The Gifts That Keep on Giving

The College Celebrates the 15th Anniversary of the Naming of the Zicklin School of Business and the Weissman School of Arts and Sciences

Lawrence Zicklin ('57) (left)
George Weissman ('39) (right)
As you read this letter, Academic Year 2013–2014—my fourth year as president of Baruch College—is well under way, and I have never been more excited or hopeful about the future of our wonderful institution. What fuels this optimism? Partly, it is the implementation of our new Strategic Plan 2013–2018 and the exciting directions that are identified in its five goals.

During my four-year tenure, every incoming undergraduate class has been more impressive than the last. This fall’s first-year students, the Class of 2017, are no exception. Their average SAT score of 1239—our highest SAT average ever and the highest by far of any college in the City University of New York system—is a good indicator of their caliber (the national average SAT, by the way, is 1010). Most importantly, however, these scores did not come at the expense of our commitment to access and diversity. For the 12th year in a row, U.S. News & World Report ranked Baruch College among the Top 10 for ethnic diversity (for 2014, we are #5 nationally), and our enrollment of first-year African American students rose by 9 percent.

Additional top rankings confirm the College’s growing national profile. Not only did we earn multiple votes of confidence for our academic excellence from such well-known ranking organizations as U.S. News & World Report, The Princeton Review, and Entrepreneur magazine, but Baruch also has become an exemplar in the newly framed discussion of higher education value. The College was ranked #1 nationally in annual ROI (return on investment) according to the PayScale 2013 College Report; #3 “Best Bang for the Buck” college by Washington Monthly; and #21 among the Top 100 “Obama Scorecard Colleges” for Value and Affordability by Affordable Colleges Online. (For more rankings highlights, see page 4.)

Among the many benefits that we receive from this wave of recognition is an enhanced ability to recruit top faculty, and we are already reaping those rewards. In Fall 2013, the College welcomed 59 new tenured and tenure-track hires: 32 in the Zicklin School of Business, 23 in the Weissman School of Arts and Sciences, 3 in the School of Public Affairs, and 1 in the Newman Library. This outstanding group of new professors—more than 10 percent of the full-time faculty—represents the largest single year of hiring in the College’s history. Part of and leading this distinguished “freshman faculty” group is our new Provost and Senior Vice President for Academic Affairs Dr. David Christy. (You can meet Dave on page 5.)

Among Dr. Christy’s top priorities is overseeing the vitally important search for the next dean of the Zicklin School of Business. New academic initiatives, like the PhD in Business, which Baruch College now confers together with the CUNY Graduate Center, bolster our chances of attracting an outstanding group of candidates. Of the approximately 500 U.S. business schools accredited by the Association to Advance Collegiate Schools of Business (AACSB), fewer than 70 award a doctoral degree in multiple business disciplines. Now the Zicklin School has joined this elite group, underscoring its commitment to academic excellence and high-quality research. Special thanks go to Willem Kooyker (’71), who recently endowed the Willem Kooyker Dean of the Zicklin School of Business near the conclusion of our highly successful Baruch Means Business campaign.

More than 6,000 of you supported the campaign, which closed last spring, helping the College to raise over $157 million and strengthening our financial foundation and infrastructure.

Also cause for celebration—and the focus of this issue’s feature article—is the 15th anniversary of the naming of the School of Business in honor of Lawrence (’57) and Carol Zicklin and the naming of the School of Arts and Sciences in honor of George (’39) and Mildred Weissman. I hope their transformative gifts move you to celebrate these milestones by continuing to give to Baruch so that your alma mater can maintain its significant upward trajectory.

With your help, Baruch’s future is bright indeed!

MITCHEL B. WALLERSTEIN
President, Baruch College

Interested in learning more about Baruch College’s Strategic Plan 2013–2018? Go online to read the plan in its entirety at www.baruch.cuny.edu/strategicplan.
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The Gifts That Keep on Giving: The College Celebrates the 15th Anniversary of the Naming of the Zicklin and Weissman Schools
The past 15 years at Baruch College have been a remarkable time, a grand and successful experiment in moving forward and setting new standards by which public colleges nationwide are measured. Learn why generous naming gifts from Lawrence Zicklin ('57) and George Weissman ('39), received in 1998, represent a watershed moment whose transformative effects continue to shape the College today.

4 | RANKINGS HIGHLIGHTS
Top rankings confirm the College’s growing national reputation. This fall Baruch earned multiple votes of confidence for academic excellence from U.S. News & World Report, The Princeton Review, and Entrepreneur magazine and kudos for value from Washington Monthly and Investor’s Business Daily.

3 | CAMPUS HIGHLIGHT
Public Affairs Sets Bold Goals
Perhaps only a school founded less than 20 years ago that now boasts one of the largest and best master’s programs in the country would dare to set the bar so high. But that’s exactly what the School of Public Affairs has done with its new strategic plan.

ALSO INSIDE
4 | NEWS & NOTES
Baruch’s new Center for Teaching and Learning supports a range of discussions about teaching, including how to deliver more courses in online and hybrid formats.

14 | CLASS NOTES
Baruch alumna Cathy Avgiris ('80) helps shape communications products as executive vice president and CFO of Comcast Cable.

ON THE COVER:
Baruch alumni Lawrence Zicklin ('57, LHD [Hon.] '99) (left) and George Weissman ('39, LLD [Hon.] '82) (right). In spring 1998, a record-setting $10 million gift from George and Mildred Weissman in support of the arts and sciences was soon followed by an $18 million pledge from Lawrence and Carol Zicklin to elevate Baruch’s business school students and programs. Later that year, Baruch College dedicated the Zicklin School of Business and the Mildred and George Weissman School of Arts and Sciences in their honor.
INNOVATION ZICKLIN: New Undergraduate Honors Program

A select group of talented and highly motivated upper-level Baruch business undergraduates—45 in all—are now, thanks to the new Zicklin Undergraduate Honors Program (ZUHP), reaping the rewards of the best pedagogical practices of MBA programs. The BBA honors program offers an innovative, multidisciplinary approach; experiential learning opportunities; and instruction that focuses on case analyses, critical thinking, and excellence in written and oral communication.

ZUHP, which welcomed its first cohort in January 2013, is structured as a general minor in advanced business analysis. The program evolved from discussions organized and run by Phyllis Zadra, associate dean of the Zicklin Undergraduate Program, in 2010–11 and a 2011 summer seminar with select business faculty.

The program’s curriculum consists of a 12-credit sequence (four courses) and features team teaching and the extensive use of guest faculty from a variety of departments. Special extracurricular programs offer exposure to organizations and successful executives from all fields of business. Professor of Marketing Gloria Penn Thomas is ZUHP’s first director (Thomas’s administrative experience includes nine years as executive officer of the PhD Program in Business).

To apply, students must have a minimum GPA of 3.6 (out of 4.0), submit two essays on assigned topics, and participate in group interviews. “Initially we were concerned that requiring students to take 12 credits of additional coursework might discourage potential applicants,” says Thomas. “Our concern turned out to be unfounded. ZUHP students don’t necessarily wind up earning more than the required 124 credits, but if they do, they don’t seem to mind at all.”

“Undergraduate business honors programs are a relatively new trend,” says Associate Dean Zadra. “What’s unique about our program is the curriculum. We might be the only program that requires that students take a whole set of extra specialized courses.”

The first set of outcomes for this group is exceedingly positive. Myung-Soo Lee, interim dean of the Zicklin School, says, “Innovation, impact, and engagement are the guiding principles of AACSB—our accrediting organization—and this program has it all. We have hit the trifecta.”

—DIANE HARRIGAN

SHOOT THE MOON: Zicklin Undergraduate Honors Program student Jonathan Flügel ’14 secured his dream internship with NASA Goddard Space Flight Center in summer 2013. The computer information systems major was the first business student to win NASA’s prestigious 2013 John Mather Nobel Scholar award.

Rocking the Plaza

THERE’S NO GETTING AROUND IT: Baruch students are a competitive lot, many seeking to climb to the top of their chosen profession once they complete their education. So it’s not surprising that dozens of students harnessed their ambition on Convocation Day 2013 (Aug. 27) to test themselves at a rock-climbing wall.

The portable apparatus was just one of the many opportunities of the event-packed day (the day before the new academic year’s classes begin). More than 1,200 incoming freshmen also took part in a formal welcome and orientation; small-group discussions of this year’s Freshman Text, The Age of Miracles by Karen Thompson Walker; a live-DJ-hosted block party on Baruch’s new 25th Street Interim Plaza; and a parents’ reception in the Newman Vertical Campus.
Perhaps only a school founded less than 20 years ago that now boasts one of the largest and best master's programs in the country would dare to set the bar so high. But that's exactly what Baruch's School of Public Affairs (SPA) did earlier this year when it released its strategic plan. Among its 10 goals: increasing the number of undergraduate majors from 120 to 800 by 2018.

“We want to be larger to address an unmet need,” David Birdsell, SPA's dean, explains. “The desire to serve reaches its most feverish pitch in the late teens and early twenties. It's precisely the right time to introduce students to the intellectual and social satisfactions of public affairs.”

Dana Messinger, who heads freshman recruiting at the College, says that when students discover what public affairs is “their interest turns to eagerness. They like that it’s about how you make ideas reality—not just in government but in non-governmental agencies and in nonprofits.”

Case in point: Farhana Hassan ('14), who transferred from Hunter College and is now a senior and the recently elected Undergraduate Student Government (USG) president. “I was a poli-sci major who wanted to apply what I was learning,” says Hassan, who has completed three internships—two at major nonprofits, the other at a state senator's office—while majoring in public affairs.

To attract more students like Hassan, SPA is planning to forge new areas of curricular strength based on faculty expertise and student interest. Sustainable cities, international NGOs, migrations and diasporas, and—by student request—the complex issue of food policy are all fields that SPA, by virtue of its current activities and New York City location, should naturally develop, Birdsell says. Success in achieving the five-year strategic plan’s other goals—more research opportunities, better student assessment, a global perspective—is expected to bolster the effort to expand the undergraduate program.

Messinger believes that the interdisciplinary nature of public affairs is the major’s best selling point. “Open-minded, curious students want to do substantive work,” she contends. “Big problems, like those you find in public affairs, demand interdisciplinary solutions. Many students, when they realize this, are energized by a major they didn’t know existed.” —BRIAN KELL

Theresa Bernstein (1890–2002) made and exhibited art in every decade of the 20th century, though hers is far from the household names of her contemporaries Edward Hopper and Lee Krasner. Seeking to bring this forgotten artist to a new audience is Gail Levin, CUNY Distinguished Professor of Art History, American Studies, and Women’s Studies at the Graduate Center and Baruch College. Levin is organizer and curator of Theresa Bernstein: A Century in Art, running concurrently at Baruch’s Mishkin Gallery through Dec. 11, 2013, and at the James Gallery at the CUNY Graduate Center through Jan. 18, 2014. Levin met Bernstein in the 1980s and interviewed her while researching Edward Hopper: An Intimate Portrait (Levin is a preeminent authority on Hopper, and Bernstein was a friend and neighbor of the artist).

In Theresa Bernstein’s art, gallery-goers will discover a window on the artistic methods and major issues of her time. Working in realist and expressionist styles, Bernstein addressed such cultural milestones as women’s suffrage, World War I, jazz, and the struggle for racial equality.

The 37 Bernstein paintings on display at the Mishkin are drawn entirely from the largest and most comprehensive private collection of the artist’s work, owned by alumna Edith ('53) and Martin Stein.

For more information about the Mishkin Gallery, which is free and open to the public, visit www.baruch.cuny.edu/mishkin.
TOPS BY MANY MEASURES

Once again Baruch garnered a profusion of praise on a national scale during the annual college rankings season last August and September. Long recognized by rankings influencers The Princeton Review and U.S. News & World Report, the College this year was included in the former’s annual college guide, The Best 378 Colleges (2014 edition), and was ranked among USNWR’s top 25 Regional Universities in the North (at #22) and at #4 on its list of “Top Public Schools/Regional Universities (North).” USNWR also ranked the Zicklin School of Business’s undergraduate program #58 nationally (up from last year’s #72).

More kudos for the Zicklin School: its undergraduate program in entrepreneurship made the Top 25 in Entrepreneur magazine, and its undergraduate accounting program was #15 and the master’s programs #18 nationally in The Public Accounting Report’s 32nd Annual Professors Survey.

And with the national conversation on higher education emphasizing the combination of value and excellence, Baruch attracted numerous new admirers: The College ranked #1, highest in annual return on investment in the country, according to the PayScale 2013 College Report; #3 among America’s “Best Bang for the Buck” colleges by Washington Monthly; #3 in “The Future Zuckerbergs” 2013 College Rankings by HerCampus.com; and #21 among the Top 100 “Obama Scorecard Colleges” for Value and Affordability by Affordable Colleges (AC) Online. Investor’s Business Daily ranked Baruch #1 in the nation (“State Schools Top Ivies in Key College Costs ROI”), and the Houston Chronicle featured Baruch in “These 11 Colleges Just Hit the Jackpot in Obama’s New Education Plan.”

New Center Supports Emerging Trends in Teaching

“It’s incredibly exciting to be thinking about how pedagogy should evolve to embrace emerging modes of communication and new structures in the academy,” says Luke Waltzer, director of the College’s new Center for Teaching and Learning. The center, which opened in August, will help faculty think about how curriculum needs to respond to the new environment.” Of course, more traditional forms of pedagogy won’t be overlooked. “A center for teaching and learning has to be engaged in all conversations,” says the new director, adding, “Face-to-face classes can benefit from what’s happening in online and hybrid classes.”

How does Waltzer sum up the coming pedagogical evolution at Baruch? “The College is committed to developing a strategy for supporting online and hybrid instruction that reflects and flows from the specific strengths of our faculty and the needs of our students. Online and hybrid instruction has the potential to improve access while also drawing students in to a more critical engagement with new modes of information exchange and synthesis.”
ACADEMIC LEADERSHIP

Dr. David Christy Named New Provost

David P. Christy, the College's new provost and senior vice president for academic affairs, is ideally suited for his role at Baruch. “I was a first-generation student with great aspirations,” he says. “So I am eager to apply everything I’ve learned to help Baruch’s majority-first-generation student body actualize their ambitions.” Dr. Christy, who joined Baruch on July 15 after a decade as the dean of the Orfalea College of Business at the California Polytechnic State University, also holds a faculty position in the Loomba Department of Management.

A few months on the job, Christy is already among the College’s biggest admirers: “Baruch is one of the country’s premier urban public colleges, so my job is to enhance and protect what is already great about it.” Christy is especially eager to partner with Baruch President Mitchel B. Wallerstein to realize the goals of the College’s five-year Strategic Plan, which he calls “both ambitious and grounded.” With confidence, Christy adds, “Strategic planning, assurance of student learning, and investing in faculty development are each essential components in achieving our vision.” Welcome, Provost Christy!

MAKING WAVES

The Swimming Bearcats

FANS TAKE NOTE: Baruch’s swimming program is in the midst of its most successful period in College history, with the women’s team winning four straight CUNY Athletic Conference (CUNYAC) championships while the men have won three of the last four.

Baruch’s swim teams have also grown regionally, with the Bearcats successfully competing against universities outside Division III. Last March, for example, the women’s team finished in lucky 13th place at the Eastern College Athletic Conference (ECAC) Open Championship hosted by Harvard University.

Standout swimmers are helping anchor this success. Rewriting many of Baruch’s swimming records is Julia Sung (’14), named the CUNYAC Women’s Most Valuable Swimmer for 2011–12 and 2012–13. Sung enters her senior year seeking an unprecedented third straight MVP award.

Swim team member Alyssa Lubrino (’13, MBA ’14) was named the 2012–13 CUNYAC Rookie of the Year and was also voted the MVP of the 2013 men’s CUNYAC finals.

CUNYAC Female Scholar-Athlete of the Year. The honors accounting major graduated in January 2013 with a 3.669 GPA and returned as an MBA candidate this fall.

From the men’s draw, Jacky Lau (’16) was named the 2012–13 CUNYAC Rookie of the Year and was also voted the MVP of the 2013 men’s CUNYAC finals.

“We are very proud of our swimming program, coached by Charles Lampasso,” says Athletic Director Ray Rankis. “The teams are successful in and out of the pool and are one of the bright spots in Baruch’s athletic program. We look forward to a great season ahead.” The swimming teams began their 2013–14 schedule in October and will complete the season in March. –JOHN NEVES

ALUMNI: Come out and support the Bearcats. Schedules and directions are available at BaruchAthletics.com.
The Gifts That Keep on Giving

Every university has its watershed moments—those years that feature prominently in institutional timelines. For Baruch College, this year celebrating the quindecennial of the naming of the Zicklin and Weissman Schools, the years 1847, 1919, 1929, 1953, 1968, and 1998 represent such turning points.

**The Baruch Backstory**

Before Baruch College was Baruch College—only in 1968 did it become a senior college in the original City University of New York system—it had many precursors. Originally, there was the Free Academy, the first institution of free public higher education in the nation, founded in 1847 and built on 23rd Street and Lexington Avenue. More than a half century later, in 1919 the City College of New York (the renamed Free Academy), which had relocated to northern Manhattan in 1907, created a School of Business and Civic Administration. In 1929 that school found a new home on the heritage site of the Free Academy (today the College’s historical hub, the Field Building at 17 Lexington Avenue).

The vibrant, pioneering campus—variously known as “City College Downtown,” “UCLA” (the University on the Corner of Lexington Avenue), and “Saxe’s 23rd Street”—grew in stature and won powerful friends, among them financier-statesman Bernard Baruch, an 1889 graduate of City College. In 1953 the school was renamed the Bernard M. Baruch School of Business and Public Administration in his honor. Fifteen years later, in 1968, Baruch’s name graced the new, independent senior college.

For Baruch College, as for the other founding CUNY senior colleges, the three decades that followed were years of triumph and challenge.

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**The College Celebrates the 15th Anniversary of the Naming of the Zicklin and Weissman Schools**

Since the Zicklin and Weissman gifts of 1998, Baruch College has experienced such transformative moments as the opening of the Vertical Campus in 2001 (above: the original architect’s sketch for the building). The Vertical Campus, renamed the Newman Vertical Campus in honor of William (’47) and Anita Newman in 2005, houses the Zicklin and Weissman Schools.

By DIANE HARRIGAN

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The Gifts That Keep on Giving
The Worst of Times, the Best of Times

Arguably, the next years of greatest consequence for Baruch were 1997–98. On the surface, there were celebrations that year: 150 years since the founding of the Free Academy and 30 years since Baruch became an independent college. Baruch had endured many trials as a senior college, including a plan (foiled in 1972) to relocate the College to Brooklyn, the New York City fiscal crisis in 1975, and lingering negative impacts of Open Admissions. But, in truth, the College’s operating model was becoming untenable. By 1997 a college renowned nationally for its accounting programs had rolled up its collective sleeves and begun to implement plans—some austere—to make itself more accountable to its future.

What did those plans look like? In Fall 1997, Baruch closed the School of Education and Educational Services and the Department of Academic Skills and merged three arts departments. College leadership acknowledged disquieting feedback from employers, some of whom felt recent graduates’ communication skills were less well developed than their technical skills.

The College was able to remain hopeful, however, because of the renewed engagement of alumni. “Some things we cannot achieve by ourselves,” said then College President Matthew Goldstein in his annual state of the college address. Acknowledging how much Baruch needed its alumni vanguard, Goldstein envisioned a long-term partnership that would improve academic offerings and increase the value of the Baruch degree. The College had already begun its first capital campaign.

Enter Zicklin and Weissman

In less than five months from the date of Goldstein’s no-holds-barred speech, the mood at Baruch went from grim determination to unbridled optimism. In February 1998, the College announced the largest cash gift ever received in Baruch and CUNY history: $10 million from George Weissman (’39) and his wife, Mildred, to support the arts and sciences (in 1994 the alumnus had endowed the Weissman Center for International Business). A month later, Lawrence Zicklin (’57) and his wife, Carol, pledged $18 million to elevate the business school’s students and programs. Jubilantly the College recalibrated its initial fundraising goal of $25 million, which had been considered highly ambitious and trendsetting for a public institution.

The story of the latter half of 1998 is as much a story about what didn’t happen as did. What didn’t happen—detrimental retrenchment—was the consequence of the generosity of two loyal alumni businessmen.

The Naming Celebration
New Beginnings

On Sept. 17, 1998, Baruch College showed the city and nation its gratitude by dedicating the Zicklin School of Business and the Mildred and George Weissman School...
of Arts and Sciences in honor of Larry Zicklin, George Weissman, and their wives. The double celebration was in actuality a triple celebration, aptly co-celebrated alongside the official freshman welcome assembly of Convocation. It was a watershed moment indeed: The Class of 2002 and all subsequent classes would never know a Baruch not allied with the names Zicklin and Weissman. In fact a majority of the alumni population—57 percent or 70,884 men and women—have graduated from Baruch since 1998.

Baruch’s newest high-profile ambassadors beamed with pride and confidence in their alma mater. Their gifts, which signaled a long-term investment, put to rest any question about Baruch’s enduring mission and exceptional quality (as Zicklin made clear, “Carol and I respect excellence”). Other results of their eight-figure gifts: the clout to raise awareness of the institution nationally and internationally (media outlets buzzed with the news), the power to imbue other alumni and friends with pride and the spirit of giving (additional alumni stepped up), and ultimately the opportunity to transform Baruch for the 21st century.

From 1968 to 2002, Baruch College basketball didn’t have a home. Then on Nov. 26, 2002, we played our first home game in the Baruch ARC. We were Big Time in a top-of-the-line facility. All the players felt like peacocks strutting their stuff.

The following day, my picture is on the front page of the New York Times! Current men’s basketball coach John Alesi (shown left with basketball) was there, too, as a player. What John remembers: “Just having a home ... on our campus. That was so special.” Wow.

—RAY RANKIS, athletics director and former Men’s Basketball coach (1983–2012); Baruchian since 1983

One of the greatest changes I’ve seen for our accounting students—Baruch has always been a good place for accounting students—is the opportunities they have through the STARR Career Development
As Baruch College celebrates the anniversary of the naming of the Zicklin and Weissman Schools, we find ourselves asking anew, “What’s in a name?” With the vantage point of 15 years, we knowingly answer, “Commitment, partnership, a vote of confidence.”

The Zicklin and Weissman gifts continue to matter. Few would deny, for example, that their generosity in 1998 helped ensure the success of Baruch’s 2007–13 campaign, which exceeded its $150 million goal.

“The names of the Zicklin and Weissman families will forever be held in high esteem by the Baruch College community. We are deeply grateful for their generosity,” says College President Mitchel Wallerstein. “We promise to stay true to our great traditions as we pursue continuous improvement and innovation.”

HELP US continue Baruch College’s transformation and tradition of access and excellence at www.baruch.cuny.edu/donate.

Delighting in the simultaneous double dedication, Dr. Sidney Harman (’39) said, “Implicit in the combination of Weissman and Zicklin is the notion that there is great merit in integrating the arts and business.”

WHAT’S IN A NAME?
The Groundwork for Ambitious Goals

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National Science Foundation (NSF) fellow Belén Guerra-Carrillo (’10) (right) is one example of the high-caliber students the College enrolls. Her fellowship is the most prestigious award a graduate in the STEM disciplines can receive. Guerra-Carrillo is pursuing a doctoral degree in neuroscience at UC Berkeley.

Center. Accounting has changed: At one time, students planned for careers in auditing and earning CPA credentials. Now there are so many different areas of specialization, and Baruch has risen to meet these changing career opportunities.

—STEVEN LILIEN, Weinstein Professor, Stan Ross Department of Accountancy; Baruchian since 1972

After we established the Field Center for Entrepreneurship—which has played a crucial role in establishing the Zicklin School as a national leader in entrepreneurship research, teaching, and service—we created a program called the Field Fellows for students to work in the center with our small-business clients. Larry Field [center namesake] was in town, so we arranged for him to meet the first cohort of Fellows. Larry was, frankly, overwhelmed by their quality and enthusiasm. He commented that he had never been more proud about his gift than when he met these students.

—EDWARD ROGOFF, chair, Loomba Department of Management, and academic director, Lawrence N. Field Center for Entrepreneurship; Baruchian since 1992

The Sidney Harman Writer-in-Residence Program came into being at the same remarkable moment in Baruch history as the Weissman and Zicklin gifts. The program, which launched in 1998 and boasts a roster of 32 visiting writers, including Edward Albee, Tony Kushner, and Jhumpa Lahiri, has transformed the Baruch landscape. Baruch, known for business, is now also known for its distinguished literary salon.

—ROSLYN BERNSTEIN, professor, Department of Journalism and the Writing Professions, and director, Sidney Harman Writer-in-Residence Program; Baruchian since 1974

THEN & NOW: 15 YEARS OF CHANGE

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ClassNotes

50s | Matthew (Matty) Creo (’55) and his wife, Ann (below), recently participated in Baruch’s Class Act campaign. A Newman Vertical Campus lecture hall, Room 3-125, is named for them. October 2013 saw the release of the sixth novel by Frederick Harrison (’55), *The Bin-Laden Prize*, part of his long-running intelligence community series.

60s | Last spring Katrina’s Dolphins, an original screenplay by film-maker Hal Weiner (’60), won the 30th Annual Larry Neal Writers’ Competition. He and his wife have produced, written, and directed over 225 documentaries. Lew Altfest (’62, PhD ’78) (below) has been recognized by the National Association of Personal Financial Advisors (NAPFA) as one of the “30 Most Influential” people in NAPFA’s 30-year history. In April, Manhattan’s 25CPW Gallery mounted an exhibition of photographs by Max W. Berger (’68). Berger is the senior founding partner of New York–based Bernstein Litowitz Berger & Grossman and a Baruch College Fund Trustee. After 40 years as a media and market research professional, Allan Kalish (’68) now works with his wife, Judy, selling real estate on Long Island. His son David and daughter Lauren are currently working in Baruch’s STARR Career Development Center and the Office of Communications, Marketing & Public Affairs, respectively.

70s | David Krell (MBA ’71) has been appointed chairman of the board of INVeSHARE, a provider of regulated shareholder communications. Co-founder of the International Securities Exchange, he has served as its chairperson since 2008. In May Michael Fishbein (’75) began his tenure as VP for academic affairs and dean at Mitchell College. Previously he was vice chancellor for special projects at Antioch University Midwest. In May Alan Gaines (’76) was appointed chairman of the board of directors of Richfield Oil & Gas Company. He is the founder of Dune Energy, Inc., where he served as chairman of the board of directors from its 2001 inception through 2011. Judy (Grosz) Shapiro (’78) (left), founder and CEO of engageSimply—a marketing tech venture focused on curated commerce—is partnering with Baruch Marketing Professor Karthik Sridhar to create a shared, hands-on learning project for his Internet marketing students. Shapiro is married to Richard Shapiro (’79).

80s | Vincent J. Masi (’80), VP, worldwide accounting, for IBM, became a Baruch College Fund Trustee in June. Joseph Ripp (MBA ’81) has been named CEO of Time Inc., which

Retirement Not for Him: Leo Helzel (’38)

For many people, retirement is a stage of life to look forward to. Not so for Leo Helzel (’38), who, at the age of 96, still leads the life of a workingman, albeit at a slightly slower pace. “Work is still interesting. I like what I do. Why change?” Helzel asks from his Oakland, Calif., office. His typical workday consists of assorted activities, from answering mail and overseeing the Helzel Family Foundation to handling committee matters for the business and law schools at the University of California, Berkeley, where he is an adjunct professor emeritus.

Throughout his long and varied career, Helzel worked as an accountant, lawyer, entrepreneur, author, and teacher, while also earning advanced degrees from Berkeley.

Like Baruch students past and present who juggle school and jobs, so too did Helzel, a Depression-era kid from Queens who was the first in his immigrant family to earn a college degree. “During the Depression, you did whatever was necessary. I worked all the way through school.” He adds, “I got a helluva good education out of it, and I’m indebted.”

Helzel is not just about work. He’s devoted to Florence, his wife of 67 years; their two children; and grand- and great-grandchildren. He also plays tennis once a week. “As long as I’m lucky to be able to do things, at least I get out and try.” —BARBARA LIPPMAN
has spun off into a separate company from Time Warner. Most recently CEO of OneSource Information Services Inc., Ripp was previously CFO of Time Warner. Izzy (’82) and Ariela (’84) Schiller started a website called CourtAlert.com, which provides details about important cases and court information occurring in New York State, Delaware, and California (www.couralert.com). Yuk (Ann) Li (’84) (below) retired from AT&T in September after 29 years of service. She was the senior technical director for IT Corporate Systems. Atlas Group
CEO Leon Shivamber (’84) participated in Baruch’s Class Act campaign by naming a classroom in honor of his mother and grandmother, Rosa and Princess Kowllessar. Michael King (’85) was named one of the Wall Street Journal’s “Best on the Street” analysts, chosen by a survey of 2012 stock picks. King, who joined JMP Securities in December 2012, was ranked #1 in the pharmaceuticals industry.

90s Ralph Gonzalez (’92) is the training and compliance manager for patient financial services at Hackensack University Medical Center. A certified hypnotist, he conducts self-hypnosis presentations to hospital staff and patients and their families. He recently authored the eBook I Believe. Jonathan B. Justice (MPA ’94) (right) is an associate professor in the School of Public Policy & Administration at the University of Delaware. His research focuses on public budgeting and finance, and he teaches graduate courses in public economics and economic development. In 2012 Luis Rodriguez Jr. (MBA ’95) became adjunct law professor at New York Law School and was appointed to the Taxpayer Advocacy Panel by the IRS to development.

Now CEO of Publicis Kaplan Thaler—the outcome of Kaplan Thaler’s 2012 merger with Publicis New York and the city’s fifth-largest advertising agency—Koval notes that the medium may be evolving, but the goal remains the same: to create concepts that resonate in our culture. Case in point: the firm recently partnered with Citi on a multimedia campaign to promote the financial services giant’s sponsorship of Citi Bike, the largest public bike share program in the U.S. The high-visibility program launched in June 2013 and has garnered extensive public and media attention.

Grateful for Baruch’s role in her career (she earned an MBA in marketing while working at her first agency), Koval is an enthusiastic supporter of the College’s Executives on Campus program. “This kind of involvement plays a critical role in making sure we continue to attract great people into the communication fields,” says the alumna.

Koval’s advertising catchphrase for her own life: Be Nice. “I really do believe it’s the nice guys and gals who come out on top, especially now that we live in this unbelievably transparent world . . . After all, there’s no delete in cyberspace.” —SALLY FAY

At press time, Koval was appointed president and CEO of Legacy, a national public health foundation dedicated to research and outreach about the dangers of tobacco use.

MOTIVATE YOUR TEAM

Tough times, cutbacks, and wage and hiring freezes have taken a toll on employees at all levels. But that doesn’t mean that managers can’t keep their team engaged and motivated. Dr. Lucia Antonia Alcántara (MPA ’98), principal and founder of Futures Today Consulting, an international boutique firm dedicated to improving client performance in 100 days or less, offers alumni five pointers, including:

TIP #3. Praise publicly, criticize privately.

VISIT BCAM ONLINE to read all five of Alcántara’s commonsense tips for building positive workplace relationships.

CEO MEETS BIKE: Robin Koval of advertising agency Publicis Kaplan Thaler, which partnered with Citi to promote NYC’s Citi Bike.

PEDALING THE MESSAGE
Robin Koval (MBA ’83)

If you view your airline as your business partner, equate ducks with insurance, and expect a transformative shower experience from your shampoo, then Robin Koval has done her job. A marketing strategist and new product expert for 25-plus years, Koval (MBA ’83) was president of the Kaplan Thaler Group, the New York City ad agency she co-founded in 1997, responsible for such iconic campaigns as Continental’s “Work Hard. Fly Right”; the Aflac duck; and Herbal Essence’s “Yes! Yes! Yes!”

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www.baruch.cuny.edu/bcam FALL 2013/WINTER 2014 11
Discovery in the Forest: A Bench Among Giants

RIGHT AFTER THEIR JUNE 1970 GRADUATION, friends Alan Schoenberg (right in photo) and Steven Waksman (left), who met at Baruch, motored cross-country in a “driveaway” car—a vehicle that needed to be delivered to the West Coast—in order to visit Schoenberg’s brother in Oregon. En route the duo drove along the scenic Avenue of the Giants in Northern California’s picturesque Humboldt Redwoods State Park. To their surprise, they came upon a carved wooden bench, its plaque inscribed “DEDICATED TO BERNARD M. BARUCH: PHILOSOPHER, PHILANTHROPIST, STALWART AMERICAN, ON HIS 82ND BIRTHDAY, AUGUST 19, 1952. HIS STATUE IS THAT OF THESE REDWOODS.”

“We didn’t know it was there until we saw it,” says Schoenberg. “It was pretty mind-boggling.”

Waksman, a child psychologist who has lived in Portland, Ore., since 1971, returned to visit the bench this past summer. Schoenberg, retired from running his family’s salt business, resides in New York and also has a home in Oregon.

—MARINA ZOGBI

‘The Voice’ on Campus

Shortly after Catherine Ochoa (’16) transferred to Baruch as a sophomore in Fall 2012, she left to pursue one of her life’s ambitions: Compete on a reality TV talent show, NBC’s The Voice.

A singer since age five, the 19-year-old Bronx native, whose stage name is Cáthia, made it into the top 16 overall contestants and top 4 on “Team Usher.” Her performances attracted the attention of millions of viewers, including a record producer (with whom she’s making an album). “I got amazing exposure, for which I am thankful,” she says. Last June she released a single titled “Without You.”

Early success notwithstanding, Ochoa is determined to finish college, so she returned to Baruch in August. “I always planned on coming back to school regardless, because I think education is extremely important.” So do her parents, who came to the U.S. from El Salvador to provide their children with more opportunities, especially college.

Majoring in management of musical enterprises, Ochoa hopes her studies will help her manage her own career and give her a leg up in the recording industry.

—BARBARA LIPPMAN
Secretary of the Treasury. April Leong ('96) is the founding principal of Liberation Diploma Plus High School, an alternative school in Brooklyn that enrolls students at risk of dropping out. Secretary general of the Tunisian American Chamber of Commerce since 2011, Rym Bedoui Ayari (MBA '97) was named chair of the Tunisian American Friendship Association. Max Calicchio ('98) is the owner/chef of Max’s Es-Ca restaurant, which features continental-Italian cuisine, in Staten Island. COO for Telemundo Media since 2008, Jacqueline Hernandez (MBA '98) was named one of Multichannel News’s “Wonder Women” in March.

Alejandra Ceja (MPA '00) was appointed executive director of the White House Initiative on Educational Excellence for Hispanics. Michael Kawochka (MBA '00) joined Warren Lewis Sotheby’s International Realty in Brooklyn last spring as a licensed real estate agent. Previously he worked at Pfizer and Edelman PR Worldwide. Christina Latouf (MBA '00) was promoted to the newly created position of VP for communications, external relations, and economic development at Baruch College. She had been an assistant VP and member of the President’s Cabinet at her alma mater since 2008. Daniel Nelson (MBA '03) is an assistant professor at the Virginia-Maryland Regional College of Veterinary Medicine, University of Maryland. Warren E. Haynes (MSEd '05) is an assistant professor in the School of Public Administration, Social Work, and Criminal Justice at Kentucky State University. Lena Bakis ('06) is a manager in Ernst & Young’s Financial Accounting Advisory Services group based in New York, responsible for serving clients on technical accounting matters. Bakis participates in Baruch’s Mentor for a Morning (M4M) program.

T hanks to alumni Allan Kalish ('68) (left), shown with his grandson Lucas, and Vlada (Postnikov) Samara ('09) and Ori Samara ('09), parents of Madelyn Jane (Maddie) Samara (right), for sending us these proud photos.

Please share news of your Bearcat kids and grandkids with BCAM.

Self-Directed: Filmmaker Kalechi Noel ('08)

“All my life I’ve been interested in telling stories,” says Kalechi Noel ('08), filmmaker, music video director, and president of Kaon Multimedia, Inc. “My grandmother bought the family a little camcorder. I’d film family events, Christmas, birthdays.”

Noel is the personification of sensibly pursuing one’s passion. Born in Jamaica, West Indies, he and his family came to the U.S. when he was nine. After getting an associate degree at Nassau Community College, Noel came to Baruch to study computer information systems. During senior year, he started the Movie Makers Club, recruiting over 30 members. The result was The Dominick Sanders Story, written and directed by Noel, with a cast and crew of Baruch students.

Vice President for Student Affairs and Enrollment Management and Dean of Students Ben Corpus hired the young filmmaker upon graduation as a multimedia specialist, a position he still holds.

That same year, Noel founded Kaon Multimedia, Inc., which specializes in films, music videos, commercials, and production equipment rental. “Baruch gave me a strong foundation to open and run my business,” he says. Baruch provided another valuable asset: Kaon’s vice president, Omar Derby ('08). The two met when Noel noticed Derby working on a film in the Newman Library. Both currently direct films and videos: Derby’s Crazy Love and Noel’s This Is Our Secret screened at Baruch last year. The latter was recently featured at the New York International Independent Film & Video Festival in L.A.

Noel has shot several music videos for artists including Lil’ Kim and Jada Kiss as well as the TV show Sesame Street. “Music video projects are lucrative, and the turnaround is quick,” he notes. But he is a filmmaker at heart; this fall he began a master’s program in filmmaking at CCNY.

His dream project? “Ultimately I want to tell a story that challenges perceptions, that can evoke certain emotions, make people sit and think.” —MARINA ZOGBI
program. Anusree Nair ('06) (top right) has joined the immigration law firm of Klasko, Rulon, Stock & Seltzer, LLP, as an associate, focusing on employment- and family-based immigration. In February Teesha S. Bholia ('07) (right) was promoted to VP, treasury services—client research, at J.P. Morgan. She is part of Baruch’s recruiting team for the company’s Corporate Development Program. Former varsity Bearcat Carl Emengo ('07) (middle right) has been named head coach of the Queensborough Community College men’s basketball team. Jocelyn Muhleisen ('07) (right), Baruch’s first Fulbright-winning student, returned to the College as a substitute instructor in the School of Public Affairs this fall. Phil Schatz ('08) graduated from the New York College of Podiatric Medicine and is completing his residency at Kingsbrook Jewish Medical Center in Brooklyn. A member of Baruch’s basketball squad, he holds the record as tallest player—6 feet, 9 inches—in College history. Jana Kasperkevic ('09) covers start-ups, small businesses, and entrepreneurship for Inc. Her work has appeared in the Village Voice, Business Insider, and the Houston Chronicle, among others. Troy Willitt (EMPA ‘09), house counsel at the Association of Public Health Laboratories (APHL), recently returned from Mozambique to help with APHL’s efforts to create a national public health laboratory training network.

10s
Arthur Lurye ('10) joined Baruch’s Office of Communications, Marketing & Public Affairs as a web specialist in September. Previously he worked at Jango.com. Carlos Ruiz ('10) (above right), a member of the inaugural class of Baruch’s Max Berger Pre-Law Program, has joined Faegre Baker Daniels as an associate in the firm’s Minneapolis office. Michael Chiang ('11), profiled in BCAM Spring/Summer 2013, has followed up his MatchPuppy networking

TO XFINITY AND BEYOND: Comcast’s Cathy Avgiris

“What’s on TV?” was a simple question in 1992, when Cathy Avgiris ('80) joined Comcast as a regional vice president of finance. Not so today: in her 21 years with the company, Avgiris, appointed executive vice president and CFO of Comcast Cable last July, has shaped the development of communications products that make answering that question more complicated—but far more interesting.

Today Comcast is a global media and technology company in the top 50 of the Fortune 500, and Comcast Cable—one of its two primary businesses—is the nation’s largest video, high-speed Internet, and phone service provider to residential customers (under the Xfinity brand). Avgiris has played a key role in the company’s evolution, helping to launch its landscape-changing high-speed data and voice products.

Avgiris, an accounting major, spent 11 years in finance, first as an audit manager with Touche Ross (later Deloitte & Touche) and then as CFO of Drexel Industries, a manufacturing company. (Baruch’s reputation “helped open doors to the ‘Big Eight’ and launched my career in finance,” she notes.) So how did she “switch channels” from finance to a power position involving technology development? “The role of finance at Comcast includes a broader operations role as well,” explains Avgiris, whose previous positions have spanned Comcast’s product offerings.

Socially conscious, Avgiris is proud of her role in launching Comcast’s Internet Essentials program, which provides affordable Internet service to low-income families—more than 220,000 as of last summer—“so we can begin to bridge the digital divide, especially for families with school-aged children.”

So, what’s on TV in the Avgiris household? “Sports is all via live TV; most everything else, for me at least, is through Xfinity On Demand,” she says. “But it’s not unusual for our family to be watching live TV, streaming to a tablet, and accessing On Demand at the same time.” —SALLY FAY

Letter-Perfect on Wheel

The categories are familiar to millions of Wheel of Fortune fans: What Are You Doing?, Before and After, and Song/Artist. Solving three examples of these puzzles (answers: Looking Through Binoculars, All-Star Cast Iron Skillet, I Get Around by the Beach Boys) netted Baruch undergrad Krystiana Pironti $37,776. Pironti ('14) was the winning contestant on the Jun. 24, 2013, broadcast of the iconic game show.

What surprised Pironti most about the experience? How hard it was to spin the famous wheel. “The actual wheel is incredibly heavy. It took a few tries to get the hang of it,” explains the marketing major.

With her winnings, Pironti plans to pay off student loans and grow her bank account. But a girl has to have some fun: “I’m not going to lie. I’m probably going to take a nice shopping trip,” she says.
Joyce Sullivan (MBA ’84) is a former banker, social media professional, and public affairs lecturer. After completing an apprenticeship in Italy, Juliya Madorskaya recently returned to her position as a Miami-area executive chef. Dana Elmquist (MPA ’12) is the current director of corporate relations at Brooklyn Public Library. Pablo Oliveira (’12) is responsible for investor relations throughout Latin America for the Real Estate Group at Latin Markets. Previously he was a financial analyst at New York Life. This spring Mayor Bloomberg presented Angelo Cabrera (MPA ’13), founder and president of student advocacy group MASA, with an American Dreamer Award. Fanta Conde (’13) joined BlackRock as an Aladdin business analyst following May graduation. Journalism program graduate Shin Bang (MPA ’12) was selected as a Presidential Management Fellow and has accepted a position with the Department of State. Former associate director of institutional giving at the Museum for African Art, Dana Elmquist (MPA ’12) is currently director of corporate relations at Brooklyn Public Library. Pablo Oliveira (’12) is responsible for investor relations throughout Latin America for the Real Estate Group at Latin Markets. Previously he was a financial analyst at New York Life. This spring Mayor Bloomberg presented Angelo Cabrera (MPA ’13), founder and president of student advocacy group MASA, with an American Dreamer Award. Fanta Conde (’13) joined BlackRock as an Aladdin business analyst following May graduation. Journalism program graduate Juliya Madorskaya (’13) is pursuing a career in the culinary arts. As a student, she interned with Martha Stewart Living Omnimedia and Saveur magazine. After completing an apprenticeship in Italy, Madorskaya recently returned to her position as a Miami-area executive chef. Aleksey Schukin (’13) became a graduate trustee of the Baruch College Fund in June; he is an oil trading analyst for Credit Suisse.

Broadening Students’ Digital Horizons

Says Sullivan, “My students are destined to work in the future. " I hope he’s the boss of a good school up there in Heaven. God bless him.”

ITP

ClassNotes

Saxe Appeal Still Strong

“All I need to do is think about 23rd Street and the name Mannie Saxe comes to mind,” says George Gershon (’56) of legendary Baruchian Emanuel Saxe (1903–87), a graduate of the class of 1923, an accountancy professor, a scholar-practitioner, and an administrator at City College Downtown/Baruch from the 1930s through the early ’70s.

Saxe’s open door policy and genuine affection for his charges made him especially popular with students. “I was an evening session student and having a rough time,” remembers Gershon, a retired entrepreneur and educator. “Dr. Saxe noticed and let me know he was there for me. That saved my life.

I hope he’s the boss of a good school up there in Heaven. God bless him.”

Saxe’s memory is perpetuated at Baruch through a lecture series dedicated in his name, the Emanuel Saxe Distinguished Lecture in Accounting series.

Share your memories of a favorite Baruch professor or administrator by visiting the magazine online or e-mailing communications@baruch.cuny.edu.
The College was saddened by the passing of Murray Weinstein (’35) on Aug. 7, 2013. At 102, Mr. Weinstein was believed to be Baruch’s oldest living alumnus. The New York City native is survived by his wife of 74 years, Baruch alumna Adele (Chernev) Weinstein (’36); sons Mark and Roy (’64); five grandchildren; and two great-grandchildren.

Twice the Weinsteins shared the story of their lives with the alumni magazine. In 2006 they recounted their romance, circa 1938: they met not at Baruch (then City College Downtown)—he was a night student and she attended in the day—but years later at the wedding of friends. “It must have been love at first sight for us, because after that we never saw anyone else,” said Adele. Interviewed on the occasion of his 100th birthday, Murray (who attributed his longevity to “a wonderful marriage and good genes”) happily recalled their years together as business partners: the husband-and-wife accountants “shared a home office—my desk on one side of the room, hers on the other.” The Weinsteins retired 38 years ago and moved to Los Angeles.
“I was asked to become a 17 Lex Society member when I completed my MPA degree in nonprofit management. How could I say no?” says recent grad Jacqueline McLoughlin, also the director of Baruch’s Executives on Campus (EOC) program. “I want to have a part—even a small one—in Baruch’s further development and success. It’s so important that we as alumni support the College’s mission to offer a quality education at an affordable price and keep the dream alive for current and future students.”

Norman Strauss (’63, MBA ’69) earned his first degree from Baruch (a BBA) 50 years before McLoughlin earned her MPA, yet their motives for giving are surprisingly similar. “Baruch gave me the foundation for a successful career in public accounting and then, with my MBA, the tools I needed to keep moving up the ladder,” says Strauss, formerly national director of accounting at Ernst & Young and a leader in the accounting profession. Now retired from E&Y and teaching accountancy courses at the graduate level, Strauss says, “Baruch has helped thousands of students ultimately achieve success in the field.”

“We believe graduates who are benefiting from their education should consider supporting the 17 Lex Society,” agree McLoughlin and Strauss.

“All gifts to the Annual Fund, no matter the size, are essential to sustaining our mission. Visit www.baruch.cuny.edu/donate.

Jacqueline (“J.”) McLoughlin (MPA ’13) and Norman Strauss (’63, MBA ’69) in the lobby of the Newman Vertical Campus next to the iconic Bernard Baruch Bench statue, the gift of Peter Jonas (’60) and his wife, Gloria.