Public Higher Education at the Tipping Point

Baruch College Perseveres and Succeeds in the Face of Diminishing State Support
**Message From The President**

**DURING THE SPRING SEMESTER,** Baruch College had the pleasure of hosting U.S. Senator Chuck Schumer and CUNY Chancellor Matthew Goldstein. They came to Baruch to urge the city and nation to continue to support public higher education. With a divided Congress having proposed significant reductions in the Federal Pell Grant Program that supports well-deserving students from low-income families, we joined these leaders to say: “Students deserve a quality education at a price they can afford.” This event was just one of many intended to counter the attacks on public higher education at the state and federal levels. I am pleased to report that the proposed reductions were averted. Let me give you a broad picture of what we are doing to keep Baruch College relevant and funded.

**Engaging Legislators and Policy Makers**

While elected officials have many constituents to consider, we have found that the Baruch story resonates powerfully: A quality education offered to committed and talented students who graduate and give back to our communities as leaders and professionals. Our story has all the right elements to capture hearts and minds, but legislators and policy makers need to hear it. So I’ve been telling the Baruch story to them—personally. In recent months, I have been to Albany on several occasions to meet with members of the state legislature, reaching out to both Republicans and Democrats. We’ve also engaged the elected officials in our backyard, connecting with many members of the New York City Council, including Manhattan Borough President Scott Stringer and Council Member Rosie Mendez. At the federal level, we continue to engage Senator Schumer and Congresswoman Carolyn Maloney. Leaving no stone unturned, I’ve been meeting with staff from the mayor’s office as well as community leaders.

**Our College Community Rallies**

While studying for classes, taking exams, working one or sometimes two jobs, and winning case competitions on the national and international stages, our students have stayed current on the budget story. They ask intelligent questions and offer creative suggestions on how to protect Baruch’s mission. They joined us in Albany and have rallied their fellow students to let our elected officials know that sacrificing quality higher education is not the way to balance the budget.

You, our committed and tireless alumni, have also pitched in to help preserve the academic excellence at the College. We have received close to $2 million in scholarship support so far in fiscal year 2010–11, and the Department of Marketing and International Business has been named for Allen G. Aaronson in honor of his generous, multimillion-dollar gift. I have had the pleasure of meeting many of you either on campus or during my recent trips to California, Florida, Long Island, and Washington, D.C. At each visit, I have reinforced that, while contributions to our Baruch Means Business fundraising campaign really, really help, it’s not just about writing checks. Writing letters to your elected officials in support of Baruch College and CUNY is equally critical. (In our feature story, we tell you exactly where to find the tools to create these letters.) What really sustains us over the long haul is your support of the College and our students.

**Looking Ahead, Planning for Our Future**

Throughout our history, we have used many terms to describe our faculty, staff, and students. Self-pitying is not one of them. Our college community is fighting the budget fight, while also building the foundations for future success. Our celebrated faculty continues to do research, publish, and teach. Our staff continues to keep the College running well through its creative problem solving. Budget cuts have not deterred us from offering an excellent education at an outstanding value. The students, too, continue to do their part: this semester they voted to pay an additional student fee of $30 per semester to help establish a permanent (and badly needed) student center on the campus. Many of them will have graduated by the time a student center is operational, so their selfless act will benefit the Class of 2015 and beyond.

From whom did they learn this “pay-it-forward” attitude? You, our alumni, who came before them, set the tone for the College’s self-perception and continue to give generously to support our mission. Thank you.

—Mitchel Wallerstein
6 | COVER STORY
Public Higher Education at the Tipping Point
Throughout the nation, public higher education is under unprecedented economic pressure. Baruch College is no exception: State cuts to the City University of New York’s senior colleges since 2009 total almost $300 million. Amid these realities, Baruch College stays committed to its mission of access and excellence. Learn what your alma mater is doing to position itself for continued success—and how you can help.

3 | CAMPUS HIGHLIGHT
New Center for Jewish Studies
A new center focusing on Jewish life in America opened at the College last fall, part of the Weissman School of Arts and Sciences. Dean Jeffrey Peck calls the center a “natural extension of the story of Baruch itself, which has historically had a strong connection to the New York Jewish community.”

11 | ALUMNI PROFILE
Michael Grimm (‘95): Congressman from New York
Last fall Michael Grimm (R-NY) won a seat in Congress, where he represents the citizens of southwest Brooklyn and all of Staten Island. Read about his unusual road to the U.S. Capitol.

2 | NEWS & NOTES
Public affairs students partner with NYC’s Taxi and Limousine Commission to help keep cabbies compliant.

10 | CLASS NOTES
Learn what it takes to be an entrepreneur from Krista DeJoseph (MPA ’08), who turned her hobby into a thriving jewelry business.
Health Care MBA Students Win Top Prize

Once again, Baruch College students took home the top prize at a national case competition. A team from the joint Baruch/Mt. Sinai Graduate Program in Health Care Administration topped teams from 28 other national graduate schools to win the fifth annual Health Administration Case Competition. First prize was $9,000.

The competition is conducted by the Department of Health Services Administration at the University of Alabama at Birmingham. This was the first time Baruch/Mt. Sinai MBA students entered the challenge.

Each competing team prepared a comprehensive analysis and developed a set of practical recommendations in the areas of leadership, staffing, operational efficiency, design challenges, finance, and marketing for Memorial Hermann Healthcare System in Houston. “The students’ analysis was on par with what we would expect from paid consultants,” said Chuck Stokes, Hermann Healthcare System COO.

For the past several years, the Zicklin School has increased its support of student competitions. “Competitions blend both academics and real-world professional skills,” says Zicklin Dean John Elliott. “The shared team experience, the application of leadership and time management skills, and the expanded professional networks that result offer lasting benefits.”

Zicklin students participate in about a dozen competitions annually and have taken home top prizes in the Aspen Institute’s Business & Society International MBA Case Competition, the Collegiate ECHO Direct/Interactive Marketing Challenge, the ACG Cup, and Reaching Out MBA Case Writing Competition as well as the Baruch College Invitational Entrepreneurial Competition, open New York City–wide.

Visit Zicklin’s competition webpage for news, advice, and videos at www.baruch.cuny.edu/bizcompetitions.

—Diane Harrigan

First prize in the 2011 Health Administration Case Competition was awarded to (from left) Doran Ricks (MBA ’12), Lidia Bernik (MBA ’12), and Amelia Shapiro (MBA ’12). “These students are wonderful ambassadors for the Zicklin School of Business,” said Frank Fletcher, Zicklin’s director of graduate studies. Also shown (center): Dr. Will Ferniany, CEO, UAB Health System.

THE NEXT GREATEST GENERATION

Over half a century ago, President John F. Kennedy challenged the nation’s youth to “Ask not what your country can do for you; ask what you can do for your country.” That message continues to be embraced at Baruch College, where students give of their time, talents, and precious resources with generosity.

Baruch’s Volunteer Income Tax Assistance (VITA) program offers a perfect example. One thousand four hundred students applied to participate in VITA, which, in its over-20-year history, has helped tens of thousands of low-income and immigrant New Yorkers prepare state and federal tax returns for free. In 2011 about 250 VITA students filed over 4,000 tax returns from February through mid-April.

Also in April, the College hosted its seventh annual American Cancer Society Relay For Life®. The 15-hour, overnight walkathon held in Baruch’s Athletics and Recreation Complex main gymnasium raised over $80,000 for the charity. Eighty-eight teams and over 1,000 students participated; hundreds of students, faculty, and staff sponsored Baruch friends and colleagues.

The devastation caused by the Japanese earthquake and tsunami in March elicited a quick response from the Baruch student body. Since the disaster, student organizations across campus have raised money for victim relief with such events as the Help Japan fundraiser, hosted by the Undergraduate Student Government and several clubs and organizations. Over $11,400 was raised in March alone.

“Our students—who juggle school, jobs, and family responsibilities—are amazingly generous. Although community service is an essential component of the mission of many of our student organizations, Baruch’s students go above and beyond in their efforts to positively impact the lives of others in this city, country, and abroad,” said Shadia Sachedina, Baruch’s interim director of student life. —DH
New Center for Jewish Studies

A NEW CENTER FOCUSING ON THE STUDY OF JEWISH LIFE IN AMERICA opened last fall, giving students and the public opportunities to learn about the role of New York and American Jewry through a variety of contexts. The Jewish Studies Center (JSC) is part of the Mildred and George Weissman School of Arts and Sciences.

Weissman School Dean Jeffrey Peck, who helped create the JSC, said that the center is a “natural extension of the story of Baruch itself, which has historically had a strong connection to the New York Jewish community, educating the sons and daughters of Jewish immigrants.”

The JSC has four components: an academic minor in Jewish studies, arts and culture, community programming, and student life.

In Fall 2011, the first credit-based course will be offered: New York and the Jewish Experience explores the history and richness of New York Jewish culture through literature, museums, food, and walking tours.

Although still in its infancy, the center has already hosted and sponsored programs, including lectures, panel discussions, performances, conferences, and film screenings, with more events planned.

According to Dov Schlein (’70, MBA ’75), who helped establish the JSC, “Baruch now joins a number of prominent educational institutions that have responded to the demand of students and the community to address the desire for studies of the rich Jewish cultural heritage.”

Center director and Assistant Professor of English Jessica Lang noted that “the reaction has been overwhelmingly positive . . . . We are gratified and excited at the enthusiasm the center continues to generate. The JSC offers something for everyone.”

For more information about the center and its programs, please visit www.baruch.cuny.edu/campaign/jsc.htm.

—BARBARA LIPPMAN

TAXI COMMISSION HAILS PUBLIC AFFAIRS STUDENTS

EVER TRIED TO GET A CAB TO TAKE YOU from Manhattan to the Outer Boroughs? Many residents of Brooklyn, Queens, the Bronx, and Staten Island despair of finding a driver willing to take them across the river. This year School of Public Affairs students got a chance to address that problem directly after New York City Taxi and Limousine Commission (TLC) Chairman David Yassky reached out to Public Affairs Dean David Birdsell to enlist Baruch students to travel to the Outer Boroughs by taxi and report policy violations back to the TLC. After all, drivers are required by TLC rules—with few exceptions—to drive a passenger to any destination in the five boroughs.

Students found an overall turn down rate of 50 percent—somewhat higher after hours and lower during peak times. Their street-hail fieldwork was part of a graduate-level class, Topics in Public Administration, taught by Public Affairs Professor and Associate Dean for Academic Programs Jonathan Engel. “This is precisely the kind of experience that students seek out Baruch to obtain,” he explained. “It focuses on a real-world compliance problem that speaks to anyone who cares about the successful implementation of regulation in the public sector.” —DH
HEAD OF THE CLASS: Baruch’s Higher Education Administration Program

Baruch’s Higher Education Administration (HEA) Program, housed in the School of Public Affairs, has been preparing students for leadership roles in colleges and universities for many years. Graduates with the master’s degree in higher education administration typically serve in student affairs, budget offices, and institutional research, among other areas—“the backbone of institutional management,” explains SPA Dean David Birdsell. Baruch is the only public institution with such a program in downstate New York.

Most HEA programs are managed through schools of education, but Baruch’s is rare in its public affairs affiliation, where the emphasis is on “best practices of public management and nonprofit management in the service of the very best public policy,” notes Birdsell.

Given the current economic climate, this is especially useful. “We’re teaching courses in fundraising, in board management,” says Birdsell.

“All of the courses in the Master of Public Affairs Program are open to students in the higher ed curriculum and vice versa. There’s a circulation of ideas.”

Joining Public Affairs Professor John McGarraghy, longtime HEA Program coordinator, and Angelina Delgado, director of operations, is new assistant professor Rachel Smith. “She brings a terrific suite of new knowledge to the practice of HEA with an emphasis on research,” says Birdsell. Also bolstering the program is the generosity of donor Stephen Jerome (MSEd ’01), president of Monroe College, who has supported a series of lectures and events that have enriched the curriculum.

Recently, there have been enormous shifts in higher education, including enhanced public interest in public institutions because of tuition increases at many private schools. Dean Birdsell also cites President Obama’s recommendation that all Americans have at least one year of postsecondary education. “This is a sea change in how we understand the role of these institutions and signals a vast new set of demands and responsibilities . . . We’re very pleased to be able to offer a program in direct response to some of these concerns.” –MARINA ZOGBI

Top 100 Ranking for the Zicklin School of Business

This spring U.S. News & World Report issued its 2012 rankings of the country’s best business schools. Once again, Baruch’s Zicklin School of Business appeared in the top 100, rising eight spots to number 85 (437 business schools were surveyed). Baruch’s MBA program also earned highest honors for most financial value upon graduation.

Zicklin MBA students reported the lowest average debt—$14,044—in the nation.

“This top ranking underscores our commitment to provide students with an excellent business education at a fraction of the cost of other institutions,” said Zicklin Dean John Elliott. “For years the Zicklin School has enjoyed a reputation as one of the top business schools in the country, and now our value proposition is being recognized.”
EARLY 2011 saw a rare occurrence in the collegiate basketball world: a contest between an NCAA Division I team and Division III team. For the first time ever, the Baruch men’s basketball team played NCAA Division I opponent Yale University.

Among those traveling to New Haven to support the Bearcats was former men’s basketball player and team captain Sime Marnika (’05). “I was very proud to see our men’s basketball team play an Ivy League and Division I school in a regular season game,” said Marnika. “It was an impressive and unique contest. During the first half—especially the first 20 minutes—the dream was alive. I felt we could beat them,” he said. The Bearcats succumbed to the bigger, stronger Division I team with a final score of 85-57.

“Our play really showed how far the men’s basketball program has come,” Marnika added.

Also finding the game unforgettable was Baruch Athletics Director Dr. William Eng, who retired last winter after 32 years at Baruch. “We had great support in New Haven,” said Eng. “About 200 fans came out, and ours were definitely the louder, more enthusiastic supporters. One thing’s for sure, there are a lot more people at Yale familiar with Baruch College and its fighting spirit than ever before.”

The Bearcats finished the season with a 15-12 record and a second consecutive appearance in the Eastern College Athletic Conference (ECAC) Metro Postseason Championship Tournament.

For official schedules and up-to-the-minute Bearcat news, go to www.baruch.cuny.edu/athletics. —DH
We live in topsy-turvy times. When support for higher education should be increased in the service of revitalizing a stalled economy, there is a national trend toward reduced support, further hampering economic growth and blunting America’s competitive edge. Cuts to the operating budget of senior colleges within the City University of New York (CUNY) have risen to $300 million since 2009. This spring, after releasing his proposed budget for fiscal year 2011–12, New York State Governor Andrew Cuomo agreed with state lawmakers to restore $86 million in planned cuts to New York’s public colleges. Unfortunately, this was only a partial restoration, and CUNY senior colleges still need to find ways to accommodate an operating budget decrease of $91 million.

Across the nation, cutbacks have reduced academic institutional capacity in 43 states, according to the Center on Budget and Policy Priorities, a nonpartisan research and policy institute. Among those impacted are such showcase public institutions as the University of California system; Rutgers, The State University of New Jersey; and the University of Florida. Unfortunately CUNY and Baruch are part of this list.

The prospects for a turnaround aren’t bright. Pressures on federal and state economies “have eroded the ability of states to rebuild their financial support for higher education,” says Paul E. Lingenfelter, executive director of State Higher Education Executive Officers (SHEEO). Notes CUNY Chancellor Matthew Goldstein, there is no way that withering support for higher education “is not going to compromise our higher education system’s ability to move this country forward.”

One way public universities are addressing the problem is to charge students more. CUNY, which implemented a 5 percent tuition increase for the Spring 2011 semester, is a case in point. But the reality is that these extra dollars serve only to offset previous and anticipated funding cuts. Those dollars don’t flow to operating budgets or expand services for students.

Meanwhile, as job growth remains sluggish and private college tuition costs climb, it isn’t surprising that public college enrollment is on the rise. Absent job opportunities, more and more people are returning to school. It is expected that Baruch’s Fall 2011 enrollment will soar to 17,300—a 10 percent increase over the last decade.

While the surge in enrollment is heartening, it’s also a double-edged sword. Four-fifths of all undergraduates in the U.S. attend a public college or university, but public colleges are being asked to support these students with fewer resources. According to a SHEEO report, state and local funding per full-time student today is at a 25-year low.

For Baruch, like public colleges everywhere, there is a fundamental question to face, says Baruch College Provost James McCarthy: “How can we offset declining state support without eroding the quality of our educational mission or the academic progress we have made in the past decade?”

It’s a challenge that is shared by every public college in the United States.

As you would expect from an entrepreneurial culture such as the one at Baruch College, we are already finding answers.

Maintaining Quality with Fewer Resources

Baruch College has always operated smartly and leanly. So, in 2009, when it faced the first substantial cuts in state funding, College leadership began devising solutions. Back-to-back years
of decreased funding have necessitated renewed creativity.

“Current initiatives to trim costs and increase revenues are new examples of the entrepreneurial thinking in which Baruch is constantly engaging,” says President Wallerstein, who characterizes the College’s multifaceted plan as “positioning us for success, not just survival. The plan avoids serious, detrimental impact to student services and academic programs and protects the strides Baruch has made over the past decade.” The College’s two-pronged efforts focus on achieving nearly $300,000 in projected savings through class and section reorganizations that minimize pedagogical impact. Shared staffing between the William and Anita Newman Library and the Baruch Computing and Technology Center should save another $300,000.

Creating new revenue streams will also ease financial pressures, now and in the future. Those proposals include expansion of domestic and international executive programs, modest increases in undergraduate enrollment (with a focus on relatively under-enrolled programs), returning the

THE MAJORITY of undergraduates in New York City attend CUNY colleges. That’s more than 250,000 New Yorkers being educated annually.

BARUCH COLLEGE: A Great Value

Our in-state tuition compares favorably to other nationally regarded universities. Here’s a small sample.

ANNUAL IN-STATE TUITION 2010-11

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<thead>
<tr>
<th>University</th>
<th>Tuition</th>
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<tbody>
<tr>
<td>Columbia University</td>
<td>$41,160</td>
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<tr>
<td>Fordham University</td>
<td>$37,545</td>
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<tr>
<td>Pennsylvania State University</td>
<td>$13,240</td>
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<tr>
<td>University of California</td>
<td>$11,868</td>
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<tr>
<td>Rutgers, The State University of New Jersey</td>
<td>$9,926</td>
</tr>
<tr>
<td>Baruch College/CUNY</td>
<td>$4,830</td>
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greater efficiencies to trim costs and creating additional revenue streams.

Potential efficiencies include administrative reorganizations of selected support units, class and section reorganizations, offering selected courses entirely online or in a hybrid format, sharing instruction in low-enrollment programs with other CUNY colleges, and consolidating administrative services with other CUNY colleges. The combined impact of these steps will also be significant. For example, modest increases in enrollment in relatively under-enrolled undergraduate programs could generate as much as $2 million in new revenue after four years. “New sources of revenue can sustain Baruch in the face of what may be a permanent reduction in public support,” explains President Wallerstein. continued on page 8

STUDENTS PAY IT FORWARD

This year Baruch students took an extremely innovative and independent step to address the lack of student activity space on campus. (Currently, over 170 student clubs, representing more than 2,000 students, share a mere 12 club offices.) The Undergraduate Student Government decided to “tax” itself—a $30 surcharge on student fees per student per semester—to collect money to build a new Student Center. The fee will generate $1 million a year to create a $3 million acquisition fund for the center. “This is truly a remarkable pay-it-forward act that will benefit tens of thousands of Baruch students for many decades to come,” said President Wallerstein proudly.

DEAN ACCEPTS NEW GLOBAL STRATEGIES ROLE

The College named Jeffrey Peck, Weissman School of Arts and Sciences dean, to the newly created post of vice provost for global strategies. (Peck continues in his role as dean.) In part these additional responsibilities reflect the College’s near-term plans to increase revenue by attracting more international students as well as expanding executive programs abroad. Peck demonstrated his commitment to this new role and the College by making it a condition of his acceptance that it carry no additional compensation.
Baruch College Fund (BCF) support has soared from $1.1 million annually in 2000 to more than $13 million and accounts today for nearly one-tenth of the College’s budget. During those years, we have benefited from new buildings, millions in departmental endowments, a doubling of scholarships, and the addition of 78 new faculty at the Zicklin School of Business alone. It is hardly a stretch to attribute Baruch’s consistently high rankings by such opinion makers as the Princeton Review, Kaplan/Newsweek, and U.S. News & World Report in part to donor support.

Why We Are Fighting For Our Students

Our students inspire all who come in contact with them. Campus leaders have plenty to say about our deserving students, who might not otherwise have a chance at a quality higher education. Over 180 donor-funded scholarships are disbursed annually. Unrestricted donations also fund financial aid for thousands of other students.

Alumni Philanthropy Is Part of the Solution

The generosity of alumni and other supporters has helped bring about transformative change. The most generous gifts—those that register the greatest impact—have usually been earmarked for specific purposes. Consider William and Anita Newman’s 2001 Vertical Campus naming gift, or Lawrence and Eris Field’s 2005 gift naming 17 Lex, or, mostly recently, Lawrence and Carol Zicklin’s second major gift, creating a strategic impact fund at the school that bears their name. The infusion of these alumni dollars makes it possible to initiate new academic programs and fulfill departmental objectives otherwise unattainable.

Small, unrestricted gifts, which support students and faculty in myriad

“THE GOAL ISN’T SIMPLY TO ‘SURVIVE’ the next round of state budget reductions but to continue to improve and expand Baruch’s academic offerings without imposing financial hardships on students.”

—BARUCH PRESIDENT MITCHEL WALLERSTEIN

“"I have taught at many colleges here and abroad and am most impressed by Baruch students. They appreciate what this college has to offer in terms of the diversity and openness of its students and the engagement and concern of its faculty for their education and personal growth.”

JEFFREY PECK
Dean, Weissman School of Arts and Sciences, and Vice Provost for Global Strategies

“When I taught a Feit Seminar, students were asked to select a community for their projects in photojournalism. A Palestinian student selected a ballet school for his haunting black-and-white images and moving text; an Ecuadorian student photographed political rallies by Ecuadorians protesting a bias crime; an observant Jew selected the Hassid community, photographed from a discreet distance. The communities they chose illuminated who my students really are: diverse, sensitive, intelligent, and talented.”

PROFESSOR ROSLYN BERNSTEIN
Department of Journalism and the Writing Professions
ways, are just as important. Unrestricted donations pay for scholarships and other financial aid for thousands of students as well as programs like the Starr Career Development Center and the Writing Center. On the faculty side, unrestricted gifts enable the hiring and retention of the best teaching talent in their respective fields and provide research grants for junior faculty. “While the College has discretion over how unrestricted dollars are spent, the money is not used to pay down debt or close budget gaps,” explains Mark Gibbel, vice president for college advancement. “It is used to bolster our support of student services and faculty.”

These are difficult times. This year the BCF’s support of the College declined from its record 2009 levels. But these are not the first challenges that the College has weathered in its 164-year history, and optimism and generosity remain strong.

As the BCF moves into the final phase of the Baruch Means Business campaign, every Baruch graduate has the opportunity to help the College achieve its target of $150 million by 2012. The economic crisis may not be over before then, nor is government funding likely to rebound. But, if the generosity and loyalty of Baruch’s alumni continue, the College will be able to remain true to its historic mission of access and excellence.

Have you been inspired to help your alma mater continue to offer a high-quality education to talented, deserving young people? Learn more about what you can do to support the Baruch Means Business campaign by going online at www.baruch.cuny.edu/campaign or by calling 646-660-6060.

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Do the WRITE Thing

Baruch and CUNY have weathered back-to-back years of decreasing funding—and 2012 may be even harder. Don’t let shortfalls in support limit the opportunities your alma mater can provide. Communicate your views in favor of funding Baruch College to city, state, and federal legislators and officials by visiting www.supportcuny.org today. There you will find draft letters you can personalize. Thank you for your support.

“Our students are smart, focused, resourceful, and willing to go the extra mile in the service of their studies and careers. I have seen generosity in our classrooms—on behalf of students with health issues, or someone giving birth in midsemester, or a colleague struggling with course content—that humbles me and reminds me how lucky we are to work with such an inspiring group of young people.”

DAVID BIRDSELL
Dean, School of Public Affairs

“When I was a student here, I had a classmate who lived with his mom in a small apartment in Brooklyn. He worked in a clothing store and she worked in a grocery store and a restaurant so he could attend Baruch. When I last saw him, he had earned a law degree and was a partner in a successful real estate law firm. How can a story like that not inspire you?”

LISA POULLARD-BURTON (’90)
Director of Alumni Relations

“Alumnus Larry Zicklin said it well years ago when he said, ‘No Baruch, no Zicklin.’ He meant that without access to the excellent education Baruch offers, he would not have had the preparation for what became a hugely successful career as managing director of Neuberger Berman. Our students take their education, their energy, and their passion and go on to earn success in their chosen professions.”

JOHN ELLIOTT
Vice President and Dean, Zicklin School of Business
40s | Sherwin Fink (‘45) (pictured right) retired from his store, Gatsbys, in Great Barrington, Mass., in 2009. Fond College memories include Senior Dinner and the Senior Prom at the Essex House, where he performed the role of master of ceremonies. In October I. William (Bill) Stone (‘49) was given the Volunteer of the Year Award by NYSARC, Inc., for his outstanding contributions to the lives of people with mental retardation and developmental disabilities. He shares his work in the field of developmental disabilities with his wife, Dorothy Lowenthal Stone (‘52).

50s | Rear Admiral Andrew A. Giordano (‘53) recently received the U.S. Navy Supply Corps Lifetime Achievement Award. He retired in 1984, having served in various capacities for 31 years, and continues to be an active member of the Supply Corps community. Frederick Harrison (‘55) has authored a new novel, Her Eyes Were Filled with Tears, the fourth of his books involving the intelligence community.

60s | David Schwartz (‘61) has been living in western England for the past several decades. He hopes to attend his 50th reunion at Baruch in 2011. Marvin Liebman (‘66) has retired after more than 40 years of service with the federal government, primarily as a contracting and grants officer. He splits his time between Whitestone, N.Y., and Philadelphia. Robert A. Friedman (MBA ’67), trustee emeritus of The Baruch College Fund, was moderator for a panel discussion and viewing of the film Arguing the World at Baruch.

LIVING IT UP . . . TO Murray Weinstein (‘35)

Living past age 100 is becoming less unusual, but it’s still pretty darn amazing. Baruch College is privileged to have a few alumni who have reached that impressive milestone. Meet one of them, Murray Weinstein (‘35), who was interviewed for BCAM by his son, Baruch alumnus Roy Weinstein (‘64).

What advice do you offer people who want to live a long life? I never imagined becoming old, so I can’t give advice on preparing for it.

What current trend or item in the news interests you most? I am tremendously interested in current events in general—whatever is news at the moment.

Son Roy adds: On a recent visit, my father initiated a conversation about whether Hillary Clinton made a good career move when she accepted the secretary of state position.

KNOW OTHER ALUMNI CENTENARIANS? Please have them contact us at communications@baruch.cuny.edu or at Baruch College Alumni Magazine, Office of Communications, Marketing, and Public Affairs, One Bernard Baruch Way, Box A-1503, New York, NY 10010-5585.

ONLINE EXCLUSIVE There’s more to Murray than his status as a centenarian. Go online to read about his first job during the Prohibition era and later career highlights.
IN NOVEMBER ALUMNUS MICHAEL GRIMM (R-NY, '95) won a seat in the House of Representatives, taking over New York’s 13th district from Democratic incumbent Michael McMahon. The newly minted Congressman, representing southwest Brooklyn and all of Staten Island, notes that the latter has traditionally been dubbed the “forgotten borough.” His challenge? “I want to change that and make sure this community receives its fair share.”

Grimm’s career leading up to this point has been a fascinating one. At 19 he joined the Marine Corps and served in the Persian Gulf War. After becoming a clerk for the FBI, he attended the Federal Law Enforcement Training Center, joined the bureau’s uniformed police service, and was deputized as a U.S. marshal. Seeking to diversify, Grimm left the FBI to work as a research analyst on Wall Street. He attended Baruch at night, and—armed with a degree in accountancy with a concentration in finance—rejoined the FBI as a special agent. He was a natural for the Financial Fraud Squad, investigating corruption on Wall Street. Around this time, Grimm attended New York Law School at night, graduating in the top 10 of his class.

His most movie-script-inspiring work involved undercover assignments: he spent nearly two years posing as a hedge fund manager and was later tapped to investigate various types of corruption by posing as a member of the Mafia, a shady land developer, and an international money launderer, among other criminals. He left the FBI to become an entrepreneur, opening a health food restaurant and helming a biofuel company.

But of all his achievements, “I am most proud of earning the title of U.S. Marine and becoming a member of the Marine Corps,” he says. “The principles and leadership I learned there helped with attaining my other accomplishments.”
of Justice Award, which recognizes law firms that have made a significant contribution to pro bono representation in the area of immigration law. Oscar Onyema (MBA ’98) has been named the new director general and CEO of the Nigerian Stock Exchange. After working in finance postgraduation, Sean Godin (‘99) returned home to Tampa, Fla., and opened a taquería in Ybor City. Longtime Baruch College employee and recent retiree Anthony Petrokonis (‘99) (pictured above) returned to the campus last November to help the College celebrate Veterans Day. A Vietnam War veteran, Petrokonis is a frequent speaker at the annual President’s Veterans Luncheon. During his 30 years at Baruch, he worked in the dean’s offices of all three schools.

**00s**

John Gomes (MBA ’02) has joined Prudential Douglas Elliman Real Estate as executive VP, after serving as VP at CORE. He is a member of the cast of HGTV reality show Selling New York. Matt Streem (MBA ’02) (pictured below) has created a new line of organizational products under the brand name Contact Keeper, available in Office Depot and FedEx stores. Kaleem Qureshi (‘03) is the first Baruch graduate to be accepted into Abbott Labs’ Management Development Program, which normally grooms top graduating MBAs for management positions. Qureshi, a current Abbott employee, has a senior leadership role with the Baruch Recruiting Team. In June 2008, Matthew Silverstein (‘04) was elected president of the New York State Young Democrats, the official youth arm of the New York State Democratic Committee. Alex Zablocki (‘04), district director for the New York State Senate, was the Republican candidate for the office of public advocate in 2009. Jiri “George” Cermak (’05), a graduate of the first class of CUNY’s Macaulay Honors College, has worked as an analyst at Bear Stearns and as a trade support/operations associate at Taconic Capital Advisors. Currently an MBA candidate at Fordham University, Cermak is chair of the Macaulay Alumni Giving campaign. continued on page 14

**LAST NOVEMBER** Baruch’s Zicklin Graduate Admissions Director Fran Murphy (MBA ’98) joined the QS World MBA Fair to meet prospective students in Beijing, Shanghai, and Taipei. The biggest tour of its kind in the world “allows business school administrators to meet a highly targeted audience of the brightest young professionals,” said Murphy, who met with about 90 prospective Baruchians. When not recruiting students, she and her husband visited such sites as the Forbidden City, the Beijing Zoo, and the Great Wall.

**IT’S MORNING IN AMERICA FOR Executives On Campus (EOC) mentors and mentees, especially those who participate in the Mentor for a Morning (M4M) program, organized twice yearly. M4M—one of many programs available through EOC—offers undergrads and graduate students the chance to meet with professionals in three 45-minute, one-on-one sessions. Through these dialogs, students develop networking skills as well as ideas to further their career goals.

More than 25 executives participated in the program last fall, including Harvey Wacht (‘67), senior managing director, Shufro, Rose & Co., LLC. Wacht characterizes his six years of EOC experiences as “extremely rewarding and totally enjoyable.” He adds, “After EOC events, students often e-mail their thanks. From their responses, mentors just know we made a difference!”

Wacht is certainly right about mentee gratitude. Current EOC mentee and Honors MBA candidate Eliezer Nunez (‘12) says his EOC mentor “helped me be wiser than I would be based on my own experience.” Recent mentee Jason Wang (‘10) concurs, “My mentor opened my horizon to life, society, and career goals.”

To volunteer or learn more, please contact EOC Director J. McLoughlin at 646-660-6098 or at jacqueline.mcloughlin@baruch.cuny.edu.
TESTING HER METAL:
Jeweler Krista DeJoseph (MPA ’08)

K RISTA DEJOSEPH was pursuing a master’s degree through Baruch’s School of Public Affairs when, as a hobby, she took metalsmithing classes at the Jewish Community Center. “I was hooked from the very first class,” she recalls. Over the next several years, her hobby evolved into Queens Metal—named after DeJoseph’s Astoria home base—a thriving jewelry business featuring her metallic designs and a clear aesthetic: “mixed metals, no gemstones.” Visit www.queensmetal.com to see her work.

CARL AYLMAN SUMS UP 30+ YEARS

In 2011 Carl Aylman, director of student life since 1978, retired after 36 years at CUNY (32 at Baruch College). He is the preeminent figure, symbol, leader, and driving force behind the robust and spirited extracurricular life that Baruch’s students have enjoyed over the past three decades. He continues at Baruch as an adjunct assistant professor of law. Here he shares what he’s learned about and from Baruch students.

“Nothing that can be counted, and not everything that counts can be counted.” —ALBERT EINSTEIN

What is the significance of the annual Spring Fling street fair? How do we measure the experience of being the editor of The Ticker? Is it important to have 1,000 students cheer on the Bearcats at a basketball game? What tool can measure the significance of these things? Yet students tell me that they can’t imagine what kind of place Baruch College would be without them.

“I get knocked down. But I get up again. You’re never going to keep me down.” —From the 1997 song “TUBTHUMPING” by British band CHUMBAWAMBA

This could be the Baruch student anthem. Students overcome many obstacles and challenges to get to and stay in Baruch. No matter what, they not only persist but blaze a path of success.

“Sometimes you want to go where everybody knows your name, and they’re always glad you came.” —From the THEME SONG FROM CHEERS by GARY PORTNOY and JUDY HART ANGELO

These lines resonate with so many of us—students especially. Baruch enrolls upward of 17,000 students each year—it’s easy to be relatively anonymous here. But we seldom desire that. In the student life community, you are recognized for your unique contributions, and here, everybody really knows your name, and we are always glad you came.

ONLINE EXCLUSIVE
Check out our Q&A with DeJoseph to learn what it takes to be your own boss.

ONLINE ONLY: Did Carl Aylman and Baruch’s Office of Student Life have an impact on your collegiate experience? If so, you won’t want to miss his complete, heartwarming essay on what he learned from you, Baruch students.
continued from page 12

Ian Rasmussen ('05) practices real estate law in the offices of Marvin B. Mitzner, where he focuses on land use and zoning. He is founder of the mapping and graphic design firm Urban Cartographics. Chun Wong (MFE '05) led the search for the 2011 winner of the Salih Neftci Memorial Scholarship, named for the longtime Baruch College Master of Financial Engineering (MFE) professor. David Cuddihy (MFE '04) and Tom Suehr (MFE '05) were also key members of the scholarship committee, which named winner Yingsue Li (MFE '11), who specializes in current financial events and foreign markets. Maritza Alarcon ('08) was honored by Glamour magazine as one of “20 Amazing Young Women Who Are Already Changing the World” for her work with Motivation Opportunity Viability Enterprise, Inc. (MOVE), a youth organization she cofounded. Fordham University Assistant Professor of Marketing Luke Kachersky (PhD '08) has been awarded the 2011 Outstanding Marketing Teacher of the Year Award by the Academy of Marketing Science.

Baruch’s Robert Zicklin Center for Corporate Integrity (ZCCI) scored a hat trick last fall when the first three chief auditors of the Public Company Accounting Oversight Board (PCAOB) met at the center’s 2010 Audit Conference. The triumvirate included current PCAOB chief Martin Baumann (MBA ’79).

Three Chief Auditors

Created by the 2002 Sarbanes-Oxley Act, the PCAOB oversees auditors of public companies. Its chief auditor advises the PCAOB on the establishment of auditing and related professional standards. Of his role since 2009, Chief Auditor and Director of Professional Standards Baumann says, “I am truly honored to lead the professional standard-setting process within the PCAOB, which is so important to the protection of U.S. investors and to the assurance of high-quality audits.”

Notes Matthew LePere, associate director of the center, “Having the first three chief auditors of the PCAOB at the conference, two of whom have a direct connection to the College, speaks to our reputation in the accounting industry.”

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

Career Ready—Mastering the Job Expo

Career fairs can play an important part in finding the right job. According to Aimee Stretton, Baruch College adjunct professor of human resources in the Division of Continuing and Professional Studies (CAPS) and a former corporate recruiter, corporate trainer, and manager in operations, some commonsense planning and preparation can help you stand out from the crowd. Her go-to tip in today’s tough market? Bring different versions of your resume to the job fair if you are searching for different types of jobs (and make sure you have enough copies of each).

Register Now

Baruch alumni get a 15% discount on all CAPS classes.*

For the schedule of classes and additional information on Baruch’s Continuing and Professional Studies, visit www.baruched.com.

*ESL classes are not discountable.

More Online: Find seven additional tips for conquering the career expo.
**Student Unions**

**Joann Ruvolo** ('80) and Peter Hilton were married in September in San Jose, Calif. She manages the computer software design and usability department at an IBM lab. He retired as a computer scientist at IBM.

**Danielle Malone** ('05) and Douglas Steven Victor were married in November in Huguenot, Staten Island. She is a retail marketing associate at Apple, Inc., and a freelance graphic artist. He is a quality assurance manager at Thomson Reuters.

Concetta Felicciardi and **Timothy Henriksen** ('06) were married in East Islip, N.Y., in July. He is the owner of Bubba’s Burrito Bar in Islip, and she is a teacher in the East Islip School District.

**Adrienne Rayski** ('07) and **Ben Preuss** ('07) * (pictured right) were married in Floral Park, N.Y., in October 2010. He is president and cofounder of Thinknerve LLC, an interactive marketing agency; she has been the communications and marketing web specialist at Baruch College since October 2009.

**Sarah Bingham Stroh** (MBA ’07) was married in September to Philip Scott Thornton in Morris, N.Y. The bride is an editor at *Rug News and Design Magazine*, a monthly trade publication that she and her parents own. The groom is the farm manager at Beaumont, his mother’s childhood home in Somerset, Va.

**Tiffany Rose Purrone** ('08) and Kenneth Michael Saldibar were married in November in Meiers Corners, Staten Island. She is an interactive marketing strategist with TargetCast TCM; he is pursuing a Master of Engineering degree while working as an assistant project superintendent with CNY Builders.

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**WHO?**

Who are these students? What circa-1970s Theatron production is this?

If you have the answers, tell us at communications@baruch.cuny.edu or at Baruch College Alumni Magazine c/o Baruch College, One Bernard Baruch Way, Box A-1503, New York, NY 10010-5585. Have a Theatron story or image to share with the entire alumni community? Record it at alumni.baruch.cuny.edu.

Academic year 2010–11 is the **75th Anniversary of Theatron**, the College's longest-running student club (the only longer-running student extracurricular is the undergraduate student newspaper, *The Ticker*, 79 years young).
The Baruch College community was saddened to learn of the passing of **Gil King (’51)**, student president of the Class of 1951 and a driving force behind the Baruch-In-Florida (BIF) alumni chapter for more than a decade. He died in Sarasota on Feb. 15, 2011; he was 80 years old. King was the retired vice president of marketing and sales for Warnaco Corp.

Morton LaPayover (’54), whose relationship with King goes back to the 1950s when both were members of the Baruch chapter of the fraternity APO, described King as a “powerhouse” who always “served his alma mater.” King’s fellow Floridians also offered words of praise. Current BIF President Barry Rabinowitz (’70, MBA ’73) admired King’s dedication, adding, “Gil greatly appreciated his Baruch education and was committed to spreading the word about the College.” Past BIF president Barbara Yospe (’57) remembered that “Gil loved socializing with fellow alumni and worked hard to get as many Baruchians engaged in BIF’s activities as possible.” King was a member of the College’s Benchmark Society.

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**IN MEMORIAM**

Samuel M. Heistein ’30
Matt S. Warshaw ’33
Joseph Spier ’34
Herman T. Uscott ’35
George W. Goldman ’36
Harry Gregory ’36
Morris W. Groner ’36
Walter M. Klein ’37
Harry Buckler ’38
Edward A. Cline ’38
Samuel Kirmayer ’38
Melvin A. Brenner ’39
Americo D. Chiarito ’39
Nathan Kleinhandler ’39
Louis Pallotta ’40
Arthur G. Shainin ’40
Monroe A. Bennett ’41
E.J. Molinelli ’41
Jack N. Zonian ’41
Bernard Eichner ’42
Michael Seid ’42
Meyer (Schrucker) Sherman ’43, MBA ’47
Jack Smolen ’43
Daniel Stern ’43
Seymour Rosenbaum ’44, MBA ’54
Harold M. Blumenkrantz ’46
Stanley James ’46
Solomon Bogard ’53
Bernard Staub ’53
Joel Tuch ’53
Harold L. Altman ’54
Martin H. Ingeman ’54
Charles Wright ’54
Louis R. Bennett ’55
Paul J. Mittak ’55
Samuel Spenser ’55
Joan L. Hempel ’56
Wallace Lepkin ’56
Maureen T. Wolff ’56
John P. Bailo ’57
John N. Buzanga ’57
Charles Karchensky ’57
Manfred Trauring ’57
Leonard Zimmerman ’57
Michael Beshella ’58
James D. Curran ’59
John E. Herbst ’59
Lawrence S. Kambad ’59
Owen P. McDonald ’59
Lloyd Parlatio ’59
John H. Butzke MBA ’60
Robert Rockefeller ’60
Abraham L. Goldman ’61
Murray Steger ’61
Harold I. Blum ’62
Gerald A. Borin ’62
Ernst F. Stockey ’62

**Leave a Legacy**

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

To learn how to use creative giving to achieve your own financial goals, please contact David Shanton at 646-660-6665 or david.shanton@baruch.cuny.edu.

**Baruch Means the Gift of a Lifetime**

**REACHING NEW HEIGHTS OF EXCELLENCE**

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Percival Lewis ’64
James A. Dwyer ’65
Joseph Lipski ’65
R.K. Martin MBA ’65
Howard Yahm ’65
Daniel S. Gross ’66
Anthony Previte MBA ’66
Jerome E. Schimmel ’66
Gerald E. Smith MBA ’66
Dary Greher ’67, MBA ’70
Thomas McCarthy MBA ’67
Joel H. Rassman ’67
Elias Tsokouras ’68
Joseph A. Campisi ’69, MBA ’72
Edith (Menack) Nussman ’69, MS ’73
Frank E. Alex ’70
Ben-Zon J. Heyman ’70
Arthur I. Tureck ’70
Sheldon J. Bausk ’71
Lewis S. Bernstein ’72
Michael C. Crupi ’72
Philip S. Crawford MBA ’73
Lewis H. Fink ’73
Joseph Mann ’73
Thomas Shanahan ’74
Terrence C. Miller ’75
Zinowij Balaban MBA ’76
Joan B. Boyd MA ’76
Frank R. Bittson ’76
Damodres D. Lopez ’76, MBA ’80
Edward Brown ’77
John M. Brunda ’77
Nettie M. Bennett ’78
Rita A. Bums ’78
Joy N. Fearon ’78
Elaine Jacobson ’78
Fred W. Sauberman ’78
Silvia R. Schwartz ’79
Maurice Ticiano ’79
Louis J. Anzalone ’83
Shirley M. Delaney ’83
Pamela J. (Fox) Dannenberg MBA ’87
Kathleen Krieg MBA ’87
Peter A. Pleifer ’95
Paul McDade MBA ’96
Daniel F. Kelly ’95
Kathleen Krieg MBA ’95
Pamela J. (Fox) Dannenberg MBA ’97
Kathleen Krieg MBA ’98
Peter A. Pleifer ’99
Paul McDade MBA ’99
Daniel F. Kelly ’00
Lillie Washington ’01
Allen L. Fludd ’05, MPA ’10
Illya Epelman ’12

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Illya Epelman ’12
Inviting you to join the conversation is alumna Lisa Poullard-Burton (’90) (pictured right), Baruch College’s director of alumni relations. “I’m really excited about our new website,” says Poullard-Burton. “There are so many more search options.”

Love Facebook, LinkedIn, and Twitter? Then check out the NEW Baruch College Alumni website!

Network with other Baruch alumni in
➤ Your major or field
➤ Your class year
➤ Your profession
➤ Your corporation
➤ Your home town

It’s an easy way to
➤ Find classmates
➤ Share your news
➤ Discover career-related opportunities
➤ Get up-to-the-minute alumni news & events

SPREAD THE WORD.
WE HOPE TO SEE YOU ONLINE AT

alumni.baruch.cuny.edu

Photo by Jerry Speier
Looking for That Warm, Fuzzy Feeling? Find it at REUNION 2011

SATURDAY, OCTOBER 15, 2011

Celebrating the Classes of 1941, 1951, 1961, 1971, and 1986

Shown: Neftalie Danier of the Office of Alumni Relations and Jeff Danowitz ('65), director of marketing.