FACULTY EXPERTS

Media Consultants, Policy Advisors, Museum Curators and more
As you read this, the students, faculty, and staff of Baruch College are already well into the 2012–13 academic year. Enrollment this fall stands at a little over 17,500 students, and we are especially proud of the caliber of the incoming freshman class, with a combined average SAT score of approximately 1230, which represents a 21-point increase over last year. Scores like these don’t just happen; they are the result of years of planning and hard work.

Baruch continues to receive high national rankings, which helps to attract high-performing students to enroll in the College. For the fifth consecutive year, Baruch has been included in Princeton Review’s list of the top 15 percent of U.S. colleges. The College was also ranked 20th by Forbes magazine among America’s “Best College Buys.” And for the third year in a row, U.S. News & World Report ranked Baruch among the top 25 Regional Universities in the North, and the undergraduate business program ranked among the top 100 nationally, coming in at #72.

Our research-active faculty members are a vitally important part of Baruch’s mission and success. Among those recently garnering prestigious honors and awards are School of Public Affairs Professors John Goering and Shoshanna Sofaer, both of whom were elected Fellows of the National Academy of Public Administration (NAPA). As a NAPA Fellow myself, I had the honor to nominate them, and I am delighted by their election. NAPA is a nonprofit, nonpartisan organization of over 700 top public management and organizational leaders who work to improve the quality, performance, and accountability of government. We are so proud of our faculty, in fact, that the cover story of this issue of the magazine is devoted to them.

The good news also extends to Baruch’s ongoing efforts to offer a residential experience to those students who seek it. This semester almost 200 students are taking advantage of our new, leased residence space on 97th and Third Avenue, which offers state-of-the-art living and studying facilities within an easy walk of the No. 6 subway. Because there is a possibility that we can take additional beds, this facility allows the College to strategically grow our resident student population and respond to increasing demand for coveted rooms in Manhattan.

A second way that we are transforming the student experience is by creating an outdoor pedestrian plaza—or campus commons—on 25th Street between the Newman Vertical Campus and the Information and Technology Building. Our dialogue with the city’s Department of Transportation is extremely positive and encouraging. I hope to be able to share good news about the next steps in the plaza process in the spring/summer issue of the magazine.

Finally, I wanted to inform you that the College is close to completing work on a new, forward-looking, and achievable five-year strategic plan for 2012–2017. Currently, a penultimate draft of the plan is circulating throughout the entire College community for review and comment. Although we continue to plan with a sense of austerity, our current budget situation enables us to invest strategically where major opportunities are identified. A perfect example is our plan to hire 29 new full-time Zicklin School faculty members, starting in Fall 2013.

Donations from our generous alumni and other supporters continue to enable the College to thrive, despite shrinking state assistance. Thanks to your generosity, we are already more than 90% of the way toward the $150 million goal of our fundraising campaign, Baruch Means Business 2.0, and hope to complete it by the end of the calendar year. My special thanks to the trustees of The Baruch College Fund board, under the leadership of BCF President Joel Cohen (’59). The board works tirelessly in its efforts to provide our students with the best education possible. I urge you to consider following their example both by giving and by staying connected to your alma mater.

MITCHEL B. WALLERSTEIN
President, Baruch College
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And Now a Word from Our Experts
Faculty Make Their Mark as Media Consultants, Policy Advisors, Museum Curators, and More
Mitchel B. Wallerstein, president of Baruch College, has said, “One of the best ways for Baruch to deepen its engagement with the world outside the campus is through our world-class faculty.” Meet nine faculty members who exemplify outreach—in the media, in government and nonprofit settings, and in high-profile cultural roles. They do themselves and Baruch proud.

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Baruch College: A Global Player
The College is actively laying the groundwork for more global partnerships and international student recruitment to ensure that Baruch remains a strong global player in higher education well into the future.

15 | HISTORICAL HIGHLIGHT
Baruch’s First Computer
Fifty years ago, Baruch acquired its first computer, an IBM 1620. Though the behemoth machine took up valuable cafeteria space, it quickly won over the hearts and minds of students.

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Leymah Gbowee, Liberian peace activist and 2011 Nobel Peace Prize winner, joined public affairs students for an informal Q&A last summer.

15 | CLASS NOTES
MBA program alumnus travels the world—including Vegas—to verify superlatives for Guinness World Records.

ON THE COVER:
Photographed in the American Museum of Natural History’s current exhibition Creatures of Light: Nature’s Bioluminescence, for which he was principal investigator, David Gruber is an assistant professor in Baruch’s Department of Natural Sciences. An expert in biological oceanography, Gruber is also a media specialist who has shared his expertise with WBAL, WNYC, WNYU, the website LiveScience, and the New York Times (most recently as a blogger), among others. Additionally, he is co-producing a 3D IMAX film on bioluminescence. Photo by Elena Olivo
FOR YEARS, BARUCH COLLEGE has recruited worldwide on the undergraduate and graduate levels and offered specialized programs for partners abroad through its Zicklin School of Business, School of Public Affairs, and Division of Continuing and Professional Studies. Today, even more international initiatives are under way as the College works to remain a strong global player in higher education.

To that end, in January 2011, Jeffrey Peck (left), dean of the Mildred and George Weissman School of Arts and Sciences, was named to the new additional position of vice provost for global strategies. Building on the substantive strengths of the College's existing international initiatives, he has fostered College-wide collaboration among the stakeholders in global activities and initiated new efforts, primarily developing new relationships with international institutions. “Globalization in all of its manifestations contributes to a richer and more connected intellectual and public life at Baruch,” notes Peck.

Globalization at Baruch is an increasingly interdepartmental initiative. The school's vibrant Study Abroad Office continues to find new ways to foster global student citizenship, including Baruch's first-ever study abroad program to Cuba in January 2012 and a sustainability-focused study abroad program to Costa Rica debuting in January 2013. A new global studies minor in the Weissman School of Arts and Sciences complements the Global Studies Certificate already existent in the Zicklin School’s Weissman Center for International Business. Peck hopes more curricular change focusing on global issues will be forthcoming.

Meanwhile, administrators representing all components of the College are actively laying the groundwork for more global partnerships and international student recruitment. Last spring, Peck and Dr. Ben Corpus, vice president for enrollment management and dean of student affairs, visited Brazil as part of the Institute of International Education's international partnership programs to investigate new opportunities for faculty and student exchanges. (Baruch was one of only 18 U.S. schools chosen to participate.) Nine Baruch administrators also visited Turkey, surveying the academic landscape for possible collaborations. In the wake of that visit, a lively group of Baruchians formed a Baruch Istanbul alumni club. A similar group has formed in Hong Kong, a city Corpus visited last spring for student recruitment.

“These contacts will create opportunities for even more student and faculty exchanges as well as spread the Baruch name around the world,” says Peck.

—Diane Harrigan

LEARN MORE ONLINE

For Quants, Success Shows in Numbers

THE 10-YEAR MARK IS THE FIRST MAJOR milestone for any program. That anniversary was celebrated by 105 faculty, alumni, and current students of Baruch’s Master of Financial Engineering (MFE) Program on Sept. 24.

The high standard to which this program is held is reflected in its admissions and employment outcomes. For the fall 2012 class, 640 people applied, 37 were admitted, and 31 enrolled. Of the December 2011 and May 2012 graduates, 95 percent were placed in financial engineering positions with an annual average salary of $100,000. “Employers do not just hire our students. They actively seek them out,” says MFE Program Director Dan Stefanica.

All are quick to acknowledge the essential role MFE alumni play in the program’s success. “Alumni’s continuing support for and participation in the MFE program is what really differentiates it from the others,” says MFE Professor Jim Gatheral, one of the world’s top quants. “New students can and do take full advantage of the experience of their predecessors, and all students, past and current, have access to a uniquely valuable network.” Gatheral joined the MFE faculty after 17 years as managing director at one of the world’s leading investment banks. —Diane Harrigan

Learn more about the program at www.baruch.cuny.edu/mfe.

B A R U C H C O L L E G E
A Global Player

Dieter Rich photo by Jerry Speier; quants photo by Mario Morgado
They Mean Business: ZICKLIN’S NEW LEADERSHIP

W ith an emphasis on excellence, integrity, and accountability, the Zicklin School of Business is devising new initiatives that will ready the school for AACSB International reaccreditation and carry it through the next 10 years. Included in these initiatives are new leadership, a revised strategic plan, and a new advisory council.

For academic year 2012–13, the school is being led by Interim Dean Myung-Soo Lee. The Zicklin School’s associate dean from 2006 to 2009, former chair of the Allen G. Aaronson Department of Marketing and International Business, and a faculty member since 1990, Lee is guiding the revision of the school’s strategic plan as well as expanding and deepening connections with external stakeholders.

One of the most significant aspects of the strategic plan is the hiring of 29 new full-time faculty members, the first of whom will begin in Fall 2013. The group will be “one of the largest infusions of new faculty in Baruch’s history, certainly Zicklin’s history,” says Donald Schepers, new associate dean for academic affairs at Zicklin. “The challenge will be to hire faculty with a view to what business education should look like in the next 10 years,” he says. A professor of management, Schepers is the former academic director of Baruch’s Robert Zicklin Center for Corporate Integrity.

The Executive Programs also have new leadership. Professor of Marketing and International Business Kapil Bawa, an expert in marketing research and marketing management, has taken the reins. With degrees from the University of Delhi, the Indian Institute of Management in Kolkata, and Columbia University, Bawa has conducted executive development programs in Singapore, Taipei, India, and New York. On the Baruch faculty since 1999, he has taught in Zicklin’s Executive MBA and MS programs.

With the establishment of the Zicklin Advisory Council, headed by the school’s namesake, Lawrence Zicklin (’57, LHD [Hon.] ’99), the Zicklin Dean’s Office will have many expert hands to help move the school forward. The 15 or so members, ranging from alumni to prominent local business leaders, will work closely with the dean on a variety of matters.

“We are reinvigorating and revitalizing the school and its faculty to prepare the businessperson of the future,” says Interim Dean Lee. “The next 10 years will be momentous for the Zicklin School.” —BARBARA LIPPMAN

SPA CLASS WELCOMES NOBEL PEACE PRIZE WINNER

L ast summer Nobel Peace Prize winner Leymah Roberta Gbowee visited with 32 lucky students in the Master of Public Administration class Fund Raising and Grants Administration in Not-for-Profit and Voluntary Organizations, taught by Adjunct Professor Michael Seltzer.

Gbowee was responsible for leading a women’s peace movement that brought an end to the Second Liberian Civil War in 2003. In the peace that followed, Ellen Johnson Sirleaf was elected president of Liberia, becoming the first female president of an African nation. Gbowee, Sirleaf, and Tawakkul Karman shared the 2011 Nobel Peace Prize for their nonviolent approach to ensuring the safety of women and for laying the groundwork for women’s rights to full participation in the peace-building process.

Gbowee is the executive director of the Women, Peace and Security Network–Africa.

“My students were inspired,” said Seltzer of the lively and intimate Q&A shared by the students and Gbowee. “For the rest of their lives, these graduate students will remember the night a Nobel Peace Prize winner came to their class.” —MANNY ROMERO
News&Notes

**Star Science Alumna Awarded NSF Fellowship**

When Belén Guerra-Carrillo (’10) moved to New York City after graduating from high school in Ecuador, brain research was not on her mind. Choosing Baruch because of its excellent reputation, location, and diverse student body, she initially studied marketing but soon realized she was “curious about and motivated to understand seemingly effortless processes that we do daily.”

A Baruch class on the integration of cognitive psychology and neuroscience, mentorship opportunities, and teaching experiences (she was a tutor in an afterschool program and at Baruch’s Student Academic Consulting Center) ultimately led Guerra-Carrillo to her current field. Last spring she won a 2012 National Science Foundation (NSF) Graduate Research Fellowship and began a doctoral program in cognitive neuroscience at the University of California, Berkeley, this fall.

The NSF fellowship, which fosters graduate study in the sciences, is the most prestigious award a graduate in the STEM (science, technology, engineering, and mathematics) disciplines can receive. The three-year fellowships provide up to $121,500 of support to exceptional students who have proposed graduate-level research projects in their field.

Guerra-Carrillo’s recent honor also earned her recognition as a member of CUNY’s 2012 team of “Science All-Stars,” consisting of NSF Graduate Research Fellowship winners. A record 16 CUNY students received fellowships this year, more than in any other university system in the Northeast. —Sally Fay

**Baruch Among Nation’s Best**

**TOP 5**  **TOP 10**  **TOP 20**  **TOP 25**

Baruch College continues to be recognized nationally for its rigorous academics and diverse student body.

For the third year in a row, U.S. News & World Report ranked Baruch among the top 25 Regional Universities in the North: #23 for 2013. Baruch also ranked in the top five, for the second year in a row, on the magazine’s list of Top Public Regional Universities. The undergraduate business program ranked among the top 100 nationally, coming in at #72. For the 12th year in a row, USNWR ranked Baruch in the top 10 for Campus Ethnic Diversity.

The good news poured in from other rankings leaders as well. For the fifth consecutive year, Baruch has been included in Princeton Review’s list of the top 15 percent of U.S. colleges. The College was also highlighted by Forbes magazine at #20 among America’s “Best College Buys.”

“Getting ranked adds to the College’s prestige and reputation,” says Baruch College President Mitchel B. Wallerstein.

**BEARCATS LOOK TO REPEAT CUNY CUP WIN**

The Baruch College varsity teams, known as the Bearcats, have high hopes for the 2012–13 sports year, with 13 teams expected to battle for CUNY Athletic Conference (CUNYAC) championships.

Last year, the Bearcats won eight championships and finished in second place in three other sports as part of a dominating year that culminated with winning the Commissioner Cup Trophy, given annually to the most successful athletics program among the CUNY senior colleges.

With a majority of teams returning their top student-athletes for the 2012–13 year, the Bearcats are seeking to tie or better their eight championships earned last year.

This fall, women’s volleyball will seek to repeat as champions. Five team starters return, including CUNYAC tournament MVP Melinda Santiago (’13), CUNYAC First Team All-Star Lauren Hayden (’13), and CUNYAC Rookie of the Year Jessica Wu (’15).

Men’s soccer, which finished in second place, also returns a majority of its starters.

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Spotlight on BPAC

Since its official opening in fall 2003, Baruch Performing Arts Center (BPAC) has been a driving force at the College. With its eclectic offerings of music, dance, and theater, BPAC plays an important role in the lives of students, faculty, and the community.

BPAC's facilities include the Bernie West Theatre and Mason Hall auditorium in the Field Building at 17 Lex, as well as the Engelman Recital Hall and the Rose Nagelberg Theater in the Newman Vertical Campus. In addition to producing its own shows—mostly jazz and classical music concerts—BPAC, under the leadership of Managing Director John Malatesta, rents out its space to theater and dance companies, from classical theater company The Acting Company to Wakka Wakka Productions, whose Baby Universe, featuring spectacular puppetry, was nominated for three Drama Desk Awards last year. (BPAC productions have received six nominations since 2010.) Most shows are free or discounted to the Baruch community; alumni discounts are available by calling the box office.

BPAC’s most important function, says Malatesta, is its service to students, many of whom experience their first professional productions at Baruch. (Freshman Seminar requires first-year students to see two BPAC productions.) Students also take advantage of the center’s facilities for dance competition rehearsals and other activities. Malatesta cites the benefits of being involved in student productions: “Learning teamwork, leadership skills, building confidence, learning how to communicate—all of this is really important for students’ careers.”

Several alumni have been instrumental in BPAC’s growth. Early benefactors include Eli Mason (’40, LHD [Hon.] ’78) and Bernie West (’39, DFA [Hon.] ’98), for whom the College’s oldest theaters were named. Arline Nagelberg (’71, MBA ’82) endowed a theater in honor of her mother, Rose; and Irwin (’55) and Roslyn Engelman made possible the eponymous recital hall. Aaron Shapiro (’49, LHD [Hon.] ’89) initiated the Joel Segall Great Works Reading Series, and Aaron Silberman (’46) created the concert series in his name. Finally there is Marvin Antonowsky (’49), of whom Malatesta says, “If it weren’t for him, we probably wouldn’t have a Baruch Performing Arts Center.” Antonowsky’s early generosity supported general operations.

Says Malatesta of BPAC’s impact, “Whether you’re becoming an accountant or you want to work in public policy or finance, art is for you. It’s the study of humanity, of what we love, what inspires us. It’s an educational tool for everybody that lasts a lifetime.” —MARINA ZOGBI

Vincent Cruz (’13), who earned CUNYAC All-Star honors last year, joins midfielder Kyle Keage (’14) and Akil George (’13) to help the Bearcats avenge last year’s disappointing championship loss.

Off the field, the Bearcats continue their academic success, with over 55 student-athletes achieving a GPA of 3.2 or higher.

Steven Coniglio (’14), a sophomore on the nationally ranked men’s volleyball team, earned top honors by winning the prestigious NCAA Elite 89 Academic Award. Coniglio, majoring in actuarial science, carries a 3.897 GPA, which is the highest GPA of any student-athlete who competed at the 2012 NCAA Division III Men’s Volleyball National Championship Tournament.

“We had a spectacular season last year, and we are just as excited about our chances of winning more championships during the 2012–13 athletics season,” says Baruch Athletics Director Ray Rankis. “I am also especially proud of our scholar-athletes, who show that Baruch students work just as hard in the classroom as they do on the field.” —JOHN NEVES

For more information or team schedules, please visit BaruchAthletics.com.
Rogoff wrote the piece, dictated it over the phone (“the way it was done in those days”), and the Op-Ed was in the paper by 9 that evening. “It was a highly pressured situation,” remembers Rogoff. His dramatic initiation as a media expert proved influential: “Apparently the Koch Administration took note. The fare hike was revoked.”

Since then Rogoff has been interviewed for television, radio, print, and blogs hundreds of times.

**THE EXPERT as COMMENTATOR**

When a news story hits, the media regularly turn to a Baruch College expert—often a professor or administrator—for insight into a complex event or trend. The College’s many media experts are so well versed in real-world fields and in the needs of journalists that they have become the go-to resource to clarify topical issues.

What’s the challenge of being a media expert? According to Rogoff, “It’s to reduce your comments to the basics—to say it in a sentence or less. Writing academic papers is the exact opposite. . . . Experts sometimes need to jump to a conclusion that is substantiated by evidence.”

The need for expert analysis has grown with the proliferation of media outlets, mobile media, and the 24/7 news cycle and is never more apparent than during the weeks leading up to a presidential election. It’s David Birdsell’s busiest time of the year.

Late one Friday evening this fall, well past “quitting time,” Birdsell, the dean of Baruch’s School of Public Affairs, was in his office fielding inquiries from the Huffington Post, NPR, Fox News, and NY1. Birdsell’s academic work centers on the nexus of communication, media, and information technology in politics, government, and nonprofit administration.
But he is most widely known as an expert and guest commentator on political debating.

“Media interviews offer a chance to share an academic perspective on topics that might otherwise get only the ‘popular wisdom’ treatment, which is often wrong,” says Birdsell, who estimates that he has been interviewed well over 1,000 times.

“The trick is to place that perspective in the vernacular of modern television—or tweets, or blogs—and make sure that a nonacademic audience stays around to get the insight.”

Of his first major interview, with CNN in 1988, he recalls: “I didn’t know where to go or how to sit or whom to look at but learned very quickly that getting called back means moving deftly back and forth across the clutter of the studio floor, not demanding attention off camera, and never questioning the to-the-second tyranny of the clock. And occasionally saying something smart.”

It’s clear that in this role Birdsell sees his job as making the journalist’s job easier. “As a group, journalists are smart, dedicated, and tell the best stories that they have the resources and the time to tell,” he says.

There’s a certain amount of fearlessness needed to put oneself at the disposal of the media as an expert. Linda Allen, the William F. Aldinger Chair in Banking and Finance in the Bert W. Wasserman Department of Economics and Finance, routinely comments on risk management, bank regulation, and management of financial institutions. For a Crain’s New York article last spring, she predicted that big banks would be tightening credit for small businesses through the next two to three years.

Is Allen ever concerned about going on the record for a high-profile media outlet? (At the writing of this article, she was being interviewed by a producer for 60 Minutes for a segment on continued problems in the mortgage market.) “I never shy away from going on the record,” she says. “We’re not in an ivory tower; we’re in a business school. The market informs our theoretical and empirical academic work and puts our research to the test.” Allen has just co-developed a systemic risk model that forecasts macroeconomic downturns six months in advance, potentially providing “an early warning signal that would allow regulators in the U.S., Europe, and Asia to take actions to mitigate the severity of future financial crises.” She wants to share the results of her research and have it make a difference, and being a media resource is one means to that end.

Baruch faculty comment on breaking news.

Below left: David Birdsell, dean of the School of Public Affairs, is one of Baruch’s most in-demand experts.

Center: Aldinger Chair in Banking and Finance Linda Allen is sought by the international media.

Right: Associate Professor and Cuba expert Ted Henken holds a joint appointment in the Departments of Sociology and Anthropology and Black and Hispanic Studies.

www.baruch.cuny.edu/bcam
FALL 2012/WINTER 2013
by the New York Times four times,” says Henken. He’d never been interviewed by the newspaper previously.

Natural Sciences Assistant Professor David Gruber, an expert in biological oceanography, has even put himself in harm’s way to help journalists get the story as they want it framed. Last August he was with a scientific expedition in the Solomon Islands in the South Pacific searching for novel biological fluorescence on coral reefs. “It was during one of our first night dives, and we pondered how the reef animals would react to our bizarre bright blue lights,” recalls Gruber. “To compound matters, we were diving in a site aptly called Shark Point. Just as I entered the inky water, a cameraperson for National Geographic decided to have me surface and conduct an interview. I felt like a piece of bait and wondered what could possibly be a more stressful interview.”

The role of media expert may well be an acquired taste. Ana Y. Ramos-Zayas, the Valentin Lizana y Parragué Chair of Latin American Studies in Baruch’s Department of Black and Hispanic Studies, calls many of her interactions with the media “so rushed, so quick. . . . Those experiences have a way of fading.” Ramos-Zayas has been interviewed on such topics as critical issues for Latinos and Latin American studies, race, and anthropology of affect by Sirius Radio and ABC Tiempo, among others. She has found journalists who are genuinely engaged with the topic at hand and willing to work to get the article right, although she laments that “they can get frustrated with me. Sometimes I can’t give or approve of a catchy quote that sells.”

Is the inconvenience, interruption, discomfort, and potential danger worth it? “I love the ability to get my ideas and analysis out into the public sphere,” says Henken. “It’s especially gratifying for a scholar, since much of the work we do is done in isolation and obscurity.” Ramos-Zayas concurs, noting that she relishes “the chance to reach an audience outside of the university, especially through Spanish-language outlets.” Says Gruber, “The media plays an essential role, conveying information from those who know to those who need to know. They always bring it back to the larger picture and often ask insightful questions that can even make me see the larger landscape differently.”

**THE EXPERT as ADVISOR**

Many Baruch faculty offer expertise that reaches beyond their individual research and encompasses the broader resources of the College’s 16 academic centers and institutes. Distinguished Public Affairs Professors James Krauskopf, director of the Center for Nonprofit Strategy and Management (CNSM), and Micheline (“Mickey”) Blum, director of Baruch College Survey Research (BCSR), are two noteworthy examples. Both oversee research on behalf of government and nongovernment organizations, nonprofits, and for-profits.

In 2011 Krauskopf’s expertise was tapped by N.Y.S. Attorney General Eric Schneiderman, who invited him to join a 32-member statewide Leadership Committee on Nonprofit Revitalization. Within the year, the task force presented recommendations that informed the attorney general’s Nonprofit Revitalization Act, passed by the state legislature in May 2012. “These reforms will be important over the long run,” says Krauskopf. His expertise was engaged in a more public venue in October 2012, when he was invited to give testimony before the City Council on the Mayor’s Management Report. “The center is committed to exploring and expanding the relationships between theory and practice and undertaking real-world challenges,” he explains. “So it’s very healthy for us to work with public officials.”

Real-world issues are at the heart of the work of Baruch College Survey Research (BCSR). Under the directorship of Blum, BCSR designs and conducts polls and surveys for government agencies, nonprofit organizations, media, and academic partners on a wide range of public affairs topics. High-profile BCSR surveys and polls for 2012 include the city’s Department of Health and Mental Hygiene surveys to assess public attitudes toward the restaurant grade card initiative and smoking policies. BCSR results are frequently cited by such media outlets as the Wall Street Journal, the New York Post, CBS New York, NY1, and City and State.
MITCHEL B. WALLERSTEIN, president of Baruch College, has said, “One of the best ways for Baruch to deepen its engagement with the world outside the campus is through our world-class faculty.” Professors called on to curate museum exhibitions, in addition to their more traditional roles, are another perfect example of this outreach.

David Gruber, our media expert who swam in shark-infested waters, is also the principal investigator and co-curator for Creatures of Light: Nature’s Bioluminescence, an exhibition currently at the American Museum of Natural History (AMNH). Creatures explores the diversity of organisms that generate light and shows how scientists like Gruber study this natural phenomenon. “Already it is one of the most popular temporary exhibits to premier at AMNH and is on course to break attendance records,” says Gruber with excitement.

Gruber’s greatest contribution, he says, “This is probably one of the closest experiences you can get to actually scuba diving on a coral reef as magnificent as the Cayman Islands’ Bloody Bay Wall.” Via touchscreens, museumgoers shine a spotlight on bioluminescent and biofluorescent reef dwellers. Once Creatures completes its New York run in January 2013, it will travel to Chicago, educating museumgoers there as well.

Gruber isn’t the only current faculty-curator on staff. Assistant History Professor Brian Murphy guest-curated Capital of Capital: New York’s Banks and the Creation of a Global Economy, which ran through October 2012, at the Museum of the City of New York. Murphy has taught U.S. economic history and the history of corporations at Baruch since 2008. Under his stewardship, Capital of Capital offered a comprehensive survey of New York’s development as a financial center, with objects on display ranging from early bank notes to signs from Occupy Wall Street.

Of the exhibit’s educational purpose, Murphy explains: “You can’t understand American politics and the American economy today without understanding something about how the country’s financial system works, and to understand that you have to have some kind of context for how it became that way.” With Capital of Capital, Murphy became a history teacher for the entire city.

DONT BE SURPRISED if the next time you check your iPhone, read your newspaper, or watch television news, you see one of Baruch’s experts being quoted in the Wall Street Journal, interviewed by Channel 7 WABC for breaking news, or noted as the member of an important government panel or curator of a top museum exhibition. Many of Baruch’s professors and administrators are sought by the media and city institutions to share their insights and talents with us all.

EXHIBITING THEIR EXPERTISE

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50s | As part of the 125th anniversary of the American Institute of Certified Public Accountants (AICPA), the Journal of Accountancy named Stuart Kessler (MBA ’53) one of 125 people who have made a significant impact on the accounting profession since 1887. Kessler was a founding partner of Goldstein Golub Kessler LLP. He is a director at J.H. Cohn. Michael R. Silberstein (’58), retired municipal court judge of Marlboro Township, N.J., was honored by the Monmouth County Bar Association and the N.J. Senate and General Assembly in recognition of his public service and 50-plus years as an attorney. Al Singer (’58) is president of Singer Nelson Charlers and founder of nonprofit organization PACS (People Against Children Starving) – USA. In a joint event with Feed The Children in June, PACS helped deliver food to 1,600 needy New Jersey families.

60s | Queens County justice Phyllis Orlikoff Flug (’60) has been installed as the president of the Association of Justices of the Supreme Court of the City of New York. Andrew Radding (’65) (above), an attorney with Adelberg, Rudow, Dorf & Hendler, was named president of the Bar Association of Baltimore City. Jay Finkelman (MBA ’68) has been appointed VP of academic affairs and chief academic officer at the Chicago School of Professional Psychology. He was previously professor and director of Alliant International University’s California School of Professional Psychology, Organizational Psychology Division. Finkelman was professor of industrial psychology and dean of students at Baruch in the 1970s.

70s | Robert Johnsen (’73) was appointed CEO of Primus Green Energy Inc., developer of a proprietary process to produce fuels from biomass and/or natural gas. He was co-founder and, until recently, CEO of Promethegen Corp. Carlota I. Grate (’75) (right) has been reappointed to the advisory council of the Connecticut Society of Certified Public Accountants for the organization’s 2012–13 activity year. Steven Frumkin (MBA ’77) was named dean of the Jay and Patty Baker School of Business and Technology at the Fashion Institute of Technology. He was previously associate professor at the School of Design-Engineering and Commerce at Philadelphia University and the associate director-researcher of its Laboratory for Engineered Human Protection.

In August John N. Kastanis (MBA ’80) was named president and CEO of Temple University Hospital. Patricia M. Schaubeck (’83) was appointed senior VP, general counsel, and corporate secretary of both Suffolk Bancorp and its banking subsidiary, Suffolk County National Bank. Richard...

**Lines of Communication Open**

**Thanks to Bernard L. Schwartz (’48)**

It’s impossible to overestimate the impact that the Bernard L. Schwartz Communication Institute (BLSCI) has had on teaching and learning at Baruch College in the last 15 years. The number of undergraduates who have directly benefited from BLSCI’s faculty development and curricular support programs is steadily approaching 100,000.

Founded in 1997 through the generosity of Bernard L. Schwartz (’48), the institute is committed to helping students in every major develop confidence as communicators through a wide range of innovative approaches and instructional technology tools. BLSCI has also achieved a remarkable balance between being an academic service unit and an internationally recognized think tank, hosting a prestigious symposium annually.

Schwartz, a progressive public policy advocate and philanthropist, is the former CEO and chairman of the board of Loral Space and Communication and the current chairman and CEO of BLS Investments. —Diane Harrigan
H. Blake ('84) has joined McDonald Hopkins LLC as a member and co-chair of the firm’s White Collar and Government Compliance Practice Group, based in Cleveland. Previously he was partner at Bricker & Eckler LLP, before which he served as a federal prosecutor with both the Department of Justice and Department of the Treasury. HoSun Kang ('85) (left) and her sister performed at Flushing Town Hall theater in September as part of an evening of Korean dance and music presented by the Korean Traditional Music and Dance Institute. Kang has also performed at the Jacob’s Pillow Dance Festival in Massachusetts and Alice Tully Hall in Lincoln Center. Leighann Lord ('89) is a standup comedian who has appeared on various TV shows, including Lifetime’s Girls’ Night Out, ABC’s The View, and Comedy Central’s Premium Blend.

90s | The New York State Society of Certified Public Accountants (NYSSCPA) has installed Christopher G. Cahill (MBA ’93) as a director-at-large at its recent 115th annual election meeting and dinner. He is a partner with Deloitte & Touche LLP. Jeffrey Stevens (MS ’94) has been appointed chief HR officer at the University of Rochester Medical Center. He most recently served as VP of HR for University of Massachusetts Memorial Healthcare. Todd Richman (MPA ’95) has been appointed financial adviser/managing director at JP Morgan Securities. He also serves as chairman of the board at Cradle of Aviation Air & Space Museum. Linda Selvin (MPA ’95) has joined the Arthritis Foundation as executive director. Previously she was executive director of the Agenda for

INCE ITS FIRST MEETING ABOVE A Long Island movie theater, Weight Watchers—which turns 50 next year—has grown into an internationally recognized brand with 1.3 million members worldwide. Its core concept: Positive reinforcement makes eating healthful foods in sensible portions easier.

Still, great ideas often fail—but not in this case, thanks to alumni Al Lippert (’49), Charles Feit (’48, LHD [Hon.] ’87), and Richard Samber (’63).

If not for Lippert (who died in 1998), Weight Watchers would never have been launched. Lippert, who co-founded the company with Jean Nidetch, was part of her self-selected support group for losing weight. A savvy retailing executive, Lippert immediately recognized the power of combining a medically sound diet with weekly meetings led by someone who lost weight on the program.

As thousands discovered Weight Watchers, Lippert soon realized that his “mom-and-pop” operation had to become a full-fledged company. That’s when he recruited Feit, a lawyer and accountant, to help run it. “Charles’s main goal was to create a trademark, which he believed was essential for the company’s future,” recalls Hedwig Feit, his widow and an adjunct professor of Black and Hispanic studies at Baruch. Within a few years, Weight Watchers International was a registered trademark in 35 countries.

In 1968 Samber began his career at Weight Watchers as the company’s controller and immediately set about modernizing operations. “When I arrived,” he recalls, “the books were still being kept by hand.” When he retired 25 years later as the company’s CFO, Samber had not only transformed the accounting systems but had created state-of-the-art information, finance, and human resources operations. The profit-and-loss statement reflected his efforts: in 1968 Weight Watchers made $400,000 on $8 million in revenue; in 1993 profits stood at $45 million on $300 million in revenue.

“In my 25 years with the company, I never had a boring day,” says Samber, whose career motivated him to establish a scholarship at Baruch. “Fifty years from now, I hope a recipient of the scholarship will look back on his or her career and say the same thing.” It’s a sentiment that Lippert, who endowed a chair in marketing, and Feit, who endowed an interdisciplinary seminar series at the College, would second. —BRIAN KELL
whether it was on stage or in the “clubhouse” under the stage, for some former Theatron alumni, the time spent in Mason Hall—formerly the Pauline Edwards Theatre (PET)—was as important as, and maybe even more memorable than, the time spent in Baruch’s classrooms. Frederick Harrison (‘55) says PET was his “oasis,” describing the facility lovingly as an “enormous barn of a place . . . no orchestra pit . . . no sound system . . . antiquated lighting . . . shallow stage,” among other limitations. But such shortcomings didn’t deter Theatron, Baruch’s longtime theatrical society, from staging two ambitious productions each academic year—and doing so in style.

95 YEARS AND COUNTING: Abraham Briloff (‘37, MSEd ‘41)

For the past seven decades, Abraham Briloff (‘37, MSEd ‘41) has been demonstrating through words and actions the motto he learned from that other Baruch accounting legend and his professor-mentor, Dean Emanuel Saxe (‘23): “Assets equal accountability.”

Briloff, who joined Baruch’s accountancy department in 1944, celebrated his 95th birthday with family and friends at the College on July 19. “It is particularly fitting that we celebrate my birthday at Baruch College,” said the Emanuel Saxe Distinguished Professor Emeritus of Accountancy, “because I was born again in February 1934 when I entered City College Downtown/Baruch.”

One of the most memorable luncheon moments came when famed entertainer Harry Belafonte led the celebrants in a heartfelt “Happy Birthday.” In the 1960s, Belafonte hired Briloff as his tax adviser. “But Abe was more than that,” Belafonte recalled. “He instructed me in integrity, reality, truth, and he is a big part of the lives of a lot of people.” The palpable love in the room for Briloff evidenced the truth of Belafonte’s words.

—Diane Harrigan

YOU, TOO, CAN HONOR PROFESSOR BRILLOFF

Alumni are endowing a scholarship in Professor Briloff’s honor. If you are interested in contributing, please contact David Shanton at david.shanton@baruch.cuny.edu or at 646-660-6065.
“Dynamic Duo” in Print

“Boaz is one of the very best undergraduates I have taught in my 35 years as an academic,” says History Professor Bert Hansen of Boaz Adler (’11). The undergrad history major met Hansen in the professor’s elective course The History of Medicine, where Adler first encountered examples of mid-20th-century comic books that depicted, in superhero fashion, the lives of important scientists. Hansen collected and later examined these popular children’s magazines in his book Picturing Medical Progress from Pasteur to Polio (Rutgers University Press, 2009).

“No one had written about the slightly later Spanish-language Mexican comic books,” notes Hansen, explaining his collaboration with Adler on a project that would become “Stories of the Great Chemists in Spanish: Children’s Comic Books in Mexico,” the cover article for the Spring 2012 issue of Chemical Heritage magazine. “The project was fully 50-50 from start to finish,” says Hansen of their collaboration.

In 2012 Adler returned to Baruch to earn a Master of Public Administration degree in health policy and analysis. Upon graduation, he hopes to secure a position in a government organization affecting public health. —DIANE HARRIGAN

COMPETING TO BOLLYWOOD DANCE BEAT

A DECADE AGO, A FEW CLOSE FRIENDS SEEKING AN OUTLET TO DANCE TO THEIR beloved Bollywood music banded together to perform for a cultural show, debuting as the Wanted Ashiqz.

Today the troupe is thriving, with 15 active members, including two Baruch alumni (troupe captain Ashif Gazi [’07] and Prottoy Chowdhury [’10]) and four Baruch students—undergrads Anojan Rudra, Jonathan Rudra, and Ahilan Sinnathurai and grad student Karup Meyyappan (MBA ’12). Meyyappan is also troupe production and set design chief, graphic designer, and sometimes-audio/video editor.

“We were a sensation among the young Desi crowd (people of South Asian ethnicities—Indian, Sri Lankan, Bangladeshi, etc.),” says Meyyappan of the group’s beginnings. “Over the years, we’ve evolved into a highly competitive Bollywood fusion troupe.” (Meyyappan’s earliest dance inspiration came from an entirely different place, however: he became interested in dance in high school, inspired by the moves of music icons Michael Jackson and Missy Elliott.)

Recently, the Wanted Ashiqz (which translates into “the Wanted Hopeless Romantics”) auditioned for Season 7 of America’s Got Talent. Seventy-five thousand acts tried out, but only 400 qualified for the next round. “Making it to the secondary auditions felt surreal,” Meyyappan says.

So what’s next for the Wanted Ashiqz? Of course, they want to perfect their skills and build on their early successes in the American dance circuit. According to Meyyappan, the troupe also “wishes to generate greater exposure for the South Asian Dance Circuit that helped us get to our start.”

—DIANE HARRIGAN

Celebrating its 10th anniversary, the Bollywood dance fusion group The Wanted Ashiqz currently features six Baruchians.
of Lotus Bloom Child and Family Resource Center in Oakland, Calif. The nonprofit, launched in 2008, provides resources, playgroups, and community support to more than 200 families each week. Samantha Stevens ('06) recently opened Oatmeals, an East Village restaurant serving gourmet variations on the cereal. Jesse Potash ('09) is the founder of Pubslush (www.pubslush.com), a publishing platform for authors to crowdsourced the funds needed to publish their works.

10s
Cynthia Okimoto (MA '10) (right) founded New York Dog Nanny, a canine daycare and boarding facility for small-breed dogs located a few blocks from Baruch on Lexington Avenue. Mary Olushoga (MSEd '10) was the winner of the 2012 Oxfam America International Women's Day Challenge, through GOOD Maker, an online platform for catalyzing social change. Olushoga is the founder of the AWP Network, an organization that supports emerging entrepreneurs. Former CUNYAC All-Star and Scholar-Athlete of the Year Jessica Penaherrera-Kang ('10) (right) placed first in her age group in the 2012 Aquafin New York City Triathlon. She is a project associate in the Office of the Chief Information Officer at JP Morgan Chase.

Judith Quintana (EMPA '11) has assumed the position of assistant dean for education administration at Weill Cornell Medical College. She previously worked at North Shore LIJ Health System. Benjamin Kantor (MPA '12) was appointed budget analyst for the Parks Unit of the Office of the Mayor, Office of Management and Budget (N.Y.C.). Benjamin Strong (MPA '12) was hired as diplomatic liaison officer with the N.Y.C. Commission for the United Nations.

PUBLIC AFFAIRS GRAD FOLLOWS D.O.T. ROUTE

Leland Robinson (MPA ‘11) has the DOT in his DNA. It’s not surprising, given that his father and grandfather both retired from New York City’s Department of Transportation (DOT) after a combined 50 years on the job. At age 27, Robinson has logged more than seven years with the agency and says that he, too, will likely retire from it in another 30 or so years.

A Staten Island native, Robinson is the DOT’s Bronx Borough engineer, responsible for nearly everything involving traffic signs in that borough. His current job encompasses sign-related traffic studies, installation and maintenance, balancing the division’s budget, and overseeing a staff of inspectors, managers, laborers, and others. “Our primary concern is public safety,” says Robinson.

His first job at the DOT was fixing broken parking meters. “We had a route to walk. You worked in the rain, the snow, and the sweltering heat. I probably walked three to four miles a day,” he remembers. His other DOT assignments included emptying Muni Meters, manufacturing traffic signs, and supervising a sign shop.

Robinson calls his time at the School of Public Affairs (SPA) “an invaluable experience,” adding that “there is a great sense of purpose at SPA, as if everyone is there to do some good in the world.” —BARBARA LIPPMAN

AARONSON CHALLENGE
Alumni Set New Record

Baruchians really step up to the plate when tasked with a challenge. More than a year ago, 17 Lex Society member Allen G. Aaronson (‘48) invited the alumni community to set a new record for the number of individuals supporting The Baruch College Fund (BCF). In return he promised to make a donation of $200,000. The challenge goal was 6,065 individual donors, and Baruch alumni not only met that goal but exceeded it, bringing the total number to 6,287. Said Aaronson: “I am extremely proud of the Baruch community, not only for meeting my challenge but for exceeding it by more than 200 donors. It’s one reason I remain so committed to this wonderful institution.” Aaronson added, “If you haven’t already done so, it’s not too late for you to add your ‘voice’ with a contribution. Thank you!”

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Danny Girton Jr., Guinness World Records Manager

If Danny Girton Jr. were to judge the world’s most serendipitous moment, it might be the day he was offered a position as a senior adjudications manager at Guinness World Records (GWR). Five years later, he represents GWR as a client services manager, adjudicating world records and managing a range of integrated services for a client list that includes multinational corporations and brands, not-for-profit institutions, and individuals.

Girton was a student in Baruch’s Flex-Time MBA Program when he was offered the position at GWR. He jumped on the unexpected opportunity and has not once regretted it. “I never knew roles existed like the one I am privileged to now fill,” he says.

Having personally witnessed hundreds of record-setting attempts, Girton cites a local event among the standouts: “In early June 2012, I adjudicated a ‘longest single line of dancers’ successful record attempt in Dutchess County, N.Y.—where I mostly grew up—which was satisfying on a personal note.”

First introduced in 1955 as The Guinness Book of World Records, GWR has proved to have real staying power, with a popular Internet site, over 1 million Facebook fans, and 155 million YouTube viewers. Girton understands his brand’s appeal: “Nearly anyone who wants to be recognized as a world hero on a local level, or as a local hero on a world-class stage, can achieve fame by setting or besting a Guinness World Record.”

Guinness World Records manager and former Baruchian Danny Girton Jr., in Las Vegas in 2011, with the world’s biggest fuzzy dice

More Online

The IBM 1620—Baruch’s first computer—from the 1963 Lexicon

Today few students can imagine a time when computers were not an integral part of the Baruch educational experience. But things were very different half a century ago, when the College acquired its first computer.

In 1962, Herbert Arkin, a forward-thinking statistics professor, had been working with the College on the purchase of a computer for two years. His efforts finally bore fruit that November with the acquisition of an IBM 1620. At a reported price of $45,000, the machine was an expensive addition (today’s average Baruch desktop costs approximately $800). Need trumped cost, however.

“We badly need a computer, as a school of business does much work in this field,” Arkin explained to The Ticker in 1962. He further explained that the computer would be for student, not faculty, use and would help improve Baruch’s academic reputation.

The IBM 1620 found a home in the cafeteria on the 10th floor of 17 Lexington Avenue (now known as the Field Building). Some students begrudged the space the bulky machine required. But when the IBM 1620 was ready for its first public demonstration in December 1962, a large crowd assembled and was wowed by its capabilities: solving several previously programmed problems as well as a triple, six-digit multiplication problem posed by an observer, in seconds.

Since then, thousands of increasingly smaller and more powerful computers have graced the halls of the College, but none has generated as much attention as that first model 50 years ago.

—Alex Gelfand (’04), Baruch College assistant archivist
The Baruch community was saddened by the passing of Jeanne (Silverstein) Mishkin (’34) last July. She was 91 years old. In 1991 Jeanne and her husband, Sidney (also Class of ’34), gave what at that time was the second-largest gift ever received by Baruch College (the largest being the legacy left by Bernard Baruch himself). Their gift—valued at approximately $2 million—endowed ten 2-year scholarships for undergraduate accountancy majors and enriched the collection of the College’s art gallery, which was named the Sidney Mishkin Gallery in his honor.

“Jeanne was deeply committed to ensuring opportunities for young people to advance their education, just like those Baruch had given her and Sidney,” remembers City University of New York Chancellor Matthew Goldstein, president of Baruch College at the time of the Mishkins’ gift. “She was a warm, vibrant, and elegant woman, and my wife and I adored her,” continues Goldstein. “She was very much the matriarch: smart, decisive, caring. She left an indelible mark on everyone who knew her and had an important impact on the College.” Mrs. Mishkin was also a member of Baruch’s Benchmark Society.

Of this beloved alumna and her husband, Mishkin Gallery director Sandra Kraskin says: “With their name and their generous donation, the Mishkins put Baruch’s gallery on the cultural map in New York City.”

Leave a Legacy

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.

BARUCH MEANS THE GIFT OF A LIFETIME
Campaign Couple Shares Their Love

Not all Baruch couples have that fateful first encounter on campus: for Gary Tannenbaum ('70) and Helen Mills, it was in Venice, Italy. Both recent college graduates (she from the University of Kentucky and he from Baruch) were traveling Europe by rail. Helen and her friend were on the same overnight train from Switzerland as Gary. The three met on the Venetian platform, where, on arrival, Gary shared his knowledge of the exchange rate and the best and cheapest hostels. Helen was immediately impressed with his savvy, and by the time the three met up in Rome, Gary and Helen realized their relationship was more than just friendship.

Back in the U.S., Helen relocated to New York City, where she decided to take additional college courses at night at Gary's alma mater. “Attending Baruch changed my life,” says Mills, now a Baruch College Fund Trustee.

Both Mills and Tannenbaum have been generous donors to Baruch through the Baruch Means Business 2.0 fundraising campaign. “I got a great deal at Baruch,” says Tannenbaum, “and now that I have earned a measure of success, I want to give back.”

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

Baruch College has focused the strategic, final phase of the campaign on support for scholarships and faculty, a new student center, a residence hall, the creation of a pedestrian plaza, and global initiatives. To learn more about giving to the campaign, please contact Campaign Director Jessica Leitner at 646-660-6074 or jessica.leitner@baruch.cuny.edu.

A real estate entrepreneur and arts patron, Helen Mills established the Helen Mills Event Space and Theater on West 26th Street in 2005. Gary Tannenbaum ('70) is principal at Miltan Management Corp.

GO ONLINE to read about Helen and Gary's early romance in Italy.
The first issue of The Ticker was published on May 7, 1932, and was distributed to a few hundred students. Today, with a readership of 12,500, Baruch’s beloved student newspaper is a unifying force and source of pride for the entire Baruch community, including alumni.

Visit www.baruch.cuny.edu/tickeralumni to re-live nearly a century of great moments at Baruch in The Ticker’s digital archives. Also, tour the new decade-by-decade online exhibition of the newspaper’s history.