FIRST JOBS

There’s a first rung on every career ladder. Alumni reflect on what they learned from their first jobs and how the experience contributed to their success.

JEFFREY McCLELLAN ('14) recently landed a job at Goldman Sachs, and JULIA SUNG ('14) is working at NBCUniversal.
Message From The President

As you read this letter, Baruch College has just hosted its 49th Commencement. In two ceremonies at the Madison Square Garden theater, I had the pleasure of conferring degrees on more than 4,600 undergraduate and graduate students, celebrating their accomplishments with proud family and friends. What a joyous occasion! Graduation time reinforces what higher education is all about: learning, opportunity, and lives transformed.

A college education is a crucial step for many to get where they want to go in life, both personally and professionally. So it is especially fitting that this issue of the alumni magazine features an article about alumni first jobs. This story demonstrates what we all know about Baruchians: though most come from families of modest means, they are smart, hardworking, and steadfastly determined to overcome any obstacle that stands in the way of their dreams. I am inspired by our students and alumni; hearing their life stories is one of the best parts of my job.

Of course I can’t help but recall my own first job running a program to address rural poverty in northern New England, where I learned that the needs of those living below the poverty line in rural areas are no less compelling than the needs of those living in big cities. Although the program was connected to a university, I certainly could never have predicted that one day I would wind up as a college president!

Baruch’s relationship with our alumni is symbiotic and extremely important: You give us a lot to be proud of, and we strive to return the favor. Baruch continues to raise its national prestige with impressive rankings: garnering a berth in the top 15 percent of U.S. colleges as ranked by the Princeton Review, ranking among the top 25 Best Colleges in the Region by U.S. News & World Report, and making USN&WR’s 2015 list of Best Graduate Schools for our Zicklin School of Business. And Baruch accomplishes all this without overburdening students with debt. In fact BestColleges.com recently recognized Baruch as among the Top 50 Colleges with Best Financial Aid.

As I look ahead to Fall 2014, which will be my fifth year leading this wonderful institution, I am energized by two strategic hires: new Willem Kooyker Dean of the Zicklin School of Business H. Fenwick Huss (meet him on page 3) and Baruch’s new director of alumni relations and volunteer engagement, Janet Rossbach (in photo below). Dean Huss will take the reins of the Zicklin School on July 1; Director Rosbach has already arrived, bringing 17 years of senior management experience, most recently as executive director of alumni relations at the Columbia Business School. I welcome her on behalf of the College’s more than 126,000 alumni!

Alumni engagement is a continuing cause for celebration. More than 4,300 of you have donated to the Baruch College Fund since the start of the fiscal year, with nearly 500 giving at a leadership level. Your faith in your alma mater ensures that Baruch will continue to succeed in fulfilling its historic mission of access, value, and excellence. I thank you.

MITCHEL B. WALLERSTEIN
President, Baruch College

“Graduation time reinforces what higher education is all about: learning, opportunity, and lives transformed.”

President Wallerstein with Janet Rosbach, the College’s newly appointed director of alumni relations and volunteer engagement, at the 25th annual Bernard Baruch Dinner at The Pierre.
6 | COVER STORY
First Jobs
For this issue's feature, we put our alumni to work, asking them to relate favorite stories of their first jobs, from pre-college to post-college years. Meet 10 of your fellow alumni, including the paperboy who became a finance professional, the farmhand who became a CPA, and the Macy’s clerk who became the chief creative officer of a global advertising agency. Nothing exemplifies what a Baruch College education can accomplish better than these tales. And don’t miss the Alumni First Jobs Match Game.

2 | CAMPUS HIGHLIGHT
Thriving at 20: SPA Celebrates Milestone
In Spring 1994, New York City’s only public school of public affairs opened its doors at Baruch College. Today SPA hosts one of the best and largest programs in the country. Learn about the school’s expansion and increasing impact.

12 | ALUMNI SPOTLIGHT
Putting Her Best Foot Forward
Among a growing group of Weissman School of Arts and Sciences graduates who have gone on to medical careers, Kelly Powers (’03) is a podiatrist specializing in wound care research and surgery.

ALSO INSIDE
3 | NEWS & NOTES
After an extensive national search, Baruch’s Zicklin School of Business welcomes a new dean, Dr. H. Fenwick Huss.

13 | CLASS NOTES
CEO Alex Huang (PhD ’01) may have one of the coolest jobs around as head of iconic, multinational Thermos LLC®.

ON THE COVER:
Class of 2014 graduates Jeffrey McClellan and Julia Sung have secured their ideal post-college jobs and are eager to transition from full-time student to full-time professional. McClellan starts at Goldman Sachs in July, and Sung is already working for NBCUniversal. Cover photo by Elena Olivo.
THRIVING AT 20: SPA Celebrates Milestone

Baruch’s School of Public Affairs (SPA) has cause to celebrate its 20th anniversary during the coming academic year: SPA is ranked among the best in the country, and it has attracted to a single campus the largest—and most diverse—student body in the field. In its nearly century-long history, Baruch College and its predecessors have pioneered public administration education.

Founded in 1919, City College’s School of Business and Civic Administration—which eventually became Baruch—was among the first to offer public administration course work. Other milestones include being the first institution to teach nonprofit management in the 1970s and the second in the nation to launch an Executive MPA (XMPA) degree in the 1980s. Groundbreaking, too, was a partnership with National Urban Fellows to offer a national MPA program for women and people of color.

In a bold move in 1994, under the leadership of then—College President Matthew Goldstein, Baruch’s Department of Public Administration became the School of Public Affairs. CUNY was financially strapped, remembers Professor Emeritus Frederick Lane. Nonetheless, Goldstein more than doubled the Public Affairs faculty in the first year.

Rapid expansion, however, doesn’t guarantee success, let alone excellence. So why has SPA flourished?

The answer for Shoshanna Sofáer, a health policy expert who joined the faculty in 1998, is the emphasis on research and teaching. Says the Robert P. Luciano Chair of Health Care Policy, “SPA demands both from faculty, and we bring our research into the classroom.”

SPA has also struck a synergistic balance between theory and practice, says New York Cares Executive Director Gary Bagley (XMPA ’05). In addition to academic experts, “SPA has a wonderful advantage in the number of highly capable practitioners on the faculty.”

SPA’s diverse student body is central to its reputation. Amy Hagedorn (’58) recently made her second $1 million gift supporting scholarships and internships precisely because of the students SPA attracts.

The factors contributing to SPA’s success, believes Dean David Birdsell, are part of a larger philosophy that took root in 1919 and has grown impressively during the past two decades. He rattles off SPA initiatives, among them orientations for newly elected City Council members and free expert consultations for nonprofits. Notes Birdsell, “We lead the nation in speaking to and improving communities of service.”

—BRIAN KELL

ADVICE WORTH BILLIONS

Billionaire industrialist and philanthropist Alex Rovt made news in April 2012 when he bought New York City’s iconic, ziggurat-topped Bankers Trust Building at 14 Wall Street (archival photo below) in an all-cash transaction of $303 million.

Rovt offered his insights into strategic real estate investing in a conversation entitled “Buying In on Wall Street” at Baruch last January. Rovt is the president and CEO of IBE Trade Corporation and one of the 400 wealthiest Americans as recognized by Forbes.

Summarizing the event, Jack S. Nyman, executive director of the Steven L. Newman Real Estate Institute and event moderator, noted Rovt’s candidness and “poignant concern for the well-being of the next generation.” Rovt, recounted Nyman, “said that success takes a great deal of hard work and cautioned that the road traveled may be fraught with many twists and turns. He advised the many students in attendance: Be flexible, move ahead, and never let obstacles or challenges deter you from your goal.”

Part of the Zicklin School of Business, the Newman Institute was founded in 1996 with a gift from William (’47) and Anita Newman to honor their son.
ZICKLIN SCHOOL WELCOMES NEW DEAN

After an extensive national search, Dr. H. Fenwick Huss, dean of the J. Mack Robinson College of Business at Georgia State University, was selected as Willem Kooyker Dean of the Zicklin School of Business. He will assume the deanship and a faculty position in the Stan Ross Department of Accountancy on July 1.

Under Huss’s leadership during the past decade, Georgia State’s business college enriched and expanded its academic programs, facilities, infrastructure, and global reach, earning national and international honors. U.S. News & World Report’s Best Graduate Schools (2015), for example, ranked Robinson’s part-time MBA 29th nationally and 19th among public universities, squarely in the top 10 percent of U.S. programs. The largest business school in the South and the sixth largest in the nation, the Robinson College of Business has 200 faculty members, 8,000 students, 80,000 alumni, and programs on five continents.

Said Baruch Provost and Senior Vice President for Academic Affairs David P. Christy, “Dr. Huss’s lifelong commitment to the field of accountancy and to urban, public education of the highest quality makes him the ideal candidate to lead the Zicklin School of Business.”

Welcome, Dean Huss!

Look for coverage of Dean Huss’s first months at Baruch and his plans for the Zicklin School in the Fall 2014/Winter 2015 edition of Baruch College Alumni Magazine.

Rankings Underscore College Tagline

Several organizations that rank institutions of higher education have helped inspire Baruch’s newest tagline: Access. Value. Excellence.

BestCollege.com ranked Baruch No. 10 in diversity and No. 13 among colleges “with the best financial aid.”

The Princeton Review named Baruch to its list of “Best Value Colleges for 2014.”

And U.S. News & World Report placed Baruch’s graduate business program among the Top 100 in the country. The full-time MBA program ranked 82nd, while the part-time MBA program climbed to 57.

“The Baruch College tagline sums up pretty succinctly what our community of alumni, students, faculty, and staff believes makes Baruch a special place,” says Baruch College President Mitchel B. Wallerstein. “These latest rankings confirm our beliefs and encourage us to strive even harder to enhance access, value, and excellence on campus.”

—BRIAN KELL

2014 Grads Win Fulbright Grants

Congratulations to recent graduates Mariya Tuchinskaya and Melody Mills, who were selected to receive U.S. Student Fulbright Study/Research Awards. Tuchinskaya will complete a semester-long English teaching assistantship in Bulgaria beginning in September; Mills will conduct research on the educational trajectories of disadvantaged children in Peru.

Tuchinskaya, a Macaulay Honors College graduate who earned a BA in psychology and speech language pathology through the CUNY Baccalaureate Program, plans to apply to graduate school after completing her Fulbright study. “I want a career that helps make people’s lives better,” says the aspiring speech pathologist.

Mills, who also plans to pursue a graduate degree following the completion of her Fulbright research, returns to Peru for her Fulbright placement, having studied abroad in Spring 2013 at Pontificia Universidad Católica de Perú. The double major in psychology and political science praises Baruch. “The faculty, staff, and clubs are fueled with a desire to see students grow and reach their greater potential,” she says. “That atmosphere can enhance anyone’s college experience.”

Of the awards, College Provost and Senior Vice President for Academic Affairs David P. Christy said, “It is not surprising that, taught and mentored by our world-class faculty, Baruch students continue to win the nation’s most competitive and prestigious prizes.”
News&Notes

BEARCAT SHORTS: Four Top Teams

The 2013–14 year was another one for the record books for Baruch College Athletics (aka the Bearcats). Here are highlights from four of the most successful teams:

WOMEN’S SWIMMING won its fifth straight CUNY Athletic Conference (CUNYAC) finals and extended its overall regular season conference meet winning streak to 30. (The last time the team lost to a CUNYAC opponent was in 2009.) Julia Sung (’14) was named the CUNYAC Finals MVP for the third straight year, and Daniela Giraldo (’17) was named the CUNYAC Rookie of the Year to cap off a dominant season.

MEN’S SOCCER won its second straight CUNYAC Championship after scoring a goal in sudden death overtime to defeat City College, 1-0, last term. The team is also in the midst of an undefeated streak: 19 matches in a row dating back to 2011. Victor Tlepshev (’14), Oren Kozlowski (’16), and Kevin Romero (’15) were each named a CUNYAC First Team All-Star for their outstanding efforts during the championship season.

WOMEN’S BASKETBALL continues to dominate, winning its seventh straight CUNYAC Championship by defeating rival Hunter College, 70-54. The championship game was televised live on February 28 to a national audience on ESPN3. Frances Henry (’15) was named the Tournament MVP for the second straight year as the Bearcats finished a successful season with 21 wins.

In recent years, MEN’S VOLLEYBALL (shown below) has been the most prominent team at Baruch. In April the team won its sixth straight CUNYAC Championship, the ninth in its history. Steven Coniglio (’14) and Jack McKee (’14) led the Bearcats this year. Last year’s team competed in the NCAA Final Four, becoming the first Baruch team to reach that prestigious stage of a national championship event. –JOHN NEVES

OUR NEW PLAZA IS PRETTY COOL

The 25th Street Interim Plaza, between Baruch’s Information and Technology Building and Newman Vertical Campus, continues to transform the Baruch experience, no matter the weather.

Intrepid undergrads enjoyed the plaza’s Bearcat ice sculpture, ambassador of Winter Festival 2014, celebrated in early February. The festival theme—“Frozen in Time”—turned out to be prescient.

With the arrival of spring, the plaza becomes an even greater addition to campus life: students relax and socialize among trees and flowerbeds, and some professors even convene open-air classes. But nothing tops Spring Fling for plaza pizzazz. Fling 2014 featured an inflatable slide, an outdoor barbecue, and food carts. College radio station WBMB provided the music for the May 8 event.

The College continues to work with our neighbors and the N.Y.C. Department of Transportation on landscaping and design plans for the permanent pedestrian plaza, to be completed in the next two years.

The plaza is a visible example of the profound transformation happening at the College.

Come out and support your Bearcats. Schedules and directions are available at BaruchAthletics.com.
ZICKLIN DEPARTMENT NAMED FOR PROFESSOR

LAST OCTOBER Professor of Management Narendra Paul Loomba was inspired to give the College a generous gift of $3 million. In thanks, the department of which he has been a member for nearly half a century was renamed the Narendra Paul Loomba Department of Management.

Citing his gratitude to Baruch and his colleagues, Loomba said, “I have enjoyed teaching thousands of students during my [46-year] tenure at the College. Baruch is my home away from home, and I wanted to give a small token of my appreciation.” The Loomba Department of Management is the College’s fifth named department.

Born and raised in Dhillwan, in Punjab, India, Loomba earned five degrees in the sciences, engineering, and business from the University in Punjab, the University of Nebraska, MIT, and the University of Wisconsin. He specializes in operations management and corporate strategy. At Baruch he served as department chair and helped establish master’s programs in health care administration and industrial/labor relations. He has also authored textbooks and served as a consultant.

“Professor Loomba’s gift will have a significant impact on our faculty and students,” said Edward Rogoff, current management department chair. “Faculty will be supported in career development activities, and student programs will be expanded. The fact that this is a gift from an active faculty member gives it special meaning to everyone.”

NEWS FROM THE WEISSMAN SCHOOL OF ARTS AND SCIENCES

The Great Works of Paula Berggren

If you earned your undergraduate degree from Baruch in the last 28 years, your education was influenced by this professor of English, no matter your major.

Paula Berggren, who retires from the College in July after 42 years, created and coordinated the Great Works Program, which exposes undergrads to timeless works of world literature. Over 70 sections of the required communication-intensive courses are offered each semester, each section limited to about 25 students. “What I love about teaching is the interaction with students,” Berggren says, “and Great Works courses let professors have a conversation with their students.”

Berggren’s legacy also extends to honors programming and to the Chase and Feit Interdisciplinary Seminars. Longtime Feit Seminar director, Berggren calls that program “the greatest gift that Baruch ever received that isn’t a building.” The interdisciplinary seminars bring together two or more instructors from different departments and a small, select group of students. “The seminars are forums for creativity and intellectual courage. They intensify the value of the liberal arts,” she explains.

Connecting with students is a passion for Berggren, who estimates she’s taught some 4,000 Baruchians. “There’s something very special about our students—an artlessness, an honesty. Conversations with them can be very profound,” notes the former winner of the College’s Presidential Excellence Awards for Distinguished Teaching, Scholarship, and Service.

—DIANE HARRIGAN

ALUMNI: Who was your favorite Baruch professor? E-mail us at communications@baruch.cuny.edu.

LEFT (plaque): In 2013 Hedwig Feit established the Paula Berggren Enrichment Fund for the Humanities. Mrs. Feit is the widow of Charles Feit (’48), who endowed the Feit Seminars 30 years ago.
First jobs deliver more than pocket change.

To become a paperboy for The Courier Post, Daniel Clark (MBA '05) had to lie about his age, saying he was 12 when he was only 10. The enterprising kid wound up with the biggest paper route in town, making deliveries seven days a week by bicycle. “I earned about $50 per week, which is a fortune when you are 10 years old,” he remembers. What he liked best: being outdoors and getting to know all of the people on his route. What he liked least: collecting payments. Clark is currently a finance professional with expertise in private equity, leveraged buyouts, and litigation finance.

Deliveries are also part of Howard J. Schneider’s first job tale. Every Sunday morning, the 11-year-old entrepreneur delivered bagels, cream cheese, and lox to his neighbors in the Forest Park Co-op in Queens. “The bagel business was in all nine buildings, which housed about 900 families,” says Schneider (’74). “Cold calling for new customers was not my favorite part of the job, but I learned to overcome that fear. I also learned that there were no excuses come Sunday morning when I had to get up and deliver before my customers arose. And I learned my 7 times table, as each bagel sold for 7 cents.” Today Schneider is sole practitioner of Litigation Support Group, Inc., in Coral Gables, Florida. “I still like eating bagels,” he adds.

Unique Tales and Common Themes

What makes for a great first job story? Is it ambition at an early age, or is it self-discovery and lessons learned? Of course, it could be the celebrities or winged merchandise encountered along the way. You decide.
Some alumni flocked to first jobs on farms.

When he was 13 years old, PHILIP HONIG ('58) shoveled chicken manure at a small farm in Massachusetts one summer (the rest of the year he lived in the Hunts Point section of the South Bronx). “Four of us lifted the coop off the ground and moved it aside. We then shoveled the, um, manure onto a flatbed truck and distributed it onto several fields of crops.” For this work, he received meals. “Who else from Baruch can start his or her resume with such a job?” asks the retired CPA.

As unlikely as it seems, two other alumni shared similar stories, including LABAN C. HILL ('86), who, at 12 years old, also shoveled manure, for a landscaping company in Memphis, Tennessee. Today Hill is an author. His newest children’s book, When the Beat Was Born: DJ Kool Herc and the Creation of Hip Hop (Roaring Brook Press, 2013), has been honored by Time magazine and the American Library Association.

As a high school freshman, ROBERT MEADE (MBA ’91, MS ’95) was a farm laborer in New Jersey. His primary task—de-tasseling corn—was important to the farm’s production of disease-resistant, cross-pollinated seed corn varieties. To accomplish his task, he was positioned in a bucket on a piece of machinery. “My job was to reach the tassels that were too short for the blades and pull them by hand,” recounts Meade. “I was hunched over the edge of the bucket, rotary blades whirling close by. It was 1970, and I was paid $1.25 an hour.”

Oddly enough, for a job about which there was little to like, Meade says, “The experience comes to mind often. Specifically, information and observations I collected but could not process at the time, such as business models, technology, global markets, and leadership.” Meade is currently the COO of California PATH, a research and development program in intelligent transportation systems at the University of California, Berkeley.

Workplace realities are encountered for the first time.

TERI WADE (MA ’05) was 15 years old when she got her first job at a Woolworth’s in Queens. Of her duties, maintaining the sales floor was her least favorite. “The area where the inventory was stored was a mess. Consequently, the shelves were labeled with many items that never seemed to be in stock,” she says. So during a staff meeting, prompted by the store manager to share problems, Wade spoke up. For this, she was praised by the manager and taken to task by her supervisor. “I later recognized that this was my very first encounter with workplace politics and learning to follow something called ‘the chain of command.’” Wade is the principal of Mission & Message Communications.

HARRY FRIEDMAN ('46) had a high school summer job in Hecht’s Department Store as an assistant to the manager of the young ladies’ dress department. “One day a large client came in, and the manager asked me to go to the stock room to get her the ‘aquamarine’ dress off the rack. I came back and told the customer there was none,” Friedman recalls. “She physically schlepped me in, yanked a dress off the rack, and yelled, ‘What do you call this?’ I replied that it was a Smith Company dress. She screamed that what she wanted was not a manufacturer but a color. I was transferred...
LARRY AUSTIN ('57), now chairman and chief executive of Austin Travel, had a high school job making sandwiches and malteds at a lunch counter at Whelan’s Drug Store in midtown Manhattan. “It was a decent job,” says Austin, “and every Sunday at 4 pm Ed Sullivan would come into the store before he did his TV program and request a strawberry malted. My early claim to fame.”

STANLEY R. BECKER ('55) began working part-time jobs at the age of 15. His favorite—and we suspect his favorite because of this story—was as a 17-year-old clerk at Macy’s. He’d been assigned to Parakeets and Bird Supplies, a hidden-away section on the huge basement floor. One day the assistant manager yelled at Becker and a co-worker for not selling any “kets.” The manager met Becker’s response of “nobody knows we’re here” with “that’s your problem.” The gauntlet had been thrown. So Becker opened two cages and let two birds loose. “They created havoc. . . But you know what? People found us, and we actually had the best sales ever in the parakeet store,” says Becker. Trouble ensued, however: though personnel laughed when they heard Becker’s story, he was fired. Now retired, Becker was the chief creative officer of the global advertising agency Saatchi & Saatchi.

And first jobs can point us in the direction of our success.

A department store cosmetics counter was where JEANETTE (MILLER) NEFF ('58) started out. Neff enjoyed everything about the job: “I loved interacting with the customers, taking care of the displays, the anticipation of new merchandise.” Upon graduation, the merchandising/marketing major landed a prestigious spot on Macy’s Training Squad. “In those days, they took kids from Ivy League schools. So my inclusion—as a city kid, a woman, and a person of color—was special,” she says. From Macy’s, Neff went to Paraphernalia, an avant-garde fashion house, where she traveled the U.S. and Europe extensively on business. “This was in the 1960s. Not bad for a girl from East Harlem,” says Neff, now retired and a docent at the Museum of the City of New York as well as a retail and fashion consultant.

Apart from being entertaining and even a wee bit wise, these narratives show how proud alumni are of their professional journey, foibles and all. It’s no secret that, at Baruch, we are proud of their success too. But we can’t rest on your laurels . . .

What was your first job? Share your first job story at www.baruch.cuny.edu/beam.

Alumni Match Game: First Jobs

Before they made it big in their chosen professions, these Baruch alums honed their work ethic in unexpected fields. Match the Baruch alum with his or her first job, either before or after college. Answers at bottom.

1. Lawrence Field ('52)
2. Stan Ross ('56)
3. Sandra (Kahn) Wasserman ('55)
4. William Harnisch ('68)
5. Lawrence Zicklin ('57)

A. CANDY SHOP CLERK
B. FUNERAL HOME WORKER
C. LEATHER BELT CUTTER
D. SOCIAL WORKER AT THE RED CROSS
E. SOAP SALESMAN
Your earliest professional stories vividly demonstrate the importance of the College’s continuing mission: to provide hardworking students of modest means with an education that enables them to achieve their professional dreams.

Securing that job or finding a path to it is difficult these days, according to Dr. Patricia Imbimbo, director of the College’s award-winning Starr Career Development Center. Imbimbo sees a changed employment landscape, including fewer opportunities for young professionals to rise through organizational ranks: “That ladder has disappeared. Therefore, the first job out of college is more important than ever,” according to the Starr Center director.

Meet Two 2014 Graduates

BCAM cover students Julia Sung (’14) and Jeffrey McClellan (’14) accomplished what’s becoming rarer and rarer: securing an ideal post-graduation job.

Sung wondered how she’d ever get her dream job when she graduated from college. Just two years ago, her only work experience had been as a lifeguard and swimming instructor. She hadn’t counted on the serendipity that brought Adjunct Professor Roy Johnson and an internship at NBCUniversal her way.

The then–Baruch College junior had just finished a presentation on damage mitigation/reputation recovery for a class in Communication Studies, her minor. Afterward the professor spoke with Sung about the Olympics and about her intercollegiate competitive swimming career (she’s the winningest female swimmer in Baruch athletics history). Later, when Johnson heard about internships at NBCUniversal (the official broadcaster of the Olympics), he contacted Sung and personally shepherded her resume through the right channels.

The international marketing major impressed the recruiters, accepted an internship, and proceeded to wow the corporation further. NBCUniversal made her an offer knowing she hadn’t completed her degree. Brokenhearted, Sung turned it down, determined to finish her schooling. When NBCUniversal asked a second time—before the start of her final semester—she negotiated to both work and study full time. Sung, a content distribution research assistant, says, “I still feel like this is all too good to be true. I had the chance to do everything I love in college and begin my career in a company I love.”

Jeffrey McClellan will start as a human capital management (HCM) full-time analyst at Goldman Sachs in July. McClellan realized early—in his freshman year—that he was interested in the financial services industry. With the help of the College’s SEEK Office, the sophomore interviewed with Goldman Sachs and was made an offer to become a 2012 HCM summer analyst. “The feeling was indescribable,” says McClellan, on hearing the news. Post-summer 2012, he was extended an offer to return in 2013.

McClellan cites task management, problem solving, and relationship building as the most indispensable skills he honed during his internships. But he also sees the seeds of professionalism in his first job, at the age of 14, at the Brooklyn Public Library. “I knew very little about job demands,” he recalls. “Let’s just say that I learned quickly.” With expanding responsibilities, he worked part time at the library for more than two years.

“My first job as well as subsequent jobs and experiences helped facilitate my transition from a student to a professional,” says McClellan with a smile. “Now, here I am, ready and eager to write a new chapter, post-graduation, in the journal entitled ‘College Graduate.’”
60s | Louis “Jake” (’60) and Sherry (Kershnar) (’62) Jacobson established—along with Jake’s brother Hal—the Vera and Jacob I. Jacobson Scholarship Fund, which annually offers financial assistance to two third-year students. Jake is a tax consultant with CohnReznick LLP. Photographer Elliott Landy (’64) is publishing a book of rare, early photographs of The Band, the project made possible by a successful Kickstarter campaign. In December Roger Hertog (’65) (below) was honored at the New-York Historical Society’s Annual History Makers Gala. Hertog, chairman of the board of the society from 2007 to 2013, is a founding partner of Sanford C. Bernstein & Co., which merged with Alliance Capital Management in 2000.

70s | John M. Grimaldi (’75) has been elected to the Endicott College Board of Trustees. He is the chairman and CEO of Mullen, a public relations and marketing agency. Harvey Grunwald (’78), CFO of the Gleneagles Country Club, was a finalist in the South Florida Business Journal’s 2014 CFO Awards. Elizabeth Kennan Papierowicz (’78) (below) recently participated in Baruch’s Class Act Campaign. A Newman Vertical Campus classroom, Room 9-160, is named in her honor. Lynne Gerald (’79) is the president of What’s Cooking? A Culinary School and Birthday Place for Kids, in Oyster Bay, Long Island, which offers cooking classes and a 10-week summer camp.

80s | Bert Prohaska (MBA ’80), who works in quality management and program evaluation for the Greater Binghamton (N.Y.) Health Center, took part in the Broome County Mental Health Association’s Annual Bell of Hope 5K Run.
THE ARTIST AND THE ALUMNA

Thanks to Edith Stein (’53) (shown) and her husband, Martin, who made Baruch’s Mishkin Gallery exhibition Theresa Bernstein: A Century in Art possible. The show, with art drawn entirely from the Steins’ private collection, ran concurrently at Baruch and the CUNY Graduate Center last winter. “My husband and I spent very little time with Theresa, so we really did not get to know her very well,” said Mrs. Stein. “The most gratifying part of the exhibition experience for us was the chance [at the symposium] to meet the artist’s close friends and relatives. . . . She was so prolific; I am sure that her paintings are in homes unaware of her background and talent.” The two-gallery exhibition brought the art of Theresa Bernstein (1890-2002) to new audiences throughout the city.

to raise awareness of mental health issues. Shipping finance lawyer Brad Berman (MBA ’84) has joined global law firm Norton Rose Fulbright as partner, based in New York. Previously he served as executive director at the Liberian International Ship and Corporate Registry. Fred Podolsky (’84), executive VP of Alliant Insurance Services, Inc., has been named to the National Kidney Foundation board of directors. He lives in Fairfield, Conn. Joseph Sclafani (’87) owns Simply Wine & Liquor in Albertson, Long Island. Previously he was a real estate developer with Lots Plots & Acres Realty Corp. Barbara Kimmel (MBA ’89) is the founder of Trust Across America, a group that seeks to help enhance trustworthy behavior in organizations. In 2012 Kimmel was named one of “25 Women Who Are Changing the World” by Good Business International.

Bruce Higson-Smith (MBA ’92) has been appointed to the board of directors of Saskatoon, Canada–based Great Western Minerals Group Ltd. A mining engineer, Higson-Smith is senior VP of corporate strategy at Golden Star Resources Ltd. In November Chester McPherson (’92) was appointed acting commissioner of the District of Columbia Department of Insurance, Securities and Banking (DISB). He has served as the deputy commissioner of market operations for DISB since 2011. In January Eric Rivera (MPA ’93) was appointed VP for student affairs at San Diego State University; he was formerly acting VP. In February Alessandra Otero-Reiss (MBA ’96) was one of 12 TV executives honored at the Multicultural TV Leadership Awards ceremony in N.Y.C., sponsored by Broadcasting & Cable and Multichannel News. She is VP of multicultural marketing at Time Warner Cable. Yoav Sibony (’97) is the VP of global sales at Harvard Bioscience, Inc., which develops products used to advance life science research and regenerative medicine. Rachel Katz-Galatt (MBA ’98) is founder of Healthy Mama, which offers support, resources, and product solutions for pregnant, nursing, and busy moms. Michelle DePass (MPA ’99) has been named dean of the Milano School of International Affairs, Management, and Urban Policy at the New School. She will also be the Tishman Professor of Environmental Policy and Management as part of her appointment. She previously served as assistant administrator for international and tribal affairs at the Environmental Protection Agency.

Ishani Chowdhury (’00) is contracting officer’s representative and senior IT project and program manager at the Food and Drug Administration. She is also a member of Maryland Governor Martin O’Malley’s Commission on South Asian American Affairs. Mosharraf Zaidi (MPA ’01) has been recognized by the World Economic Forum as a 2014 Young Global Leader, for heading a campaign to improve the quality of education for children in Pakistan. Christian fiction author Theresa A. Campbell (’03) published her first novel, Are You There, God? (Urban Books, 2013), a coming-of-age tale about a Jamaican woman’s struggles to establish herself. Gbubemi Okotieuro (’03) has been appointed Berkeley College VP for government relations. Previously he served as associate dean, Office of Government and External Relations, Medgar Evers College/CUNY. Lenny Pridatko (’04) is the author of Columbia University in Pictures (Luminance), which was named a finalist as Photography Book of 2013 by ForeWord Reviews. His second book, 23 Post-Cards of Columbia (Luminance, 2014), is its companion paperback. Pridatko is the founder of Get–Shot–in–New York, which provides personalized photo
THE WHOLE PACKAGE: Brittany Hodak of ZinePak

Co-founder of start-up CD packaging company ZinePak, Brittany Hodak (MS ’10) recalls being fascinated with her dad’s record collection as a child. “I remember looking at the pictures and touching them. I fell in love with physical music.”

That early memory helped inspire her idea for music packaging that incorporates a magazine plus exclusive merchandise and digital features. Hodak started ZinePak in 2011 with partner Kim Kaupe, and in the past year, the company’s revenues soared from $2.6 million to $6 million. Its roster of high-profile clients includes Katy Perry, KISS, the Beach Boys, and Taylor Swift.

Through exclusive distribution with Walmart, the company has sold approximately 2 million ZinePaks, close to $25 million in consumer spending. Among recent accolades were a nomination for Wall Street Journal’s 2013 Startup of the Year and inclusion in Forbes’s “30 Under 30” list.

After graduating from the University of Central Arkansas with a communications degree, Hodak worked for SONY’s RED music distribution division in New York. When she decided to get a master’s in marketing, her research led her to Baruch and its “emphasis on real-world education that you can apply the next day on the job.”

Of what she learned in her Baruch master’s program, Hodak says, “It really helps me reframe the way I think about everything we do at ZinePak.”

Both at SONY and at a subsequent ad agency position, “I was trying to do something very similar to [ZinePak], and I couldn’t get support;” says Hodak. A Walmart buyer she’d kept in touch with urged her to start her own company. Hodak enlisted co-worker Kaupe as partner: “She had a publishing background, and I had the music phase.”

Their first ZinePak was released in January 2011, and they’ve never looked back. Walmart helped them gain access to the Academy of Country Music, whose fourth ZinePak was released in March. A ZinePak All Access app was recently launched, and the company is branching out into video games and DVD releases.

Like many entrepreneurs with original ideas, Hodak stuck to her guns: “Almost everyone we talked to said, ‘It’s a crazy idea. Nobody buys music, nobody buys magazines.’ We thought it might be crazy enough to work, and so far it’s been pretty great!” —MARINA ZOGBI

ClassNotes

Putting Her Best Foot Forward

Kelly Powers (’03) credits her postgraduate and career success to the “challenging and well-rounded education” she received at Baruch. After graduating from the Weissman School pre-med (incorporating an ad-hoc double major in biology and philosophy), she obtained an MS degree from the University of San Francisco before attending the New York College of Podiatric Medicine, earning a Doctor of Podiatric Medicine degree in 2010.

Following a residency at Boston University School of Medicine/Boston Medical Center, Powers was accepted into the distinguished Georgetown University School of Medicine/Georgetown University Hospital fellowship program, where she focused on wound care research and surgery, specifically diabetic limb salvage.

In the past few years, Powers has written on wound care and presented her research throughout the U.S. for the American Public Health Association and the American College of Foot and Ankle Surgeons.

She recently joined the Associated Podiatrists of Greenwich podiatric medicine and surgery practice in Greenwich, Conn. It’s a fulfilling specialty with a strong work/life balance, says Powers: “I love the diversity of cases, but mostly I love that patients often leave a podiatrist’s office feeling better than when they walked through the door.” —MARINA ZOGBI

FOOTNOTE: For more about Dr. Powers’s education and career, visit BCAM Online.
shoot tours. Christopher F. Smith (’04), a VP and financial advisor in Morgan Stanley’s Wealth Management office in Jericho, N.Y., was named to the firm’s Pacesetter’s Club, which recognizes advisors who, within their first five years of service, demonstrate the highest professional standards. Samantha Stephens (’05), owner of eatery OatMeals in Greenwich Village, was named “Creative Oatmeal Officer” for Quaker Oats last September. As “COO” she participates in the brand’s marketing efforts. Natalie Madeira Coffield (MPA ’06), president and CEO of the Capital City African American Chamber of Commerce in Austin, Tex., was named one of the Top 10 Black Innovators at the city’s 2014 South By Southwest conference. Edrizio De La Cruz (’06), a recent graduate of the University of Pennsylvania’s Wharton School of Business, is the co-founder and CEO of Regalii, a company that offers a new mobile device–friendly technology to send remittances to families abroad. Michael Yampol (MFE ’06) and Srinivas Kannepalli (MFE ’14) took first and second places, respectively, out of 900 participants in the 1st Financial Engineering Quiz Competition organized by Hong Kong–based Risk Latte, a boutique financial engineering firm. Yampol is an independent risk management consultant in N.Y.C.; Kannepalli is part of the Quantitative Analysis Group, CLS Bank International, in N.Y.C. John Lisiansky (’07), a legislative financial analyst for the New York City Council, was included in City Hall News’s “40 Under 40 Rising Stars: The Next Generation of Political Leaders in New York.” Abe Goldschmidt (’08) received a certificate in national security and counterterrorism law from Syracuse University’s Institute for National Security and Counterterrorism. He works in the Miami office of the Florida State attorney general. Sue-Ellen Guzman (’08) (right) is a national account executive with Starlite Media LLC, which specializes in large-format, high-impact signs strategically placed in retail shopping centers. Zoryana Matarelli (MBA ’08) was selected as a Pfizer Global Health Fellow. Assigned to Accra, Ghana, since March, she is assessing that country’s pharmacy business model, regulatory environment, and supply chains. Matarelli has been with Pfizer in various roles since 2004. William Ayers (’09) is the founder of Teeconomist, a t-shirt design website featuring exclusive designs available for purchase during 24-hour blocks, plus innovative interactive pricing.

Michelle Hunter (’10) is a New York–based artist who is exploring neuroscience through art in her series of brain paintings and drawings (www.hunterart.com). Michael Hattem (CUNY BA ’11) is earning a PhD in history at Yale University. His scholarly assistance was acknowledged by Baruch History Professor Emerita Carol Berkin in her latest book, Wondrous Beauty: The Life and Adventures of Elizabeth Patterson Bonaparte (Knopf, 2014). Since his graduation,
Arki Wisnu (’11) has been playing professional basketball in Indonesia as point guard for team Satria Muda Britama Jakarta. Last April Eric Khoshad (’12) opened the restaurant Pizza King, located on Lexington Avenue and 34th Street, along with two associates. Clare Bruff (XMPA ’13) has joined ASME, a not-for-profit membership organization serving the global engineering community, as manager of volunteer leadership development. In December she was elected president of the board of directors of the New York Association for Volunteer Administration. John Fout (MBA ’13), who won second place in the 2013 SmartPitch Challenge for student entrepreneurs, is the co-founder—along with his wife, Angela—of Sohha Savory Yogurt. In addition to selling their product at local farmers’ markets, the Fouts recently opened a store in Chelsea Market. Crystal Joseph (’13) was awarded the first-ever CUNY Terence D. Tolbert Public Service Internship in February. As part of her fieldwork, Joseph—a graduate student in the CUNY School of Professional Studies—interned in the office of N.Y.S. Assemblyman and Housing Committee Chair Keith Wright (D-Harlem). Sean Karako (’13) and two of his cousins founded Flip My Tie, which offers high-quality, reversible ties in a large selection of prints and patterns. Sangya Singh (’13) is pursuing a master’s degree in global affairs at NYU. She works for the news and media division of the United Nations.

Class Notes are provided to our readers on an “AS IS” basis. Baruch College/The City University of New York does not make any warranties, express or implied, regarding the items included and disclaims any and all liability or responsibility for the content thereof and any direct, indirect, or consequential damages related to, or arising from, the use of the information.

When Zicklin School of Business MBA candidate Elizabeth Alpern opened The Gefilteria in 2012 with business partner Jeffrey Yoskowitz, the duo knew that it could be five years before they saw any profits. But it took far less time than that for them to be recognized by Forbes magazine, making its 2014 “30 Under 30” list of up-and-comers in the “Food and Drink” category. “Jeffrey and I are honored to have been selected for the list alongside so many other great folks in the food world,” says Alpern. The Gefilteria was born out of Alpern’s and Yoskowitz’s love of Old World Jewish food, updated for today’s New World consumers, who want healthy, handcrafted, and sustainably sourced products. As its name suggests, The Gefilteria’s main product is gefilte fish, typically made from a combination of freshwater pike, carp, whitefish, eggs, matzo meal, and seasoning. “Never was there a food that needed more of a makeover than gefilte fish,” says Alpern. The Gefilteria’s version, it’s a double-layer loaf of whitefish and pike topped with salmon and steelhead trout, pre-cooked, then frozen. All of the fish is sustainably sourced, and the product is certified kosher, of course. “We didn’t use anyone’s grandmother’s recipe,” Alpern says. Aside from gefilte fish, which is primarily consumed during Passover and Rosh Hashanah, The Gefilteria makes horseradish, pickles and pickled beets, and kvass, a probiotic beet drink. Items are sold in stores and can be ordered online.

Alpern’s first cooking job was as a part-time assistant to famed cookbook author Joan Nathan. It was in Nathan’s Washington, D.C., kitchen that Alpern made her first brisket and her first pot of Jewish penicillin, a.k.a. chicken soup. While juggling school and her business, Alpern works as a Field Fellow in the College’s Lawrence N. Field Center for Entrepreneurship, where, as a client, she had “received really helpful and valuable counseling from experts. It’s an incredible resource,” she says. “I am learning more about my own business through doing research for Field Center clients.”

—BARBARA LIPPMAN

For recipes, visit gefilteria.com.
Romance Develops in the Darkroom

With more than 170 countries represented in Baruch’s student body, it’s only natural that two people from completely different cultures and backgrounds would fall in love. Case in point: Baruch students Aneta Glinkowska (’02) and Kosuke Fujitaka.

Glinkowska came to Baruch in 1997 after arriving from Poland; Fujitaka came three years later, from Japan. She studied biology; he studied marketing. A mutual friend introduced them in what was then the College’s photography darkroom. “He was a good printer. He got an A,” said Glinkowska of Fujitaka.

What began as a friendship eventually blossomed into a romance, and a long-distance one at that, as Fujitaka returned to Japan to complete his undergraduate degree after only a year at Baruch. Finally, seven years after meeting in 2000, they exchanged vows in Tokyo.

At the time, Fujitaka was running a Tokyo-based arts website about local exhibits, and the couple decided to “bring that platform to New York.” The result is www.nyartbeat.com, a comprehensive directory of some 700 art and design-related events in and around New York City. The website’s official app has been downloaded more than 20,000 times.

In March the Brooklyn-based couple returned to Tokyo for several months with their two-year-old daughter, Hana, so that Fujitaka could train for a new job with a news application startup. He will be in charge of the New York office when they return.

With such differences in their backgrounds, the couple has had to make some adjustments. She’s “adapting more to Japanese culture” and has also learned quite a bit of Japanese. But according to Glinkowska, her husband’s “Polish is almost nonexistent”—although, she notes, he does enjoy a pork cutlet dinner and going to Polish restaurants for pierogi. —BARBARA LIPPMAN

TIPS FOR LIVING YOUR BEST LIFE

There are many definitions of personal and professional success, but living by someone else’s definition is a sure path to unhappiness, says Tanuja Ramchal (’00, MBA ’03), who left an outwardly successful yet unsatisfying career in finance in search of her passion. Now a certified life coach, with a focus on lifestyle and productivity, and founder of The Conscious Life Project (www.theconsciouslifeproject.com), Ramchal finds fulfillment in helping motivated people change their lives.

Among the strategies Ramchal shared with the Baruch Young Alumni Network (BYAN) on Mar. 20:

TIP #5: Create a “Not-To-Do” list.
Make sure you’re not wasting time and effort on counterproductive activities that aren’t aligned with your vision.

VISIT BCAM ONLINE
to read all 5 tips and strategies.

BEARCAT CUB CLUB
Michael and Inga (Khaimova) Riven, both Class of 2008, pose with their baby girl, Olivia.
IN MEMORIAM

On Dec. 12, 2013, Baruch College said goodbye to one of its most noteworthy alumni and distinguished faculty members, accountancy legend Abraham J. Briloff (‘37, MSED ‘41). He was 96 years old. Often called “the conscience of the accountancy profession,” Briloff stood as a champion of the highest principles and ethics. His scholarship—prodigious and influential—included Effectiveness of Accounting Communication, Unaccountable Accounting, More Debits than Credits, The Truth About Corporate Accounting, and three decades of columns for Barron’s. Among a lifetime of accolades was his inclusion in 2012 in The Journal of Accountancy’s list of “125 People of Impact in Accounting.”

The Emanuel Saxe Distinguished Professor Emeritus was admired by decades of Baruchians, among them his star student, Charles Dreifus (‘66, MBA ‘73). Dreifus honored his friend and mentor in 1995 by establishing the annual Abraham J. Briloff Prizes in Ethics at Baruch. Speaking for all those who loved Abe, Dreifus said, “Witnessing your brilliance, your refinement, your compassion and scruples, your social and moral conscience, your absolute eloquence—this is what shaped so much of our [your students’] successes. . . . Rest assured that you will live on in our hearts and in the deeds we hope to accomplish in your honor.”

Visit the Alumni website at alumni.baruch.cuny.edu/groups/briloff to share your memories of this legendary professor and to consider a gift to the scholarship fund in his name.

---

Solomon J. Litzman ‘35
*Abraham J. Briloff (’37, MSED ’41)
Freda R. Casner ’37
Jordan Hale ’37
Seymour L. Goldstein ’38
*Claire R. (Rosen) Mason ’40
Percival Wallman ’40
Frances K. (Keitel) Daniels ’41
Richard L. Gilbert ’42
Philip Hyman ’42
Hilton M. Soba ’43
Sidney Weintraub ’43
Victor Neiditz ’44
Daniel S. Roher ’46
*Martin H. Schneider ’46
*Bernard I. Klein ’47, MBA ’61
Herbert Slette ’47
Henry Daching ’48
Jerome L. Fisch ’48
Harold Rosman ’48
Murray Weiss ’48
Frederick Ekstrom ’49
Peter F. Freund ’49
Elmer T. Lokkins ’49
Theodore Shulman ’49
Gordon S. Strenger ’49
Stanley I. Keller ’50
Albert G. Cizmarik ’51
Murray M. Rosenzweig ’51
Ruth Steiberg ’51
Stanley P. Tuchman ’51
Warren A. Blicht ’52
Domenic R. Parisi ’52
Paul J. Ash ’53
Seymour N. Benzofsky ’53
Robert Coleman ’55
Melvin S. Wolfman ’55
Joel B. Zweibel ’55
Richard H. Cowan ’56
Irvine N. Klein ’56
Marvin E. Hirschorn ’57
Lorraine (Langfan) Dell ’59
Robert E. Kramer ’59
Barbara H. Kosson ’60
Diana Plera Skaggs ’61
Leonard Fedorschak MPA ’62
Michael A. Graf ’62
Robert Wong ’62
David S. Klarman ’63
Alfred C. Lehman ’63
Bruno F. Reinberg ’63
Joseph Tuckman ’63
Jeffrey M. Steining ’64, MBA ’68
George B. Brosan ’65
Roy E. Meyers ’66
Carl M. Pauzner ’66
Alvin A. Joshua ’69
William S. Karp MBA ’69
Stephen Nazar ’69
Eleanor J. (Schwartz) Butner ’70
Joseph F. Indinemao ’70
James J. Killerlane ’70
Arnold Shindelman ’71
Anthony V. Larocco ’72
Richard E. Bragg ’73
Mark V. Posner ’73, MBA ’77
Joseph Ruivo ’74
Walter E. Kreher ’75
Sylvanie R. Phillips ’75
Thomas C. Troiani ’76
Joseph Vencaro ’76
Nicholos Diamantis ’79
Mary Pengrin-Sai ’85
Fredric J. Shenn MS ’87
Melanie Richards ’90
Randal E. Blank ’93
Sachin Kanwar ’00
Daniel Belmonte MS ’13

*Benchmark Society member
CIVIC-MINDED COHORT

Cohort 29 of the Executive Master of Public Administration (XMPA) Program became close over the course of 70 Saturdays during the last two years. Says Greg DeStefano, “We have not only learned and grown professionally together, but we have formed lifelong connections that span organizational sectors and policy areas.” The group of 16—including (from top left) Meishay Gattis, Wendy Sutaria, Gregory DeStefano, Tenaja Jordan, and Nicole Souza—graduated this May.

With their program experience having fostered a spirit of teamwork, Cohort 29 has pledged to contribute to Baruch College’s Annual Giving campaign. In fact, three are already members of the 17 Lex Society, the College’s leadership giving society, which offers discount memberships to students and recent graduates. Associate-level supporter Nicole Souza praises the networking opportunities afforded Society members. “I’m part of the Baruch family. I want to help keep the foundation of public higher education strong,” she says proudly.

In Baruch’s Steven L. Newman Hall, named in remembrance of the son of William (‘47) and Anita Newman, longtime benefactors of the College.
HOT NEWS, FRESH FROM THE OVEN!

Like us on Facebook and sign up for Twitter updates.