The School of Public Affairs undergrad and Queens native was among a select group of young men and women from across the country participating in the White House Internship Program.

Alicino’s internship responsibilities included conducting research, managing incoming inquiries, attending meetings, staffing events, and writing memos. She also participated in weekly events, including a speaker series with senior staff members and small-group meetings exploring different policy aspects of the Executive Office of the President. As part of the White House Internship Program, which places an emphasis on community service, she and the other interns also took part in regularly scheduled service projects at schools and nonprofit organizations in Washington, D.C.

Like other notable White House occupants, Alicino began her career in public service at the local level. Previously she interned at the Brooklyn Hispanic Chamber of Commerce and worked for nonprofit Alvin Ailey American Dance Theater. She also has held leadership positions in AIESEC, a not-for-profit international, student-run organization that promotes foreign exchange. She herself has studied abroad in Spain and Guatemala and done volunteer work in Chile. This summer Alicino is interning with the U.S. State Department in Buenos Aires.

“Dedicated to bettering society,” Alicino plans to pursue a career in the U.S. Foreign Service. —REPORTING BY MANNY ROMERO

NEW YORK TIMES LEADS PRAISE OF GALLERY EXHIBITION

WHAT BETTER WAY is there for art lovers to grasp the complex connection between representational and abstract art than by visiting an exhibition devoted to their juxtaposition? The Mishkin Gallery’s winter 2013 show, Franz Kline: Coal and Steel, offered just such an experience.

Coal and Steel showcased 49 paintings and drawings by Kline, one of the most renowned Abstract Expressionist painters of the mid-20th century. Alongside his iconic abstract, calligraphic, black-and-white paintings were earlier, almost-unknown representational works. And, as the exhibition title suggests, the latter—with their images of smokestacks, coal chutes, locomotives, trestle bridges, and ramshackle company-town dwellings—reveal the importance to Kline’s art of his early years in northeast Pennsylvania, with its landscape defined by the coal mining industry.

Enormously successful, Franz Kline: Coal and Steel welcomed record numbers of visitors—1,200 during its monthlong run. It also caught the eye of Roberta Smith, art critic for the New York Times, who, in her review “Expressionism’s Sooty Anomaly,” called the exhibition “poignant, revelatory.”

Franz Kline: Coal and Steel is just one of the provocative, museum-quality shows for which the Mishkin Gallery is known. For more information about the gallery, which is free and open to the public, visit www.baruch.cuny.edu/mishkin. —DIANE HARRIGAN

FRANZ KLINE
Untitled–Locomotive, ca. 1945–47
© 2012 The Franz Kline Estate / Artists Rights Society (ARS), New York
On May 2, just 10 weeks after the official opening of the College's long-awaited pedestrian plaza on 25th Street between Lexington and Third Avenues, it was clear that this new “campus commons” had already become a center of student life. The 13,380-square-foot space was the new venue for the College’s annual Spring Fling, the pre-finals block party celebrating the end of the semester and academic year. Christopher Catalano (’13), Undergraduate Student Government president for 2012–13, noted that the 25th Street Interim Plaza has engendered “faith among the students that Baruch has the capability to become bigger and better, to become a campus that we never even imagined possible.” The plaza, which expands the College’s physical presence and creates a sense of place for Baruch and its neighbors, represents the College’s commitment to the student experience and is a powerful symbol of all the ways that the Baruch Means Business campaign—began in 2007—is transforming the College.
A WORLD OF DIFFERENCE: THE BARUCH MEANS BUSINESS CAMPAIGN ENERGIZES THE COLLEGE

Resources for Career Development

Just as the Interim Plaza connects Baruch’s two main campus buildings—the Newman Vertical Campus and the Information and Technology Building—and makes students’ passage easier, so the College’s Starr Career Development Center offers students an effective bridge between student life and rewarding professional lives.

Baruch’s Starr Career Development Center (SCDC)—renamed in honor of the Starr Foundation’s multimillion-dollar gifts to the College’s career office—provides career counseling, internship and career fairs, mock interviews, résumé reviews, and innovative multi-term partnerships that offer students foundational career experience, such as the Baruch Extended Finance Internship Program with JPMorgan Chase. The Starr Foundation grant and subsequent funding (nearly $7 million since the Baruch Means Business campaign began), along with Baruch College Fund (BCF) support and additional gifts like those from current BCF President Joel J. Cohen (’59) and his wife, Lillian, have been “game changers,” says Patricia Imbimbo, SCDC director. “We’ve more than doubled the number of workshops and events we hold.”

The SCDC’s metrics are amazing: Last year, 7,000 students took advantage of center services, over 3,000 employers recruited at Baruch for more than 10,000 employment opportunities, and the Starr Search online site for job and internship opportunities had 290,000 log-ins. Even more profound, though, have been the changes toward career preparation, with the help of programs such as Starr Track, a four-year guide that takes students from freshman-year exploration of clubs and
summer internships through senior-year networking that can be key to launching a career. Notes Imbimbo, “Companies are now taking Baruch more seriously as a source of top candidates for front-office and other high-profile jobs.”

**Partnerships Help Support Faculty**

For Baruch to earn top national rankings for the Zicklin School of Business, School of Public Affairs, and Weissman School of Arts and Sciences, the College needs to attract and retain high-caliber faculty—productive in scholarly activities and research while fulfilling Baruch's commitment to excellence in teaching. Partnering with Baruch to accomplish these ambitious goals are such organizations as the National Science Foundation, Ford Foundation, Ewing Marion Kauffman Foundation, Mrs. Giles Whiting Foundation, Rubin Foundation, and Eugene M. Lang Foundation.

The Lang Foundation is a prime example of how the *Baruch Means Business* campaign has leveraged institutional support to enhance the College’s commitment to faculty excellence. The foundation established the Eugene M. Lang Junior Faculty Research Fellowship Program at Baruch in 1998 and, during the *Baruch Means Business* campaign, endowed the program with additional gifts totaling $1 million. This competitive program, one of few such sources of support available to junior faculty, provides talented young faculty members with the funds they need to pursue research. (Since the Lang Program’s inception, over 100 faculty research fellowships have been awarded.) Recipients

“The *Baruch Means Business* campaign has changed the perception of the College on the part of alumni and other donors. People are increasingly aware of the importance that private support plays, especially as public funding from New York State continues to decline. In fact, philanthropic giving now accounts for about 10 percent of Baruch’s overall budget.”

—Baruch College President Mitchel B. Wallerstein

### 2,373 DAYS OF CHANGE

**Campaign Milestones Follow Path to Success**

- **2007**
  - Silent phase of the *Baruch Means Business* campaign officially begins Jan. 1, 2007. The multiyear campaign—the most ambitious in College history—sets a $150 million goal by 2013 to support students, faculty, scholarships, departments, programs, and services.
  - New and improved academics: Journalism attains departmental status. Later the Zicklin Undergraduate Honors Program, six new master’s programs, and two new majors and 20 new minors are rolled out.

- **2009**
  - The *Baruch Means Business*—Reaching New Heights of Excellence campaign goes public, having already secured $96 million in gifts and pledges.
  - Amy Hagedorn (’58) makes the largest gift in School of Public Affairs history, saying, “There’s a vibrancy and excitement at Baruch.”

Silent phase of the *Baruch Means Business* campaign officially begins Jan. 1, 2007. The multiyear campaign—the most ambitious in College history—sets a $150 million goal by 2013 to support students, faculty, scholarships, departments, programs, and services.

New and improved academics: Journalism attains departmental status. Later the Zicklin Undergraduate Honors Program, six new master’s programs, and two new majors and 20 new minors are rolled out.
represent a cross-section of faculty from all three schools and recently included Shakespeare scholar Allison Deutermann, housing policy analyst Hilary Botein, and strategic management and international business expert Weilei (Stone) Shi.

Institutional funders add value beyond the dollars they award, explains Mark Gibbel, vice president of college advancement: “Their gifts are based on merit and offer external validation and prestige, build the College’s reputation nationally, and help attract additional support.”

“The Lang Fellowship affected my research trajectory by giving me the flexibility to focus on my project . . . . The Lang Program is one of very few such sources of support available to junior faculty.” —Hilary Botein, Lang Fellow 2009-11 and assistant professor of public affairs

ALUMNI ENTHUSIASM GROWS ANNUAL GIVING

When Baruch is considered for grants from corporations and foundations, one of the first questions asked is, “How many of your alumni give back?” Alumni may be surprised to learn that their gifts to the College—no matter their size—help Baruch attract millions of dollars in support. That’s good news for 7,300-plus alumni and friends who have participated so far in the current campaign. Of the approximately 48,000 gifts Baruch has received during the campaign, more than 44,000 (or 92 percent) were under $1,000.

To underscore the point that gifts of every size matter, in 2011 Allen G. Aaronson (‘48) issued a challenge: He would donate $200,000 if the alumni community set a new record for the number of individuals supporting the Baruch College Fund in one year. Aaronson, CEO and president of AVRS, a management company, was delighted when over 6,200 alumni responded, topping the previous record. Aaronson has given substantial gifts to support the expansion of student activities and subsequently the Department of Marketing and International Business (later named in his honor) and is also a member of the College’s 17 Lex Society.

Connecting Through the 17 Lex Society

Named in 2007 for the historic Field Building at 17 Lexington Avenue, the 17 Lex Society is the premier leadership giving society at the College. Inaugurated with
“Nothing is more rewarding or urgently needed than providing scholarship support to enable deserving students to receive a first-class higher education and go on to make a difference in the world.” —President Mitchel B. Wallerstein

six levels of giving starting at $1,000, the Society added discounted Associate-level memberships in 2009 to make participation more attractive for recent grads.

Sulexan Chery ('12), a Society Associate since 2011, took advantage of the new program because he believes in Baruch. A rating specialist at Standard & Poor's (S&P) and Executive MBA student at Yale, Chery has stayed actively involved with Baruch, mentoring students and referring some for positions at S&P. Chery also values the opportunity to network with seasoned executives, one of the benefits of his membership in the 17 Lex Society.

Like Chery, Randolph Sepe ('87) is also a Society member and a Yale. A rock guitarist/composer, he switched his major from statistics to music and found a role model and valuable mentor in Music Professor Andrew Tomasello (today deputy chair of the fine and performing arts department), who laid out a plan for him that included Ivy League graduate studies. Having earned a PhD in music theory from Yale, Sepe now puts his statistical training to use as the manager of customer and sales growth at the cloud computing company Salesforce, which matches gifts to Baruch.

Currently the 17 Lex Society has over 400 members; gifts from its members constitute 80 percent of all cash gifts to the College.

Student Scholarships: Gratitude Comes Full Circle

Financial aid remains a lifeline for so many deserving Baruch students for whom higher education would otherwise be an impossible dream. During academic year 2011–12, 46.2 percent of the 13,000+ undergraduates enrolled—or more than 6,000 students—received need-based aid. Thanks to campaign donations, an additional 600 top-performing students received scholarship aid as well. The importance of this basic support reverberates with Baruch alumni, who remember their own struggles.

Baruch couple Christine Li-Au-Yeung ('00, '02, EMS-FSA '09) and Raymond Au-Yeung (EMS-FSA '09) (opposite) were
inspired to donate seed money to fund new scholarships when they read the story of Nadja Fidelia (’02) in the Spring/Summer 2012 issue of the alumni magazine. Like Fidelia, who committed over $100,000 to the campaign in gratitude for the education she received, the Au-Yeungs decided to give back. As an undergrad, Christine had been a scholarship student herself.

Christine, who works for an asset management company, and Raymond, who works for a large media outfit, combined $500 of their own money and a matching gift from his company to create two $250 awards for outstanding students in the Peers for Careers program plus support for the program itself. The couple chose Peers for Careers as the recipient because of Christine’s long association with the program, which trains students to serve as paraprofessional career coaches to other students.

It’s a Group Effort

Some enterprising and caring alumni have discovered ways to fund scholarships other than through individual donation. Such groups as the Saxe ’55 House Plan and Alpha Phi Omega (APO) fraternity have created meaningful scholarships, as have big-hearted Reunion classes. In fact, this year’s 60th anniversary Class of ’53 hopes to raise $225,000 to further endow the scholarship it created in honor of its 50th Reunion.

Originally 92 donors contributed over $133,000 to the Norman Darer Class of 1953 Scholarship, with the fundraising efforts spearheaded by Jerry Pickholz (’53) and named in honor of their senior class president. Says Pickholz, “I wanted our class gift to provide scholarships to however many students we could, who were worthy and burdened by tuition.”

“Through the Baruch Means Business campaign, the College received more donations than ever before—but we still have great need around student scholarships,” says President Wallerstein. “Endowment support for academic departments and naming of rooms in the Newman Vertical Campus are tangible campaign accomplishments, but nothing is more rewarding or urgently needed than providing scholarship support to enable deserving students to receive a first-class higher education and go on to make a difference in the world.”

BE PART OF SOMETHING BETTER

The Baruch Means Business campaign is helping position the College for the work ahead, for its future. With funding to public higher education increasingly uncertain, Baruch’s excellence depends on alumni generosity. Be a part of this historic Baruch moment by giving today at www.baruch.cuny.edu/donate.
Emanuel Saxe Distinguished Professor of Accounting Emeritus Abe Briloff ('37, MSEd '41) was named to the Journal of Accountancy’s list of 125 people who have made a significant impact on the profession since 1887 (when the American Institute of Certified Public Accountants was founded). Henry Foner ('39) (left) authored Songs and Poems: For Better or Verse (www.laborarts.org), a collection of 75 years of his irreverent compositions. Best known as a 1930s-era student activist and an organizer and labor leader, Foner is co-historian at laborarts.org and an editorial board member of Jewish Currents magazine.

Jerome Pickholz ('53) recently participated in Baruch’s Class Act campaign. The direct marketing lab was named in his honor (more about Pickholz on page 11). Fran and Vernon Sulzberger ('55) celebrated their 50th wedding anniversary last November. The Sulzbergers, both retired, have been residents of West Hempstead, L.I., for 46 years.

Hal Weiner ('60) and his wife, Marilyn, have produced, written, and directed over 225 documentaries and four public television series, including the PBS series Journey to Planet Earth. They have won two Emmy Awards. In her newest published book, The Vintage Years: Finding Your Inner Artist (Writer, Musician, Visual Artist) After Sixty, Francine Toder ('61), PhD, encourages older readers to reap the physiological and psychological benefits of learning an art form in their sixth decade and beyond. Toder, a consulting psychologist and executive coach, lives in Palo Alto, Calif., where she practices the cello daily.

William Newman Real Estate Department

It’s official: Baruch College has a new named department, its fourth. The William Newman Real Estate Department was dedicated late last year in honor of real estate industry legend Bill Newman ('47, LLD [Hon.] ’97), founder and former chairman of New Plan Excel Realty Trust, Inc.

“The Newman name, like that of our namesake, Bernard Baruch, has become closely associated with this institution,” said College President Mitchel B. Wallerstein to the group of over 40 dignitaries and friends in attendance. “Bill’s legacy to the College includes important programs, spaces, and entire buildings. His leadership has created a culture of giving back that is vital to the future of the College.” —Diane Harrigan
WE WELCOME YOUR SUBMISSIONS! Contact: Office of Alumni Relations, Baruch College/CUNY, One Bernard Baruch Way, Box A-1603, New York, NY 10010-5585. Or e-mail alumni@baruch.cuny.edu.

participated in Baruch’s Class Acts campaign by naming a classroom in honor of his parents, Leo and Ruth. It is located in the Newman Vertical Campus, Room 10-180. Real estate broker Lowell Levine ('67) created the nonprofit Stop Bullying Now Foundation Inc. (www.stopbullyingnowfoundation.org) in an effort to address and eliminate student bullying in Palm Beach County, Fla., schools. Max W. Berger ('68) (left), the senior founding partner of New York–based Bernstein Litowitz Berger & Grossmann LLP, was named one of “The 100 Most Influential Lawyers in America” by The National Law Journal in March. In a career spanning over 40 years, Berger has personally negotiated over $25 billion in recoveries on behalf of defrauded investors and prosecuted seminal cases establishing groundbreaking precedents.

70s Lance Wallach ('71), co-author of several books with Sidney Kess ('48), has completed his fourth CPE book for Bisk CPEasy on business valuations. Wallach writes for several financial publications and speaks frequently at national conventions. He is also an expert witness on abusive tax shelters. John P. Harney (EMBA '74) (below) was named president and CEO of the University of Colorado Hospital (UCH), part of the University of Colorado Health System. The primary receiving hospital for the victims of the movie theater shooting in Aurora, Col., UCH is top ranked by the University Healthsystem Consortium. Jerome Neal ('75) has performed his one-man show about Thelonious Monk for the past 13 years in various venues around the country, in addition to hosting Banana Puddin’ Jazz (jam and open mic) the first Saturday of every month at Nuyorican Poets Café in

Harman Program Alumnus Publishes First Novel

Bill Cheng ('05) was not aiming to become a writer when he enrolled at Baruch; in fact, he was undecided about a major. Thanks to the Harman Writer-in-Residence Program, however, Cheng’s debut novel Southern Cross the Dog was recently published by Harper Collins to critical acclaim.

His introduction to the Harman Program, directed by Professor Roslyn Bernstein, came about during freshman year, when he saw a flyer for novelist Paul Auster. Impressed and inspired, he applied for subsequent semesters of the program. “I was really lucky,” he says of the Harman writers he got to work with: Philip Gourevitch, Anita Desai, Colum McCann, William Finnegan, and Ben Katchor.

Not only did Cheng wind up pursuing a degree in creative writing and journalism, but he met his future wife, Olga Pester ('06), who studied poetry, in the program. (“It’s been a CUNY life for me,” quips Cheng, whose mother, Betty, graduated from Baruch in 1982; his father is a City College graduate.)

Cheng first began writing his novel while working toward his MFA at Hunter College. The title phrase refers to the intersection of two railroad lines, but more significantly, “It exists within the folklore of blues mythology,” he explains. “Crossroads are a big part of the landscape.” Cheng’s love of that musical genre inspired the setting for Southern Cross the Dog: the Great Mississippi Flood of 1927, another classic blues subject.

On May 7—the book’s pub date—Cheng gave his first reading from the novel at Baruch in conjunction with the Harman Program/Encounters year-end party. The next day, the New York Times ran a substantial feature on Cheng, making a good week even better.

—MARINA ZOGBI
SOCIAL NETWORK FETCHES PRAISE

The idea of a social media site for dogs may initially seem whimsical, but when you think about it, are there any creatures more sociable than canines? This endearing trait undoubtedly inspired Michael Chiang in 2010 when he created MatchPuppy, a networking site designed to help dog owners connect and arrange playdates for their pets. Chiang (‘11) was motivated by his experiences with Louis, his young Maltese (left).

“I was looking for a dog friend that he would get along with,” says Chiang. “He’s little, and the nearby dog parks all had big dogs.” Chiang was also personally interested in meeting fellow doggie parents.

“A lot of dog owners just sit at the park, and their dogs have all the fun. We wanted to bring these people together,” he explains.

Since its February 2012 beta launch, MatchPuppy has won over many New York City dog owners and received major media attention. Though the site currently caters to New York City, mainly through park meet-ups, Chiang plans to expand nationally.

Baruch’s “great entrepreneurship program with great professors” gave Chiang the tools to make MatchPuppy viable. The Field Center for Entrepreneurship was also instrumental, helping Chiang with a business plan and financing; and he has made valuable contacts with fellow entrepreneurs at center events.

Though humble (“I’m not a seasoned entrepreneur yet; I’m sure I have more lessons to learn”), Chiang does have advice for aspiring entrepreneurs: “Just keep pushing and never give up. That’s a cliché, but it’s really true. It’s only you who can push that ball up the hill.”

Of course it helps if you have a trusty canine friend to retrieve it. —MARINA ZOGBI
New York City. His 17-year-old daughter Lia recently won her first Olympic swimming medal, a bronze in the 4x100-meter freestyle relay—a “marvelous feeling,” says the proud dad. Anthony F. Motta (MBA ’76) has published his fourth book, New York Survivor, a continuation of his first, Memoirs of a New York City Guy (2007), a humorous account of the author’s life and career. Anthony Chan (’79) (left), managing director and chief economist at J.P. Morgan Private Wealth Management, received the 2012 CUNY Distinguished Asian American Alumni Award from the Asian American/Asian Research Institute last November. Chan, keynote speaker at the Zicklin School’s 2012 Beta Gamma Sigma honors ceremony, was elected to the Baruch College Fund board.

80s | In December Wendy Derzaph (’80) was named Prosecutor of the Year by the Coalition Against Insurance Fraud. This was her third 2012 award, following the International Association of Special Investigative Units (IASIU) Prosecutor of the Year Award, and the National/International Public Service Award for the prosecution of an 11-defendant insurance fraud case. Diane Clemente (’81), president of Big Apple Car, Inc., was named a “2013 Women’s Business Enterprise Star” by the Women’s

MEETING WITH PRESIDENT OBAMA

Cristina Jiménez (MPA ’11), a Voice for Immigration Reform

When Cristina Jiménez (MPA ’11) met with President Obama in February as a member of a select group of labor and business leaders invited to discuss immigration reform, she felt a tremendous sense of responsibility. “I was at that meeting to represent 11 million people—undocumented immigrants—and I didn’t take that responsibility lightly,” Jiménez, the managing director and a co-founder of the grassroots, student-led United We Dream Network, explains. Her attendance at that meeting represented the culmination of years of advocacy on behalf of the U.S. immigrant community.

For years Jiménez was among their numbers. Traveling on a six-month visa, her family came to the U.S. in 1998 to escape the political turmoil embroiling their native Ecuador. They settled in New York City, where her aunt had emigrated 10 years earlier. Jiménez excelled in high school and only realized the implications of her undocumented status when informed by her guidance counselor that college doors would be closed to her. Ultimately undaunted, Jiménez applied to and was accepted by Queens College/CUNY.

Involvement in student government led to advocacy for the immigrant community on the local, state, and national levels. The 28-year-old has organized immigrant youth and workers and advocated for comprehensive immigration reform and pro-immigrant legislation since 2004. She and the organization she co-founded, United We Dream, came to national attention during the DREAM Act debate in 2010–11. Of the community she champions, she says, “We want a real path to citizenship; we want to meet the responsibilities of being citizens of this country.” –DIANE HARRIGAN

ELEVATORS STILL PUSH BARUCHIANS’ BUTTONS

Nothing encapsulates the challenges of pursuing a college degree at a “vertical campus” like that quintessential Baruch experience of riding the elevators, a rite of passage shared by Baruch students from the 1930s to the present. Elevator congestion in the Field Building (aka 17 Lex) spawned elevator “traffic cops” (to ensure orderly entry and egress), etiquette advice, and countless gibes in The Ticker. But, despite a history fraught with overcrowding and maintenance issues, theirs—as beloved elevator operator Tony Ermilio (right)—might have noted—is an uplifting story.

MORE ONLINE Take a ride up and down memory lane with BCAM’s online feature on the history of elevators at Baruch written by Alex Gelfand (’04). Add your memories, too!
Samantha Stephens ('05) has found a recipe for success, and a humble grain is its key ingredient. Stephens’s store, OatMeals, on West 3rd Street in Greenwich Village, opened in June 2012 to rave reviews. The 450-square-foot eatery serves up steaming cups of steel-cut oats combined with ingredients sweet and savory. The Elvis (peanut butter, banana, honey, and bacon) and Stephens’s favorite, the Truffle RisOATto (shaved Parmesan, truffle oil, sea salt, and cracked black pepper) (left) are just two of the many options listed on a giant blackboard, along with oat-based baked goods.

Stephens took a circuitous path to becoming an oatmeal maven. She came to Baruch from her native Virginia to study marketing. But after taking a psychology class and loving it, she changed her major. Upon graduation, she wound up working in the business sector, first in investment banking, then in equity research at J.P. Morgan. But the germ of OatMeals was already in her head: Stephens had become enamored of the staple as a health-conscious undergraduate.

Noticing the burgeoning trend of single-item food shops, Stephens decided to follow her heart. While still working full time, she took classes to learn how to start a business, earned a culinary diploma, and developed recipes at home. After finding the right retail space, getting seed money from her family, and taking out a small business line of credit, Stephens quit her job and opened OatMeals.

Now business is really cooking: OatMeals goes through 200 pounds of oats each week, Stephens has been approached by investors and is seriously considering opening another shop, and literary agents and book publishers have dangled the idea of an oatmeal cookbook. —BARBARA LIPPMAN
Cleveland under three mayors. Deborah Roldán (MBA ’87) was appointed assistant director, exhibitions, of the Museum of Fine Arts in Houston, Tex. She was previously curator and exhibition coordinator at the Fundación Juan March in Madrid. Susan (Menkes) Fox (MBA ’88) was named the new president of White Plains Hospital, the first woman to be president of an acute care hospital in Westchester County. She was previously senior VP of administration. Howard Tepper (MBA ’88) was appointed VP for physician practices and ambulatory services at St. Joseph’s Healthcare System. Previously he served as CEO for Manhattan’s Physician Group.

UN LIN HTET (’05) HAS A KNACK FOR making things look easy: he started college when he was 16 years old, graduated at 19, and while pursuing his “day job,” turned a portrait photography hobby into fashion photography assignments. These days the economics graduate is adroitly navigating a career at the United Nations.

Born in Pakistan and schooled in Switzerland and Myanmar, Htet, the son of a Myanmar diplomat and a teacher, seems well suited for his career by inclination as well as by peripatetic childhood. “I was really a cross-cultural kid,” he recalls. “I immersed myself in each culture, trying to understand the life stories, experiences, and different ways of looking at the world of the people I met.” At Baruch, Htet felt at home, meeting many other students whose lives were largely defined by multiculturalism.

Since joining the UN six years ago, Htet has worked for a number of departments. So far, he says, his post at the Central Emergency Response Fund, which provides humanitarian assistance to those affected by natural disasters and armed conflicts, has been the most rewarding.

Htet is well prepared for his latest assignment, part of a UN-wide effort to implement International Public Sector Accounting Standards to increase transparency and accountability—qualities whose virtues he internalized during his Zicklin corporate accounting courses.

When he’s not at his Midtown office or in a photo studio, Htet is likely spending a long weekend in a city he has never visited before. “Travel helps me achieve work-life balance,” says Htet, who has flown over 70,000 miles in the past two years. “And it’s the best book I know for multiculturalism.” —BRIAN KELL

90s | Lisa Poullard-Burton (’90) is a member of the Underground Bowling Association, a nonprofit, semiprofessional bowling association “geared toward (but not limited to) the urban and/or new generation of bowlers with unorthodox, unique and/or original styles.” Her team, the Trash Talkers, is currently the #2-ranked team in their district. Milton Rawle (’97) has been named CFO for the city of Columbus, Miss. Gina Rudan (MPA ’97), author of Practical Genius: The Real Smarts You Need to Get Your Passions and Talents Working for You (Touchstone/Simon

BEARCAT CUBS

BABY BEARCATS ARE FIRST WELcomed to the world and later, as they grow older, to the campus and the Baruch community. Shown: Five-year-old Charlotte Klusko, daughter of Christine Klusko (’05, MA ’07), joined superfans for the annual Battle of Lexington last February.

Please share news of your Bearcat kids and grandkids with BCAM.
The new millennium has seen the end of many venerable print publications, among them America’s oldest evening-session college newspaper, The Reporter, published at Baruch College/City College downtown from 1923 to 2002. Although the paper is no longer active, it is still celebrated at Baruch (along with the equally venerable student newspaper The Ticker), especially as a source of valuable experiences and fond memories for the decades of alumni involved in its production.

Case in point: David Feldheim (‘67). An evening student who dropped by The Reporter office because he saw a Feldheim on the paper’s masthead and wondered if the two were related (they weren’t), Feldheim was promptly recruited as a staff writer and ultimately spent two years as editor in chief. The Reporter of his memory was a labor of love for a close-knit group of students.

Covering the school social scene and club activities and promoting charity events, The Reporter provided evening students with a sense of community. In the 1960s—when registration was a byzantine undertaking involving a bank of cubbyholes (representing courses) stocked with paper cards (representing the available seats in the course)—the newspaper was a key vehicle for communicating procedures and deadlines. A window on the evening student experience at Baruch, The Reporter remains a storied part of the College’s history. –SALLY FAY

For 79 years, Baruch’s evening-session students produced The Reporter, their own college newspaper.
ClassNotes

Alums Spread Baruch Sunshine

“AS FAR AS I KNOW, IT’S A FIRST FOR Baruch,” says longtime undergraduate admissions recruiter Larry Strickler of alumni officially assisting the College’s recruitment efforts in the Sunshine State. Snowbird Strickler has recruited in Florida since 2009, his efforts mainly taking place in the winter.

In the vanguard of this initiative are Keith Brooks (MBA ’94) and Damon Boyar (’02), who have been assisting at college fairs since 2012. Both alumni cite wanting to give back to Baruch and its students as the reason for volunteering. Brooks is the CIO and vice president of Vanessa Brooks, Inc., an IBM Business Partner specializing in managing IT infrastructures for collaboration and social software solutions. Boyar is a wealth management advisor at LPL Financial.

Thanking Brooks and Boyar, Strickler adds, “I hope their enthusiasm will be contagious to other alumni.” Do you want to help recruit the best and brightest? Contact Larry Strickler at larry.strickler@baruch.cuny.edu for more information. —DIANE HARRIGAN

NYU’s Wagner School, Career Services Office. Dimitre Boyukliev (’12) is the owner of the recently opened Tiny’s Diner, on Riverdale Ave. in the Bronx. The ’50s retro-style establishment is named for its 6-foot, 6-inch, 360-pound proprietor. Andy Chu (’12), currently employed at Citigroup, joined UBELONG Volunteer Abroad in Capetown, South Africa, specifically working in physical education. Michelle Hyde (MPA ’12) and Carlene Jadusingh were married last fall. Hyde is a business analyst for health information technology at the New York City Health and Hospitals Corporation; Jadusingh is a lawyer in private practice and president of the Lesbian and Gay Bar Association of Greater New York. Juan Pablo Alonso Escobar (MFE ’13) (below) won second place and a $25,000 prize in the 2012 Metaquotes Automated Trading Championship. Four hundred fifty-one traders from over 50 countries created trading robots that competed in the three-month-long contest. He was also part of the team that placed third in the 2013 Rotman International Trading Competition, hosted by the University of Toronto.

Christopher Hanway (EMPA ’13) became executive director at Jacob Riis Neighborhood Settlement House in August.

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Not so long ago, Baruch College was a force to be reckoned with on the city’s NCAA archery scene. Much of the team’s success in the 1960s through ’80s was attributed to Baruch legend Helen Belden (shown in this photo circa 1970). As archery coach, Belden led the co-ed teams to full varsity status.

A 2007 inductee into Baruch College’s Athletic Hall of Fame, Belden still competes in athletic competitions. The Jamaica, Queens, resident is currently training for the Long Island Senior Games, planning to compete in the triathlon, 5K run, 50- and 100-yard freestyle swim, and 50- and 100-yard breaststroke swim. Last summer, in the same competition, she took home five 1st-place medals.

—DIANE HARRIGAN

MORE ONLINE Do you have fond memories of Baruch’s golden age of archery and Helen Belden? Please share them online, where you’ll find more about Belden, varsity archery, and Baruch’s athletics before the modern era.

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The Baruch community was saddened by the passing of Leon Weiss ('58) last fall. Weiss, a longtime supporter of the College (his first gift was received in 1985), was the owner and founder of Leon Weiss Accountancy Corporation, in Los Angeles. He was 82 years old.

Weiss was a Holocaust survivor. Born in Czechoslovakia in 1930, he was imprisoned for part of World War II in Auschwitz concentration camp. When the Allies liberated Europe, the U.S. Army helped him relocate to New York City, where he received crucial medical attention, completed his high school education, and enrolled in Baruch College (then “City College Downtown”). Like many Baruchians before and after him, Weiss struggled, working hard in the day as a courier and at night as a part-time college student. After graduating with a BBA in accountancy in 1958, he was hired at a private accounting firm. Weiss relocated to California in the early 1960s and started his own accounting business.

In 2006 Weiss made a special gift to Baruch’s Class Act Campaign in the memory of his wife of 34 years, Cilka. Weiss was also a member of Baruch’s Benchmark Society.

“I had the pleasure of meeting Leon Weiss in California last year,” said Baruch College Fund President Joel Cohen (’59). “Baruch’s future depends on the loyalty and commitment of alumni and friends like Leon who endorse the College’s mission and are willing to become our partners in education.”

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*Anne E. (Eisenstadt) Goldman ’42
David Schwartz ’42
Murry Fox ’43
Sidney Rubin ’43
Anita B. (Boxer) Carter ’45
Milton Bandklayder ’46
Daniel D. Kalem ’46
Irving Schreiber ’46
Irwin M. Thrope ’46
Patricia S. (Spalter) Feiman ’47
Gladys (Goldstein) Kosro ’47
Thomas P. Lynch ’47
Irwin I. Baskind ’48
Herbert H. Breslin ’48
William Copulsky MBA ’48
Marvin J. Greenberg ’48
Arthur Lossin ’48
Norman Metzger ’48
Jack Navon ’48
Stanley Ranzenhofer ’48
Bernard B. Beyman ’49
Anthony J. Bonomo ’49
Evelyn R. Goldstein ’49
Murray Hirsh ’49
Frank Reis ’49
Herbert Haber ’50
David B. Hipsman ’50
Morris Landa ’50
Bettey L. (Kaplan) Mann ’50
Marvin W. Polinsky ’50
Jerome T. Schwartz ’50
Selma (Munach) Taffel ’50
Mathew J. Weisman ’50
Morris A. Cohen ’51
Murray Gerber ’51
Leo R. Cohen ’52
Aline Bricks ’53
John T. Fogarty ’53
Stanley J. Lieber ’53, MBA ’62
Gerald H. Sherman ’53
George Jaffee ’54
Robert B. Lebowitz ’55
Michael Korek MBA ’56
George Berch ’57
Judith F. (Falk) Katzoff ’57
Martin McGrath ’58
Michael A. Prevor ’58
Jerome J. Lewis ’59
Milton P. Pierce ’59
Toby Z. Diskind ’60
David Cohen ’61
Donald P. Erickson ’62
Sheldon A. Gold ’64
Steven V. Kohilikas ’64
Marvin A. Schilder ’64
Philip A. Sunseri ’65
Edward A. Hegstetter ’66
Salvatore Fauci ’68
Paul J. Lafata ’68
Joseph Cleary ’69
Frederick Kozun ’70
Gerald DeLeo ’71
James Dennis ’72
Richard A. Runco ’73
Charles F. Gueli ’78
William Lavner ’79
Thomas M. McKee ’84
Ludner Saint-Valliere ’85
Paul H. Turok MA ’86
Rosemarie (Dispenza) Iacampo ’89
Howard F. Brewer Jr. MPA ’92
Peter A. Kiczek MBA ’96
Lorna A. Stevens ’96
Lester Singh ’13

*Benchmark Society member
A Pitch-Perfect Connection

In his 27 years at Baruch College, Dennis Slavin (center), an associate professor in the Department of Fine and Performing Arts and associate provost since 2002, estimates that he has taught 3,500 undergraduates, mostly in Music 1005: Principles of Music classes—yet he rarely encounters former students. Therefore, he was little expecting to run into Haxhire Redzovic (‘96) (right) at the 2011 Freshman Parents’ Welcome Reception. Haxhire was at Baruch that August evening with her daughter, first-semester freshman Salihe (‘14). Alumna and professor reconnected after 20 years, to the delight of both; and unbeknownst to Salihe, the Macaulay Honors freshman was signed up for Slavin’s class the following day! "As far as I know, Haxhire and Salihe are the only parent and child I have taught," says Slavin.

Unquestionably, many alumni’s fondest memories are of their professors, and at Baruch those stories are music to our ears. Although neither Redzovic focused her studies on music—Haxhire majored in computer information systems and Salihe is majoring in finance—both insist that they appreciate music in a different way having taken Slavin’s course. “It’s always amazing to hear that something that former students learned in your class has had an important influence in their lives,” says the humble prof.

Visit www.baruch.cuny.edu/donate to make your donation today.

Cherish memories of your time at Baruch? Please consider honoring that connection with a gift to the Baruch Means Business 2.0 campaign. To learn more about giving to the campaign, please contact Campaign Director Jessica Leitner at 646-660-6074 or jessica.leitner@baruch.cuny.edu.

Our three Baruchians were photographed in the Baruch Performing Arts Center (BPAC), on the stage of the Engelman Recital Hall, a beautiful, intimate performance space. BPAC’s year-round calendar of events, including theater, music, dance, and comedy, is available at www.baruch.cuny.edu/bpac.