I can think of few other institutions where my leadership could have such a direct impact on helping highly motivated people build a better life for themselves. This is why I’m here, and this is what excites me about Baruch College.”
What’s environmentally friendly, packed with great Baruch-related information, and easy to access?

Announcing Baruch College Alumni Magazine ONLINE! www.baruch.cuny.edu/bcam

A big part of our sustainability efforts is generating less paper. To that end, the Fall 2010 issue of BCAM has fewer pages than previous issues. Our new digital magazine contains all the regular BCAM features you expect, plus more:

>>> CLASS NOTES BY YEAR
>>> EXPANDED NEWS & NOTES
>>> EXCLUSIVE FEATURES AND PHOTOS
>>> FREQUENTLY UPDATED CONTENT
>>> YOUR ABILITY TO COMMENT ON VARIOUS STORIES

BCAM ONLINE EXCLUSIVE

Which popular snack food was created by a Baruch alumnus?

ANSWER: Go to www.baruch.cuny.edu/bcam
6 | COVER STORY
Meet President Mitchel Wallerstein
Mitchel Wallerstein took the reins as Baruch College’s seventh president on Aug. 2. He comes to us with decades of U.S. and international experience in academic, administrative, and governmental roles. In our Q&A, President Wallerstein discusses his initial impressions of Baruch College, the College’s present-day realities, and his vision for Baruch in the coming years.

4 | ACADEMIC UPDATE
Holding Itself Accountable:
Baruch Wins Accreditation Agency’s Praise
What is accreditation, and why is it so important? Read how academic leaders throughout Baruch College used the Middle States Commission on Higher Education reaccreditation process to engage in a serious, critical, and spot-on analysis of our successes, challenges, and future goals.

15 | ALUMNI PROFILE
Upasana Basnyat (MBA ’10):
From Everest to Baruch and Back
Recent MBA Upasana Basnyat sees a clear relationship between mountaineering and business. Read about the journey that took her from Kathmandu to NYC and back.

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Business competitions give Baruch students a chance to grow our national and international reputation.

10 | CLASS NOTES
Joseph Bellina (‘84, MBA ‘89) offers an insider’s view on the day-to-day workings of the iconic Empire State Building.
Undergraduates from the School of Public Affairs will have an opportunity to study north or south of the U.S. border as part of a new cross-cultural project designed to teach them about the role of nongovernmental organizations and civic culture in other lands.

Called “The Role of Civil Society Organizations in Sustainable Community Development,” the three-year project will also bring students from Canada and Mexico to study at Baruch. The project is supported by a grant from the Fund for the Improvement of Postsecondary Education (FIPSE).

Public Affairs Dean David Birdsell called the project a “splendid opportunity to internationalize our curricula, something SPA is committed to doing.” Because Canada, the U.S., and Mexico are distinct societies with varying levels of civic engagement, the project will also let students experience “what policy environments look like in other nations,” Birdsell added.

The program is the brainchild of Associate Professor of Public Affairs John Casey, who hopes that it will become a “template” for future student and faculty exchanges. For SPA, the grant couldn’t come at a better time. “By a happy coincidence, we are just putting together a new MPA track in housing and community development,” Casey says. The concentration will dovetail nicely with the grant, which also supports curriculum development.

Professor John Casey wrote the proposal for the cross-cultural study of “The Role of Civil Society Organizations in Sustainable Community Development.”

Under the terms of the grant, visiting students and SPA degree candidates alike will take part in internships at a grassroots level, working with settlement houses, block associations, and other local action groups. They will also intern with Mexican immigrant organizations in New York and Toronto, because, as Casey notes, sustainable community development “is a key issue in supporting the integration of immigrants who move between NAFTA countries.”

--ZANE BERZINS

Now in its 11th year, the Baruch College Invitational Entrepreneurship Competition has inspired amazingly creative business plans. Over the years, student teams have devised plans for, among other things, an online gift registry, a healing yoga project, an Internet-based advertising network, and a food co-op. Many plans have developed into bona fide businesses.

Of course, not all the business plans become success stories. Entrepreneurship entails risk and the ability to improvise, re-create, and adapt. This is part of its continuing allure. In fact, academic programs in entrepreneurship have mushroomed across the country in recent years. Ed Rogoff, Lawrence N. Field Professor of Entrepreneurship and chair of the Department of Management, estimates that as many as 350 may now exist.

John Elliott, dean of the Zicklin School of Business, sees the vitality of Baruch’s entrepreneurship competition in a broader context, as an example of “the rise of competitions in virtually every business discipline.” Business schools across the country have embraced competitions as a means of gaining visibility. “If your team bests Harvard’s, it automatically gives you bragging rights,” he adds. Moreover, many competitions double as talent searches for their sponsors.

Like their peers elsewhere, Baruch students have shown unflagging enthusiasm for competitions and have brought top honors home from many. “Enhancing formal classroom studies with the adrenaline rush of a ‘real-world’ business competition,” says Elliott, “has yielded many rewards for students and colleges alike.”

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Some of Baruch College’s most prominent and successful graduates have never set foot in 17 Lex or the Newman Vertical Campus. That’s because they live in far-off places and study through Baruch’s International Executive Programs. For the last 10 years, the Zicklin School of Business has exported its business expertise in computer information systems, finance, human resources, and marketing, educating over 1,400 executives in China, France, Israel, Singapore, and Taiwan.

The International Executive Programs offer a win-win scenario. Not only are students abroad getting a world-class Baruch education, but Baruch faculty are getting world-class experience as well. “Our faculty needs to be global,” explains Zicklin Dean John Elliott. “By teaching in these locations, faculty deepen their understanding of international business practices, and this knowledge broadens their teaching in the U.S. and benefits all our students—all of which contributes to our being and becoming a better institution.” —DIANE HARRIGAN

### Faculty News Makers

#### HILARY BOTEIN
Assistant Professor of Public Affairs

Botein is co-author of “Permanent Supportive Housing for Domestic Violence Victims: Program Theory and Client Perspectives,” with Professor Andrea Hetling (Rutgers), published in the June issue of Housing Policy Debate.

#### DOUGLAS CARMICHAEL
Eli and Claire Mason Professor of Accountancy

Carmichael has been named to the Standing Advisory Group of the Public Company Accounting Oversight Board (PCAOB) for a three-year term. From 2003 to 2006, he served as the PCAOB’s chief accountant.

#### JENNIFER MANGELS and CATHERINE GOOD
Associate Professors of Psychology

Good and Mangels will study whether a sense of belonging helps women succeed in science, technology, engineering, and mathematics. A $500,000 grant from the National Science Foundation is supporting their research.

#### JIM GATHERAL
Professor of Mathematics, Master of Financial Engineering Program

One of the top quants worldwide and author of The Volatility Surface, Gatheral has joined the mathematics department and Master of Financial Engineering Program. Prior to joining Baruch, he was a managing director in equity trading at Merrill Lynch.

#### JACK NYMAN
Director, Steven L. Newman Real Estate Institute

Nyman has secured a two-year, $422,528 U.S. Department of Energy grant to create a certificate program for real estate professionals pursuing net zero energy building operations. The New York State Energy Research and Development Authority (NYSERDA) is contributing an additional $50,000 to the project.

#### CYNTHIA WHITTAKER
Professor and Chair of History

After 37 years at Baruch, Whittaker will retire in Spring 2011. Longtime colleague Professor Carol Berkin says, “Cynthia represents the department at its best: a fine scholar, engaging teacher, and excellent administrator.” Whittaker is at work on a book about Catherine the Great and the arts.

### B-School Without Borders

Executives in Singapore—home of the iconic Merlion (shown)—can earn advanced degrees through the Zicklin School’s International Executive Programs. Why are the programs in Singapore so successful? “Students there value education very highly and place a premium on interactive, Western-style education,” says Dean Elliott. Currently, International Executive Programs are also offered in France, Israel, and Taiwan.
News&Notes

New Projects Make Arts Programming a Priority

“THE ARTS ENHANCE STUDENTS’ IMAGINATION AND CREATIVITY. They teach students that there are multiple answers to complex questions and allow them to experience the unfamiliar,” says Weissman School of Arts and Sciences (WSAS) Dean Jeffrey Peck. Through the Weissman School, the College offers over 50 areas of study within the liberal arts. Even so, WSAS has fostered an initiative to further integrate arts programming into all facets of study. “It is interesting to see how the arts contribute to the well-rounded education of a business student,” says Peck, who has helped to cultivate greater collaboration between the College’s curricula and its arts resources. “We now have many different components at work that give the arts a stronger role in a Baruch education,” explains Peck.

In fact, just this year, three exciting new ventures have come about, two of which partner Baruch with external organizations (the Rubin Museum of Art and the Theatre Development Fund [TDF]) and the third, an in-house effort titled Performing Diasporas, designed to enrich course work with campuswide performances and events. “What we’re seeing is a renewed commitment to undergraduate education, not just from a course perspective,” says Public Affairs Professor Stan Altman, who helped spearhead the Rubin Museum collaboration.

This year’s freshman class is the first to experience innovative programming through Freshman Seminar course work; in a conversation with Charles Li, author of this year’s Freshman Text, The Bitter Sea; and with museum representatives. Through these opportunities, students develop a richer understanding of cultural diversity while developing communication and critical thinking skills. More important, says Altman, “students get a better sense of who they are.”

And notice they did, citing the College’s significant achievements: for students, improvements in admission standards, graduation rates, and workplace success; for faculty, increased national and international recognition; and regarding facilities, a transformation of the College’s campus.

Says McCarthy, “These improvements were the result of the hard work and dedication of countless faculty and staff members and of substantial investments made by The Baruch College Fund, The City University of New York, and the State of New York.”

—DIANE HARRIGAN

Leading the reaccreditation team were (from left) Library Professor Stanton Biddle, Associate Provost Barbara Lawrence, Provost and Senior VP James McCarthy, and Saxe Distinguished Professor of Finance and Director of the Weissman Center for International Business Terrence Martell.

HOLDING ITSELF ACCOUNTABLE: BARUCH WINS ACCREDITATION AGENCY’S PRAISE

Baruch students aren’t the only ones on campus to undergo rigorous performance assessments. Last spring the College itself was assessed by the Middle States Commission on Higher Education (MSCHE) and passed with flying colors.

Few outside of academia understand the complexity of a reaccreditation process or the magnitude of its importance. So what is accreditation, and why is it so significant?

Accreditation agencies provide common, rigorous standards; their investigations determine whether an institution is qualified to issue academic degrees. In the U.S., six regional agencies confer accreditation. For Baruch, accreditation is issued by the MSCHE, which just reaccredited the College through 2020.

“Without appearing too arrogant, we had no doubt that we would be reaccredited,” says James McCarthy, provost and senior vice president for academic affairs. “Therefore, we used the two-year self-study process, first, as an opportunity to engage in a serious examination of our recent accomplishments and future challenges and, second, to be recognized by our peers for Baruch College’s considerable accomplishments over the past 10 years.”

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FALL 2010

Middle East Historian Honored

CUNY Distinguished Professor of History Ervand (Jed) Abrahamian joined the likes of Benjamin Franklin and Albert Einstein when he was inducted this fall into one of the nation’s oldest and most prestigious honorary societies, the American Academy of Arts and Sciences. Since its founding in 1780, the academy has elected leading “thinkers and doers.” Its current membership includes Nobel laureates, Pulitzer Prize winners, and MacArthur and Guggenheim fellows, as well as Oscar, Grammy, and Tony Award winners.

Abrahamian, a specialist in Middle East and Iranian history, expressed surprise and delight at his election. “This came to me completely out of the blue,” he said. “It’s a great honor to be in the company of some of the world’s top scientists, artists, historians, and educators. I never expected my name to be listed anywhere alongside that of the Archbishop of Canterbury and Steve Martin, both fellow 2010 electees.”

Cuomo Graces Commencement ’10

Standing at the podium at Madison Square Garden last June, Mario Cuomo, celebrated orator and former governor of New York State, delivered Baruch’s Commencement Address. Cuomo heaped praise on the College: “From its earliest days, Baruch College rejected the notion that newcomers to our land should be dropped into a ‘melting pot’ that would boil away their distinguishing cultures and characteristics.”

AT LAST: Housing for Undergrads

Baruch is a strictly commuter college no more. Beginning this fall, students can opt to live in a state-of-the-art residence hall located on Manhattan’s Lower East Side. The College has six floors (126 beds) in the 18-story residence hall at 101 Ludlow Street, which also houses students from the School of Visual Arts and King’s College.

Alumni may be a bit jealous. 101 Ludlow is modern, comfortable, and affordable, offering rooms equipped with a refrigerator, microwave, Internet service, and shared bath.

Most important, the campus can be easily reached by bus or subway.

The College has been seriously investigating residential options since 2005. Feedback from prospective students spurred the efforts. Reveals Ben Corpus, Baruch’s vice president for student affairs and enrollment management and dean of students, “Admissions counselors noticed a dramatic shift in the number one question top applicants were asking: ‘Do you have a residence hall?’ Now, the answer is a resounding ‘Yes!’” —Diane Harrigan

Cuomo photo by Phil Gallo; housing photos by Kalechi Noel; Abrahamian photo by Jerry Speier

Cuomo photo by Phil Gallo; housing photos by Kalechi Noel; Abrahamian photo by Jerry Speier

Right: Baruch’s first-ever residential students moved into 101 Ludlow on Aug. 21.

www.baruch.cuny.edu/bcam  FALL 2010 5
R. MITCHEL B. WALLERSTEIN became the seventh president of Baruch College on Aug. 2, 2010. President Wallerstein came to Baruch having served for seven years as dean of the Maxwell School of Citizenship and Public Affairs at Syracuse University. His decades of U.S. and international experience in academic, administrative, and governmental roles make him an ideal leader for the College. He has held leadership positions at the John D. and Catherine T. MacArthur Foundation, the U.S. Department of Defense, and the National Academies of Sciences and Engineering. President Wallerstein is a native New Yorker. He is married, and one of his children also resides in the city.
What most attracted you to Baruch College?  
Without question, what attracted me to the Baruch presidency was and is the students. I am amazed by their incredible diversity and hunger for education! I have also discovered that there is a “Baruch story” that characterizes current students and alumni. Many of our students come from modest backgrounds and are often either first generation or the children of first generation Americans. They understand the importance of education; they work hard, both at school and to help support their families. And in so many cases, they go on to have extraordinarily successful lives that change the entire outlook for themselves and for their families. This epitomizes, in many respects, the American dream. I can think of few other institutions where my leadership could have such a direct impact on helping highly motivated people build a better life for themselves.

What do you believe are the potential and promise of Baruch College?  
Baruch, in my estimation, has the potential to be one of the best public colleges in the nation.

Baruch College combines academic excellence with extremely low cost. In today’s world, that’s an unbeatable formula. Many students and their families are increasingly unable or unwilling to pay upward of $40,000 annually for a college education. Baruch offers a highly attractive alternative and an amazing value. As a result, Baruch students graduate without the mountain of debt that encumbers many young people, thereby providing a great deal of economic and psychological freedom.

Baruch’s academic excellence is built on an outstanding faculty, hard-working students, and a core group of extraordinary alumni who are committed to helping Baruch maintain its upward trajectory. Because of our location, students have unparalleled internship opportunities. For example, Baruch’s Wall Street Careers program, which was begun just a few years ago by our Starr Career Development Center, grooms students for front-office jobs at major Wall Street banks and brokerages. Students in this program have graduated to fast-track careers at Goldman Sachs, Citigroup, JPMorgan Chase, and other top financial firms.

Let’s remember that public colleges were created to give everyone a chance at a college education. They embody a commitment to individual effort as the key to financial and professional success. (I should also note that my own mother is a CUNY alumna.)

You probably have a long list of things you’d like to accomplish at Baruch College. Can you share the top items with us?  
I do most definitely have a list of ideas and dreams for the College. Certainly one of them is to sustain, and if possible improve, the quality and rankings of the Zicklin School of Business. At the same time, I’d like to further strengthen the Weissman School of Arts and Sciences and the School of Public Affairs. While Baruch has been known historically as CUNY’s business school—and this remains the case today—we are now a multifaceted, “full service” educational institution. I’d like to think that, like Garrison Keillor’s mythical town of Lake Wobegon, where “all the children are above average,” all three of Baruch’s schools can excel.

In my longer-range vision, I have in mind several new undergraduate and graduate programs that would complement existing resources and offer potential “niches of excellence” where Baruch could compete on a national and international basis. I also have the germ of an idea for a fourth school, though this and most other new initiatives may have to await the return of more prosperous times for CUNY and Baruch. I also have been struck by the quality of several ideas for the expansion of existing programs and the development of new ones that come from Baruch’s deans and from Provost McCarthy. I am eager to help pursue these ideas as well.

Finally, I hope to accomplish a number of operational objectives that may not be as grand in scale but that are highly important to the Baruch College community. Among them are closing 25th Street between the Newman Vertical Campus and the Newman Vertical Campus and the Newman Vertical Campus.
Library to create a pedestrian plaza; the repair of the NVC escalators; and refurbishing the Field Building at 17 Lexington Avenue.

In your estimation, what are we doing right? What are our strengths?

I am happy to say that there is a lot that the College is doing right. First and foremost, Baruch has a splendid faculty and an increasingly capable student body. Our faculty are making contributions through their teaching, scholarship, and engagement with the community. They have won Guggenheim and Fulbright Fellowships as well as prestigious and competitive research grants from the National Science Foundation and the National Institutes of Health, among others. In the national rankings conducted annually by *U.S. News & World Report*, *Forbes*, the Princeton Review, and other organizations, Baruch College has climbed steadily. For example, the 2011 edition of *U.S. News & World Report* ranked Baruch in the top 25 among the colleges and universities in its region, up from #36 just a year earlier.

What are Baruch’s challenges?

Right now, Baruch College, like the rest of CUNY and public higher education institutions across the country, faces major fiscal challenges. New York State tax revenues have fallen precipitously. As a result, there has been a significant reduction in state resources provided to CUNY—and hence to Baruch. While we hope this is a temporary situation, in the near term we will have to tighten our belts and may have to defer some initiatives until the funding picture improves. Like most new leaders, I come to the College with a list of new initiatives that I would like to pursue, so the difficult fiscal situation is frustrating. But I am convinced that we will overcome these temporary setbacks. In the meantime, I intend to position the College to emerge from this situation well poised to grow and to continue to expand its national and international reputation for excellence.

How do you, as our new president, plan to be in contact with the alumni?

I will be reaching out in the coming months and years to alumni through a variety of events and social gatherings. The College’s busy Office of Alumni Relations engages more than 90,000 active alumni. It offers a full calendar of events, and I plan to attend many alumni gatherings, including some of the regional events in California, Florida, and Washington, D.C. We also have an alumni website, and every few weeks Baruch alumni receive an Alumni Brief updating them on their alma mater. Twice a year, we publish the *Baruch College Alumni Magazine* in print and now online. I plan to use all these resources to stay in touch.

Additionally, each semester, Baruch College organizes conferences, seminars, and open forums on topics ranging from...
real estate to the fine arts. The Baruch Performing Arts Center (BPAC) also has a full schedule of theater, music, comedy, and dance. I hope to attend many of these events, and I hope interested alumni will too.

How, in particular, do you plan to engage our youngest alumni?

Just as our older alumni have helped to sustain and build Baruch during its first five decades, so too a new generation of alumni will need to help carry the College forward over the next half century. Our young alumni are our future. It is imperative, therefore, that we involve them in the life and governance of the College. As their careers advance, we anticipate that they will become the next generation of Baruch College Fund Trustees and donors.

The College is fortunate to have strong leaders on the BCF Board of Trustees. How will you approach working with them?

The BCF Trustees have been instrumental in sustaining and improving Baruch’s financial condition and in helping the College to achieve its rising reputation. A cadre of dedicated and far-sighted alumni who serve on the board of the BCF has propelled Baruch College to new levels of excellence. As the percentage of the College’s budget provided by the state has decreased—a situation that is likely to continue for a number of years—we must rely on private philanthropy to make up the difference. The role of the BCF will accordingly become ever more important. I look forward to working closely with the BCF leadership to bring the College’s current $150 million campaign to a successful conclusion.

“Baruch, in my estimation, has the potential to be one of the best public colleges in the nation.”

—President Mitchel Wallerstein

It is wonderful to work with loyal and devoted alumni such as LARRY ZICKLIN, Baruch College Fund chairman and national campaign co-chair. The BCF Trustees have been instrumental in sustaining and improving Baruch’s financial condition and in helping the College to achieve its rising reputation.”

“It is imperative that we involve YOUNG ALUMNI in the life and governance of the College. As their careers advance, we anticipate that they will become the next generation of Baruch College Fund Trustees and donors.”

President Wallerstein is shown with (from left) Olga I. Malinskaya (’07) and Lily L. Lo (’08) at Taste of Baruch 2010. Many members of Baruch’s 17 Lex Society attended the annual reception, held this September in the Rubin Museum of Art. The College’s leadership giving society recognizes those who give more than $1,000 annually.
30s | Newsweek has been acquired by Sidney Harman (’39, LHD [Hon.] ’09), the 92-year-old founder of Baruch’s Sidney Harman Writer-in-Residence Program. The publication’s previous owner, the Washington Post Company, turned away several potential buyers before selling to Harman, who plans to retain a majority of the magazine’s employees. Though taking on the struggling weekly will be a challenge, Harman is optimistic. “By no means do I have a sense that print media is done,” he said. “We are at an inflection point among print, mobile, and digital.”

40s | In May Claire Mason (’40) (shown below) accepted an honor on behalf of her husband, Eli (’40, LHD [Hon.] ’78), from the New York State Society of Certified Public Accountants (NYSSCPA), which posthumously inducted him into its Hall of Fame. Mason passed away in August 2009 at the age of 88. In May the American Institute of Certified Public Accountants honored Sidney Kess (’48) with the creation of the Sidney Kess Award for Excellence in Continuing Education. The award recognizes individual CPAs who have made significant contributions in tax and financial planning. An attorney as well as an author and lecturer, Kess was recently selected Most Influential Practitioner by CPA Magazine.

50s | Jacqueline (Wolfe) Lederman (’52) and Martin Lederman recently donated a new Torah to their Chabad Center in Parkland, Fla. Their donation was inspired by Elizabeth Hughes, one of the world’s first diabetics to be successfully treated with pharmaceutical insulin, spent three years, between the ages of 11 and 14, unable to eat foods we take for granted. In fact, before she became part of the clinical trials for injectable insulin in the early 1920s, her doctor was treating her with the best option known, controlled starvation. Few people knew Elizabeth’s story—she and her family intended to keep it that way—but that changed with the publication, in September 2010, of Breakthrough: Elizabeth Hughes, the Discovery of Insulin, and the Making of a Medical Miracle (St. Martin’s Press), co-authored by Thea Cooper and Arthur Ainsberg (’68, MBA ’72).

Ainsberg, who was diagnosed with Hodgkin’s disease in 1975, was drawn to research and write the story of “a drug that turned a death sentence into something more akin to a chronic nuisance.” Elizabeth’s life mirrored his own. Had either been diagnosed with their respective illnesses just 10 years earlier, neither would have survived. “Our lives are proof of the profound and lasting impact a medical breakthrough can have,” he says.

Breakthrough, seven years in the making, skillfully weaves together the stories of patients, families, doctors, scientists, and the nascent pharmaceutical industry. Ainsberg is not only a writer but a Wall Street veteran, having served in senior management and consulting roles at Oppenheimer, Odyssey Partners, and Morgan Stanley. He is currently a member of the Board of Directors at both Nomura Securities, Inc., and National Financial Partners Corp. In 2009 he was named the COO for Lehman Brothers Inc., in liquidation bankruptcy, the largest and most complex bankruptcy in U.S. history. He has been on The Baruch College Fund Board for the past 15 years. –DIANE HARRIGAN

WE WELCOME YOUR SUBMISSIONS! Contact: Office of Alumni Relations, Baruch College/CUNY; One Bernard Baruch Way, Box A-1603, New York, NY 10010-5585. Or e-mail alumni@baruch.cuny.edu.
grandson, Evan Goldberg (MA ’10), recently earned a graduate degree in corporate communication. In May the Baruch community celebrated the dedication of the Ruth (’58) and Sam Perelson (’56) (pictured left) Hillel Suite. Ruth is a board member of Hillel at Baruch; her work with the organization inspired the couple’s Class Act gift. Journalist and author Florence Satow Isaacs (’57) has published her 10th book, The 24/7 Baby Doctor: A Harvard Pediatrician Answers All Your Questions from Birth to One Year (Grove Pequot). Isaacs, who got her start as a reporter for The Ticker, co-authored with Victoria Rogers McEvoy, MD.

60s Norm Strauss (’63, MBA ’69), Ernst & Young Executive Professor-in-Residence at Baruch College, chaired the College’s Ninth Annual Financial Reporting Conference, held in April. The daylong conference, organized by the Robert Zicklin Center for Corporate Integrity, served as a forum for interaction between business and accounting executives. In June Gerhard (Gary) Rosenthal (’64) traveled to Israel to attend the quadrennial World Zionist Congress. The international treasurer of United Synagogue of Conservative Judaism, Rosenthal was elected a delegate on behalf of MERCAZ USA. In March Cambridge House Press published Waking Up, a novel by Joe Traum (’64) about a real estate investment banker who takes on the investigation of his son’s murder. (Traum retired from the real estate business in 2005.)

70s John E. Tully (MBA ’71) has joined the Board of Trustees of the New Jersey Vietnam Veterans’

Managing an Empire

Joe Bellina (‘84, MBA ’89) has been the general manager of the Empire State Building since July 2009, a position unlike any other, according to the real estate veteran. “It’s rich in history, very unique in terms of its operation,” he says. “For example, we have an observatory business and a broadcast business. So it’s not just an office building.” It’s also a magnet for tourists and the occasional celebrity, adding to the job’s many challenges.

“We had the First Lady with the two girls and grandma here this past summer,” he recalls. That meant “heightened security and dealing with the Secret Service for a couple of weeks. There’s always something going on,” he adds.

In addition to the ESB’s day-to-day operations, Bellina is currently overseeing the $550 million Empire State Rebuilding Program, which includes the recent lobby restoration, new corridors, bathrooms, and offices plus technology upgrades. A retrofit for energy efficiency is also under way. (The ESB was recently awarded an Energy Star rating of 90, meaning it’s more energy efficient than 90 percent of all existing U.S. buildings.)

For the Brooklyn-born and -bred Bellina, the job is especially gratifying. “It’s a great place, it’s one of a kind. It’s a real privilege to be at the helm of everything that’s going on here, and it’s as New York as New York gets.” —MARINA ZOGBI
Memorial Foundation. Tully (pictured right), who served in the U.S. Marine Corps from 1963 to 1966 and attained the rank of corporal, retired from the audit unit of the N.J. Division of Property Management & Construction, Department of the Treasury. **Samuel Rabinowitz** (’74), associate dean of the Rutgers School of Business–Camden, won the 2010 Lindback Foundation Award for Distinguished Teaching. Rabinowitz, associate professor of management, is an editorial board member of the *Journal of Management Systems* and the *Journal of Business Research*. An article titled “Reagan’s Tax Fairness Surprise” by Gerald E. Scorse (MBA ’75) was published earlier in the year in the *Baltimore Chronicle & Sentinel*, CommonDreams.org, and Truthout.org. **Philip Vassallo** (’77), an independent communications consultant, has published the books *How to Write Fast Under Pressure*, *The Art of E-mail Writing*, and *The Art of On-the-Job Writing*. 

80s At last spring’s Baruch College Alumni Association (BCAA) Annual Meeting, **Peter Gomori** (’80) was elected BCAA president. Gomori holds a PhD in economics from the CUNY Graduate Center and has taught finance and other economics- and business-related courses at St. Francis College as a full-time professor since 1983. For more information about the association, visit www.baruch.cuny.edu/bcaa. **Dennis Sears** (’80) is owner and manager of Inisfada Bunkering and Consulting of Port Washington, N.Y. The company is acting as consultant to Swiss-based Addax Bunkering Services (ABS) to facilitate bunker trading and credit facility operations in North and South America. Trumpet player **Everton Bailey** (’81), one of the first graduates of Baruch’s Management of Musical Enterprises Program, is a member of the Screen Actors Guild and appeared as a trumpet player in a nationally aired commercial for Advair. **David Wilkes** (’89) has been elected chairman of the Washington, D.C.—based Appraisal Foundation, which is the congressionally authorized source of U.S. appraisal standards and appraiser licensing qualifications. He is also managing director of Standards Research Services International, LLC; retains an active partnership interest...
“Netiquette”: Social Networking Dos and Don’ts

SOCIAL MEDIA MAY SEEM LIKE A FAD TO SOME, but it’s clear that millions continue to rely heavily on this mode of communication. Last spring the School of Public Affairs Alumni Committee and the Office of Career Services and Alumni Affairs hosted a panel on social media and how to use it to develop a professional network to further one’s career. Some advice distilled from that panel:

**DOs**

- **Audit your online reputation** before you establish your social presence. Google yourself to see what’s out there. Then set up Google alerts to inform you when your name is mentioned.

- **Properly brand yourself**. Invest in a professional headshot to use on each networking site; create content related to your niche; and be consistent with your feedback/comments to relevant blogs and websites.

- **Network constantly with professionals**. When it’s time to ask for a favor or recommendation, resources are already lined up.

- **Use privacy settings**. Show information only to those who need to see it.

- **Pay attention to industry trends** and share information to engage your network.

- **Establish a sense of balance** between personal and professional networking.

**DON’Ts**

- **Don’t approach social networking as a monologue**; it should be engaging.

- **Don’t be informal just because it’s online networking**. Approach online contacts with the same professionalism you would use if you were meeting that individual in person for the first time.

- **Don’t use social networking as a replacement for offline efforts**. Continue to attend industry conferences, networking events, and Tweet-ups.

- **Don’t post anything on LinkedIn, Facebook, Twitter, or other sites that shouldn’t be broadcast to the nation**. Even with privacy settings, accounts can be hacked.

- **Don’t be intimidated by social networking**. Get your feet wet by starting a profile on LinkedIn and maintaining it until you are ready to branch off into other social networking sites.

—SHEENA NEAL (MPA ’11) works in the School of Public Affairs Career Services Office.
continued from page 12  in the law firm he co-founded, Huff Wilkes, LLP; and is editor in chief of the New York State Bar Association’s monthly journal.

90s  Susan Hirshman (MBA ’92), managing director and private banker at JP Morgan Private Wealth Management, has written her first book, *Does This Make My Assets Look Fat? A Woman’s Guide to Finding Financial Empowerment and Success* (St. Martin’s). The book helps women connect to their inner financial expertise by looking at investing and personal finance through the prism of dieting. Bernard Kil Kelly (MBA ’93) has served since 2001 as VP of investor relations for Delphi Financial Group, Inc., a NYSE-listed insurance holding company. He is currently executive VP of programs for the New York Chapter of the National Investor Relations Institute (NIRI-NY). In April, NIRI-NY held an event at Baruch College on climate change disclosure in conjunction with the Zicklin Center for Corporate Integrity. Eva Fognell (’99) is the Eugene Thaw Curator of American Indian Art at the Fenimore Art Museum in Cooperstown, N.Y. Her most recent project was the exhibition *Art of the American Indians: The Thaw Collection* and its accompanying catalog. The exhibit is currently touring art museums in the U.S. Oleg Kleyman (’99, MBA ’04) recently became key account manager at Callanen International, a Timex Group division. He oversees business development and product launches in Italy, Greece, Belgium, Croatia, France, Spain, Portugal, Holland, and Japan.

00s  Jodi Brockington (’01) was one of 26 African and Caribbean Americans honored with a 2010 Young, Gifted & Black Entrepreneurial Award last winter. Brockington, the VP for corporate social responsibility and philanthropy, NEXUS Brands, received the Motivator Award. Baruch College Economics Professor Ted Joyce is working with former student and health researcher Silvie Colman (’02) at Mathematica Policy Research, a public policy research organization. Colman earned a PhD in economics from the CUNY Graduate Center in 2008. Stephen Dandrow (’02), an independent communications consultant, was a researcher and contributing editor for the book *Buffett’s Bites: The Essential Investor’s Guide to Warren Buffett’s Shareholder Letters*, by L.J. Rittenhouse (McGraw-Hill). Rudy Murillo (’02) has finished his last year at University of California, San Diego, School of Medicine and is doing his residency training in general surgery at Beth Israel Deaconess Medical Center in Boston. Paul Kundel (’07) is the co-founder and CEO of Youlaway.com, a company he launched—along with Laura Mai (’08), Igor Doktor (’07), and Jacob Shak (’08)—in 2009 after working in the fixed income department of Morgan Stanley. The online service lets people make small payments on purchases over time, interest free. Kundel

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**BECARCAT NEWS**

Sept. 1 was the official kickoff for the Fall 2010 sports season. The five fall teams are men’s and women’s cross country, men’s soccer, women’s tennis, and women’s volleyball. For official schedules and up-to-the-minute Bearcat news, go online at www.baruch .cuny.edu/athletics. Alumni, come out and support your teams!

**Left:** Last year, the Baruch women’s volleyball team was honored with three top individual awards, while four players were named CUNY Athletic Conference (CUNYAC) All-Stars. A majority of their roster returned this fall, seeking to bring the Bearcats glory in 2010. Shown: Posey Wilson (’11), named 2009 CUNYAC Libero of the Year, who returns to the team for her senior year. Also returning is the team’s coach and turnaround specialist, Allison Stack, named 2009 CUNYAC Coach of the Year.
was featured in an April article about entrepreneurship in *Crain’s New York Business*. **Michael Becker** (EMBA ’09) is senior VP of financial product strategy at Business Wire and is president of NIRI New York, a professional association for investor relations practitioners. **Victoria Poon** (’09) (*pictured opposite page*) studies at Yale School of Medicine and works with Baruch Natural Sciences Professor David Gruber as a research assistant. Her research involves the isolation and characterization of novel fluorescent proteins from marine organisms.

**UPASANA BASNYAT (MBA ’10): From Everest to Baruch and Back**

A **N MBA AND A TRAINED HIMALAYAN MOUNTAIN CLIMBER, Upasana Basnyat sees a clear relationship between mountaineering and business.** “Mountain climbers are trained to be cautious, to be aware of changing environments, and to realistically assess themselves,” says Basnyat. “Sometimes they find it hard to let go of a vision even if the circumstances don’t suit that vision, a course that leads to failure.” In sound business decision-making, she notes, leaders must take into account the business environment and objectively assess resources and risks. Another parallel is the necessity of teamwork. “No one ever climbed Everest alone,” she observes.

Basnyat grew up in the busy modern city of Kathmandu. Although athletics came naturally to her, it was never a given that she would become a mountaineer. Not many locals climb. She was, however, the exception. The teenager attended boarding school in India as well as the Himalayan Mountaineering Institute in Darjeeling. As she describes it, the institute was “a sort of army boot camp with scenery.” Students endured months of training. At age 17, she ascended 17,575 feet to Mt. Everest Base Camp.

Basnyat went on to earn her undergraduate degree in finance from the Cass Business School, London. Work as a trainee at an accounting firm in London and as a management trainee in Kathmandu led to graduate studies at Baruch College.

So what’s next? The newly minted MBA in finance and entrepreneurship is weighing her options, which include special training for a higher ascent of Everest. –**ELAINE BERNSTEIN**, Graduate Academic Services, Zicklin School of Business

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**Mask photos courtesy of Thaw Collection, Fenimore Art Museum, Cooperstown, N.Y., Richard Walker; Everest photo © iStock Photo**
BERNIE WEST (’39, DFA [Hon.] ’98) was not only a devoted Baruch College alumnus but a cultural icon as well. Last on campus in 2004 to celebrate his 86th birthday, West was one of the College’s most famous graduates, a TV legend who gave audiences years of laughter as writer and producer of the culturally significant and long-enduring sitcoms All in the Family, Three’s Company, and The Jeffersons.

Born Bernard Wessler, he grew up in the Bronx, the son of Russian Jewish immigrants. After he graduated from Baruch College, he worked as a comedian in nightclubs and Borscht Belt resorts and later as a comic actor on Broadway and television.

West was in the vanguard of philanthropy to his alma mater. In 1997 he donated monies in support of Theatron, the drama club and the oldest student organization on campus. In thanks for his generosity, the College named a renovated black box theater in the Field Building at 17 Lexington Avenue in his honor.

“Bernie was an unforgettable character,” says City University of New York Chancellor Matthew Goldstein, president of Baruch College when West made his historic gift. “Bernie made you laugh, and he made you think. He was always warm and joyous; he lifted my spirits every time I was around him. He loved Baruch College and was very generous in helping us create a small theater space before the new building—the Newman Vertical Campus—was finished. I remember, specifically, a Q&A session he had with students at that time. Bernie talked about his college experience and, of course, told jokes. He touched students in a very special way.”

Leaving 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.

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A new era has begun at Baruch College. As we move forward under the leadership of President Mitchel Wallerstein, we want to offer our thanks and appreciation to Public Affairs Professor Stan Altman, who so ably and selflessly served as our interim president during the 2009–10 academic year.

Professor Altman’s tenure, brief as it was, produced a lasting legacy. His determination to tell the story of Baruch College, so deeply entwined with the history of New York City, produced a visually exciting historical installation that now resides on the ground floor of our Information and Technology Building (inset photo). Professor Altman also established an important new partnership with the Rubin Museum, one that will bring our students an opportunity to examine the intersection of art, spirituality, knowledge, and service as well as open a window on the wonders of Himalayan art and culture.

During his tenure, Professor Altman created the Presidential Leadership Program for Interns for outstanding students, personally placing several of them in key administrative offices. And even as he prepared to return to the faculty, he began planning a major symposium, *John V. Lindsay and the Reinvention of New York*, in conjunction with an exhibition at the Museum of the City of New York.

Of paramount importance during these recessionary times, the *Baruch Means Business Campaign* continued on target and without interruption under his watchful eye, successfully reaching its goals for the fiscal year.

Thank you, Stan, for your hard work and your dedication to Baruch College during our year of transition. —ZANE BERZINS

One of the key roles of Baruch College’s president is to make sure that this institution stays true to its century-old mission of providing an affordable pathway to success for deserving students. To accomplish this, the president partners with The Baruch College Fund to marshal alumni investment in this mission. Through your support of the *Baruch Means Business: Reaching New Heights of Excellence* campaign, the College can continue to offer the state-of-the-art programs and curricula that make Baruch a paragon of excellence among the nation’s public colleges.

**CAMPAIGN REACHES $107 MILLION MARK**

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**PLEASE VISIT OUR WEBSITE**

www.baruch.cuny.edu/campaign

to donate online and help us reach our $150 million goal
Achieving its highest position ever in U.S. News & World Report’s prestigious annual college rankings, Baruch College placed at #25 on the magazine’s 2011 “Best Regional Universities” list, up from #36. The College’s Zicklin School of Business also jumped 15 spots, to #42 from #57, on the national “Best Undergraduate Business Programs” rankings. U.S. News isn’t alone: accolades have poured in from the Princeton Review, Forbes and Entrepreneur magazines, and Kaplan/Newsweek.

Without your commitment to Baruch College, these success stories wouldn’t be possible. Your gift helps us continue to Reach New Heights of Excellence.

**BREAKING NEWS**

Baruch a Top 25 College

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