RUNNING THE CITY

Meet Alumni Leaders

NYC Council Speaker
MELISSA MARK-VIVERITO (MPA ’95)

Founding Principal, Liberation Diploma Plus High School
APRIL LEONG (’96)

NYC Fire Department Commissioner
DANIEL NIGRO (’71)
As I begin my fifth year as Baruch College president, I see ever more clearly the vitally important role that Baruch and CUNY play in the economy of New York City and the surrounding region; not only are we educating many of the city’s future leaders, but the vast majority of our graduates remain in New York and contribute to the growth of the local economy. Indeed, given Baruch’s status as CUNY’s premier undergraduate college (based on the academic achievement of our students), the success of the College and its students is vitally important to the future of our city and state.

The Baruch senior leadership team is working to promote the College’s mission and ensure the success of its students, and we are delighted to welcome an important new addition to this team, Dr. H. Fenwick Huss, the Willem Kooyker Dean of Baruch’s Zicklin School of Business. Dean Huss joins us after a highly successful tenure at Georgia State University, a university with a similar profile to Baruch’s, where he served as dean of the business school.

Dean Huss has said that he sees Baruch/Zicklin as being at the forefront of “a shift toward urban, city-based higher education.” Such vision underscores the focus of this issue of Baruch College Alumni Magazine on leaders and leadership. You will learn more about Dean Huss and his plans for the Zicklin School in our Q&A on pages 6–7, entitled “The Learning Curve.”

The leadership of the College’s Office of Alumni Relations has also changed, with the arrival this spring of Director Janet B. Rossbach. Ms. Rossbach also brings very strong credentials to her new role at Baruch, having served previously as the executive director of alumni relations at Columbia Business School. She is already making a difference, and she has a great vision for the future of our alumni programs. Some of the new benefits and programming Director Rossbach and her team are developing for the College’s 130,000 alumni are outlined on the inside back cover of this issue. We hope that, through them, you find additional inspiration and incentive to become actively involved with your alma mater.

This issue also takes a look at three leaders who are products of Baruch College: NYC Council Speaker Melissa Mark-Viverito (MPA ’95), NYC Fire Department Commissioner Daniel Nigro (’71), and Founding Principal of Liberation Diploma Plus High School April Leong (’96) are spotlighted in “Running the City,” the cover article on pages 8–9. These alumni demonstrate that Baruchians contribute their talents to the betterment of the city, state, country, and world.

Of course, Baruch attracts extraordinary students and leaders, in part, because of our academic quality, which is reflected in the recognition that we receive year after year. In September 2014 alone, U.S. News & World Report ranked Baruch #25 among the best colleges in the region, also ranking the undergraduate business program among the country’s top 100 at #62; Washington Monthly ranked the College #3 nationally in its Best Bang for the Buck category; The Chronicle of Higher Education ranked us #12 nationally for campus diversity; and The Financial Engineer included Baruch at #67 on its 2015 list of “Top 236 MBA Programs.” Read more rankings highlights on page 2.

At its core, Baruch is a public-private partnership, and our alumni are among our greatest partners and assets. Our deepest thanks go to the more than 5,500 alumni, parents, and friends who donated over $11 million to the College in the last fiscal year. Your demonstration of faith in the Baruch mission motivates us to continue leading the way in public higher education.

Sincerely,
MITCHEL B. WALLERSTEIN
President, Baruch College

On Sept. 23, Baruch President Mitchel B. Wallerstein appeared on Inside City Hall, the NY1 News political talk show. He was joined by Queens College President Matos Rodríguez (left) and Brooklyn College President Karen Gould. Brooklyn, Queens, and Baruch earned the top three spots, respectively, in the Best Bang for the Buck rankings from Washington Monthly’s 2014 College Rankings.
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Running the City: Alumni Help Chart New York City’s Course

Their careers and accomplishments go a long way toward proving the assertion that public service attracts the best and brightest. Meet three high-profile, history-making alumni leaders: Melissa Mark-Viverito (MPA ’95) (left), New York City Council Speaker; Daniel Nigro (’71), New York City Fire Department Commissioner; and April Leong (’96), Founder/Principal, Liberation Diploma Plus High School in Brooklyn.

6 | CAMPUS WELCOME
The Learning Curve: A Q&A with H. Fenwick Huss, New Zicklin School Dean

Dr. Huss came to Baruch in July from Georgia State University with a wealth of relevant experience, a broad record of successes, and an eagerness to learn Baruch’s strengths, absorb our culture, and plan the Zicklin School’s next strategic moves. The new Willem Kooyker Dean has shown himself to be a quick study.

12 | ALUMNA SPOTLIGHT
Technology, Business, and Diversity

Austin, Texas–based Natalie Madeira Cofield (MPA ’06) has combined her talents in business, technology, and public affairs to fashion an impactful career, one that earned her recognition as Google’s Technology Diversity Evangelist of the Year in 2013.

ALSO INSIDE

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National Geographic Society–award winning Professor David Gruber explores the ocean’s deepest depths in the Exosuit.

10 | CLASS NOTES
Nearly 70 years ago, class of ’46 alumna Pearl Ribet (née Gnesin) was crowned “Campus Queen of New York City.”
In August School of Public Affairs Dean David Birdsell made a weeklong trip to Buenos Aires during which he met with key government officials and administrators at the University of Buenos Aires, Universidad Argentina de la Empresa (UADE), the National University of La Plata, and the National University of Tres de Febrero.

The purpose of the Argentina trip: to expand opportunities for international collaboration for Baruch students and faculty. Among the various initiatives discussed was a master’s degree in international affairs under development at Baruch. The proposed program, to be housed within the School of Public Affairs with programming from all three of Baruch’s schools, is slated to offer tracks in trade policy and global economic governance, international nongovernmental organizations, and hemispheric affairs.

Jeffrey Peck, Baruch’s vice provost for global strategies and dean of the George and Mildred Weissman School of Arts and Sciences, put the trip in the context of continuing accolades for Baruch College from respected education and business mavens alike.

For the seventh consecutive year, Baruch was named one of the country’s best institutions for undergraduate education by The Princeton Review, which features the College in the 2015 edition of its flagship annual college guide, The Best 379 Colleges. Baruch also ranked #25 in the guide’s Top Entrepreneurial Programs category.

U.S. News & World Report’s annual college rankings included Baruch among the top 25 “Regional Universities in the North” for the fifth year in a row (at #25 this year) and at #4 on the magazine’s list of “Top Public Schools/Regional Universities (North)” — the College’s fourth consecutive top-five showing in the latter category.

USN&WR also ranked the undergraduate business program at the Zicklin School among the top 100 in the nation, at #62.

In Forbes magazine’s annual listing of “America’s Top Colleges,” Baruch climbed 36 spots to #244 overall and was #11 in the “Best Value” category. Money magazine also ranked Baruch among the “Best Colleges” for overall value, at #70 on its list of 665 universities (Baruch led all other senior colleges within the City University of New York system). Baruch also garnered a third-place slot in Washington Monthly’s “Best Bang for the Buck” ranking of colleges.

Says David P. Christy, provost and senior vice president for academic affairs, “These rankings validate Baruch’s successful formula of delivering high-quality education with careful attention to value and cost.” —SALLY FAY

Recent graduates like Melody Mills (’14), who won a U.S. Student Fulbright Study/Research Award, help drive the College’s top national rankings.

Inset: A recent photo shoot on the College’s 25th Street Interim Plaza showcases the diversity of the student body.
$1 MILLION FOR FRESHMEN
Largest-Ever Alumni Scholarship Endowment

With a generous $1 million donation to create a need-based fund to help academically successful incoming freshmen pay their tuition, Robert P. Luciano ('54) has once again found a meaningful way to give back to Baruch College.

“When I went to Baruch, I paid about 15 bucks for the registration card, and now it costs $6,000,” says Luciano, whose gift establishes the Robert and Barbara Luciano Scholarship Fund. A previous donation created the Robert P. Luciano Chair of Health Care Policy. Of his philanthropy, he says, “It’s a sense of obligation to the College for giving me an education at virtually no cost.”

Luciano notes that Baruch’s excellent reputation “enhances” the ability of its graduates to get jobs, and he hopes that the new scholarship “facilitates recipients’ attendance at the school, which will mean a lot for their future.”

—BARBARA LIPPMAN

Last May Biology Professor David Gruber was named to the National Geographic Society’s 2014 elite class of Emerging Explorers, an international program recognizing 14 adventurers, scientists, and innovators at the forefront of discovery and global problem solving. Each received a $10,000 award and was featured in the June issue of National Geographic magazine.

But Gruber wasn’t home to receive his magazine in the mail. In June he began training off the coast of New England in the latest gear for oceanographic exploration, the Exosuit (Gruber and suit shown here).

The Exosuit, which weighs 530 pounds and resembles a spacesuit, is an atmospheric diving system that enables scientists to explore the ocean to unprecedented depths, up to 1,000 feet. Among the suit’s properties are delivery of up to 50 hours of oxygen, water-jet thrusters for propulsion, powerful LED lights, a fiber-optic tether for two-way communication and a live video feed, and 18 rotary joints and two manipulators (hands) customized for the study, collection, and recording of marine life.

“In the suit, we can interact with, experience, and examine the unique and foreign creatures of the deep sea. It is rare to have the opportunity to join them in their own living room,” says Gruber, an American Museum of Natural History research associate and expert in bioluminescent and biofluorescent marine animals.

—DIANE HARRIGAN

Public Affairs Dean David Birdsell (left) with Argentina’s Minister Plenipotentiary Juan Garibaldi in front of the Cathedral of La Plata in Buenos Aires. The high-level diplomat, whom Birdsell hailed as “a generous, effective guide and tireless friend of the College,” is far more than that—he’s something of a Baruch super-dad. Five of his six children are alumni: Ivanna (’98), Juan (’01), Sara (’02), Bettina (’04), and David (MBA ’05).

Attention Public Affairs Alumni: The school is celebrating its 20th anniversary in 2014–15. Please check the website baruch.cuny.edu/spa for information on anniversary events this spring.

TOTAL IMMERSION: David Gruber and the Life Aquatic

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—DIANE HARRIGAN
Baruch College Alumni Magazine

News & Notes

COURTING SUCCESS

For Baruch’s basketball fans, the coming of November—when the men’s and women’s teams begin their respective seasons—is greatly anticipated.

This year, the Bearcat men and women each seek to win the CUNY Athletic Conference championship title and coveted automatic berth to the prestigious NCAA Division III National Tournament. And the early signs are favorable.

The women’s team has built a dynasty, winning the last seven CUNYAC championships. “We are very excited for this upcoming season,” says Coach KellyAnn Barrett. “We return a lot of deep talent from last year’s team. Our goal is to work hard this season to continue our quest for another CUNY championship.”

The men have won two regional Eastern College Athletic Conference (ECAC) championships and are building the program to become a consistent national title contender. The team features plenty of local talent and is coached by alumnus John Alesi (’03). Alesi brings high-level experience to the program after assistant coaching stints at Division I Hofstra, Manhattan, and Pittsburgh. Says Alesi, “Our goal is to put together a team that represents the College to the best of its abilities, while achieving success on and off the court.” —JOHN NEVES

The Bearcat Says: Baruch basketball is a wonderful family outing, especially for youngsters, and admission is free. The Bearcats play home games in Baruch’s ARC Arena in the Newman Vertical Campus at 55 Lexington Avenue on the corner of 24th Street. Schedules and directions are available at BaruchAthletics.com.

HIGHLY ANTICIPATED: New MA in Arts Administration

In fall 2015, Baruch anticipates welcoming the entering class of a proposed new master’s program in arts administration. (Having passed all Baruch and CUNY approval processes, the program is awaiting imminent registration by the New York State Department of Education.) Housed in the Weissman School of Arts and Sciences, the program will be, as Weissman Associate Dean Gary Hentzi notes, “Unique—one might almost say utopian—insofar as it will include courses and resources from all three schools . . . The result will be a program that offers students an unprecedentedly wide range of learning opportunities.”

Michael Lovaglio, director of Weissman graduate programs, elaborates: “There will be courses from Zicklin’s management and accounting departments, the nonprofit specialty in SPA’s MPA program, and the creative disciplines of art, music, and theatre from Weissman.”

The degree is designed for professionals in arts organizations seeking advancement or for those wishing to switch careers. Unlike similar programs, it’s comprehensive, i.e., not restricted to performing arts or museums. “It covers a lot of landscape in the arts sector,” says Lovaglio. “It will offer the opportunity to develop competencies in finance, budgeting, resource development, marketing, entertainment law, arts education and outreach, policy, and advocacy. It’s even for folks who want to become artists’ agents.”

The College plans to offer the program in both full- and part-time formats, for optimum flexibility. Many students have already expressed keen interest. Says Weissman Dean Jeffrey Peck, “The MA in arts administration fills an educational gap, not only in Baruch’s MA offerings, but also in arts administration education in New York City. With BPAC and the Mishkin Gallery, as well as other arts initiatives here, Baruch will be the place to come for an affordable and professional education.”

BPAC AT 10: PERFORMANCE DRIVEN

An integral part of the Weissman School—and of the NYC cultural scene—since its inception, the Baruch Performing Arts Center continues to offer topnotch music and theatre. On Oct. 20, in celebration of both Weissman’s 15th anniversary and BPAC’s 10th, the Engelman Recital Hall hosted a performance by Linda Lavin with musical accompaniment by Billy Stritch.

—MARINA ZOGBI

Crystal-Clear Advice at ZCCI Seminar

Take it from Carson Block, a man who admits to angering a lot of people on his way to making a name for himself on Wall Street: Crime doesn’t pay.

In Block’s world, the crime is “fraud” and his company, Muddy Waters Research, has consistently shaken up financial markets by exposing businesses that “muddy” the truth about their fiscal solvency.

It’s a reason Block was named by Bloomberg Markets magazine as one of the “50 Most Influential in Global Finance” in 2011 and Muddy Waters received the Financial Times Boldness in Business Award in 2012.

In a September seminar sponsored by the Robert Zicklin Center for Corporate Integrity (ZCCI), the Zicklin Graduate Accounting Society, and the Zicklin Forensic Accounting Association (ZFAA), Block shared his insights with a crowd of nearly 200 students, faculty and staff, and business professionals.

His advice: Be honest with yourself about who you are, do something you enjoy, be intellectually diverse, and never stop learning.

“If you want to be successful, study other disciplines besides business or finance,” Block said. “Understanding people is the most valuable experience you can have.”

A key takeaway for current student Niall Murphy (MBA ’15), ZFAA president, was the importance of research: “It is easy to take everything at face value. But the more you research something, the more trust you can have in your decisions.” —BARBARA LIPPMAN

CHECK THIS OUT: Laptops to Go

With a swipe of their ID card, Baruch students can borrow a laptop (either PC or Mac) for several hours up to a day. Installed on the second floor of the Newman Library earlier this year, the vending kiosk holds a dozen each MacBooks and Dell Latitude notebook computers.

Unlike the technology lending desk on the floor above, which has specific operating hours (although a greater range of lendable devices), the kiosk can be accessed whenever the library is open.

Baruch’s VP for Information Services and Library Dean Arthur Downing hopes that more vending machines will be acquired and placed at other locations throughout campus. —BARBARA LIPPMAN

GOLDEN KEY TO SUCCESS

“My business is students,” says Ron Aaron, longtime Baruch administrator and adviser to the Golden Key International Honour Society (shown below with Baruch’s symbolic golden key). Dedicated to academic achievement, leadership, and service, Golden Key was chartered at Baruch in 1989 and remains one of the College’s most selective student groups (candidates are required to have a minimum 3.5 GPA).

“Working with Golden Key has been the most pleasurable and gratifying experience of my Baruch career,” says Aaron, whose tenure at the College dates back to 1973. Over the years, nearly 5,000 Baruchians have become members.

But it’s about quality, not quantity. “The record confirms my estimation: Most of these students have become stars in their own right,” he says, reeling off the names of members who have gone on to careers as senior vice presidents, partners in law firms, even a minister.

And although Aaron welcomed back more than 60 Key alumni to the College to celebrate the 25th anniversary last spring, he hopes to connect with more. Please e-mail him at ronald.aaron@baruch.cuny.edu. “I view many past Key leaders as my extended family,” he says. —DIANE HARRIGAN

ending machines have come a long way since the days of dispensing coffee, snacks, and sandwiches. At Baruch’s William and Anita Newman Library, where food and beverages are verboten, there’s a new type of vending machine—one that supplies notebook computers.

Laptop program photo by Amalia Reinhardt; Block photo by Timothy Archibald; Aaron photo by Mayreni Polanco

Laptops to Go

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Baruch’s VP for Information Services and Library Dean Arthur Downing hopes that more vending machines will be acquired and placed at other locations throughout campus. —BARBARA LIPPMAN
What attracted you to Baruch College and the Zicklin School of Business?

Of course, I had known about Baruch College for many years and was aware of the great progress that it has made. But, once I seriously considered the position of Willem Kooyker Dean, I did my research, and the first thing that caught my eye was the type of student Zicklin serves: bright and highly motivated.

Also I like being part of a public school in an urban setting. In these environments, schools—particularly professional schools like business schools—are positioned to have the greatest impact. It’s exciting to be part of that.

The Zicklin School’s Strategic Plan for 2014–19 lays out ambitious, detailed plans to move the School forward. How would you summarize its overarching goal?

To build a premier urban-based public business education program. The three words that I use to describe how such a program looks are excellence, partnerships, and global. If we can execute on those three dimensions, we will be properly preparing our students.

Our focus has to be on delivering the very best academic program we can. But academic rigor has to be complemented with experiential opportunities for professional development. If that’s an internship, that’s terrific. But in addition to internships, there have to be chances for students to connect with people who can guide their professional development. Strong relationships/partnerships with the business community create those channels. And on the academic side, we have opportunities to partner within the Baruch/CUNY community and with universities across the world.

Do those worldwide partnerships segue to the global aspect of Zicklin’s strategic goals?

The higher education market has become a world market, especially for graduate education. Where better than New York City to be a player in this market? Additionally, with its long tradition of excellence, Zicklin couldn’t be better positioned.

Let me give you an example: This afternoon I’m speaking with the director of a graduate business program in Beijing. He’s in New York and wants to explore partnering with Zicklin. Those are the kinds of opportunities that we have because of the strength of the School and because of where we are located.

Are there plans to expand programming?

Initiatives are already under way around degree programs in data analytics and risk and compliance. We also plan to develop nondegree executive education programs. That’s important for two reasons: (1) for our business model and how we fund ourselves and (2) to keep the School connected to what’s happening in the business community.
What are your ideas about leadership, specifically business school leadership?
An effective leader asks the right questions and nudges in the right directions. He or she engages that conversation so that people think through tough questions like, What does this issue mean for me, and what does it mean for the organization? A good leader drives that conversation, but not always the result.

Leadership understands the strengths, needs, and ideas of all the participants, in this case, faculty, staff, students—especially students—and alumni. From these groups, the School comes to understand the shifts that are happening right now in business and society.

Could you give us an example of one of those shifts in the business world to which Zicklin must be responsive?
There’s a recognition that business students need a much broader set of skills. Of course, they still have to be skilled in the fundamentals of business and master their specific field, but they also need to have a broader understanding of how business interacts with society.

The best term for this I know comes from former Coca-Cola CEO Neville Isdell: connected capitalism. Basically, this means that business and capitalism are part of society and have to engage with it. Therefore, business grads need to understand something about government, nonprofits, and civil society and see how their specialization connects with what’s happening in society.

Is there something from your personal history that helps you connect with the classic Baruch/Zicklin student?
Well, I come from very modest means myself. I sometimes joke that I certainly wasn’t born with a silver spoon in my mouth, and it was many decades before I saw one.

I know the importance of an education and how it can change your life. For me, a university education meant the difference between doing what I do today and working in a textile mill, which is how I paid for my undergraduate education.

What role do alumni play in your vision for the future of the Zicklin School?
Alumni are our partners. They are our voice in the community and the best evidence of why Zicklin makes a difference. They can advise current students on a path through the process of earning a Baruch degree. They are also in the best position to advise faculty and administrators about what’s happening outside the university, which affects the direction the School should take. We need that information coming back to the School.

Tell us about adjusting to life in New York City.
It’s been great. I love the city. I’ve never lived here, although I’ve visited a lot. It’s an exciting place. And this is the first time since I was 16 years old that I’ve been without a car. I love that.

What final thing do you want alumni to know? How important they are to the success of the School and how proud we are of them.

ABOUT DEAN HUSS

- Born: Lincoln County, N.C.
- Professional career began at Family Dollar Stores
- Describes himself as “down-to-earth” and “straightforward”
- Electronic device he can’t live without: Smartphone
- How he unplugs: Reading murder mysteries; favorite author: Stuart Kaminsky

ABOVE: Freshman photo from Yackety Yack, the yearbook of the University of North Carolina at Chapel Hill.

Meet the Dean: In the coming months, Fenwick Huss will travel throughout the country to meet alumni, including visits to California, Florida, and Georgia. Check with the College’s Office of Alumni Relations for details.
RUNNING THE CITY

Alumni Help Chart New York City’s Course

BY ERIC LUGO (MA ’14)

While some Baruch College graduates pursue endeavors in far-flung locales, others find boundless opportunity right outside their alma mater’s doorstep—to the great benefit of the city Baruch calls home. Case in point: New York City Council Speaker Melissa Mark-Viverito (MPA ’95), New York City Fire Department Commissioner Daniel A. Nigro (’71), and April Leong (’96), founder and principal of the Liberation Diploma Plus High School in Brooklyn. These alumni, representing all three Baruch schools, have attracted notice and accolades from the media and others for their achievements as high-profile, history-making leaders in New York City government and education administration.

MELISSA MARK-VIVERITO: City Council Speaker

Mark-Viverito, a graduate of the School of Public Affairs’ Master of Public Administration program (in partnership with the National Urban Fellows Program), was elected to the New York City Council in 2005, representing East Harlem and parts of the Bronx—the first Puerto Rican woman and Latina elected to the 8th Council District. She made history again last January when she was elected speaker, thus becoming the first Puerto Rican and first Latina to hold a citywide elected position. She was awarded the Distinguished Alumna Award at the College’s Annual Community Reception in December 2013.

Before being elected speaker, Mark-Viverito served as chair of the City Council’s Committee on Parks and Recreation and co-chair of the council’s Progressive Caucus. Her legislative agenda has focused on issues affecting working-class and low-income families, youth, seniors, and immigrant communities.

Mark-Viverito has been a strong supporter of the City University of New York, helping fund needed operating and capital projects across the University. Under her leadership, this year the City Council restored $11.1 million in merit scholarships to first-year students attending CUNY. Said Mark-Viverito, “As the costs of higher education rise, we must do everything we can to ensure that it remains affordable for the young people who are our city’s future.”

DANIEL NIGRO: New York City Fire Department Commissioner

Zicklin School of Business graduate Daniel Nigro was sworn in as the 33rd commissioner of the New York City Fire Department (FDNY) last June, becoming only the sixth person to have held every top rank in the Fire Department in its 145-year history. Commissioner Nigro has been credited with keeping the FDNY moving forward after the loss of 343 members during the terrorist attacks of 9/11. He was also a driving force in the city’s successful merger of the FDNY and Emergency Medical Services in 1996.

Of his experience attending Baruch College in the late 1960s, which he terms “an era of transition in America,” Nigro recalls that “Baruch maintained a focused, businesslike perspective” that shaped his own leadership style. Among the salient lessons he carried forth throughout his career: “Attention to detail is important, and hard work earns success, while loss of focus carries consequences.”

As commissioner, Nigro notes that his priority is “to continue to protect all who live in and visit New York City and to enhance the safety of [the FDNY’s] members.” He also envisions an FDNY that better reflects the city’s diversity and
that maintains “a welcoming environment that is inclusive of all those who enter our department.”

April Leong (’96) at her school

APRIL LEONG: Founder/Principal, Liberation Diploma Plus High School

After graduating from the Weissman School of Arts and Sciences, April Leong pursued a career in public service because, she explains, “I feel I was placed on this earth to be in service to others who are in need of help.” Her convictions eventually led her to establish the Liberation Diploma Plus High School in 2007. Located in the Coney Island section of Brooklyn, the alternative school currently serves 189 students who are at risk of dropping out because they are over-age or under-credited.

The mission of her school is reflective of the West African tradition of “Sankofa,” a term, Leong explains, that means “you must go back in order to move forward.” To do that, students have to “examine who they are and why they made the decisions that landed them in the positions they are in” so that they “take ownership and understand that they have the power of choice.”

The students view Leong not just as a principal but as a mother figure. However, this mothering comes with a healthy dose of tough love: Liberation students are required to write a personal essay, create a resume, take part in internships, and apply to college. In recognition of her work, Leong, a 2013 recipient of a Daily News Hometown Heroes in Education award, was one of six “Outstanding Public Servants” honored in June with a Sloan Public Service Award. The award recognizes New York City civil servants and comes with a $10,000 grant.

Commenting on the character and caliber of Baruch alumni, Dean David Birdsell of the School of Public Affairs—which is celebrating its 20th anniversary this year—said Baruch’s graduates are widely recognized in the areas of municipal government, nonprofit and educational administration, and policy analysis and evaluation. He noted that alumni Mark-Viverito, Nigro, and Leong offer wonderful examples of “how lives lived with dedication and passion improve the safety, access to opportunity, and quality of government in New York. We could not be more proud of these three exemplary alumni and New Yorkers.”

Eric Lugo is a graduate of Baruch’s Master of Arts in Corporate Communication program and is the College’s director of government and community relations.

ALUMNI CIVIC LEADERS

Baruchians hold key leadership roles in city, state, and federal government, including:

ALEJANDRA CEJA (MPA ’00), Executive Director of the White House Initiative on Educational Excellence for Hispanics

SIMCHA FELDER (MBA ’89), NYS Senator (Brooklyn, 17th S.D.), Chairperson of the Committee on Children and Families

CARL E. HEASTIE (MBA ’07), NYS Assembly Member (Bronx, 83rd A.D.), Chair of the Committee on Labor, Chairman of the Bronx County Democratic Committee

RON KIM (MPA ’06), NYS Assembly Member (Queens, 40th A.D.)

J. GARY PRETLOW (’78), NYS Assembly Member (Mt. Vernon/Yonkers, 89th A.D.), Chair of the Racing and Wagering Committee

VANESSA L. GIBSON (MPA ’09), NYC Council Member (Bronx, 16th C.D.), Chair of the Committee on Public Safety

JEFFREY S. RODUS (EMPA ’99), Deputy Chief of Staff to NYC Council Speaker Melissa Mark-Viverito (MPA ’95)

ORLANDO MARIN (MPA ’91), Commissioner of the NYC Department of City Planning
A Queen and Her Courtship

PEARL (GNESIN) RIBET ('46)

Nearly 70 years ago, on the evening of May 4, 1945, Pearl Gnesin, an upper senior majoring in advertising and retailing at City College Downtown (today’s Baruch), was crowned “Campus Queen of New York City.” Born and raised in Brooklyn, Gnesin competed against 11 other women from such city schools as NYU, Columbia, and Juilliard. And though the phrase “campus queen” connotes glamour, the WWII-era event (Germany’s surrender to the Allies was still three days away) reflected the serious tenor of the times: the ball at which the winner was chosen was a fundraiser for the Infantile Paralysis Fund.

So what did Pearl win? A cosmetics kit, a bottle of Prince Matchabelli perfume, a session with a top hairstylist, a radio interview, lunch at the Stork Club, a ticket to Broadway's Laffing Room Only, and supper at celebrity eatery El Morocco.

We suspect, though, that Campus Queen Pearl valued another “prize” far more. At the time of the pageant, she had won the heart of and was engaged to fellow student David Ribet ('44). The two met in a Baruch business administration class and have been married since 1946.

—DIANE HARRIGAN

TOP: Pearl Gnesin's photo in the 1946 Lexicon.

BOTTOM: Pearl and David Ribet with their daughter, Claudia, circa 1960.

Go online to read Pearl and David’s love story and learn their key to happily-ever-after.

40s | CPA Magazine recently reviewed The Sid Kess Approach: 60 Years of Best Practices in Tax, Education, Careers and Life (AICPA, 2012). The book chronicles the impact that Sidney Kess ('48) (left) has had on the profession. Kess holds numerous honors, including the AICPA’s Gold Medal Award and inclusion on The Journal of Accountancy’s 2012 list of “125 People of Impact in Accounting.”

50s | Ruth and Herb Rubenfeld (both ’53), the latter a CPA-attorney, celebrated their 60th wedding anniversary in April. The Rubenfelds, who met at Baruch as freshmen, have three children and eight grandchildren. Larry Austin ('57), founder, chairman, and chief executive of Austin Travel, authored ...And Away We Went! (AuthorHouse, 2014) (right), which offers behind-the-scenes stories from his 60 years in the travel industry. Featured in July as the Wall Street Journal’s “Donor of the Day,” Amy Hagedorn ('58) recently renewed her $1 million pledge to support the Hagedorn Internships, Scholarships and Fellowships programs in Baruch’s School of Public Affairs. Aaron Cohen ('59, MBA '66) recently retired from Horizon Media as EVP, corporate special projects. The company honored him with a billboard in downtown Manhattan.

60s | In May Peter Korn ('61) was honored with the Alumni Award for Service by the Fels Institute of Government at the University of Pennsylvania. Korn earned an MPA from Fels in 1963. Following a 30-year career as a clinical psychologist, Anita A. (Varesio) Lohman ('62) is retired and living in Oregon, where she enjoys art and the outdoors.

Frank J. Tanki ('62) (in photo right) recently participated in Baruch’s Class Act Campaign. A Newman Vertical Campus classroom, Room 9-180, is named for him. After 13 years, Norman N. Strauss ('63, MBA '69) retired from his second career, teaching in Baruch’s graduate accountancy program. Previously he was a partner and national director of accounting at Ernst & Young.

70s | Ken Seiter ('71) was named VP, strategic communications, for the Toy Industry Association, the not-for-profit trade association representing businesses involved in creating and delivering toys and youth entertainment products. Previously he served as chief marketing officer for the Specialty Food Association. Hadassa Gerber ('73, MBA ’08) has been named senior VP, chief research officer, of TVB, the not-for-profit trade association of America’s commercial
broadcast television industry. She was previously director of research and systems at Syndicated Network Television Association. **Sharon Haver** (’78) is a syndicated fashion columnist, stylist, and entrepreneur. She is the founder and editor-in-chief of FocusOnStyle.com, launched in 1999, a pioneering fashion website.

**80s**  
Denise L. Pease (MPA ’83) (below), regional administrator, U.S. General Services Administration (Northeast and Caribbean Region), was recently recognized as one of the “25 Most Influential Black Women in 2014” by *The Network Journal*. **Eric Kirsch** (’84) has been named to the Baruch College Fund’s Board of Trustees. He is executive VP and global CIO at AFLAC. **Yiannis Ioannou** (’86) is a professor of genetics and genomic sciences at the Icahn School of Medicine at Mount Sinai, N.Y. A molecular geneticist and cell biologist, he is an expert on the biology, function, and diseases of the endosomal/lysosomal system, particularly disorders of the central nervous system.

**90s**  
Orlando Marín (MPA ’91), currently employed with the Bluestone Organization (a developer of affordable and market-rate housing), is the new commissioner for the New York City Department of Planning. **Luis Rodríguez** (MBA ’95) was recently appointed assistant professor of law and taxation at Alfred University’s School of Business. **John Sommer** (’95) is Georgian Court University’s new CFO as well as VP for finance and administration. He previously served as CFO of Hudson County Community College. **Tom Walker** (MBA ’95), CFO of Tableau Software, was named CFO of the Year (in the category of public company with revenue of less than $500 million) at the Puget

When Bernard Klein (’49) enrolled at Baruch College (then known as “City Downtown”) in 1946, he had no idea he was starting a family tradition. The Klein patriarch, raised on the Lower East Side by working-class parents, had just returned from serving in WWII. “I chose Baruch because of its reputation,” says the nonagenarian, who adds, “With my accounting degree, I knew I would be able to get a suitable job.” Suitable, indeed. After seven decades as a highly successful CPA, Bernard retired in 2013 at the age of 89.

So when the time came for Bernard’s son Sandy, an aspiring accountant, to pick a college, dad did not hesitate to recommend Baruch. A class of ’79 alumnus, Sandy realized that although he learned much about the practical aspects of the profession from his father, Baruch added the technical expertise. Says the managing partner at CPA firm Shan Holt, Glassman, Klein, Kramer & Co., “My BBA years rounded out my overall knowledge and understanding of the profession.”

Though love of accountancy didn’t carry forward to the next generation of Klein males (Sandy’s daughter Jamie is a CPA but not a Baruch grad), a love of business endured: sons Zachary (’10) and Brandon (’16) both chose Baruch and a major in real estate. “Baruch was actually a logical choice on their part,” says this proud father, “and the proximity to city life made it an ideal college for them.”

Zachary testifies to the continued cachet of a Baruch degree. “I get a positive reaction every time I mention Baruch,” says the young alumnus, who works in acquisition at a midtown real estate company. Brandon, currently interning at a real estate development company in Soho, says what he likes most about Baruch is that “no student has an edge over another, everyone has the same starting point.”

Sandy’s commitment to Baruch goes well beyond encouraging his descendants to attend the family alma mater. He gives back as a member of the 17 Lex Society. “There are many students who don’t have the experience I had growing up, seeing firsthand the benefits and rewards of pursuing a college degree. I want to help create that bridge.”

—Diane Harrigan
At the Forefront of Technology, Business, and Diversity

The question of whether to pursue work in business, technology, or public affairs is a non-issue for School of Public Affairs grad Natalie Madeira Cofield (MPA ’06). By combining her talents in all three sectors, the president and CEO of the Greater Austin Black Chamber of Commerce (and founding president of the Austin Black Technology Council) and founder of women’s business collective Walker’s Legacy has fashioned an impressively multifaceted and impactful career.

Originally from Rochester, N.Y., Cofield combined management and tech early on, majoring in computer-based information systems at Howard University. She completed a philanthropy internship at JPMorgan Chase in NYC and then gained valuable business skills through Chase’s Management Consulting Services program. Her desire to learn about the economic decline of her hometown led to involvement with the National Urban Fellows program and to Baruch. “That’s where I first learned the language of economic development: how through business you can advance a city’s economy,” she says.

Later, as director of business development for an economic partnership in Washington, D.C., which absorbed the D.C. Technology Council, “I started to realize the role that tech was playing in the broader economy,” Cofield says. After running her own consulting company for three years, she was tapped to helm the Greater Austin Black Chamber of Commerce. (Austin is one of the fastest-growing tech markets in the country.) In only three years, Cofield transformed a dying organization to one of the largest black chambers of commerce in Texas: Google, Facebook, IBM, and Dell are all members and part of the Black Tech Council. “We’re not a civil rights organization; we’re a business organization,” she points out. “There is a value proposition that we bring to the city, and I’m really happy that, across ethnicities, people see that.”

Cofield also founded Walker’s Legacy (named after pioneering entrepreneur Madame C.J. Walker), a national platform for businesswomen to mentor and help each other. Says Cofield, “Right now we’re a network of 10,000, but we’d love to see this grow to more than a million.” Given her accomplishments, we have complete faith in her vision.

For more information on Cofield and her work, go to nataliecofield.com.

—MARINA ZOGBI

Natalie Madeira Cofield was named Technology Diversity Evangelist of the Year by Google in 2013.

Sound Business Journal’s 2014 CFO of the Year Awards. He was also named Technology Leader of the Year in the 2014 ProformaTECH Awards for Excellence. Walker led the company’s expansion with nine offices in six countries and more than 17,000 customer accounts in over 100 countries. Jeanie (Lau) Prisco (’98) is the co-founder and creator (along with her business partner Donald Omel) of Spidfit Walknation. The Spidfit app, which enables users to challenge their friends and family members to meet walking mile-stones and gain awards, is designed to help end childhood obesity. Howard C. Fero (MS ’99) is co-author (with Rebecca Herman) of Lead Me Out to the Ballgame: Stories and Strategies to Develop Major League Leadership (Major League Leadership Enterprises, LLC). The book, which includes interviews with Major League players and managers, illustrates how baseball leadership skills translate to organizations outside of the game.

Christine S. Li-Auyeung (’00, ’02, MS ’09) has been named to the Baruch College Fund Board of Trustees. She is VP at StoneCastle Partners, LLC. Justin Lilien (MPA ’00) and Ami Sara-Ann Fisher were married on May 25, 2014. Fisher is a VP in the private banking division of JPMorgan Chase in New York; Lilien is a manager of employee and labor relations at NYU Langone Medical Center. He is also a son of longtime Stan Ross Department of Accountancy Professor Steven B. Lilien. Sara Garibaldi (’02) was named one of PR Week’s “40 Under 40 2014.” She is senior VP and account director at Ketchum. Christian fiction author Theresa A. Campbell (’03) has written a second novel, God Has Spoken (Urban Books), scheduled for release in December. Monica Chaves (’03) is a senior program officer for global philanthropy at the MasterCard Center for Inclusive Growth. She is
It's hard not to be amazed and charmed by Miguel Cruz (’55), the College's and City University's oldest alum. Active, positive, and independent, the 103-year-old manages a packed, five-days-a-week social schedule; plays guitar and billiards; drives a car; travels; connects with friends and family via e-mail and Skype; and even has his own Facebook page! Many assume he is 20-plus years younger than he is, including the doctors he seldom has to visit.

But nothing says more about Cruz than his tenacious pursuit of a college degree. That story begins in Quebradillas, Puerto Rico, where his father farmed and where his mother wanted better for her seven children. “She had one idea,” he recalls, “that all of her children would be professionals. She was the biggest influence on my life.”

Cruz enrolled at the University of Puerto Rico but left in 1935, after political violence erupted on campus. A year later the business-minded Cruz emigrated to the U.S., enrolling at City College Downtown (today's Baruch) in 1938. “It was the college for me,” he says.

Cruz expected that studying part time—which he did by necessity while working full time as a taxicab driver and bookkeeper—would slow his progress. But he hadn't counted on WWII: his 1942 induction derailed his studies for four years. Following his discharge in 1946, far pleasanter events—marriage and the birth of his two children—also limited his study time as he worked to secure better jobs to support his growing family.

By the time Cruz earned his BBA—more than two decades after first enrolling in college—he had already begun what would be a 23-year career with the NYC Housing Authority, which ended when he reached the then-mandatory retirement age of 65. Not ready for a life of leisure, he continued to work as an administrator, tax preparer, and entrepreneur over the next two decades, retiring in his mid-eighties.

Summing up the pursuit of his degree and perhaps his philosophy, Cruz says, “It was not easy . . . But once you have something in your mind, you will find a way to make it happen. Determination, oh yes.” —DIANE HARRIGAN

TWINS SPIN DISCS

CHRIC’s “Le Freak,” a disco chart-topper from 1978, was one of the tunes that twin alumni DJs Frank and Michael Antonucci, both class of 1985, used to tempt newly minted School of Public Affairs (SPA) graduates out onto the dance floor. The occasion was a special graduation party, held on May 29 (two days after Commencement 2014) and attended by approximately 150 SPA grads. The evening reflected the festive mood at the school, which is celebrating its 20th anniversary throughout 2014–15.

When not deejaying, Frank (below left) is director of campus operations and administration at Baruch College, and Mike is project technology lead at Citigroup.

CRUZ: THE JOURNEY OF A CENTURY

Cruising nonstop at 103: This alum has credits his long, healthy life in part to his love of socializing. His schedule includes three days a week at the Edison Senior Citizen Center in N.J., where his favorite activity is shooting pool.
MANN MEETS BOY
Milton Mann (’51) is shown here with his brother’s 1976 oil portrait of Mann as a boy. The canvas, entitled Portrait of Milton, was part of the Mishkin Gallery exhibition Kenneth Munowitz: Portraits Real and Imagined, which ran at the College last spring and was funded by the alumnus.

The exhibition featured portraits and everyday scenes with a surreal, cerebral yet whimsical edge. Munowitz, a painter and children’s book illustrator, died at the age of 42 before his talent was fully recognized.

For news of current and upcoming Mishkin Gallery shows and for gallery hours, visit baruch.cuny.edu/mishkin. All exhibitions are free and open to the public.

honors for the summit creative award for social media. Cristina Jiménez (MPA ’11), managing director and co-founder of United We Dream Network, was a guest on ABC News’s This Week with George Stephanopoulos on Sept. 5. In May George Mathew (’11, MPA ’13) (right) received the Outstanding Intern Award from the Federal Executive Board for his service as an intern with the New York Harbor Healthcare system. He was presented with the award during the Federal Employees of the Year reception. Former Ticker sports editor Mathias Ask (’13) recently earned an MA in journalism from Columbia University and had an article about drivers getting their cars blessed by priests in Belgium published in September by the Wall Street Journal. MFE ’13 graduates Kenneth Chan, Simon Hermiz, and Richard Postelnik founded NoteX360, an alternative lending market start-up, recently featured on the P2P lending trade blog Lend Academy. Michael Durant (’14) was one of four young accountants featured on the cover of the August 2014 issue of The CPA Journal (left). An MS student, Durant completed a winter tax internship with Morrison, Brown, Argiz & Farra, LLC, earlier this year. Ellie Eckert (CUNY BA ’08) was the lead author of a recent University of Miami Miller School of Medicine report grading health-related quality of life for seniors in all 50 states. The first of its kind, the study was published in the Centers for Disease Control and Prevention’s journal Preventing Chronic Disease. Christian Keck (MSEd ’08) (left) was promoted to assistant VP/chief information officer at Baruch College. Keck, who joined the College in 2005, was the recipient of the 2014 Baruch College Excellence Award for Innovation and Sustainability.

10s
Matthew Yeager (MBA ’10) recently joined the class of 2018 at Wright State University’s Boonshoft School of Medicine in Dayton, Oh., where he will earn his MD. Digital marketing agency Digital Natives Group, of which Ben Guttmann (’11) is a founding partner, recently received two awards for its social media and digital strategy work on the book Grain Brain by Dr. David Perlmutter: the Internet Advertising Competition Award for Best Publishing Social Media Campaign and Silver

BEARCAT MOM INTRODUCES NEW CUB
Julieya Lin (’09) with her daughter, Hailey (11 months old at the time of this photo). Please share news of your Bearcat kids and grandkids with BCAM.

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TO YOUR HEALTH: MBA Alumni Lead Hospital

Whether the Affordable Care Act’s objectives of increasing access, improving care, and lowering costs are achievable nationally, a new team at White Plains Hospital is betting that these formidable goals can work in Westchester County.

The team is led by two alumni of the Baruch MBA in Healthcare Administration Program: Susan Fox (’88), president and soon-to-also-be CEO, and David Ho (’80), CFO.

To continue to be successful in this changing environment, says Fox, the hospital will partner with community physicians, stay ahead of the technology curve, and build upon its greatest asset: a team that values all its members.

It was Fox’s desire to work collaboratively that led her to pursue a career in health care administration and enroll in Baruch’s program (then full time and affiliated with Mt. Sinai).

Since graduating, she has spent much of her career, first as a consultant for Ernst & Young and then as a senior administrator at Long Island’s North Shore–LIJ, creating the collegial environments that studies prove reduce medical errors and provide better patient outcomes.

“When I arrived [in 2013], the culture at White Plains was already terrific,” she says, noting that the hospital was recently ranked by patients among the top 5 percent nationally for outstanding experience.

Montefiore Health System also cited the hospital’s high-quality, patient-focused care when the two institutions recently became affiliated. As part of the system, Fox says, the hospital will tap into the resources of a leading academic medical center to offer highly specialized services in the community.

Providing access to advanced care particularly excites Ho, whose previous work has included positions at four academic medical centers, including the University of Chicago. “Health care is exceptionally complex. We operate in a dynamic external environment that involves government, regulators, insurance companies, the community, and others,” he explains.

“Implementing a strategy isn’t easy, but at the end of the day, this is about improving a person’s health and that drives my passion.” —BRIAN KELL

LEFT AND ABOVE: White Plains Hospital administrators David Ho (MBA ’80), CFO, and Susan Fox (MBA ’88), president and imminent CEO.
The Baruch community was saddened by the passing of distinguished alumna Irene (Zanderer) Schwartz ('49) last August. Irene was the beloved wife of 63 years and lifelong partner of notable alumnus Bernard L. Schwartz ('48), with whom she had two daughters and four grandchildren. Irene was 86 years old.

Irene and Bernard (a Trustee Emeritus of the Baruch College Fund) demonstrated their love and loyalty to the College through tremendous generosity. At their alma mater, the Schwartzes are perhaps best known for their 1997 gift that established the Bernard L. Schwartz Communication Institute, which has impacted the lives of thousands of students and faculty members.

Irene Zanderer, “City College Downtown” co-ed, exhibited all the qualities lifelong friends came to love and admire: she was “extraordinarily energetic,” “warm,” “funny,” and “elegant.” Irene earned a BBA in foreign trade and was active in a variety of extracurricular activities, including the Boosters, 45 Club, the Athletic Association, and the publications The Planet, Pick ‘n’ Pan, and The Ticker (in fact Irene and Bernard met in The Ticker office when they were freshmen).

In addition to her philanthropic commitment to Baruch, Mrs. Schwartz also devoted time and support to UJA-Federation of New York, the American Ballet Theatre, Bard Graduate Center, and the Central Park Conservancy.

Speaking on behalf of the entire College community, Joel Cohen ('59), Baruch College Fund president, said, “Together Irene and Bernard have spearheaded great and positive changes at Baruch College, providing a road map to all who wish to make a difference in public higher education in New York. She will be missed.”

Anthony J. Caserta '37
Mildred K. (Klepper) Beskin '41
Samuel A. Dyckman '41
Gerald Kass '41
Rubin D. Fier '42
Solomon Reiffe '42
Eli M. Cooper '43
George J. Levenback '43
Sidney Weintraub '43
Paul F. Proskauer '45
Rosemary Weinerberger '46
Allan A. Diller '47
William V. Friedland '47
Bernard Gelman '47
Judith Lauterbach '47
Arthur J. Simpson '47
Stanley G. Berger '48
Harold V. Rosman '48
Seymour R. Shapiro '48
Murray L. Weidenbaum '48, LLD (Hon.) '81
*Paul H. Chook '49
Siegbert Greenbaum '49
Paul G. Keat '49
John P. Scarlato '49
Martin M. Sokolow '49
Arnold F. Laubich '50, MBA '51
Philip Thaw '50
George A. Dean '51
Stanley Duboff '51
Gerald A. Reisman '51
*Leonard M. Rosen '51
*Sondra K. (Kula) Safran '51, MA '54
Harry Leibowitz '52
*Norman Vale '52
Leon M. Hellman '53
Richard Marshall '53
Barbara A. Papamarcos '53
Richard G. Karch '54
Jules H. Kornblau '54
Richard A. Regan '54
Martin Landweber '55
Vernon B. Charms '56

Robert C. Kacer '57
*Irma Friedlander Lesser '57
Paul H. Wallach '57
Benjamin J. Angel '58
Stewart A. Weiss '59
Joseph C. Campos '62
Myna (Wolff) Wulffson '62
Stanley Berger MBA '63
Theodore M. Caridi '63
Bernard E. Krantz MBA '63
Alfred J. Fantini '64
Jeffrey S. Gold '64, MBA '71
Thomas E. Moran '64
John J. Cruse '65
Harvey A. Holzberg MBA '68
Gary Mulkowsky '69, MBA '70
Jerry Lerner '70
Andrew S. Harris '72
Reynold L. Graham '73
Pearle W. Mulraine-Clendinen '73
Eugene Riback '74
Dennis W. Schaefer MBA '74
Ralph A. Franklin '75

*Benchmark Society member

Please consider including Baruch College in your estate planning. Your support secures the Baruch experience for future generations of students and creates lasting opportunities at your alma mater.

To learn how to use creative giving to achieve your own financial goals, please contact David Shanton at 646-660-6065 or david.shanton@baruch.cuny.edu.
DEAR ALUMNI,

I am delighted to join colleagues Neftalie Danier, Alexandria Jackson, Kimberly Chu, and Karolina Novak-Choinska in serving as your liaison to Baruch College. My first months have been exciting ones!

Our team in the Alumni Office has been working on several initiatives to provide you with more opportunities to connect with the College, current students, and your remarkable alumni network of 130,000 graduates worldwide, including:

- **Alumni Events E-Mail:** We’ve launched a bimonthly calendar e-mail with details on locally hosted lectures, networking events, and alumni career workshops. If you live in the tri-state area and have not received this e-mail, please let us know at alumni@baruch.cuny.edu.

- **Young Alumni Network Events:** Earlier this fall, BYAN (Baruch Young Alumni Network) hosted a great rooftop reception for graduates of the last 20 years. More BYAN events are planned, including our Alumni Professional Development Night on Feb. 18, 2015. Please save the date!

- **Affinity Events:** Are you in accounting, real estate, or international business? E-mail us your professional information at alumni@baruch.cuny.edu and receive details on industry-specific networking events.

- **Regional Programming:** We are partnering with regional alumni groups to host events in São Paulo, Brazil (Nov. 26), Los Angeles (Dec. 2), and Florida (Jan. 2015). E-mails to follow with event details.

- **Mentoring Programs:** This fall more than 225 students were matched with mentors as part of Baruch’s Executives on Campus (EOC) Academic Year-Long Mentoring Program. EOC also hosts three mentor-student “speed networking” events annually. If you are interested in mentoring, please e-mail executivesoncampus@baruch.cuny.edu for more information.

We hope these initiatives will strengthen your connections to Baruch, and—as always—we hope you’ll keep in touch. Contact us at alumni@baruch.cuny.edu with news of life events or questions/requests. We’re here to help you in any way we can!

I thank you for your ongoing enthusiasm and support of Baruch College and look forward to hearing from and seeing you—soon.

Warm regards,

JANET B. ROSSBACH
Director, Alumni Relations and Volunteer Engagement

P.S. Are you looking for new talent? If so, keep Baruch in mind. Check out the Career Services page on the alumni website baruch.cuny.edu/alumni for details on posting jobs and recruiting Baruch students and alumni!
Don’t miss out. It’s time to reconnect with Baruch!

School of Public Affairs Graduation Party, May 29, 2014

Get the Alumni Calendar of Events on your phone.

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Contact alumni@baruch.cuny.edu

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