
Yan Revzin ('16), CEO, FortuneCookieAdvertising.com

FORTUNE SEEKERS

Risk Leads to Reward for Baruch Entrepreneurs

Yan Revzin ('16), CEO, FortuneCookieAdvertising.com
We know that Baruch College is a special place—it always has been and it always will be. One of the reasons is that we are constantly striving to enhance our academic programs, faculty, facilities, and services to our students and alumni.

Our forward-looking energy continues to be applauded on the national stage. In The OTHER College Guide: A Road Map to the Right School for You (2015), Washington Monthly gave Baruch top honors as the #1 Best Bang for Your Buck institution in the Northeast and ranked the College #26 on its list of “affordable elite” schools nationwide. Other recent accolades include impressive marks for the Zicklin School of Business, which was rated #3 business program in New York City, among the Top 5 business programs in New York State, and among the Top 100 graduate schools of business nationwide by U.S. News & World Report Best Graduate Schools 2016. See page 5 for more rankings news.

Individual awards also speak volumes about Baruch. This spring Zicklin student Anastasia Korolkova (MS ’15) was chosen for a U.S. Student Fulbright Study/Research Award to study in Mexico beginning in 2016. Korolkova, who also attended Baruch as a Macaulay Honors College undergraduate, credits her success in the Fulbright process to Baruch faculty and staff. Her noble and ambitious career goal is “to develop effective methods for addressing poverty and its socioeconomic consequences.” We are proud to know that her Baruch education will help her on this journey.

Around campus we see that Baruch’s quality attracts quality. In 2014–15 the College hosted prestigious conferences, lectures, and arts events that expanded our students’ personal and professional horizons and drew thousands of attendees—many returning alumni—to the College.

Sherron Watkins, Enron whistleblower and TIME Person of the Year in 2002, took part in the Zicklin Center for Corporate Integrity panel “American Whistleblowers Live at Baruch.” Former UN Secretary-General Kofi Annan delivered his provocative speech “New World Disorder: Challenges for the UN in the 21st Century” on the historic Mason Hall auditorium stage (see story on page 5). The opportunities these events can yield were crystallized when billionaire Henry Kravis, co-founder, co-chair, and co-CEO of leading global investment firm Kohlberg Kravis Roberts & Company (KKR), and this year’s Burton Kossoff Business Leadership Lecturer, capped off general career advice to hundreds of Baruch students with this invitation: “If you have a serious interest in the financial industry, KKR would like to hear from you.”

And I could not have been prouder for Baruch when New York City Mayor Bill de Blasio, before delivering his State of the City speech on the Mason Hall stage in February, called Baruch “the college that epitomizes opportunity and possibility for all New Yorkers.”

As thrilling as these moments are, nothing compares to Commencement, which took place this year on June 3 at Barclays Center. More than 2,200 graduates “walked the walk,” claiming their diplomas and honoring their efforts and their family’s sacrifices.

Also inspiring is Baruch’s 130,000-strong alumni community. For you, we are enhancing the services of Baruch’s Office of Alumni Relations. I encourage you to take advantage of local and regional programming and networking events—I hope to meet as many of you as I can at these in the months to come.

And to the more than 5,000 alumni who have already given to the Baruch College Fund (BCF) this year, I offer my sincere thanks. Your faith in your alma mater ensures that Baruch will continue to succeed in fulfilling its historic mission of access, value, and excellence.

MITCHEL B. WALLERSTEIN
President, Baruch College

“Your faith in your alma mater ensures that Baruch will continue to succeed in fulfilling its historic mission of access, value, and excellence.”
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Fortune Seekers: Baruch Entrepreneurs

Entrepreneurs excite the popular imagination—just look at the success of TV programs like Shark Tank. Learn what makes these professional risk takers and job creators tick in our profiles of six Baruch entrepreneurs. Plus: An update of what's new and notable in the field of entrepreneurship at Baruch.

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The Lexicon Celebrates Its 80th Anniversary

In 2015 Baruch's cherished yearbook celebrates its 80th anniversary. To honor this milestone, we delved into the College Archives to create an illustrated retrospective from the 1930s through today that highlights The Lexicon's—as well as Baruch's—history.

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Keeping It Real

John H. Banks III (EMPA '92) is president-elect of the Real Estate Board of New York, one of New York City's most influential industry groups. The first African American to hold this position, Banks says his time at Baruch helped him learn "how organizations work, where power lies, and how to manage change."

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Alex Lirtsman (MBA '07), founding partner of digital marketing agency Ready Set Rocket, offers four strategies to help you unlock the C-suite.

ON THE COVER: Photo by Jerry Speier.

Student-entrepreneur Yan Revzin ('16) was inspired to found his business, FortuneCookieAdvertising.com, during dinner at a Chinese restaurant—where he noticed that every patron cracked open his or her fortune cookie and read the fortune. "That's when I had my aha moment," the young CEO recalls. "I realized that placing a unique message and/or promo code on the back of the cookie slip—without removing the generic fortune on the front—would be a unique way for companies to advertise."
IN THE NEWS: THE WEISSMAN SCHOOL OF ARTS AND SCIENCES

Professor Gives Students Food for Thought

With a hunger for change, socially conscious Black and Latino Studies Assistant Professor Regina Bernard-Carreno finds innovative ways of bringing complex societal challenges into the classroom. Bernard-Carreno is known for augmenting her students’ coursework with such diverse assignments as producing a documentary about perceptions of feminism and feeding New York City’s homeless.

Last summer the Hell’s Kitchen native and resident of the Corona section of Queens tackled the issue of food politics, teaming with students to launch a pilot program to bring affordable organic produce to her neighborhood through membership in a food co-op. The program, covered by the New York Daily News and welcomed by residents, brought the problem of food access in low-income communities into focus for students.

Given Bernard-Carreno’s style of real-world engagement, it’s no surprise she was recently included in a list of “40 Under 40: Professors Who Inspire” compiled by NerdScholar, a website dedicated to fostering students’ financial literacy. The list highlights professors who, according to NerdScholar, “leave impressions on our lives that change the way we think, work and view the world around us.” Nominations were collected through student and faculty recommendations and media coverage highlighting universities with outstanding professors. —SALLY FAY

Both the New York Daily News and website NerdScholar touted the innovative methods of Baruch Assistant Professor Regina Bernard-Carreno (Black and Latino Studies).
Recent grants totaling more than $2 million to School of Public Affairs (SPA) faculty will support their efforts to answer questions important to New York City and the world.

What factors drive populations to move, and what impact does this migration have on the environment? With a $1 million National Science Foundation (NSF) grant, Professor Deborah Balk is leading a team of experts to understand the global demographic, socioeconomic, and geographic factors that cause populations to move. The team’s work will combine several decades of census and other survey data with satellite imagery to illuminate trends and relationships relevant to policy makers.

How do New York City Council members allocate discretionary funds to the city’s nonprofits, and how effective is that spending? Associate Professor Nicole Marwell’s study will answer the first question. With a $240,000 grant also from the NSF, she will use “network analysis” to reveal key political dynamics, including the relationship between council members and nonprofits and between the members themselves and how these relationships affect legislative voting.

With $500,000 from the City Council, Professor Daniel Williams will answer the second question. He will assess the effectiveness of discretionary grants in two major areas—small business development and dropout prevention—by looking at the capacity, activities, and effectiveness of 17 nonprofits.

How do we train the next generation of nonprofit leaders in New York City? Distinguished Lecturer Michael Seltzer is helping to solve this issue by leading a professional development certificate program to train and mentor midcareer professionals to become executive directors. With a $450,000 New York Community Trust grant, the program will help ensure that new leaders have the right skills and represent the diversity of the people served by the metropolitan area’s 40,000 nonprofits.

Says Public Affairs Dean David Birdsell, “These grants demonstrate the ways SPA serves its mission: faculty are involved in high-level research funded by leading agencies and policy actors. Faculty also help foster the creation of human capital in the public sector.” —BRIAN KELL

NY1 and Baruch College are partnering to present the findings of a yearlong polling initiative that examines New Yorkers’ opinions on their quality of life, the needs of their neighborhoods, and the effectiveness of city leaders and services. The news segment, aptly named “The City Poll,” is designed to inspire a conversation on the findings after each poll. “The City Poll” debuted on Feb. 10.

Frequent on-air expert Mickey Blum (center), director of Baruch College Survey Research (BCSR) and a distinguished lecturer in the School of Public Affairs, calls the collaboration “the perfect partnership.”

Zicklin Students Compete in Elite National Debate Tournament

Baruch sent its first team ever to the National Debate Tournament (NDT) 2015 Championship, which was held at the University of Iowa in April. Zicklin School students Abdullah Ayaz (’15) and Alando McIntyre (’16) comprised only the second team ever from any CUNY institution to compete.

The NDT is the most prestigious event in varsity college debate. It accepts fewer than 80 pairs, selected through a multipart qualification process, from schools nationwide.

Critical wins against Harvard and Cornell in the Wake Forest University qualifying tournament propelled Ayaz and McIntyre into the top 100 rankings.
To celebrate its growing connection to Brazil as part of the College’s comprehensive Global Strategic Plan, Baruch held its inaugural Brazil @ Baruch celebration on Feb. 10, which featured the business-focused panel discussion “The Brazilian Economy: Assets and Opportunities.” Nearly 100 students, alumni, faculty, staff, and friends of the College attended.

Following a warm introduction by Jeffrey Peck, Weissman School of Arts and Sciences dean and vice provost for global strategies, Ambassador Ana Cabral Petersen, consul general of Brazil in New York, gave a welcome address highlighting recent international investments in Brazil and the importance of global business education. The panel was moderated by James Rosenstein, executive director of the Brazilian-American Chamber of Commerce, and featured panelists Marco Lima (’02), private wealth advisor and managing director of Ameriprise Financial Services, Inc.; John Koutras (MBA ’89), managing director of Pharos Advisors; and François Jacques André Décamps (MBA ’88), partner and principal of Caravel Corporate Finance. Both Koutras and Décamps flew from Brazil to participate after having met with Dean Peck in Brazil in August 2014.

Said the dean, “The panelists provided insightful perspectives on the ups and downs of the Brazilian economy, especially after the recent re-election of a controversial president seen as not sympathetic to business.”

Brazil, the world’s fifth-largest country by geographic area and population, is one of the key partners in the College’s Global Strategic Plan. Baruch continues to lead the charge for all CUNY campuses in strategic global engagement. —DIANE HARRIGAN

Brazilian Economy” panelists included James Rosenstein and Ambassador Ana Cabral Petersen

The Baruch College men’s and women’s basketball teams, both CUNY Athletic Conference (CUNYAC) champions for 2014–15, posted solid seasons and some amazing individual records.

Voted the CUNYAC Men’s Championship Tournament MVP, Granville Gittens (’15) (below) became the first Bearcat in any sport to play in the NCAA Division III All-Star Game, which featured 18 of the finest players from the division. The corporate communications major scored 10 points in 20 minutes to more than hold his own.

Women’s forward Sheridan Taylor (’15) also had a stunning season. Taylor became the newest member of the 1,000-point club: 1,000 career points plus 1,000 career rebounds. The economics major is only the fourth player in team history to record this double feat. She joins Kalea Davis (’10), Sybil Smith (’96), and Hilary Williams (’91). The women’s team continues to dominate CUNYAC: this season was their eighth-straight CUNYAC Championship.

“I have so much pride in seeing Granville Gittens and Sheridan Taylor finishing their Baruch athletic careers with such fine accomplishments,” says Director of Athletics Ray Rankis. “We had a very successful athletic year in 2014–15 and look forward to picking up where we left off in September.” —JOHN NEVES
RAVE REVIEWS & RANKINGS

Respected rankings experts continue to sing Baruch’s praises, with U.S. News & World Report and the Princeton Review giving the College high marks for its graduate business program and its overall value, respectively.

In its 2016 Best Graduate School rankings released in March, USN&WR ranked Baruch College’s business program #3 in New York City and among the Top 5 (as well as #1 among public business programs) in New York State. On a national scene, Baruch’s Zicklin School of Business ranked among the Top 100 “Best Graduate Schools of Business,” with its Full-Time MBA Program at #77 (up from #82 last year).

The Princeton Review profiled Baruch in its 2015 edition of Colleges That Pay You Back: The 200 Best Value Colleges and What It Takes to Get In, listing a high return-on-education rating score of 92 for the College. The education services company cited the College as one of the nation’s best for students seeking great academics, outstanding career preparation, and generous financial aid, stating that Baruch is widely considered “the best college value in New York City.”

Baruch also made the grade on rankings newcomer LinkedIn’s list of Top 25 Schools for Finance Professionals, at #22. The professional networking service’s rankings were based on recent grads’ success at landing desirable jobs. —SALLY FAY

JAPANESE ART AT MISHKIN GALLERY

Japanese manga—graphic novels and comics—have assumed an increasingly important role not only in Japanese popular culture but worldwide. Reflecting its growing popularity and complexity was World of Shōjo Manga: Mirrors of Girls’ Desires, a 2015 exhibition at the College’s Mishkin Gallery.

Modern manga developed in Japan during the Occupation and the post-Occupation years (from 1945 to the early 1960s) as entertainment for children and split and developed across gender lines. The narratives and themes of Shōjo (girls’) manga originally focused on love and now reflect women’s changing roles and expectations in that country.

“Manga is read by people of all ages in Japan and around the world and is a socially significant art form,” says Baruch Assistant Professor of Modern Languages Shige (CJ) Suzuki (right), who teaches a course on Japanese pop culture and who moderated the show’s mini-symposium, “Globalized Manga Culture and Fandom.” The show and symposium were sponsored by the Japan Foundation, New York.

—Diane Harrigan

NOBEL STATESMAN KOFI ANNAN AT BARUCH

Kofi Annan, who served as secretary-general of the United Nations from 1997 to 2006, spoke at Baruch last fall. His lecture, “New World Disorder: Challenges for the UN in the 21st Century,” outlined some of the symptoms of current international crises, explored the drivers, and made a case for renewed efforts to prevent and resolve conflicts. Recipient of the 2001 Nobel Peace Prize (jointly shared with the UN), Annan is known as a champion of human rights and sustainable development.

In his assessment of the current international landscape, Annan identified three upending developments: the scale and speed of economic, demographic, and technological changes; the failure of military solutions in such countries as Afghanistan and Iraq, which has discredited belief in international action; and the failure to “modernize the institutional architecture of world order to reflect the changing balance of power.”

Annan said he remains hopeful, however, in part because of the UN, which he called “man’s best organized hope to substitute the conference table for the battlefield.” Also a cause for hope were the hundreds of students in the audience. “You are the leaders of the 21st century. Take responsibility. Engage. It’s your world now,” he told them.
Entrepreneurs face myriad challenges, but they don’t have to go it alone, especially if they are students and alumni of Baruch College. The College has always been deeply committed to the role of developing entrepreneurs, realizing—counter to popular myths—that training and experience enhance entrepreneurs’ potential for building successful businesses.

BY DIANE HARRIGAN

**EDUCATIONAL EXCELLENCE**

The entrepreneurship programs at Baruch lead entrepreneurship higher education nationally. In 2015 the Princeton Review and *Entrepreneur* magazine ranked Baruch’s programs among the Top 25 nationally at both the undergraduate and graduate levels, at #9 and #14, respectively. Baruch’s Zicklin School of Business also earned the #2 ranking on the elite list of “5 Schools That Cater to Undergrads Who Want to Be Tech Innovators.”

Through the Narendra Paul Loomba Department of Management, Baruch offers instruction in entrepreneurship at the BBA, MBA, MS, and PhD levels. Eight full-time and 15 adjunct professors specializing in entrepreneurship teach approximately 700 undergraduates and 300 graduate students annually. They also keep Baruch at the forefront of entrepreneurship research. Since 2008, the College has co-sponsored *The Global Entrepreneurship Monitor (GEM) U.S. Report*. GEM is the largest and most developed research program on entrepreneurship in the world.

**PERFECT PARTNERS**

Collaboration is key to Baruch’s extraordinary entrepreneurship outcomes.

This year especially, Baruch’s entrepreneurship programs crossed disciplines and oceans. In January, 11 journalism students, led by Bloomberg Professor of Business Journalism Andrea Gabor, visited Havana for their class “Covering Emerging Entrepreneurship in Cuba.” That same month, the College’s Lawrence N. Field Center for Entrepreneurship partnered with the New York Entrepreneur Project to host a 10-day instructional and interactive program for student-entrepreneurs from Chile. And in April, the Zicklin School of Business formed a unique international partnership with Israel’s largest business school, the School of Business at the College of Management Academic Studies (COMAS). The joint-degree program focuses on finance and entrepreneurship.

One of the most significant entrepreneurship developments of 2014–15 was the arrival at Baruch of the CUNY Center for Student Entrepreneurship (CSE). Center Director Lou Anne Flanders-Stec explains CSE’s mission in two words: business execution. The center provides a structured, multipart program to student-entrepreneurs who have gone beyond the idea stage. The director hopes to grow future CUNY-wide cohorts to 18 to 20 students and eventually 30 students.

The center, which is currently virtual (plans are under way to secure a permanent physical space), will receive $5 million in funding over five years from CUNY’s Central Office. Of its first year, Flanders-Stec says, “We’ve learned a lot,” including that the most crucial stage for center effectiveness is cohort recruitment: “We need to determine who is in it for real.”
UNCOVERING OPPORTUNITY

ELENA KOSHARNY (’14), founder of FIVE AM Inc, is as fearless and confident as her product line of modern, feminine lingerie and accessories fashioned to offer an alternative to mainstream industry brands. FIVE AM’s philosophy reflects its founder: Be yourself. Be comfortable in your skin.

Entrepreneurship appeals to Kosharny because it meshes with her personality and drive. “I have a desire to grow and develop as a person and as a professional,” she says. “Having a business requires discovering yourself over and over again, facing your strengths and weaknesses, and, most important, finding new and innovative ways to grow your business.”

A risk-taker at heart, Kosharny says her confidence comes from an ability “to take any criticism and any feedback and learn from it, get motivated by it.” She adds, “In a small business, it is all about what you are willing and able to sacrifice today in order to have more a year from now.”

Weissman School of Arts and Sciences grad RYAN TAMRAS (’13) is also ‘in underwear.’ Tamras always knew he wanted to own a business but had no idea what that business would be until undertaking a serendipitous assignment in a Baruch computer art class: pick a product about which you are knowledgeable or wish to know more and create a company and logo. Coincidentally, at the time, Tamras was trying unsuccessfully to update his underwear drawer with adult, high-quality garments without oversized text or gaudy logos.

That gap in the market became the focus for his senior project, which wound up earning an A+ and being his entrepreneurial aha moment. Inspired, Tamras worked on the concept for a year, tested the waters, and decided to take the company to the next level. A Kickstarter campaign helped him launch Justin Case, a luxury men’s swim and underwear brand.

Acutely aware that he is “selling a product that has been on the market for years,” Tamras credits his success to his keen eye for marketing, which allows him “to think outside the underwear box to come up with fun, creative, and innovative marketing ideas that are very low cost but get the brand buzzing on social media platforms, online, and television.” For example, Justin Case Underwear was featured on an episode of network reality show RuPaul’s Drag Race.

FROM HOBBY TO BUSINESS

AOI (ADACHI) KAWANO (’00) had been handcrafting soaps out of her home in Honolulu since making soaps as favors for her wedding in 2003. With encouragement from friends and family, 10 years later she turned her hobby into a business. Pualani Soap Hawai— the name comes from the Hawaiian words pua, which means “flowers,” and lani, which means “heavenly” and “beautiful”—offers pure, all-natural, locally sourced soaps, lip balms, and salves.

Pualani Soap Hawaii products are available online through her website and Etsy, the peer-to-peer commercial website for handmade items. Kawano also markets and sells face-to-face at major state exhibitions. “Being an entrepreneur is extremely hard work. If you don’t act, nothing moves forward,” she says.

But from hard work comes pride. “I may have a small operation compared to other soap and natural skin-care companies,” adds the businesswoman, “but I believe I have one of the best—high standards with quality ingredients and processes.”

SEEKING HIS FORTUNE

FortuneCookieAdvertising.com, which places branded messages inside fortune cookies and distributes them to targeted Chinese restaurants, was launched by YAN REVZIN (’16) in 2012. The finance major and CEO was drawn to entrepreneurship because of its “personal freedom and unlimited potential.”

Last fall his company partnered with the Missouri State Lottery for a one-month campaign that placed nearly 1 million cookies with lottery-themed messages and lucky numbers in 70-plus Chinese restaurants statewide. The campaign’s success was off the charts: state and public education received a 19 percent higher transfer rate compared to the previous nonpromotion months.

That’s a mighty big win for such a young company, success Revzin believes he owes to a love of marketing, strong communication skills, and attention to the customer. “Whether you are dealing with other businesses or retail customers, you have to be able to empathize with them and figure out what they want or need,” he says.

OUR STRIVING SIX

“In it for real” are the six entrepreneurs profiled here: one current student and five alumni, a group that represents all three schools at Baruch. In their stories, you may find more relevance to non-entrepreneurial professional life than you might expect—and perhaps inspiration to take a chance on your own venture.
Baruch College’s commitment to entrepreneurship at all levels recognizes that entrepreneurs are vital to our economy and bolster innovation and growth in the marketplace. We are extremely proud to train and encourage student-entrepreneurs.”

Go online at baruch.cuny.edu/bcam to read the complete interviews with our six entrepreneurs. And follow Baruch Entrepreneurs on Twitter @EShipBaruch for news from the Lawrence N. Field Center for Entrepreneurship and the Baruch SBDC (e-mail: EShip@baruch.cuny.edu).
Thanks for the Memories!

The Lexicon Celebrates 80th Anniversary

1930s | In spring 1934, City College School of Business and Civic Administration students decide they merit a yearbook of their own, apart from CCNY’s *Microcosm*. Their spirited decision reflects a new and growing sense of identity. Dorothy Stogel (’35) (left) first suggests the name “Lexicon,” a nod to the school’s location at 17 Lexington Avenue and to one of the word’s meanings, “a compendium of information on a particular subject.”

1940s | For *The Lexicon* of the forties, the most significant influence is U.S. entry into World War II. During this era, *The Lexicon* is considered so essential a memento that students off fighting the war still receive a copy, given to their parents free of charge.

1950s | Postwar enrollments skyrocket, and the fifties yearbooks reflect that growth. Highlights include the dedication of the 1954 edition to illustrious alumnus Bernard Baruch (class of 1889, left) and *The Lexicon*’s 25th anniversary edition in 1959, which the editors see as charting “aspirations to a better world.”

1960s | *The Lexicon* has always provided a visual record of student life and fashion. In no decade is that role more obvious, from students’ suits and ties and bouffant hairdos of the early sixties to styles influenced by the working class and popular movies and music later in the decade.

1970s | The counterculture makes its presence known in *The Lexicon*. Exhibit A: the 1971 yearbook, with its theme “Changes,” offers—according to its editors—“a multi-media phenomenon” (brochures, games, artworks, photographs, plastic records) and, as such, strikes a blow against “traditional institutions,” symbolized by (what else?) yearbooks.

1980s | With the arrival of Carl Aylman (right), Baruch’s then-new director of student activities, *The Lexicons* of the eighties enjoy a boost. Aylman’s dedication greatly impacts the yearbook for the next three decades.

1990s | Student diversity, for which Baruch has become known and lauded nationally, becomes increasingly evident in the pages of *The Lexicon*. Another decade-notable change: staffers now rely on computers and state-of-the-art software to produce the yearbook.

2000s | By the mid-2000s, *The Lexicon* is on solid ground—with greater support from the College. Full color comes to its pages in 2003, as well as a renewed sense of student exuberance.

Today | Over its long existence, *The Lexicon* has meant different things to different generations. We’re happy to report that it is still going strong. Seniors graduating in June 2015 receive their copy of *The Lexicon*, with its theme “Transcendence,” when they pick up Commencement caps and gowns.

WHAT’S NEXT? Pull out your copy of the yearbook. Get lost in its pages of forever-young students. Then share your *Lexicon* memories at communications@baruch.cuny.edu!

A COLLEGE YEARBOOK IS A MEMORY KEEPER of the people who touched our hearts and lives over the course of important formative years. Whether yours is in mint condition or is filled with signatures, personalized sentiments, and wishes for a successful postgraduate future, we hope you cherish your *Lexicon*.

Yearbooks also create a unique archive for an institution, telling its history in timely, student-centric ways.

For all that *The Lexicon* has done for Baruchians over its eight decades, we offer it and its dedicated staffers our lasting thanks with this decade-illustrated tribute.

—BY DIANE HARRIGAN and ALEX GELFAND (’04)
RECORD-SHREDDER JOSEPH WARREN (’35)

How many people can claim to have had their likeness used nationally to promote a brand or product? Joseph Warren can, shown here overpowering a wrestling opponent in a full-page Shredded Wheat ad that ran in December 1935’s Scholastic Coach magazine.

From 1932 to 1935, Warren was the undefeated champion of the College’s once-thriving intercollegiate wrestling squad and the first City College mat man sent to the national championships. In his senior year, Warren was team captain and returned after graduation for a stint as coach. He went on to earn a law degree and form the CPA firm Joseph Warren & Company.

Today the centenarian likes taking walks, exercising, and handling some legal affairs for a few long-term clients (he’s officially “retired”). As for dislikes: though he’s a fan of raisin bran, he doesn’t eat Shredded Wheat. —DIANE HARRIGAN

30s | Ruth (Rosoff) Nadel (’34)—known to family and friends as Dolly—recently relocated from the Washington, D.C., metro area to Los Angeles to be closer to her family. Nadel (left) celebrated her 101st birthday in February. CPA Aaron Blecker (’36), at 103 the College’s oldest alum by seven days over his closest challenger, Miguel Cruz (’55), is retired and living in Great Neck, L.I.

40s | Retired since 1988, Stanley Sussman (’43) was the owner of Eylure of London, a pioneer in press-on fingernails and false eyelashes. Prior to that, he worked in advertising agencies and as a marketing executive at Revlon and Helena Rubinstein. His current pursuits include watercolor painting and sketching.

50s | In December professor and CPA Hyman Gorenberg (’50), an expert in taxation, retired from Baruch’s Stan Ross Department of Accountancy after 54 years. Ernestine (Whittner) Wildstein (’53) recently participated in the College’s Class Act Campaign. A Newman Vertical Campus classroom, Room 9-117, is named in her honor. Baruch dedicated the Sandra Kahn Wasserman (right) Jewish Studies Center on Oct. 30, 2014. The alumna from the class of 1955 and her late husband, Bert W. (’54), also endowed the Wasserman Trading Floor and other initiatives at Baruch. Edward A. Dreyfus (’58) authored the children’s book Mickey and the Plow Horse (2014), an inspirational story about self-awareness and following one’s passion. Claire (Berkowitz) Seigelstein (’58) (below) is retired and living in Wellington, Fla., with her husband of 56 years, Len. Seigelstein caught the theater bug as a co-ed participating in Theatron. After college

she founded SRO Musical Productions and served on many theater boards.

60s | Marty Klein (’61) is president of Marty Klein Enterprises. The senior entertainment industry executive has a resume that includes more than 20 years with the William Morris Agency. Harvey Schulweis (’61, MBA ’69) has been named a Trustee of The Baruch College Fund. He is co-founder and managing director at Niantic Partners LLC. Accounting Today celebrated minority-owned firm Mitchell & Titus’s four decades plus of prominence in its Mar. 2, 2015 edition. Co-founder Bert Mitchell (’63, MBA ’68, LLD [Hon.] ’88), one of the most influential accountants in the U.S., is a Trustee Emeritus of The Baruch College Fund. Shown above is Mitchell (left) with entertainer Harry Belafonte.

70s | David Krell (MBA ’71) (right), chairman of ISE and a member of the Supervisory Board of Deutsche Borse AG, was inducted into the Futures Industry Association Hall of Fame at its yearly derivatives conference in March. Stephen Wain (’76), president of Calder Associates, Inc., was elected chairman of the board for the International Business Brokers Association, the world’s largest professional association for business brokers and mid-market M&A intermedi- ary professionals. Alfredo Garcia (’77), a longtime amateur pianist, won the highly competitive Van Cliburn Amateur Video Contest, thus gaining entry into the 2016 International Piano Competition for Outstanding Amateurs. Garcia is a first VP/senior financial consultant at Merrill Lynch. Robert Cantwell (’79) was named president and CEO of B&G Foods, Inc.
Keeping It Real

When John H. Banks III was named president-elect of the Real Estate Board of New York (REBNY) last December, news stories quoted the city’s mayor, a former City Council speaker, a college president, and a corporate executive all saying the same thing: in the rough-and-tumble world of politics, Banks is a tenacious advocate who is liked even by those who disagree with him.

“I’ve always believed that people would prefer me to be candid rather than to pander or obfuscate,” says Banks (EMPA ’92). “It’s easier to reach a compromise if people trust me.”

As the real estate industry’s chief lobbyist, Banks is negotiating with the de Blasio administration on the number of affordable housing units developers must include in new residential buildings. “The mayor’s affordable housing agenda is aggressive, and the real estate industry supports that,” Banks says. “The challenge is to lock in affordability and make the bottom line work.”

If Banks’s characterization of these negotiations seems less heated than the media’s, it may be because his career and education afford him an ultraclear picture of people, power, and politics. Shortly after earning his undergraduate degree from Manhattan College, Banks was hired as an investigator in the Mayor’s Office, charged with rooting out corruption. Later, while working as New York City Council’s deputy director of finance, he enrolled in Baruch’s Executive MPA Program, where he learned “how organizations work, where power lies, and how to manage change.” He capped his career in government as chief of staff for the NYC Council. Until his REBNY appointment, Banks was Con Ed’s VP of government relations.

Active in the community, Banks focuses on assisting young people and those seeking upward mobility. He is a member of the Dean’s Advisory Board of Baruch’s School of Public Affairs and the boards of Manhattan College and the New York Public Library— institutions he reveres for helping first-generation college students, like himself, and immigrants “transition into a new world.” —BRIAN KELL

Formerly the CFO, Cantwell has been with the company for more than 30 years. Kenneth De Berry (’79), president of Concord Specialty Risk, has been named in Insurance Business America magazine’s Hot 100 list for 2015.

80s Catherine Avgiris (’80) (right), executive VP and CFO of Comcast Cable, was honored with a Distinguished Alumna Award at the 26th annual Bernard Baruch Dinner in April. The dinner benefits The Baruch College Fund. Last fall founder and managing director of American Development Group, LLC, Perry M. Finkelman (’80) participated in the College-hosted panel discussion “Real Estate and the Arts,” which focused on mural projects in new buildings in Manhattan. Diana Clemente (’81) (below), president and principal of Brooklyn, N.Y.–based limousine operator Big Apple Car, is helping to improve the lot of neighborhood cats. Clemente provides space to local cat-control group Ferals in Peril for spaying/neuter- ing of feral cats and temporary housing of adoptable animals. The American Marketing Association’s New York chapter inducted Trevor Edwards (’84, MBA ’90) (right), Nike president, into its 2015 Hall of Fame in May. Edwards received an honorary Doctor of Humane Letters (LHD) at Baruch’s Commencement ceremony in June 2014.

Stephen O’Donnell (’84) is co-founder of the THRU Project, which links adult mentors with transitioning youth who have aged out of the official foster care system. O’Donnell is a partner in Hill Country Bakery in San Antonio, Tex. Frank Antonucci (’85), director of campus operations and administra-
of the many lessons the Honorable Carl E. Heastie took from his Baruch MBA program, the most influential may well have been one on management style. “I took a class that talked about leaders,” he recalls, also recalling that he recognized his personal style—“democratic leader”—among the types. The categorization has proved apt: recently Heastie was elected speaker of the New York State Assembly, the first African American to hold the position.

One of the state’s youngest legislators, Heastie was elected assemblyman for the 83rd Assembly District in the Bronx in 2000. He has been an active member, authoring the green taxicab bill and securing funds for his district in the areas of housing, education, afterschool programming, health and human services, job readiness, and computer training. Speaker Heastie is also the chairman of the Committee on Rules and, as speaker, represented the assembly in state budget negotiations for fiscal year 2016. It is a leadership role he takes seriously, given his appreciation of how government “affects every phase” of our lives.

Prior to his election as speaker, Heastie was honored by Baruch as a Distinguished Alumnus. At that time, Baruch President Mitchel B. Wallerstein noted: “Assemblyman Carl E. Heastie has been a strong advocate for the Field Building at 17 Lex—the College’s historic hub and site of the Free Academy—helping garner the College $91 million in capital funding to date. He and his office have also supported our students’ involvement in state policy conferences.”

Of the award, Heastie said, “I am honored fairly often, but some honors mean a lot to me—especially this honor from Baruch College. Baruch taught me how to be a functioning human being in society and how to get things done.”

As Heastie works to get things done in his new position, he’ll rely in part on the skills and knowledge from his MBA classes. In his role as budget negotiator, he employs a philosophy that bodes well both for those he represents and for his colleagues. “I like to build consensus,” he says. “I don’t think I am the only person I should listen to.” —ERIC LUGO (MA ’14)
of Accountancy. **Diane M. Warmsley** (MSEd ‘95) has authored *Cash Poor or College? The Essential Guide to College Admissions for Teens (Ages 13 to 18) and Their Parents* (Motivational Press, 2014). In 2015 Warmsley, a former director of admissions, expects to offer interactive presentations for parents and teens. **Donna Frisy-Greenwood** (MPA ‘96) has been appointed the first president and CEO of the Fund for the School District of Philadelphia, which manages and generates philanthropic resources to benefit the district.

**Beryl Hamilton-Horton** (MS ‘96), writing as Nina Foxx, authored the NAACP Image Award–nominated *Momma: Gone* (Brown Girls Publishing, 2014). The book is her 15th. **Frances Murphy** (MBA ‘97) (left) was elected trustee of the Village Board of Cold Spring, N.Y. She is formerly the director of graduate admissions at Baruch’s Zicklin School.

**William McEnroe** (EMS ‘00) was named to Irish America’s 29th annual Business 100, which recognizes successful Irish Americans in Corporate America. McEnroe is managing partner and founder of FTS, the only tax firm exclusively dedicated to the alternative investment industry, and is a member of the Forbes 400 Advisory Council. Aetna CFO **Luis Rivera** (‘01, MBA ‘06) (right) was named to *Crain’s* “40 Under 40” for 2015. *Crain’s* dubs honorees “the most talented, driven and dynamic professionals under the age of 40 who are working in New York City today.” **Renisa Satrijo** (MBA ‘03) is the founder of California-based Sugar Mama Desserts, which offers small-batch, premium American ice cream featuring exotic Asian fruits and flavors inspired by her Indonesian heritage.

**Mama Desserts**, which offers small-batch, premium American ice cream—featuring exotic Asian fruits and flavors—expanded in size and services in 2014.

**Maureen McAndrew** (MSEd ‘05), clinical professor of cariology and comprehensive care and senior director of professional development at the NYU College of Dentistry, was awarded the 2014 American Dental Association Golden Apple Award for Inspiring Careers in Dental Education. **Mahmoud Elmoraly** (MBA ‘06) (right) has joined Gannett Fleming as manager of the Civil Department in the firm’s NYC office. **Evellisse Luciano** (‘09) joined Baruch’s Office of Communications, Marketing & Public Affairs as a freelance communications/social media writer.

**UNLEASHING HER TALENTS**

A**fter a postcollegiate stint in the world of digital marketing and communications, **Adrienne (Rayski) Preuss** (‘07) is applying her skills and her love of animals to a small business venture in Carroll Gardens, Brooklyn: Animal Loving Care. With Preuss’s help, the business—which specializes in dog and cat grooming, daycare, and walking services—expanded in size and services in 2014.

Says Preuss, “Going from structured corporate environments and then higher education to running a small business has been a tremendous change. Every day there’s something new, and it certainly gets hectic juggling it all. But the rewards are so, so great . . . I feel honored to call this my work now.”

**Eileen AJ Connelly** (MA ‘04) (left) is the deputy managing editor of *The Real Deal*, which covers news on the real estate market in New York City and beyond, and is an adjunct professor of journalism at Baruch. **Joseph Jankowski** (‘05, MPA ‘14) was named executive director of the Long Island Music Hall of Fame, an organization dedicated to promoting and celebrating Long Island’s musical heritage. **Maureen McAndrew** (MSEd ‘05), clinical professor of cariology and comprehensive care and senior director of professional development at the NYU College of Dentistry, was awarded the 2014 American Dental Association Golden Apple Award for Inspiring Careers in Dental Education. **Mahmoud Elmoraly** (MBA ‘06) (right) has joined Gannett Fleming as manager of the Civil Department in the firm’s NYC office. **Evellisse Luciano** (‘09) joined Baruch’s Office of Communications, Marketing & Public Affairs as a freelance communications/social media writer.

**10s**

**Aaron Kinchen** (‘10) is the assistant supervisor of the Hair Department for the Broadway production *Mamma Mia!* He has also worked in the makeup departments for a number of films. Berkeley College honored **Tamba D. Aghailas** (MPA ‘11) with its 2015 Alumnus of the Year award, in recognition of his professional success and community outreach. Aghailas serves as country head, Human Resources and Program Operations, for BRAC Liberia. **Ebony R. Meeks** (MPA ‘12) was appointed deputy press secretary for NYS Assembly Speaker Carl E. Heastie (MBA ‘07). **Leah Laxamana** (MPA ‘13) (right) supports the execution of Twitter’s community outreach and philanthropy initiatives and oversees the @NeighborNest learning center. She is also a community resource provider for City Target employees and a former Peace Corps volunteer. **John Moreno-Escobar** (MPA ‘14) was appointed CUNY’s student life manager for urban initiatives.

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**GOOD GUIDANCE**

**ALICIA PEREZ-KATZ (MSEd ’06) AND DAD ROBERT PEREZ (’57)**

“**GO TO COLLEGE!**” That’s the advice Alicia Perez-Katz (MSEd ’06) delivers as principal of Baruch College Campus High School (BCCHS), whose interdisciplinary liberal arts program is dedicated to graduating socially aware, college-ready students. Coincidentally, it was by following that same advice decades ago that Perez-Katz’s father, Robert Edgar Perez (’57), started his family down a path that led his daughter to find her passion as an educator.

“My father always wanted to work abroad, so he interviewed to be a crew member of a passenger liner. They told him to go to college instead,” explains Perez-Katz. Robert Perez, who had immigrated to New York from Cuba as a child, chose to attend Baruch (then City College) “because it was free and had a stellar reputation,” says his daughter.

Majoring in foreign trade, he ultimately worked for several multinational companies; as a result, his daughter’s formative years were spent in international schools in Ecuador, South Korea, and Brazil.

While attending high school in São Paulo, Perez-Katz found herself “grappling with the social class divides and poverty.” That experience inspired a college community service trip, during which she tutored the children of migrant Mexican farm workers. “I returned inspired and excited about teaching,” she recalls.

Perez-Katz, who also holds a bachelor’s degree from Tufts and a master’s in English education from Columbia’s Teachers College, joined the BCCHS staff in 1999, teaching Spanish and English and helping establish the young school’s 11th grade curriculum. BCCHS was founded in 1996, the product of a joint NYC District 2–Baruch College initiative to create a college-prep high school linked to CUNY. Originally housed at Baruch, BCCHS today is located near campus and remains partnered with the College, which offers classes for BCCHS seniors.

Named principal of the school in 2003, Perez-Katz says the generous mentorship of her predecessor and her Baruch master’s degree helped shape her style as an educator. “Also, my father,” she’s quick to add. “He taught me the importance of building trust, being truthful, and speaking your mind while appreciating others’ differences and maintaining one’s humility.”

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**TAKE 4: STRATEGIES TO REACH THE C-SUITE**

For the past decade, Alex Lirtsman (MBA ’07), founding partner and chief strategist of New York City-based digital marketing agency Ready Set Rocket, has led innovation and digital strategy for such diverse global brands as the ACLU, Ann Taylor, Deutsche Bank, JPMorgan Chase, Michael Kors, the NBA, and Univision. This Baruchian often finds himself fielding questions from professionals at all levels, including:

**HOW DO MID-LEVEL, MID-CAREER PROFESSIONALS UNLOCK THE C-SUITE?**

1. **Understand your weaknesses.** Knowing what you are not good at is as important as knowing what you are good at.

2. **Know the metrics behind every decision.** Constantly refine and optimize decisions against key performance indicators (e.g., the cost to acquire a customer, the lifetime value of a customer).

3. **Listen.** As you rise higher in an organization, you work with and delegate to experts, and you become an advisor versus an executor—so it’s crucial to shift from talking to listening.

4. **Realize the difference between a manager and a leader.** In school we’re trained to be managers. To make it to the C-suite, we need to transition to being a leader.

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YOUR NETWORK AWAITS!

No matter where you live and work, Baruch offers you access to an expanding network of engaged alumni through social media, alumni clubs, and events—on campus, in New York, around the country, and around the world! Go to alumni.baruch.cuny.edu to learn more about our various geographic and affinity groups, upcoming events, and opportunities to get involved.

Of particular note, the Baruch College Alumni Association (BCAA)—a 501(c)(3) nonprofit organization—produces innovative and fun events, including a yearly on-campus Speakers’ Forum, networking mixers at trendy Manhattan venues, and outings to Yankees, Mets, and Knicks games. Members also receive exclusive discounts from Kaplan Test Prep, Brooks Brothers, and Plum Benefits, among others. To learn more about BCAA membership, go to www.baruch.cuny.edu/bcaa. And, while you’re there, be sure to check out such featured alumni as Heather Cooper (’97) (above right) in the BCAA Alumni Spotlight.

Alumni at a recent MBA reception.

Double Alums Unite

Steven Drapkin (‘09, MBA ‘14) and Natalia Gurova (‘09, MS ‘13) were married on Jan. 7, 2015, in Tulum, Mexico. In February the couple moved from New York City to the Washington, D.C., metro area, where Drapkin works remotely as an assistant manager at NYU Langone Medical Center and Gurova accepted a position with Strategic Investment Group in Arlington, Va.

Please share your wedding and anniversary news with us.
On Mar. 9, 2015, Baruch College lost one of its most generous and tireless advocates, Bernard Richards (’49). He was 87 years old.

Richards—Bernie, as his friends called him—began his career as an entry-level accountant and rose to become chairman and CEO of Slattery Associates, which helped build some of New York’s most iconic structures.

Throughout his career, Richards was committed to his alma mater. He served on the nascent Baruch College Fund (BCF) Board, first in 1974 and then twice as its president. The College honored him as a Wood Fellow in 1978, a Trustee Emeritus in 2002, and twice as Outstanding Alumnus of the Year.

Richards met his wife of 66 years, Arlene Kaye (’50), at Baruch. Together, they endowed scholarships and lecture series, among other initiatives, and in 2009 were recognized with the Annie and Bernard Baruch Couples Award.

Richards held a special place among his fellow alumni and BCF Trustees. Charles Dreifus (’67, MBA ’73) called him “a man of deep integrity and kindness . . . committed to sustaining Baruch’s legacy.” Arthur Ainsberg (’68, MBA ’72) remembered him as “carrying himself with an easy grace, a truly beloved figure when he walked the corridors of Baruch.” Dov Schlein (’70, MBA ’75) added, “Bernie and his wife, Arlene, generously gave of their time and money, raising funds and endowing many scholarships when the BCF was in its infancy and money was scarce. We owe them a debt of gratitude.” We do indeed.

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L.J. Levitan ’39
Bernard Goldberg ’40
John A. McAuley ’40
Arthur H. Schlumpf ’40
Charles Bianco ’42
Milton Meringoff ’42
Robert M. Schuster ’42
Ellis Bell ’43
Arnold J. Isken ’43
Edwin B. Kanner ’43
Leonard Korman ’43
*Anastasia (Pettas) Solomita ’44
Phyllis (Marcus) Yohai ’45
Harold H. Finger ’46
Edwin Kliegman ’46
Seymour Trager ’46
*Julius C. Weber ’46
Mortimer Spiller ’47
Robert E. Sussman ’47
Irving L. Bernstein ’48
*Marvin Freedman ’48
Charlotte (Wyle) Gerson ’48
Lester E. Goldstein ’48
Arthur Klein ’48
Sydney Meckler ’48
Irwin Polivy ’48
Anthony Scavone ’48
*Aaron Schechter ’48, MA ’52
David Seltzer ’48
*Marvin Antonowsky ’49, MBA ’52
Morton A. Baruch ’49
Melvin Sussman ’49
Irving Yellin ’49
Melvin Garner ’50
Joseph H. Greenberg ’50
Herman Badillo ’51
Eli Glassman ’51
Steven F. Holden ’51
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Fred H. Needhammer ’51
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John Seaman ’51
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Angelo V. Dispenzieri ’53
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Leon H. Sokoloff ’53
Jerome Hubsschman ’54
Rafael Richetti ’54
Esther R. Haberman ’56
Sheldon F. Shaktman ’56
Jerome Greenberg ’57
Joel B. Roses ’57, MBA ’63
James J. Street ’57, ’76
Gerald L. Tartak ’57
Richard M. Arrucci ’58
Harvey B. Brown ’58
Gerald E. Field ’58
Carrie (Sulzberger) Katz ’58
Matthew Byrne ’59
Michael J. Tribish ’59
Bernard E. Werblow ’59
Denis J. Collins ’60
Neil C. Reshen ’60
Robert D. Short ’60
Joan M. Bentley Smith ’60
Stephen Starr ’60
Robert Rauchwerger ’62
Robert J. Solodow ’62
Martin E. Tash ’62
John Purtill ’63
Carl Ravens ’63, MPA ’68
Tibor Tarabar ’63, MBA ’66
Raymond I. Amiel ’64, MBA ’72
Albin A. Herman ’65
Robert C. Appel ’70
Robert P. Buczkowski ’70
Timothy J. Dowd MPA ’71
Donald F. Dennis ’72
Gennaro J. Petillo ’72
Lawrence A. Sieden ’73
Charles T. Theofan MPA ’75
Howard I. Wichter ’75
Robert H. Ford ’76
Melvin J. Manglapia ’76
Robert A. Pallais ’76
Chun L. Tong ’76
Mark L. Adler ’79
Deborah (Zand) Blumenthal ’81
Ben J. Lee ’81
Walter Bihun ’82
Glenn D. Markman ’84
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Julian Aronowitz ’89
Valerie P. Walter MBA ’90
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Jeanne E. Sell MS ’98
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College staff model a sampling of Baruch-branded goods (from left): Janet Rossbach, director, Alumni Relations; Zolicia Abotsi (MBA ’09); John Alesi (’03); Melissa Mendez (’09); and Curtis Izen (MBA ’94).