The Field Building at 17 Lex gets a makeover.

Your memories with an insider report on its renovation.

Reunion 2012
October 19–22, 2012
As you read this, the students, faculty, and staff of Baruch College are well into the new academic year. And we have started off with great news.

Baruch has enjoyed another wave of recognition from national publications and organizations, including *U.S. News & World Report*, *Forbes* magazine, the Princeton Review, and the Education Trust. I would especially like to note that the Education Trust, an education research and advocacy group, recently recognized Baruch as one of only five colleges and universities in the country doing an excellent job serving the needs of low-income students. And we are proud that, of those five schools, Baruch has the highest graduation rates as well.

*U.S. News & World Report* has ranked Baruch as the #3 “Public College in the North” in its prestigious list for 2012—our highest position yet. The Zicklin School of Business is also included in the undergraduate B-school section among the top 100 in the nation, coming in at #55. You can read more about these and other accolades in the following pages. We are thrilled that we continue to be recognized for providing a great education at a very affordable cost, especially in these tough financial times.

Unfortunately, the “tough times” extend to the College as well. And with shrinking state assistance to CUNY, we must rely more and more on donations from our generous supporters. We are now entering the final stage of our fundraising campaign *Baruch Means Business 2.0*. Thanks to the generosity of our alumni and friends, we are already more than 80 percent of the way toward our goal of $150 million. In this new phase, we are emphasizing the importance of every single gift—no matter the size. In fact, we have taken the unusual step of including an envelope in this issue to make it easy to contribute and continue to support the extraordinary legacy of Baruch College. The Campaign has already had an impact on our campus and our students: contributions have funded new department chairs, new facilities, student scholarships, and more.

There is much to look forward to this year and in the next few years. We are getting closer to having our own residence hall, and last year students voted overwhelmingly to institute a student fee to help finance the acquisition of a student center. We are also working closely with the city and the local community to explore the creation of an outdoor public space on 25th Street. You can imagine what a wonderful thing these initiatives would be for the College! You can read about the past and the future of the Lawrence and Eris Field Building at 17 Lexington Avenue in this issue’s feature story. It’s such an iconic structure that our most honored donors’ group bears the name “The 17 Lex Society.”

Finally I would like to welcome our new Baruch College Fund (BCF) president Joel J. Cohen, who is already providing wonderful new energy and leadership to this vitally important group. Joel is a 1959 graduate of Baruch, who has stayed connected to the College all these years. We are delighted to have him leading the BCF and its efforts to provide our students with the best education possible.

MITCHEL B. WALLERSTEIN
President, Baruch College
IN THIS ISSUE

6 | COVER STORY
The Field Building at 17 Lex Gets a Makeover
The latest chapter in the history of 17 Lex promises to be a glorious one, with a major overhaul slated to re-establish the structure as a campus hub and as a source of memories for future generations of Baruch students and alumni. Learn about the plans for renovation to this iconic building.

4 | CAMPUS HIGHLIGHT
Baruch Ranks Among Nation’s Best Colleges
Affordable, accessible, excellent, best—that’s how the nation’s top publications describe Baruch College, which has earned its highest position ever in U.S. News & World Report’s annual college rankings of “Top Regional Universities.” Read all the good news from U.S. News, the Princeton Review, Entrepreneur magazine, and others.

4 | ALUMNI PROFILE
2011 Grad Wins Fulbright Grant
Miguel Guzman (‘11) spent much of his childhood in socioeconomically challenged circumstances. Today he’s the first in his family to earn a college degree, and thanks to a Fulbright Research Grant, he’s studying antipoverty initiatives in Peru.

ALSO INSIDE

4 | NEWS & NOTES
Facing some of their toughest competition yet, Baruch’s baseball, softball, and tennis teams are looking to bring trophies to campus this spring.

12 | CLASS NOTES
The quality of the Zicklin School speaks for itself as one of our most distinguished professors encourages his three adult children to pursue Baruch MBAs.

ON THE COVER AND THIS PAGE:
Cover and contents page artwork is based on a computer-generated model of the renovated Lawrence and Eris Field Building at 17 Lexington Avenue, courtesy of architectural firm Aedas (formerly Davis Brody Bond).
After Two Decades, The Beat Still Goes On

Among the many famous people who have shared their talent and expertise with students at Baruch was legendary bass player Milt Hinton, who conducted jazz workshops at the College during the 1970s and ’80s. Baruch returned the favor by inaugurating a concert series in his honor in 1991 and conferring on Hinton an honorary Doctor of Music degree in 1996.

In 2011–12, in celebration of the 20th anniversary of the Milt Hinton Jazz Perspectives Concert Series, the College recognizes Hinton’s 70-plus years as a jazz musician with tribute events ranging from a documentary film to live music by contemporary jazz musicians, including Jay Leonhart & Friends on Dec. 5 and the Harvard Jazz Band with Cecil McBee on Mar. 4. An exhibition at Baruch’s Sidney Mishkin Gallery featuring photographs taken by Hinton, *Milt Hinton’s Jazz Photographs: Classics & Works in Color*, runs through Dec. 12.

Nicknamed the “Dean of Jazz Bassists,” Hinton was one of the most recorded musicians of all time, playing on more than 1,000 recordings with such artists as Barbra Streisand and Frank Sinatra. Hinton was also a gifted amateur photographer: over his lifetime, he amassed more than 60,000 photographs documenting the world of the jazz musician.

“Our students and faculty have benefited enormously from two decades of Hinton jazz concerts, often attending these performances in connection with classes,” said Jeffrey Peck, dean of Baruch’s Weissman School of Arts and Sciences. “Jazz is a living art form, especially here in New York, and I couldn’t ask for a better illustration of how the Baruch experience is inseparable from the culture of the city itself.”

“We’ve presented more than 80 concerts to almost 20,000 audience members since the series was launched,” said John Malatesta, managing director of Baruch Performing Arts Center (BPAC). The Hinton Jazz Perspectives Series provides live concerts for the Baruch community as well as the general public.

—BARBARA LIPPMAN

A CAPITAL IDEA

Who said Baruch was only a New York—based college? For the first time, School of Public Affairs students have an opportunity to study in Washington, D.C. The Washington Semester Program, which kicks off in Spring 2012, is being offered to about a dozen Master of Public Administration students who have completed at least one semester of coursework.

The program consists of 12 credits: two courses and an internship of 20 hours per week. Internships are available in legislative offices on Capitol Hill, in federal agencies, and in nonprofit associations. Regular cohort get-togethers help students stay in touch, compare experiences, and share insights. The D.C. semester costs participants the same as tuition for 12 credits in New York (as in NY, housing is not included).

“The Washington Semester Program offers SPA students the opportunity to see firsthand how the nation’s capital works and how the various institutional players exert influence on policy,” says SPA Dean David Birdsell. “DC experience is de rigueur for people who want to shape and implement policy at the national level. But even someone who never intends to leave New York needs to know our federal system and will be able to provide stronger service locally with this kind of study and internship under the belt.” —MERCEDES SANCHEZ
PLANNING YOUR NEXT VISIT TO BARUCH?

Log on to East20sEats.com before you arrive to get the scoop on the neighborhood’s food news, from street vendors to specialty grocery stores to fine dining restaurants. Described as a “hyperlocal news website,” this collaborative site—developed by the Weissman School’s Department of Journalism and the Writing Professions—features reviews, multimedia, and an interactive map with information on more than 300 restaurants and food businesses in the East 20s, all written and maintained by Baruch students, faculty, and staff.

The site owes its existence to a grant from Ruth Ann Harnisch (LHD [Hon.] ’11) and William Harnisch (68, DSc [Hon.] ’11) to advance journalism studies and encourage collaborations that enrich journalism. The East20sEats.com project invests in sustainable, low-cost journalism and, according to Professor and Director of the Harnisch Collaborative Future of Journalism Projects Geanne Rosenberg, tasks its working group with exploring revenue generation through new journalistic media.

As Baruch’s neighborhood, the East 20s was an obvious focus location, and the subject of food, well, needs no explanation. “The hyperlocal news model covers small, defined communities and is made possible at low cost because of the Internet. It’s a model that is gaining traction as a news source within communities,” explains Rosenberg. Launched in April 2011, the site is updated throughout the year.

The plan during the 2011–12 academic year is to begin promoting paid advertisements on the platform in addition to experimenting further with building an online community. The site already welcomes contributions from third parties.

So break out your smartphone during your next visit to a local eatery and snap a picture or write a quick review. You’ll be doing your part to participate in sustainable journalism. —ADRIENNE PREUSS (’07)

MADOFF CLAWBACKS SUBJECT OF ZICKLIN SEMINAR

WHILE THE BERNIE MADOFF PONZI SCHEME bankrupted countless investors, some did manage to withdraw funds before the plan collapsed. But with a line of claimants and creditors longer than the Lincoln Tunnel and a list of assets shorter than a crosswalk, how can those who were left empty-handed recover funds, and from where will they come?

At a spring 2011 Baruch seminar titled “The Madoff clawbacks: Whose Money Is It?,” Law Professor Seth Lipner and New York Times blogger Peter Henning discussed pending and settled lawsuits and the ethics of using clawbacks as a means of compensating downtrodden investors. A “clawback” is the recouping of money or benefits already paid out to a person or company that should not have necessarily been made for legal or moral reasons.

“The Madoff trustee must balance his obligation to recoup money for the losers against the hardship imposed on charities and ordinary investors who relied on their monthly statements over many years,” explained Lipner. “It is an awesome responsibility, which must be exercised with discretion and compassion.”

This timely seminar was a perfect fit for its sponsor, Baruch’s Robert Zicklin Center for Corporate Integrity (ZCCI), which provides a forum for important conversations about ethics, corporate governance, fairness, and other issues.

“ZCCI frequently highlights ethical issues, issues that are central to our entire educational mission,” said John Elliott, vice president and dean of the Zicklin School of Business. “Ethical awareness is one of the key learning objectives for Zicklin’s academic programs.” —BARBARA LIPPMAN

Learn about the Zicklin Center, including a full list of its upcoming conferences, at www.baruch.cuny.edu/zicklin/centers/cci.

Attention Journalism Alumni: Baruch boasts over 700 journalism program alumni. Did you major or minor in journalism or work on any Baruch publication? If you are interested in staying in touch with fellow journalism alumni, please contact us at alumni@baruch.cuny.edu.
Bearcats Face Off

“WE HAVE ALWAYS STRIVED to play the best teams, and this year we raise the level of our competition even higher,” says Baruch Athletics Director and self-styled “jock of all trades” Ray Rankis.

This spring men’s baseball, women’s softball, and men’s tennis will confront a very competitive schedule—their sights set on winning a CUNY Athletic Conference (CUNYAC) Championship. In 2010–11, all three teams finished in second place, but with a large number of returning student-athletes on each team, the coaches are working hard to bring a first-place trophy to campus.

Men’s tennis will play the most competitive schedule in its history, matching up against NYU, Vassar, Manhattanville, and CUNY rival Hunter.

Baseball will play 36 regular-season games against strong regional and regular NCAA opponents, such as Ramapo, Farmingdale State, Rutgers–Newark, and CUNYAC baseball archrival, the College of Staten Island.

Despite a large number of injuries that decimated their roster last season, women’s softball used strong team unity to finish in second place. The Bearcats will travel twice to Virginia for tournaments and also play all CUNY rival Hunter.

CUNYAC baseball archrival, the College of Staten Island. Baseball will play 36 regular-season games against strong regional and regular NCAA opponents, such as Ramapo, Farmingdale State, Rutgers–Newark, and CUNYAC baseball archrival, the College of Staten Island.

Despite a large number of injuries that decimated their roster last season, women’s softball used strong team unity to finish in second place. The Bearcats will travel twice to Virginia for tournaments and also play all the top schools in the New York region.

Ivy League competition also heats up in 2012: women’s basketball goes up against Yale on Jan. 8 and men’s volleyball against Princeton on Apr. 14.

“I encourage all alumni to come out to support the Bearcats,” says Rankis.

—JOHN NEVES

Up, Up, Up: Baruch’s National Rankings

AFFORDABLE, ACCESSIBLE, EXCELLENT, BEST—these are some of the adjectives used to describe Baruch in the latest college rankings by some of the nation’s top publications. Here’s a sampling:

Achieving its highest position ever in U.S. News & World Report’s annual college rankings, Baruch ranked #21 on the magazine’s 2012 “Top Regional Universities” list and #3 on its “Public Regional Universities (North)” list. Additional U.S. News recognition came for the Zicklin School, a “Top 100 Best Business Program,” and Baruch as a whole, #3 in “Campus Ethnic Diversity.”

From a pool of 1,186 institutions nationwide, the Education Trust named Baruch one of five 4-year colleges doing a good job of providing a quality education to low-income students.

The Princeton Review again ranked Baruch in the top 15 percent of U.S. colleges. Quantnetwork also reprised its praise of the Master of Financial Engineering (MFE) Program, ranking it #5 in the nation. Kudos were again forthcoming from Entrepreneur magazine, which named Baruch a Top 25 school.

“We are thrilled that we continue to be recognized for providing a great education,” said Baruch College President Mitchel Wallerstein.

2011 GRAD WINS FUL BRIGHT GRANT

Baruch College graduate Miguel Guzman (’11) spent much of his childhood in that economically challenged country and later lived in a low-income Brooklyn neighborhood with below-average public schools. Yet this combination of experiences turned out to be exactly what set him on the path he’s now on.

Having worked with his father in construction for a year after high school, Guzman decided to obtain a college degree. His goal: “To educate myself about the social, political, and economic issues faced by disadvantaged communities, especially in Latin America.” The first in his family to earn a college degree, Guzman is continuing to pursue his goal thanks to a Fulbright Research Grant.

Guzman’s ambition to one day work in Latin America and promote social justice and economic growth was key to his being named a Fulbright Grant recipient. With the financial support of the 2011–12 grant, he is studying the effects of a Peruvian initiative to alleviate poverty. Guzman is working closely with the Institute of Peruvian Studies in Lima as well as the Juntos organization, which developed the antipoverty plan that is the subject of his research. “I hope my research will help determine the effectiveness of this social program, which aims to end the cycle of poverty that traps a large segment of women and children in Peru,” he says. “I look forward to learning more so that I can one day become an agent of positive change.”

In recognition of his outstanding achievement, Guzman was also included on CUNY’s 2011 “All-Star Team” (in its third year, the All-Star Team honors a small group of highly accomplished students from across CUNY’s campuses). CUNY Chancellor and former Baruch College president Matthew Goldstein proudly says of the group, “Coached by our world-class faculty, CUNY students continue to win the nation’s most prestigious awards.” —ADRIENNE PREUSS (’07)
FACULTY NEWSMAKERS

DIANE GIBSON
Associate Professor of Public Affairs and Executive Director of the New York Census Research Data Center

ANGELA PINTO
Assistant Professor of Psychology

Both professors are studying the problem of obesity through different disciplinary lenses. Gibson’s research, funded by IRP RIDGE Center for National Food and Nutrition Research, focuses on the economically disadvantaged and considers neighborhoods, food stamp use, and weight-related outcomes. Behavioral psychologist Pinto, whose research is funded by the National Institutes of Health, is evaluating commercial diet programs using scientific methodology.

JAMES KRAUSKOPF
Distinguished Lecturer and Director of the Center for Nonprofit Strategy and Management, School of Public Affairs

Last summer Krauskopf joined the 29-member Leadership Committee on Nonprofit Revitalization, convened by New York State Attorney General Eric Schneiderman. Charged with reducing regulatory burdens on nonprofits and strengthening accountability, the task force will present recommendations by the end of 2011.

THOMAS S. LYONS
Lawrence N. Field Family Chair in Entrepreneurship, Department of Management

Lyons received the 2011 Ted K. Bradshaw Outstanding Research Award from the International Community Development Society. The award recognizes his exceptional research contributions to the field of community development.

ANA YOLANDA RAMOS-ZAYAS
Valentin Lizana y Parragué Chair in Latin American Studies, Department of Black and Hispanic Studies *

Ramos-Zayas, who joined the faculty in Fall 2011, will take an active role in expanding the Latin American Studies Program. An anthropologist by training, Ramos-Zayas studies issues of citizenship, race, youth, and urban ethnography and the anthropology of affect and emotion.

JIANNING (JIMMY) YE
Chair, Stan Ross Department of Accountancy

Ye became accountancy chair last summer. His top priorities are supporting Zicklin’s relationships with alumni and accounting firms, enhancing Zicklin’s current MS programs in accounting and taxation, and international outreach.

*N:This new chair is funded by Hedy Feit, an adjunct professor within the Department of Black and Hispanic Studies and a longtime friend of Baruch. She and her late husband, Charles Feit (’48, LHD [Hon.] ’87) endowed the Feit Interdisciplinary Seminars in the Humanities; more recently, she endowed the Paul André Feit Fund and the Myrna Chase Seminars. Hedy Feit chairs the Weissman Dean’s Council.

THE NVC TURNS TEN

O N AUG. 27, 2001, WHEN THE COLLEGE opened the doors of the Vertical Campus building at 55 Lexington Avenue, the Baruch College experience was forever changed.

The entire College community was justifiably proud of the architecturally dazzling building, with its 14 stories curving skyward. The VC offered state-of-the-art instructional technology and media. A true campus hub designed to re-create the atmosphere of a traditional college campus, the new facility integrated the Zicklin School of Business and the Mildred and George Weissman School of Arts and Sciences. This first-time proximity created a host of social and multidisciplinary opportunities.

The building has received many honors. In 2003 the American Institute of Architects awarded it the highest honor given to an individual building. In 2005 the VC was renamed the William and Anita Newman Vertical Campus (or NVC) in honor of alumnus Bill Newman (’47, LLD [Hon.] ’97) and his wife, generous donors to the College.

The building’s anniversary comes at a pivotal time, as the College embarks on the renovation of the beloved Lawrence and Eris Field Building at 17 Lexington Avenue. The transformative story of the NVC inspires the work ahead at 17 Lex.  

—DIANE HARRIGAN

Share your NVC memories at alumni.baruch.cuny.edu
The Field Building at 17 Lex
GETS A MAKEOVER

by MARINA ZOGBI

WHEN 17 LEX (now the Lawrence and Eris Field Building) first opened, it was the center of the Baruch universe. With all classes and many activities taking place under one roof, 17 Lex provided students with a warm, welcoming home. The addition of new outposts—especially the Information and Technology Building and the Newman Vertical Campus—gradually weakened students’ bonds with the older structure.

The upcoming renovation of 17 Lex, however, will re-establish old feelings and build new bonds with both alumni and current students, welcoming them home again.

An Impressive History

The Lawrence and Eris Field Building, a.k.a. 17 Lex, is the historic hub—and sentimental heart—of Baruch College. The structure has meant many things to many people over its 82-year lifetime. Built in 1929 to house the College of the City of New York’s School of Business and Civic Administration, 17 Lex was touted, in a New York Times article heralding its construction, as “the largest structure anywhere devoted to the teaching of up-to-date business methods.”

Dubbed “City College Downtown,” the school was later renamed to commemorate financier and alumnus Bernard M. Baruch (Class of 1889) in 1953. Just a year earlier, one of the school’s most talented young men, Lawrence N. Field, graduated with a BBA. He would go on to become a real estate entrepreneur and philanthropist whose support resulted in the 2005 naming of 17 Lex in his honor and that of his late wife, Eris.

“On the day 17 Lex was renamed the Lawrence and Eris Field Building, my head flooded with memories,” says Field. “Using the staircase (since the elevators broke down a lot), staying up to 2 a.m. to put The Ticker to bed, checking out the coeds, the class of a favorite professor. It was our special time.”

So central is the building’s address to Baruch’s identity that membership in the esteemed 17 Lex Society is conferred upon donors who give $1,000 or more annually to The Baruch College Fund.

The Field Building remains a crucial part of a distinguished neighborhood and has been honored by the Gramercy Neighborhood Associates for its contribution to the organization’s neighborhood beautification project.

But however attractive its Italian Romanesque, brick-and-limestone exterior (designed by Thompson, Holmes & Converse), the Field Building is most treasured for what did—and still does—take place inside its walls. Especially beloved to alumni are memories of the 9th-floor lounge,
club rooms, and cafeteria; the ground-floor pool; the 6th- and 7th-floor gym; the 2nd-floor library; and Mason Hall, formerly the Pauline Edwards Theater. At one time, virtually every College activity—academic and extracurricular—took place under 17 Lex's roof, prompting the nickname “College in a Box.” Some of those original spaces are still in use and some converted to new functions, while others have been dormant for years.

Luz Vargas Liebeskind ('85, EMSF '08), Baruch College Fund Trustee, notes, “We forget that 17 Lex was the hub of College life as late as the '80s, when we had to walk from rental property to rental property to get to classes. The renovation will make 17 Lex a campus hub once again.”

Says Baruch President Mitchel Wallerstein, “The Field Building has always been the historic center of College activity and a main source of alumni memories, so it’s crucial that it continue to be a vibrant, relevant space, well-equipped for current and future students.”

**Time for an Upgrade**

After 80-plus years of service, the building—which accommodates 4,000 students, faculty members, and staff per semester—is badly in need of renovation. Baruchians have long endured time-consuming waits for the antiquated elevators, which are frequently out of service. There is no central air-conditioning, and existing window units are noisy, high-energy consumers. The building’s electricity is maxed out, and the lighting is ancient and inadequate. There is currently no Wi-Fi access, essential in this era of technology-enhanced teaching. Additionally, the building is not fully compliant with Americans with Disabilities Act (ADA) standards.

According to Frank Antonucci, director of campus operations and administration, project manager for the renovation, and proud Baruch alumnus ('85), Phase 1A of the much-needed makeover will begin in early 2012. Helming the project is Aedas (formerly Davis Brody Bond), the architectural firm in charge of the superb renovation of Baruch’s Information and Technology Building in the early 1990s.

(continued)

“As the site of the Free Academy, the first institution of free higher public education in the country, 17 Lex is hallowed ground.”

—MATTHEW GOLDSTEIN, Baruch president (1991 to 1998) and current CUNY chancellor

**LEFT:** Installing Baruch College signage on the façade of 17 Lex in the 1960s. **RIGHT:** The Free Academy in the late 1800s. **BELOW:** The 9th-floor lounge of the 1940s.
The $25 million earmarked for this first phase comes from $40 million allocated specifically for capital improvement from the state budget, thanks to the support of Baruch alumni in Albany—State Assembly members J. Gary Pretlow ('78) and Carl E. Heastie (MBA ’07)—as well as the College’s assembly representative, Brian Kavanagh.

In order to truly bring the Field Building into the future, its rejuvenation must emphasize sustainability. Indeed, the goal is to attain a LEED silver designation from the U.S. Green Building Council, no small feat for a vintage structure. In addition to upgrading electrical systems, plans include adding windows to the building’s dark north side for additional light.

Notes Zicklin School of Business Dean and Vice President John Elliott, “The plans for the renovation are excellent, ambitious, and above all, necessary. Other than replacing the elevator operators with buttons, we have done little to maintain the space.”

A True Transformation
It’s anticipated that the entire project will take place in four phases. The building will be occupied during renovation, making the work that much more challenging. Much of the initial work involves renovation of the lobby and the main (Lexington Avenue-facing) entrance as well as basement and other infrastructure changes.

“A True Transformation

It’s anticipated that the entire project will take place in four phases. The building will be occupied during renovation, making the work that much more challenging. Much of the initial work involves renovation of the lobby and the main (Lexington Avenue-facing) entrance as well as basement and other infrastructure changes.

In addition to a new bank of elevators situated on the site of the old ground-floor pool, an open stairwell will service the entire building.

The Bernie West Theatre, currently on the 9th floor, will move down to lobby level, in the space now used by the Public Safety Office. The basement floor will be lowered to accommodate the theatre, whose new location will give it enhanced visibility. Venerable Mason Hall will remain the building’s main auditorium, a showcase space that continues to host a variety of events.

To bring 17 Lex fully up to speed electrically, new Con Edison vaults will be installed under the 23rd Street sidewalk.

The building’s other 15 floors will be reorganized into three main divisions: classrooms (floors 2–7), science labs (floors 8–10), and faculty and staff offices (floors 9–16).

Renovation plans for floors 2 and above include the relocation of the 9th-floor Irving Weinstein Honors Lounge—a space that has functioned as a student lounge.

“In its corridors, departments and classes as well as romances and marriages came to life. It is fitting that 17 Lex should be refitted for future generations.”
—JEFFREY PECK, dean, Weissman School of Arts and Sciences

MEMORABLE MEETINGS

BOB NADEL (’59) & ELEANOR ROOSEVELT

“In 1959 Eleanor Roosevelt was invited to address a convocation. It became my honor as Student Council president to be her student liaison . . .”

ALLEN AARONSON (’48) & BERNARD BARUCH

“Bernard Baruch’s visits to his alma mater were pretty rare. On one such occasion, I was privileged to be seated on the dais in a chair adjoining his . . .”

ARLENE KAYE (’50) & BERNARD RICHARDS (’49)

“I met my husband in 1947. We were introduced by a friend in my House Plan. A few days later, we met again on the staircase in 17 Lex, and he asked me out . . .”

“A plaque honoring their Baruch love story graces the 17 Lex stairwell.

Visit the alumni magazine online to read the details of the Memorable Meetings stories above. And consider adding your own 17 Lex memory at www.baruch.cuny.edu/bcam.
The Field Building at 17 Lex gets a makeover since the 1930s—transplanted complete with its fireplace, sconces, chandelier, and cozy wood paneling. The antiquated 6th- and 7th-floor gymnasium, replaced a decade ago by new facilities in the Newman Vertical Campus and currently in limited use, will be transformed into two large lecture halls. The old 2nd-floor library (now two classrooms) will become space devoted to Student Life.

As beneficial as the revamp will be for Baruch students, staff, and faculty, it also promises to create over 850 construction jobs, especially in the economy. The Flatiron Business

Improvement District, the 23rd Street Association, and Community Board 6 all support the project.

The Field Building’s makeover is obviously an immense undertaking, but one well worth the effort. Says President Wallerstein, “This long-awaited renovation will make the lives of students, faculty, and staff easier; maximize energy efficiency; and enable the Field Building at 17 Lex to be an even better neighbor to the Flatiron/Gramercy Park community. Baruch College deserves a state-of-the-art building that will thrive far into the 21st century.”

Looking Back

“All the wonderful things that have happened over the course of my lifetime go back to 17 Lex.”

—ABRAHAM BRILOFF (’37, MS Ed ’41)
Emanuel Saxe Distinguished Professor (Emeritus) of Accountancy

“Eli and I registered for our first freshman class in the 17 Lex auditorium, now called Mason Hall in honor of our 1997 gift to renovate this handsome space. I continue my and my husband’s legacy to Baruch because it continues to do for students today what it did for us.”

—CLAIRE (ROSEN) MASON (’40)

“People who have drunk from the water fountains at 23rd Street and Lexington Avenue drank from the fountain of youth. I and my wife, Dianne, haven’t aged a bit.”

—PHILIP HONIG (’58)

“17 Lex was where I had my first office and taught my first Baruch classes. It wasn’t pretty, and it wasn’t comfortable. But the students were always incredible.”

—DAVID BIRDSELL, dean, School of Public Affairs

“I take my current basketball players to the old gym in 17 Lex to experience its

Looking Ahead

‘charms.’ Before the ARC, we had to make do with little.”

—RAY RANKIS, athletics director and men’s basketball coach since 1983

“We have firsthand knowledge of Baruch’s successes and the challenges presented by the physical plant at 17 Lex. That’s why for years we have supported funding for the renovation in the state assembly.”

—J. GARY PRETLOW (’78, D-87th AD) and CARL E. HEASTIE (MBA ’07, D-83rd AD)*

“Renovations to this beloved building will only add to Baruch’s ability to recruit the best and brightest.”

—BEN CORPUS, VP for Student Affairs and Enrollment Management and dean of students

“I’m very glad that 17 Lex is being renovated. That building represents the heart and soul of Baruch.”

—TERI MAIORCA WADE (MA ’05)

“Once renovated, the Field Building at 17 Lex will welcome returning alumni home and be a source of pride for generations of new students.”

—FRANK ANTONUCCI (’85), director, campus operations and administration, and project manager, Field Building Renovation

*From a Mar. 6, 2008, letter to State Assembly Speaker Sheldon Silver

The Future Depends on You

THOUGH THE RENOVATION of 17 Lex will be largely funded by the state, the College is ever more reliant on charitable donations from alumni and friends. The Baruch College Fund’s Baruch Means Business Campaign is in its final stretch. By December 2012, the College hopes to reach its target of $150 million, money that will guarantee the future of excellent academic programs and other crucial College initiatives.

Just as the Field Building’s renovation cannot take place without funding from New York State, the BCF’s mission can only be accomplished with the support of Baruch alumni like Larry Field (’52) (below), who, along with his wife, Er, provided the generous naming gift that christened 17 Lex in 2005. As our economic climate continues to look uncertain, we rely even more on the munificence of our alumni, without whom Baruch College could not maintain its ever-more-impressive standards.

As Larry Field recently noted, “Baruch College was one of the most important turning points of my life. I became an adult in my four years of Baruch and was taught to think, to experiment, and to follow my dreams. There are even more youngsters now who need help to find themselves and cope with today’s complex life. It is our obligation to give back to help them achieve this, just as we were also helped by countless others. When I was asked by a student why I gave so much to Baruch, I answered, ‘Because without Baruch, there would be no Larry Field.’

www.baruch.cuny.edu/bcam SPRING/SUMMER 2011 9
Psychotherapist Edward A. Dreyfus ('58) has started a foundation, Book Royalties for Charity, through which authors donate royalties from book sales to various charitable organizations (www.bookroyaltiesforcharity.com). Dreyfus himself is the author of Living Life from the Inside Out: Who You Are Matters, in addition to other titles.

Alan L. Greenberg ('62, MBA '69) is the author of Confessions of a Government Man: How to Succeed in Any Bureaucracy, a humorous memoir of his 39-year career with the U.S. General Services Administration, during which he interacted with presidents, Congress, judges, and other government and industrial leaders. Alan Weiner ('63) was honored in May by the New York State Society of Certified Public Accountants (NYSSCPA) with a Distinguished Service Award. He is an NYSSCPA past president and tax partner emeritus at Holtz Rubenstein Reminick LLP.

Manuel Joaquim (MBA ’71) is president and CEO of Golconda, LLC, a consulting company offering small businesses assistance in developing and implementing growth strategies. He and his wife, Erika, live in Sarasota, Fla. CPA Bruce Kramer ('73) (left), a partner with J.H. Cohn and a member of the firm’s medical industry practice, has been appointed to the board of trustees of Monmouth Medical Center, in Long Branch, N.J.

Fred Lichtenberg ('73) (right) is the author of murder mysteries Hunter’s World (Five Star),

While the average American embraced the advent of “horseless carriages” by the 1920s, current Zicklin MBA candidate Josephine Graci remains a fan of good old-fashioned horsepower. The owner of Graci Arabians currently has 10 horses and, over the years, has owned and bred 25 more. Yes, she concedes that “horses are no longer a mode of transportation. Now it’s about enjoying the ride in the ring, not down the highway.”

Graci has been enjoying that ride since her dad put her on a horse at age 3. “I was hooked,” she enthuses. Then on her 14th birthday, her father bought her an Arabian broodmare; before her next birthday, the first foal she bred became a national champion, and Graci’s avocation became a vocation. Graci holds the distinction of being the nation’s youngest breeder of first- and second-generation national champions.

Graci Arabians has become a successful and recognized equine brand, selling foals to some of the biggest and oldest Arabian breeding farms in the world. “These are farms I’ve always admired,” she says. “Originally they inspired me, and now they’re buying from me.”

Though Graci showed a facility for business at an early age, she—unsurprisingly—planned to become a veterinarian. When that plan got sidetracked, she wound up studying English lit while continuing to run her horse-breeding business.

Today Graci is pursuing an MBA in accountancy in preparation to take over her father’s tax practice one day. “With one of the best graduate accounting programs in the U.S., Baruch’s Zicklin School of Business was an easy and convenient choice,” she says.

Graci is already devising a professional schedule that will allow her to be both a successful tax practitioner and a successful horse breeder/entrepreneur. “The tax season will work well with my horse schedule: Tax’s busy season coincides with the breeding season, and its quiet time corresponds with show season.” —DIANE HARRIGAN

MORE ONLINE Hey, don’t be a naysayer. Go online to learn what it takes to be a successful entrepreneur for almost two decades in our expanded coverage and Q&A.
published in May, and the recently penned Double Trouble. He also wrote and directed a one-act play about finding love in a nursing home, The Second Time Around ... Again, for the Lake Worth (Fla.) Playhouse. In July Millie García ('74) was appointed to the President’s Advisory Commission on Educational Excellence for Hispanics by President Obama. She is president of California State University, Dominguez Hills, the first Latina president in the California State University System. The Connecticut Society of Certified Public Accountants has appointed Carlota I. Grate ('75) to its advisory council for the organization's 2011–12 activity year. She is the CFO of the Wheeler Clinic, Inc., in Plainville. After working as an accountant in Brooklyn for 24 years, Krishna Harry ('77) has a new career as a realtor in Plantation, Fla.

80s Nikolaos Papacostantinou ('80) is owner of the restaurant Oromedon on the Greek island of Kos, which has hosted Bill Clinton and Barbra Streisand. Eileen Cohen (MBA '82) is a National Grid Foundation board member. She was on hand last May for a College celebration of math skills, during which the foundation was thanked for its support of Baruch's Math Skills Enhancement Program. Charles L. Friedman ('83) has joined Rosen Seymour Shapss Martin & Company LLP, Certified Public Accountants and Profitability Consultants, as the principal of fiduciary services. Previously Friedman was a director for taxation in the real estate division of FTI Corp. In August Kerry R. Benson ('86) received a 2011 Minority Business Leader Award at a ceremony in Philadelphia. Benson, who lives in New Jersey with his family, has been managing director and CIO of the PFM Group, a provider of financial and investment advisory services, since 2007.

SIDNEY HARMAN ('39) came to City College's 23rd Street campus (present-day Baruch College) during the Great Depression. He studied business but also devoted arts and humanities courses. He loved ideas and writing, believing that we should handle both with originality and insight. The Harman Writer-in-Residence Program is an incarnation of his belief that “writing is thinking.”

Dr. Harman urged leaders to be innovative, calling for “poet managers” who could distill wisdom from the past and move forward boldly into the future. He himself was the quintessential poet manager.

Throughout his life, he lent his talents to business, education, government, and the arts. A high-fidelity industry pioneer, Harman founded Harman/Kardon in 1953, growing the company into Harman International Industries. From 1970 to 1973, he was the president of Friends World College, an experimental Quaker institution. In 1977 and 1978, Harman served as the U.S. under secretary of commerce. He founded the Program on Technology, Public Policy and Human Development at Harvard’s Kennedy School of Government. In 2009, the 50th anniversary of his graduation, he was awarded an honorary doctorate from Baruch.

At USC Harman was the Judge Widney Professor of Business and was appointed a Presidential Professor in 2010. He was instrumental in the 2007 creation of a new cultural center in Washington, D.C., named Sidney Harman Hall in his honor. Dr. Harman served as a fellow of the American Academy of Arts and Sciences and was a member of the executive committee of the board of trustees at the Aspen Institute.

Dr. Harman authored Starting with the People, with Daniel Yankelovich, in 1988 and Mind Your Own Business in 2003.

In the last year of his life, Sidney Harman turned to journalism, acquiring Newsweek and merging it with The Daily Beast, a web publication. It was a bold move that he hoped would result in the “renewal and reinvention of media.” Looking forward, he said, “It may well lead the revolution.” —ROSALYN BERNSTEIN, Director of the Sidney Harman Writer-in-Residence Program and Professor of Journalism and the Writing Professions
Sungsoo Kim (’88) (left), a professor of accounting at the Rutgers School of Business—Camden, has been named a winner in the 2010–11 Fulbright Distinguished Chairs Program to Yonsei University in Korea.

90s School of Public Affairs

Professor John Casey (MPA ’90) returned to Baruch College after 17 years as a public sector and nonprofit executive in Australia and Spain. He recently wrote a series of case studies that highlight the advocacy work of New York nonprofits. Mary Di Fabio Foote (MPA ’91) was a presenter and panelist at the 2011 Brownfields Conference this past April in Philadelphia, speaking on environmental justice and redevelopment strategy. She is a redevelopment supervisor for the City of Rock Hill, S.C. Bernard Kilkelly (MBA ’93) (below), president of NRI—New York (the founding chapter of the National Investor Relations Institute), rang the closing bell at the New York Stock Exchange on Aug. 4. He was accompanied by his wife, Maureen, and fellow NIRI—New York board members. Rita L. Garza (MPA/NUF ’96) (above) was recently named chief marketing and communications officer of Safe Horizon, a New York City–based nonprofit and the largest victims’ service agency in the U.S. In Oct. 2010, Touchstone/Simon & Schuster published Practical Genius: The Real Smarts You Need to Get Your Passions and Talents Working for You by Gina Rudan (MPA ’97). In June, Arkadiy Tsinis (’98) won his first World Series of Poker bracelet after defeating a field of 2,192 players in the No-limit Hold ’em event. Tsinis also plays backgammon and chess competitively.

(continued)

Martell Family Sets Sail on Zicklin Course

When news outlets look for someone to steer them in the right direction on today’s tumultuous economic sea, they often turn to Saxe Distinguished Professor of Finance and Director of the Weissman Center for International Business Terrence Martell. But Martell also offers advice closer to home. All three of his children either have or are earning a Zicklin School of Business MBA.

“I always knew I wanted to pursue an MBA from Baruch,” says daughter Laura Martell (MBA ’09), whose degree is in marketing. “However, if you asked my dad, he would say I didn’t have a choice,” she kids. Laura is currently a marketing coordinator at Oliver Wyman, a leading global management consulting firm.

Attesting to the MBA program’s flexibility at Zicklin is daughter Kathryn (MBA ’11), who majored in operations management and finished at the top of her class while also earning honors in Spanish literature courses. Representing the finance and marketing specialization is son Alex (MBA ’13), who is in the third semester of his program. (Martell’s niece, Mallory, is also earning a Zicklin MBA.)

It’s no wonder all of Martell’s children have studied at Baruch. Their dad is dedicated, with a deep and abiding affection for the College. “As chair of the Zicklin Graduate Curriculum Committee, I know better than most what our MBA program has to offer,” says the professor, who has taught at Baruch for 23 years. “I believe in the quality of the Zicklin School and the MBA program. The curriculum is solid; the faculty, knowledgeable and committed to student success. We just received our highest rating from Forbes, putting the Zicklin MBA program in the top 50 in the country.”

On a more personal note, Papa Martell adds, “I take great pride in my children’s individual performances in the MBA program. I am delighted that they have learned to love the school as much as I do.” —DIANE HARRIGAN
Look Who's Wearing Him Now: EDWING D’ANGELO ('96)

Fashion designer Edwing D’Angelo has come a long way since we featured him in the summer 2003 issue of BCAM (“The American Dream at Work”). Back then he was putting his BBA in international marketing to good use running his Harlem boutique and launching his career as a creator of glamorous clothes geared mainly to young African Americans and Latinos. At the time, he did a brisk business in prom dresses.

Today D’Angelo has both a high-profile retail shop in the Limelight Marketplace (housed in a former church and disco on Sixth Avenue) and an impressive roster of celebrities who wear his clothes, including Patti LaBelle, Laurie Metcalf, Lil' Kim, Vivica A. Fox, Sean Paul, Wynonna Judd, and Sanaa Lathan.

His most prominent recent client is Tyra Banks. The host of TV’s America’s Next Top Model and her eponymous talk show donned a D’Angelo outfit for CW’s Upfront—the event at which networks unveil their upcoming fall schedules—at Lincoln Center last May. The outfit, suspended—high-waisted trousers over a button-down shirt, drew much comment in the fashion media, further burnishing the designer’s reputation. —MARINA ZOGBI

THEATRON DATE NIGHT TO REMEMBER

Philip Honig ('58) met Dianne Robbins in 1955 at Baruch. “Our first date was Theatreon's production of The Time of Your Life, which featured Jerry Cline ('57) and many of my TAO fraternity brothers and their girlfriends,” says Honig. On Dec. 21, 2011, the Honigs will celebrate their 54th wedding anniversary. They have two children and four grandchildren. “Baruch has had an enormous effect on our lives,” they say. Phil adds, “My closest friend today is Michael Gold ('57), whom I met in freshman year.”

College students Phil and Dianne (Robbins) Honig on a date at the Bronx Zoo in 1955.

Have a Theatreon memory you’d like to share? Post it on the alumni magazine online at www.baruch.cuny.edu/bcam.

Name That Department

The Zicklin School of Business gained its third named department with the recent dedication of the Allen G. Aaronson Department of Marketing and International Business. Aaronson ('48) (above) has called Baruch College his “first allegiance” and “the cornerstone of my education.” His gift, which benefits the department at an unprecedented level, will be used to recruit and retain the highest-quality faculty, provide enhanced training and support for students, support research programs, and sponsor workshops and conferences, among other initiatives.

“It has been my pleasure to come to know Allen better,” says Zicklin Dean John Elliott. “When I speak to our current students and recent graduates, I often cite the example of his significant career and generosity, reminding them that they do, indeed, ‘stand on the shoulders of giants.’”

Aaronson, CEO and president of AVRS, Inc., a management company, is a member of Baruch’s 17 Lex Society and Benchmark Society. —DIANE HARRIGAN
ClassNotes

00s | David Hamilton Golland (’00) recently published the book *Constructing Affirmative Action: The Struggle for Equal Employment Opportunity* (University Press of Kentucky). He lives in Brooklyn, N.Y., with his wife, Lana (’01), and their children, Zelda and Jerry. Former Credit Suisse longevity markets desk trader Phat Loc (’00, MFE ’03) joined adMarketplace as VP of advertising matching and pricing. Deseree Peterkin Bell (MPA ’03) is communications director for Philadelphia Mayor Michael Nutter, a position she has held since September 2010. She previously worked for Mayors Michael Bloomberg (New York) and Cory Booker (Newark). Dorothy Graham-Hannah (EMPA ’04) (left) has been promoted to assistant VP of nursing at Kingsbrook Jewish Medical Center in Brooklyn, N.Y. Alex Buran (’07) is CEO of Translation Services USA, a translation company he founded in 2002 that has developed and launched innovative translation software. Marina Loshak (’07) earned a JD from Fordham University School of Law and has begun training for the U.S. Army Judge Advocate General Corps (JAG). She was the 2007 recipient of Baruch’s Joel B. Zweibel Pre-Law Honors Award. Sean Perryman (’08) received his JD in May from Vanderbilt University Law School. He works at the Dallas, Tex., headquarters of Haynes & Boone, LLP, and is serving a one-year term on the Vanderbilt Law School Board of Advisors.

10s | Joseph Cafarella (’10) has been hired by Nike as an “Ekin” (Nike, spelled backwards), a tech rep/official company storyteller. Chad Mc Lean (’10) is an assistant account executive at Spike DDB, working on the newly acquired Chevrolet account. Benjamin Guttmann (’11) (right), former Undergraduate Student Government president, started a graphics design and new media consulting firm, the Digital Natives Group, with classmate Steven Guttbinder (’11) (left).

The firm helps develop mobile applications for higher education and community-oriented web development. Guttmann is also employed at the CUNY Graduate Center. Vikram Varma (’11) has been named a Trustee of The Baruch College Fund.

Being on TV is a dream come true for many people. In AMANDA WALLWIN’s case, it was realized last spring, when she appeared as a contestant on the long-running game show *Jeopardy!* “I’ve watched *Jeopardy!* since I was like four years old,” said Wallwin (MPA ’11), an Illinois native who also dreams of working in public education policy when she graduates in December. In order to make the cut as a contestant, she had to pass two tests. She prepared for the show by reading books written by two prior *Jeopardy!* champions, and she listened to some seven hours’ worth of factoids that she recorded and downloaded to her iPod—although “very few of them appeared on the show,” she said. Still, she won the first show (but lost the second) to earn a total of $20,000. Said Wallwin of her experience, “It was the most fun I’ve ever had.”

BIG IMPRESSION on the Small Screen

These Baruch alumni are ready for prime time.

Aside from the potential bragging rights that go along with being on the small screen, the visibility alone can lead to great things. Just ask JOHN GOMES (MBA ’02), an executive vice president at the Prudential Douglas Elliman real estate firm, who said he got “tons of business and lots of new Facebook friends” after appearing in the first season of *Selling New York*, the HGTV reality series about real estate agents selling multimillion-dollar apartments. Gomes said that it could take as many as 15 hours, shooting over a few days, just to film one 22-minute program. “I’d go on an apartment showing, but I’d have a camera crew in tow,” he said, adding that the entire process is “very time consuming” but a “great learning opportunity.”

—BARBARA LIPPMAN
Prakrti (Pixie) Seth (MBA ‘04) and Kevin Polowy were married in July in Java Center, N.Y. She is a senior media researcher at Horizon Media; he is the executive editor of NextMovie.com, an MTV Networks website, as well as a DJ.

Anna Asaturyan (‘06) and Igor Doktor (‘07) were married on Staten Island in September. He is a financial analyst for JP Morgan; she is a sales research analyst for Oxygen Media. The couple filmed their wedding reception video at Baruch College to show the place where they met and fell in love.

Jolie Harris (MSEd ‘08) and Alex Woodson were married in New York City in June. She is a career counselor at the Cooper Union for the Advancement of Science and Art and a doctoral student at Teachers College, Columbia University. Harris is also a Baruch Young Alumni Network (BYAN) board member. Woodson graduated this year from George Washington University with a master’s in global communications.

Mary Alexis Paul (MBA ‘08) and Brian David Murphy were married in July at St. Patrick’s Cathedral in New York City. She is a senior auditor in the New York office of Ernst & Young. He is a vice president in the trade finance group at SAC Capital Advisors, a hedge fund in Stamford, Conn.

Vlada Postnikov (‘09) and Ori Samara (‘09) (pictured left) were married in Brooklyn, N.Y., in June. Together they have founded SmoothPixel LLC, a graphic design and web developing company. She is also business manager in the Office of Communications, Marketing, and Public Affairs at Baruch College.

REAL ESTATE ALUMNI BUILD NETWORK

Baruch College’s newly formed Real Estate Alumni Club held an inaugural mixer in May in the recently restored Empire Room on the ground floor of the Empire State Building. A highlight of the event was a speech by Times Equities CEO Francis Greenburger (‘74), who talked about his start and subsequent rise within the business.

The fledgling organization was featured in the New York Real Estate Journal, which quoted club president Joe Berko (‘02, president, Berko & Associates): “It’s our way of paying it forward and creating a strong platform for future graduates to find easier job placement in the industry as well as maintain and create a community of professionals in the field.” Eddy Antar (‘05, VP of acquisitions and leasing, MAS Management) is the club’s VP.

The club’s mission is “to provide support for social, educational, and recreational programs in cooperation with Baruch’s Department of Real Estate and the Steven L. Newman Real Estate Institute.”

To join, visit alumni.baruch.cuny.edu/groups.

IN 2010 THE FEDERAL GOVERNMENT launched the National Export Initiative, which aims to double U.S. exports by the end of 2014. Experts estimate that this initiative will translate into millions of new jobs in U.S. sectors related to exports.

What do you need to do to capitalize on these opportunities? Sometimes nothing more than successful completion of targeted courses and/or a certificate program that overlays specialized knowledge onto the skills and experience you already have.

Prepare to go global with international trade–related courses and programs offered through Continuing and Professional Studies (CAPS) at Baruch in these fields:

- Customs Broker Licensure
- Human Resources
- International Entrepreneurship
- Logistics
- Management
- Marketing
- Supply Chain Management
- Trade Operations and Procedures
- Instruction in 11 languages, with courses specifically designed for business

REGISTER NOW
Baruch alumni get a 15% discount on all CAPS classes. (ESL classes are not discountable.)

INTRIGUED? For the schedule of classes and additional information, visit CAPS at www.baruched.com.

www.baruch.cuny.edu/bcam
Renowned entertainment lawyer and environmental and political activist Leonard Marks (’62) died on Apr. 30. The alumnus was instrumental in developing Baruch’s Center for Equality, Pluralism, and Policy in the School of Public Affairs. He was 69 years old.

By all accounts, Marks’s was an impressive career. After graduating from Yale with a law degree, he worked as a federal prosecutor, an assistant U.S. attorney, and a Watergate hearings consultant. He practiced general law with Paul Weiss Associates and then co-founded the law firm Gold, Farrell & Marks. Even though his client list included such celebrities as Paul McCartney and Eddie Murphy, he was proudest of his pro bono work. Marks’s daughter Amy Marks-McGee, also a Baruch grad, having earned an MBA in 2002, said her father “wanted to make the world a better place for future generations.” To that end, Marks provided for the center in his will.

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

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

Baruch means the gift of a lifetime.
The New York City Marathon is not the only race being run in the city this fall. At Baruch College, we are in the final stages of the Baruch Means Business campaign, Baruch Means Business 2.0. So far we’ve raised over $119 million toward our goal of $150 million.

The campaign represents our continued pledge to invest in the students, faculty, curricula, and educational models that make Baruch a paragon of excellence among the nation’s public urban colleges. With its profound transformational power, Baruch provides a bridge to success for those who could not otherwise afford to succeed.

HELP US FINISH THE CAMPAIGN STRONG

A MESSAGE FROM JOEL J. COHEN ('59)*
New Baruch College Fund President

Attending Baruch—then part of City College—has had an extraordinary impact on my life. I decided to accept the leadership role of Baruch College Fund president because it is time to give back. I am hardly unique in reaping the benefits of a Baruch College education and therefore encourage every graduate to contribute to the Campaign. Let us ensure that Baruch is able to continue to provide excellent academic programs and be a catalyst for social, cultural, and financial mobility for students in one of the most ethnically diverse colleges in the nation. Your support is critical in these difficult economic times.

*Cohen, who also earned a JD from Harvard Law School in 1962, retired in 2009. He is the founder and former chairman and co-CEO of Sagent Advisors Inc., an investment banking boutique. Prior to founding Sagent, he was managing director, global co-head of mergers and acquisitions, chair of the Fairness and Valuation Committee, and Management Committee member at Donaldson, Lufkin & Jenrette. From 1963 to 1987, he was an associate and then partner at Davis Polk & Wardwell. From 1987 to 1988, Cohen was general counsel and a senior staff member of the Presidential Task Force on Market Mechanisms (the Brady Commission), which reported to President Ronald Reagan on the causes of the 1987 stock market crash and made recommendations on how to avoid such events in the future. He served on the board of directors of The Chubb Corporation for 25 years, including a period as chairman and lead director. He also served on the board of Borders Group Inc., and is currently on the board of Maersk, Inc.
Reunion 2012
October 19–22, 2012