Paying BACK & Paying It FORWARD

Alumni Scholarships Ensure Access to Excellence
Baruch College has continued to evolve throughout its history to accommodate the needs of a growing and increasingly capable student body. Before it was Baruch College, before it was the School of Business and Civic Administration, it was the Free Academy, the country's first institution of free public higher education, dating back to 1847. We are proud to honor that legacy and still occupy the very site of the Free Academy with our historic Lawrence and Eris Field Building at 17 Lexington Avenue (aka 17 Lex).

Baruch College continues to transform itself. Alumni have witnessed dramatic changes to our campus in the last 15 years. Gone are the days of “the college in a box,” when 17 Lex was the entire academic backdrop for the Baruch experience. Gone, too, are the days when rental properties expanded the campus map, from 18th Street to 26th Street, supplying needed space but offering neither convenience nor identity.

Baruch’s dream of a centralized campus began to take shape in 1995, when the Newman Library and the Information and Technology Building opened on 25th Street. Six years later, across the street, Baruch unveiled the William and Anita Newman Vertical Campus, the state-of-the-art, nearly block-long, 14-story campus hub. Shortly thereafter, the street between these two structures was named Bernard Baruch Way in recognition of the College’s important presence.

What are the next steps in the evolution of Baruch’s footprint in Manhattan, and how can we develop the College’s physical space so that it is even more deserving of and responsive to our students?

We have been engaged in major renovation, improvement, and campus planning projects. This March, for example, we improved the outdoor space on 25th Street (aka Bernard Baruch Way) with a lighting system that truly transforms the environment. In the planning stages now is a block-long pedestrian plaza on that same section of the street, between Third and Lexington Avenues, which will serve as a centerpiece for our campus and will provide much-needed outdoor common space. (The College’s plaza application, along with letters of support from many neighborhood community leaders and many elected officials, is now in the hands of the NYC Department of Transportation.) Also being planned is a new student center, as well as the first major renovation of 17 Lex, which begins this summer.

Across the College, we work directly with our local and citywide community organizations and our government representatives at the city, state, and federal levels to get things accomplished for our students. Baruch partners with supportive government leaders, such as Council Member Rosie Mendez, Assemblyman Brian Kavanagh, State Senator Liz Krueger, and Representative Carolyn Maloney, and community stakeholders, including Community Board Six, the Gramercy Neighborhood Association, the Flatiron/23rd Street Partnership, and local neighborhood businesses.

Baruch also has corporate partners who are committed to assisting the College’s efforts to enhance the Baruch experience by providing resources and by making internships available to students. Corporations, such as Sovereign/Santander, Ernst & Young, National Grid, Target, and JPMorgan Chase, bring additional charitable dollars, classroom teachers, hiring and leadership opportunities, important feedback on the relevance of our curriculum, and an unmatched connection to the “real world.” Alumni are often the source of these collaborations, which are essential to our success.

The goal of the College’s current $150 million fundraising campaign, Baruch Means Business 2.0, is to overcome the institution’s economic challenges and support our ambitions for the future. Many generous alumni have already supported this initiative, and we are getting close to accomplishing our goal. I hope that all alumni will continue to partner with us, and I urge you to read our feature story for a few specific examples.

Baruch has, indeed, come a long way since the days of the Free Academy, and we have great ambitions for the future that focus on helping our students achieve personal and professional success, much like the thousands of Baruch alumni who preceded them.

MITCHEL B. WALLERSTEIN
President, Baruch College
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Alumni Scholarships Ensure Access to Excellence
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ON THE COVER AND THIS PAGE:
In 2006 Nadja Fidelia (’02) created a scholarship to help deserving students interested in a finance career. On Mar. 5, she and three recipients of the Nadja Fidelia Scholarship met and were photographed on Wall Street.

On the cover: Fidelia with (from left) Ting Ting Tso (’11, MS ’12), Michael Jeneralczuk (’15), and Frederick Núñez (’12). Above: Jeneralczuk and Fidelia. Photos by Elena Olivo.
BELGIUM LOVES BARUCH

For the past two years, Baruch’s School of Public Affairs (SPA) has enjoyed a productive partnership with Belgium’s Ghent University and University College Ghent (the latter two schools are soon to merge). Part of this affiliation has been the opportunity for Baruch faculty and students to attend Ghent’s International Week, an annual event that gathers Ghent’s 64 university partners for a variety of purposes, including faculty research and courses in subjects such as health care policy, immigrant services, and local economic development. This past March several Baruch students, along with SPA Dean David Birdsell, attended International Week in Ghent, the beautiful medieval city in Belgium’s Flemish region.

According to Dean Birdsell, “What International Week does more than anything else is to bring the partners together so they can meet one another and learn a little bit about opportunities. We also expand the footprint of possible international collaboration for Baruch students and faculty.”

Another aspect of the schools’ bilateral relationship is the opportunity for students to spend a semester abroad. Baruch has already hosted several Belgian exchange students, and next fall Ghent University will reciprocate when Baruch students spend a semester there. Strengthening the partnership’s already tight bonds are Baruch faculty members who have been exploring collaborations with their Belgian counterparts.

Previously Ghent U. and Baruch had a more informal relationship, begun in 2006, which included Belgian students spending anywhere between a day and a week in New York City. This past April, 52 Belgian students visited Baruch in a continuation of that tradition. —MARINA ZOGBI

Times Square Spokes-Person Kimberly White (‘14)

Lots of Baruch students know how to get to Times Square by subway, but sophomore Kimberly White (‘14) is an expert at getting there by bicycle.

White’s improbable journey, which began when she learned to ride a bike as a high school senior, culminated in a summer 2011 appearance as the star of a major billboard advertisement in Times Square. The solar energy advertisement, which featured White using a solar panel–carrying “SunBike,” was one of two winners in the Empire State Solar Generation photo contest (see below).

An intern at Sustainable Flatbush, an organization focused on environmental sustainability in White’s Brooklyn neighborhood, she was chosen to help illustrate the group’s photo contest entry. Coverage of the win, photo included, appeared in the New York Times.

White’s bike route to 42nd Street included an earlier stint, shortly after learning to ride, at the New York City bicycling advocacy group Recycle a Bicycle, where she helped to spearhead an internship program. She went on to give several bicycle-oriented talks, including a keynote speech at the 2011 Safe Route to School national conference. “Learning to bicycle introduced me to new people and ideas,” she says.

A year into her college studies, White found her activism interests spreading well beyond cycling. She knew she wanted her undergraduate work to reflect those passions, so at the recommendation of an Honors Program advisor, she applied and was accepted to the CUNY Baccalaureate for Unique and Interdisciplinary Studies (CUNY BA) program.

As part of the program, White is now developing her own specialized course of study, taking classes throughout the disciplines of Baruch’s three schools as well as other CUNY colleges. She will complete a degree in environmental studies and social justice, her ad hoc major.

Following graduation, White plans to go to law school, where she will apply her interest in environmental and civil rights issues to the justice system. Who knows, she might even get there by bike.

—ADRIENNE PREUSS (‘07)
CHEMISTRY, FINANCE, AND POETRY TAKE CENTER STAGE

Hundreds of guests grace Baruch’s podiums each year, offering students, faculty, and members of the public access to insights from recognized names in every industry and endeavor. In 2011–12 Baruch welcomed these three A-listers.

Nobel Prize laureate, Cornell University professor, and poet and playwright **Roald Hoffmann** brought a special chemistry to the Marie Curie Nobel Centennial Symposium: An Intersection of Science, Art, and Thought, held at Baruch in November. His keynote speech, “Chemistry’s Essential Tensions: Three Views of a Science,” underscored chemistry’s psychological dimension and its ties to the arts. “Chemistry is fundamentally about change,” said Hoffmann. “It is science with a philosophy, science with a purpose.” The symposium also included a theatrical production of Hoffmann’s and Carl Djerassi’s play, *Oxygen*.

Known for his roles as CEO of Time Warner, Inc., and, until recently, chairman of the board at Citigroup, **Richard D. Parsons** fielded questions at the seventh annual Burton Kossoff Business Leadership Lecture in late March. Parsons spoke frankly about his role at Citi following the 2008 financial crisis and on navigating the company back from instability. Asked about his unintentional reputation as a corporate firefighter, Parsons said, “If you can remain calm in the face of special circumstances, people will gravitate to you.” The lecture series was created by Mrs. Phyllis L. Kossoff in memory of her husband, Burton Kossoff (’46).

Consistent with the idea that poetry is the art of the unexpected, **Laurie Sheck**, Spring 2012 Harman Writer-in-Residence, treated her Baruch audience to an extraordinary “literary happening,” well beyond the usual poetry reading. On Mar. 20, the Pulitzer Prize finalist presented a 40-minute video introduction to her latest hybrid work, *A Monster’s Notes*, which is a re-imagining of Mary Shelley’s *Frankenstein*. Sheck is the author of five books of poems and the 28th artist to participate in the Harman Writer-in-Residence Program, which was created and endowed by Sidney Harman (’39, LHD [Hon.] ’09).

**ULYSSES S. GRANT,** hailed by many as a Civil War hero who helped reunify the nation, is remembered by others for villainous acts of anti-Semitism. But is there a story behind Grant’s actions?

That question was explored by Jonathan D. Sarna, chief historian of the National Museum of American Jewish History, who gave a talk in March at Baruch College based on his new book, *When General Grant Expelled the Jews*. Sarna (above), an American Jewish history professor at Brandeis University, is among the many lecturers and performers who have appeared during the past year at the Jewish Studies Center (JSC), part of the College’s Mildred and George Weissman School of Arts and Sciences. Other recent events of note include an examination of the role of Jews in film, a discussion of the existence of God, and a Chanukkah concert. In April the center commemorated Yom HaShoah, Holocaust Remembrance Day, with a presentation by the National Yiddish Theatre–Folksbiene Company, and in May hosted a conference about Sephardic American Jewry.

Taking full advantage of its Manhattan locale, the JSC collaborates with other New York–based Jewish institutions to develop programs, conferences, and courses. An intersession class about the Holocaust, with a trip to concentration camps in Poland, is being planned with the Museum of Jewish Heritage. The Leo Baeck Institute, the American Sephardi Federation, and the CUNY Center for Jewish Studies are other key JSC partners.

Despite being a relatively new entity (opened in fall 2010), the JSC has attracted a great deal of alumni support. Thanks to very generous individual donations from Baruch College Fund Trustees Sandra Wasserman (’55) and William Newman (’47, LLB [Hon.] ’97), the center will be dedicated and will get a new directorship. “We’re extremely grateful to these two families,” said JSC Director Jessica Lang. “The center is very young, but these two gifts will ensure that the Jewish Studies Center has a lasting presence at Baruch.” —BARBARA LIPPMAN
**Field Center Contributes to Slush Fun**

Since its inception in 1993 as the Small Business Lab, the Lawrence N. Field Center for Entrepreneurship has made an enormous impact on the development of small businesses, especially in New York City. In the past two decades, the Field Center has served 10,000 clients and helped secure more than $60 million in debt and equity financing. Additionally, it has been instrumental in saving more than 1,600 jobs as well as creating approximately 2,000 more. Field Center clients benefit enormously from expertise provided by Baruch’s Small Business Development Center, a satellite of the New York State Small Business Development Center.

Almost as impressive as the quantity of businesses impacted by the center is the quality—and sheer diversity—of these (literal) upstarts. Among the Field Center’s recent clients are Stiletto Spy School, which provides training to increase self-confidence and self-esteem in the average woman; SuperMango Media, an interactive agency for comedians; Abode New York, a contemporary home furnishings boutique in Williamsburg, Brooklyn; and Breuckelen Distilling, the first gin distillery in the borough of kings since Prohibition.

Another Field client, Kelvin Natural Slush (kelvinslush.com), can be spotted on the streets of New York via its eye-catching blue truck. Kelvin sells frozen slush beverages in distinctive flavors, such as Spicy Ginger and Green & Black Tea, which earned Kelvin a prestigious Vendy Award for Best Dessert during its first year of operation, 2010. Says ex-lawyer Alex Rein, Kelvin’s founder and owner, “We can’t say enough good things about our experience with the Field Center. We have been working with Ulas Neftci (director, Midtown Manhattan Small Business Development Center at Baruch) and his team for several years now. He has provided valuable assistance throughout our development.” From helping to secure Kelvin’s first business loan to accountant referral, the Field Center has been instrumental in the Slush’s success. “We would recommend the Field Center to any small business owner or would-be entrepreneur,” says Rein. —MARINA ZOGBI

**VITA Spells Refund in Many Languages**

Over 1,200 Baruch students applied. Only 175 were selected. That’s less than a 15 percent acceptance rate, making participation in Baruch’s Volunteer Income Tax Assistance (VITA) program one of the most selective student opportunities on campus.

For over two decades, the student-led public tax assistance service has helped tens of thousands of immigrant and low-income New Yorkers file state and federal income taxes. The IRS-trained and -certified students offer free, no-appointment-necessary tax assistance. In 2012 services were offered at five locations in Manhattan, Queens, and Brooklyn and in five languages (in addition to English): Spanish, Cantonese, Mandarin, Russian, and Korean.

New this year were weekend hours at all locations and electronic filing of more than 6,500 returns. Over $8 million in federal and state refunds are expected.

VITA students—most finance or accountancy majors—develop leadership skills, enhance their resume, earn community service credits, and build networks. Program sponsors include the Zicklin School of Business, UHY Advisors, and the IRS.

**BEST ROI IN NYC**

According to *U.S. News & World Report*

For the second year in a row, *U.S. News & World Report* ranked Baruch’s MBA Program among the top MBA programs nationwide to offer the greatest financial value at graduation. Of the 437 b-schools and programs surveyed, the Zicklin School’s MBA program ranked #2. Class of 2011 MBA graduates had an annual salary-to-debt ratio of 5.5:1.

Baruch’s School of Public Affairs (SPA) was also recognized—ranking at #46, up 11 spots from a 2008 ranking of #57. Additionally, SPA received high marks for its MPA specialization in nonprofit management, debuting at #21.

Said SPA Dean David Birdsell, “I am delighted to see that others across the nation recognize SPA’s quality and special strength in nonprofit management. We simply couldn’t ask for a more accomplished faculty or more talented students. I look forward to even more movement in future USNWR rankings.”

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**ABOVE:** Field Center client Alex Rein, owner-founder of Kelvin Natural Slush, with his business’s memorable blue truck. Kelvin sells award-winning slushes.
Faculty Newsmakers

Nancy Aries
Director, Honors Program at Baruch College, and Professor of Public Affairs

Longtime public affairs professor Aries has been named director of Baruch’s Honors Program. At her appointment, she had been serving as the program’s acting director for 18 months. Her goals include “continued excellence and innovation in academic programming” and “strengthening the diversity of opportunities for civic engagement and service learning.” Her expertise is in health policy and management.

Carol Berkin
Presidential Professor, Department of History

Berkin will retire in August after 40 years of teaching at Baruch. A scholar of early U.S. history and women’s history, she is well known as a frequent commentator for televised historical documentaries. Berkin is currently at work on a book about Elizabeth Patterson Bonaparte, the wealthy American wife of Napoleon’s youngest brother.

John Goering
School of Public Affairs

Goering received the Louis Brownlow Book Award from the National Academy of Public Administration for his book Moving to Opportunity: The Story of an American Experiment to Fight Ghetto Poverty (Oxford University Press).

Edward Goldberg & Sankar Sen
Aaronson Department of Marketing and International Business

Both professors have been recently honored for their publications. Goldberg’s essay “Financial Markets as the New WMDs” was chosen as one of The Globalist’s top 10 features of 2011. Sen co-authored Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value, one of the top 10 bestselling books in Cambridge University Press’s Business Ethics series. It was also featured as Book of the Month in Grapevine, a leading human resources magazine in the U.K.

Kenneth Guest
Department of Sociology and Anthropology

A two-part interview with Guest about Hispanics seeking work in New York’s Chinatown aired in February on the Telemundo network. Telemundo is the second-largest Spanish-language content producer in the world. Guest’s research focuses on China, New York City, immigration, religion, and transnationalism.

Michael Staub
Department of English and Director of the Feit Seminar Program

Staub’s latest book, Madness Is Civilization: When the Diagnosis Was Social (1948–80), is an intellectual and cultural history exploring changes in attitude toward psychiatry. Extensive media attention included a BBC Radio 4 interview with the author that aired earlier this year.

Bearcats at Princeton

The Baruch College men’s volleyball team faced off against the Division I, Ivy League Princeton University on Apr. 14, in Princeton, N.J.

The Division III Bearcats lost three sets to one: 29-31, 11-25, 25-23, 15-25. But the loss did little to tarnish what has been a remarkable season. Days earlier the men’s volleyball team won its fourth straight CUNY Athletic Conference championship.

This year’s team roster, mostly made of talented and highly recruited underclassmen, has surpassed expectations by winning 20-plus matches for the seventh consecutive season. Impressive, considering last year’s team graduated two All-Americans and played with an experienced roster that reached the Final Four for the first time in school history for any sport.

In fact, the men’s volleyball program has been one of the most successful Baruch intercollegiate teams. The last time the team failed to be nationally ranked in the NCAA Division III Poll was the end of the 2009 season.

Says Athletics Director Ray Rankis, “The men’s volleyball program has maintained a winning tradition and seems poised to make another run at a prestigious Final Four as the roster gains more experience.”

—JOHN NEVES

Follow Baruch Athletics on Twitter at BaruchAthletics.
LIKE THOUSANDS OF BARUCH ALUMNI, NADJA FIDELIA ('02) never had the luxury of going to college full time. Instead, she held a succession of increasingly demanding jobs during her undergraduate years, earning a bachelor’s degree in political science after eight years of part-time study. When she graduated, Fidelia was a vice president at Lehman Brothers.

Remembering her own struggles and hoping to alleviate some of the financial burden for future Baruch students, Fidelia committed over $100,000 to the Baruch Means Business campaign to fund a scholarship “to help make college accessible to deserving students and enhance their educational experience,” she explains.

Scholarships represent only one category of financial aid Baruch College offers, but they are a key factor in access to education. While Baruch students are asked to pay modest amounts in comparison to comparable high-quality private institutions (undergraduates at New York University, for example, paid $41,284 in full-time tuition and mandatory fees in 2011–12, while in-state Baruch undergrads paid $5,130 annually), Baruch’s tuition remains a hurdle for many of our students, 58 percent of whom come from homes with an annual income less than $44,000. In order to attend, most Baruch students must work at least one full- or part-time job while balancing studies and family commitments. Scholarships lighten the heavy financial burden these students carry.

Of course, Baruch scholarships not only meet financial need but reward the best students and encourage the brightest prospective students to attend. Again and again, scholarship recipients say that the financial security provided by their award means that they can reach for more than the perfect 4.0 GPA. In other words, these talented, motivated students are inspired to engage in extracurricular activities and career exploration—community-related volunteer work and high-impact, unpaid internships, for example.
students. “If you can give back, then you should,” she says.

“Being a college student today is very difficult,” says Fidelia. “Not only are students faced with rigorous course work, but many work to support themselves financially. . . . It’s a lot for a young person to handle.”

Learning that same balancing act continues to stand Fidelia in good stead. Today she balances a career as a founding member of Eland Capital, a division of the Williams Capital Group, L.P., a leading minority-owned Wall Street investment bank, and her work as a minister offering food and prayer to homeless citizens throughout the city.

The Fidelia Scholarship Students

On Mar. 5, 2012, Nadja Fidelia (’02) retraced her steps, from Baruch College to Wall Street, in an SUV ride with support herself and her family prevented her from investigating all that intrigued her.

As a part-time undergraduate, Fidelia found a full-time job with Hilton International Headquarters. She eventually decided to pursue her dream of a career on Wall Street and went to work for Lehman Brothers, where she had an illustrious 20-year career that included leadership of innovative programs to enhance diversity and inclusion. (She retired from Lehman Brothers in 2008.)

When Fidelia graduated from Baruch, already a VP at Lehman Brothers, she vowed to one day give back to her alma mater. In 2006 she became a Trustee of The Baruch College Fund and shortly thereafter launched her scholarship. Fidelia encourages all Baruch alumni to support three recipients of her Nadja Fidelia Scholarship: Michael Jeneralczuk (’15), Frederick Núñez (’12), and Ting Ting Tso (’11, MS ’12). It was the first time any had met. It’s not a stretch to say that the three younger Baruchians were hoping to follow the same trajectory as their patron.

Michael Jeneralczuk, the freshman member of the group, used his first year at Baruch as an opportunity to begin to map out academic and professional goals. Actuarial science and financial analysis are the fields that appeal to him most, and he hopes one day to establish a career in finance. “I want to thank Ms. Fidelia for her continued efforts to better the lives of Baruch students and to propel their careers forward,” he says.

Graduating this spring with a BBA in finance and investments, Frederick Núñez is where Jeneralczuk dreams of being, securing that first career-track job. Núñez’s parents, immigrants from the Dominican Republic, instilled in him the importance of earning a college degree. (Like Núñez, about one third of Baruch students are first-generation Americans or the children of immigrants.) In part because of his Fidelia Scholarship, his plans weren’t derailed when his father was laid off and struggled to find work. “I extend my gratitude to Ms. Fidelia, who understands how difficult it can be for students who even struggle to pay for the basics—transportation, books, and food.” Núñez hopes one day to pay her generosity forward to a future student.

Further along in her career is Ting Ting Tso (’11, MS ’12), who received the Fidelia Scholarship from 2007 to 2010. Tso, who graduated with a BBA in accountancy last year, is on track to complete an MS in taxation this summer. Participation in Baruch’s selective Volunteer Income Tax Assistance (VITA) program was one of the extracurricular opportunities her Fidelia Scholarship enabled her to pursue. “Without the scholarship, I can’t imagine having had time for anything except work and study,” she says. VITA helped her obtain an internship that ultimately led to a full-time position as a tax associate at Grant Thornton. Tso is among the 40 percent of Baruch grads who are the first in their families to go to college.

Fidelia and student photos by Elena Olivo

The Nadja Fidelia Scholarship has helped four students to date (shown from left): Ting Ting Tso (’11, MS ’12), Michael Jeneralczuk (’15), and Frederick Núñez (’12). Not shown: Mehmet Emre.
Scholarship Students Express Their Thanks

“Six years ago, when I came to this country, I worked as a parking attendant, security guard, and taxi driver. Two years later, I went back to college, believing in the transformative power of knowledge. Today I have excellent prospects of being employed by one of the Big Four accounting firms. What made this possible is the culture of success established by this formidable institution and the support and generosity of people like you.”

—ABUBAKAR AHMED (’12)
M. Freddie Reiss Scholarship

“When I was told that this scholarship was awarded to me, I almost cried. I can undeniably, unquestionably, and indisputably say that you saved me. The Stanford M. Dinstein Scholarship not only helped me begin my college career, it has helped me begin my life.”

—JEREMIAH GONGORA (’15)
Stanford M. Dinstein Scholarship

“For someone like me, born in a small Belarussian town with a population of 10,000, it is a great achievement to get a job offer from the biggest asset manager in the world. My hard work, motivation, and support from thoughtful people like you brought me here.”

—VOLHA CHABATKOVA (’12)
Louis J. Capelli ’58 Scholarship

“Baruch has enabled me to realize that the sometimes unattainable may, in fact, be achievable.”

—ALISA RUDY (’15)
Roger and Susan Hertog Honors Scholarship

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—ALISA RUDY (’15)
Roger and Susan Hertog Honors Scholarship

UNTIL 1976, SCHOLARSHIPS WERE UNNECESSARY for generations of “City College downtown” and Baruch College students, who attended tuition-free. Today, scholarships make a profound difference in students’ lives. Below are excerpts from letters written by current students to the alumni who fund their scholarship. Their words prove that the gift of a scholarship pays hefty dividends to donors as well.

“I am grateful for the people who have influenced me and helped further my career, like the many talented professors whose classes I’ve taken and also donors like you, without whom it would have been very difficult to achieve my goals. Your commitment to giving has inspired me. Whatever I find myself doing professionally, I will always find a way to make a positive contribution to the world.”

—JHANEEL LOCKHART (’12)
Harnisch Foundation Journalism Scholarship

“Baruch has enabled me to realize that the sometimes unattainable may, in fact, be achievable.”

—ALISA RUDY (’15)
Roger and Susan Hertog Honors Scholarship

# of scholarship students: 628
# of scholarships: 171
Average scholarship amount: $3,149

# of Scholarships by Category
Zicklin School of Business: 70
Weissman School of Arts and Sciences: 12
School of Public Affairs: 12
General need-based scholarships: 77

# of scholarships awarded
To undergrads: 140
To grads: 31

Full-time, in-state undergrad tuition per year: $5,130*
% of undergrads receiving need-based aid: 46.2%
Average unmet undergraduate need: $3,818

FOR ACADEMIC YEAR 2011–12

FOR ACADEMIC YEAR 2006–2007

*Tuition will rise to $5,430 in 2012–13.

Compiler by ANGELA CAMACHO (’04), Baruch’s director of donor relations

CLOCKWISE FROM TOP: Jhaneel Lockhart (’12), Jeremiah Gongora (’15), Alisa Rudy (’15), Abubakar Ahmed (’12), Volha Chabatko” —
students depend on you

As the economic climate continues to look uncertain, Baruch College is ever more reliant on charitable gifts from alumni and friends to further the success of crucial College initiatives that support student excellence, like scholarships.

The continued existence and vitality of these programs can only be guaranteed with the support of Baruch alumni who contribute to individual and collective scholarship funds.

be a role model for current students and encourage their future philanthropy.

give to baruch students today.

The Baruch College Fund’s Baruch Means Business Campaign is heading into the closing months, Baruch Means Business 2.0, and the College hopes to reach its target of $150 million by December 2012.
After retiring from a Big Four accounting firm, CPA Leon Hariton (’46) began a second career as a sculptor. His works (sample left) are in private and corporate collections in the U.S. and Europe. Founder of the Nassau/Suffolk (L.I.) chapter of the National Conference of CPA Practitioners, Edwin J. Kliegman (’46) received the Leon D. Alpern Leadership Award in recognition of his years of service and guidance. Kliegman founded Marcum & Kliegman, CPAs (now Marcum, LLP).

Sidney Kess (’48) was a recipient of the 2011 Gold Medal Award for Distinguished Service from the American Institute of Certified Public Accountants, the highest award granted to a CPA by the organization. Kess is of counsel to Kostelanetz and Fink, LLP, in NYC.

Gerald Hahn (’52) (right) is co-author of A Career in Statistics: Beyond the Numbers (Wiley). His earlier book The Role of Statistics in Business and Industry won the 2010 Ziegel Prize. Baruch College Fund Trustee Emeritus Carl Spielvogel (’52, LL.D [Hon.] ’84) keynoted an AIESEC-sponsored Global Youth Leadership Week Summit panel discussion at the College in February. He is the CEO of Spielvogel Associates, Inc., and the former U.S. ambassador to the Slovak Republic. Harold Wilshinsky (’56) was one of the honorees at the Eyes on New York Gala sponsored by the Optometric Center of New York. Wilshinsky serves as a member of the center’s board of trustees.

Florence Satow Isaacs (’57) writes a blog for www.legacy.com, which covers condolences and funeral topics, and Widow in the World, a blog for widows. She is the author of 10 books.

Ambrose Murtagh (’63, MBA ’69) published his memoir, Life Is a Game: This Is How I Played It (Xlibris), which applies lessons from football to overcoming life’s obstacles. Murtagh is a SCORE business counselor. Newman Vertical Campus Room 5-160 was recently named the Richard A. Sambor ’63 Lecture Hall to commemorate his gift to the Class Act campaign. Sambor is the retired CFO of Weight Watchers International. Alan E. Weiner (’63) was selected 2012–13 chairman of the IRS Garden City (L.I.) Tax Practitioner Liaison Committee. He is the founding tax partner, now tax partner emeritus, at Holtz Rubenstein Remnick.

Robert Brooks (’64), a clinical psychologist on the faculty of Harvard Medical School, is the author or co-author of 15 books, including his most recent, Raising Resilient Children with Autism Spectrum Disorders (McGraw-Hill). Baruch College Fund (BCF) Trustee Lawrence Simon (’65) was honored by Baruch College at a room dedication ceremony, which christened the impressive Newman Vertical Campus Room 14-220 the Sandra and Lawrence Simon Conference Room. Simon (shown below with his wife) recently completed a three-year term as BCF president. Baruch College Fund Trustee Richard A. Sambor (’68, MBA ’72) (left) has joined the board of Medley Capital and serves on the company’s audit committee. He was most recently COO of Lehman Brothers Inc. in liquidation.

Retired third-grade teacher Penny Gold (’70) has set the new world record for the largest collection of Converse sneakers, according to World Records Academy. Gold, who lives in central Florida, owns 733 different pairs. Thomas F. Liotti (MPA ’72) has published his sixth book, The Secret Adoption (iUniverse), in which he chronicles his discovery at age 60 of being adopted. The author is an attorney in Garden City and the village justice in Westbury, L.I. Owh Kian Ong (’79) is VP for marketing and refining planning at Hess Corporation. He was guest speaker at a Zicklin Leadership Series event in February.

Comcast Corporation has promoted Cathy Avgiris (’80) to executive VP and general manager of data and communications services for Comcast Cable. She has been recognized as one of CableFAX’s Most Powerful Women in Cable every year since 2006. Baruch College presented Kam Wong (’81) with the 2011 President’s Medal last fall. Wong is president and CEO of the Municipal Credit Union (MCU) of New York. The reception, which took place at MCU’s main office, also celebrated Baruch’s Asian American alumni. Ben Susser (’84) recently joined the law firm of Berman, Sauter, Record & Jardim in Morristown, N.J., where he heads its products liability and life science practice areas. He also practices in New York. President Obama appointed Arthur Ainsberg (’68, MBA ’72) (left) to the board of Medley Capital.
There must be something in the water” is how current Baruchians humorously account for the College’s many vibrant graduates with 90 or more candles on their birthday cake. Equally vibrant are the memories of these older alumni, which remind us of the enduring legacy of a Baruch College education.

“I just celebrated my 95th birthday last October. As I look back, I still can’t believe I got such a wonderful education at Baruch.”
—SIDIY FIELD (’39)

“It makes me happy to connect anything back to my Baruch years; I enjoyed my college experience very much. I was active in the theater group and after graduation became a teacher. I married a 1938 graduate whom I met at school, and our marriage was great.”
—ELSIE (FISCHER) WALLENS (’37)

“I wanted to go to school during the Depression, and my father could not afford to send me to any other school. I told him, ‘I think I can take advantage of the City education system.’ I did just that and am indebted to the school that helped me succeed.”
—A.W. BERTHOLD (’39)

“We were the first class of girls admitted for the day session. I remember being the only girl in the public speaking class. I have always felt that what I obtained at the College helped me in what I did and am currently doing. I’m still here and still working at 93.”
—BELLA BANKOFF (’40)

“I went to school at night for 8½ years to get my BBA in accounting. That degree enabled me to progress from a mailboy to the VP of finance.”
—ROBERT HENDRICKSON (’41)

“I was in the 17 Lex building from the time I was 12 years old [when I attended Townsend Harris High School] until I went into the service, a semester from graduation. Baruch was good enough to give me the credits I needed to graduate, so it’s understandable the College means a lot to me. I’m always amazed at what Baruch has been able to do.”
—SEYMOUR BEDER (’42)

“Baruch was the only way for me to get an education. It was hard enough to raise the $2.50 or so necessary to go to school. I appreciate the education I got.”
—LEON HARITON (’46)

“I attribute my long-enduring connection with Baruch to the superb and varied education I received, to the superior faculty who gave me the impetus to continue my studies, to the loyal and interesting friends I made and kept at Baruch and in later years, and to the superb man I met at the school who became my husband, Eli Mason, also class of 1940.”
—CLAIRE (ROSEN) MASON (’40)

And our oldest respondent, at 102 years old:

“I didn’t have the funds to attend school in the day, so I went to night school. Baruch was a blessing. I was a good student, and I had a very good education.”
—EDWARD LEWIS (’32)

—Collected by ANNA VANDER BROEK (MBA ’12)
WITH FLYING COLORS
Sophia (Zardiashvili) Rutigliano (’10)

“THAT’S A REALLY OLD GEORGIAN FLAG; BARUCH NEEDS A NEW ONE,” thought then–undergraduate Sophia Zardiashvili, noticing the out-of-date flag of her nation among the 190 that rim the seventh-floor atrium in the Information and Technology Building. Created in 2003 to reflect the countries of origin of Baruch’s student body, the College’s international-flag installation is a proud and powerful reminder of Baruch’s status as one of the country’s most ethnically diverse institutions of higher education.

Time passed. Zardiashvili graduated summa cum laude with a bachelor’s degree in public affairs, married, and began working for Tiffany & Co. as a vendor liaison in Supply Management. But she did not forget her pledge to replace the flag. In 2011 she contacted her alma mater and arranged for the purchase of the current Georgian national standard: a white flag with a large central red cross and four smaller red crosses in each corner.

Says Zardiashvili—now Rutigliano—“I am happy that Georgians can now see their flag every day.” Rutigliano came to Baruch College after two years in the Georgian university system and after completing English language courses at CUNY’s Borough of Manhattan Community College. How did the Tbilisian choose Baruch? “Baruch was the best opportunity in New York City. It has the perfect combination of faculty, curriculum, resources, diversity, affordability, and accessibility,” she says.

Baruch turned out to be the perfect fit for Rutigliano, who amassed extraordinary experiences and honors. In addition to earning a 3.9 GPA, she was a senator in the Undergraduate Student Government (USG), interned at City Hall and HealthCare Chaplaincy, was honored by the American Humanics Program with a NextGen Award, and was selected to receive a Hagedorn Fellowship for Public Affairs (supported by a gift from Amy Hagedorn, class of ’58).

Rutigliano sees a bright future ahead that balances her interest in the nonprofit sector and public affairs and her interest in business. In that same spirit, she balances pride in her homeland and a love of her adopted country. “There are so many opportunities in the U.S. That’s why I love it here,” says Rutigliano. —DIANE HARRIGAN

FUN FACT: In Spring 2012, Baruch College enrolled 43 students born in and/or citizens of the Republic of Georgia.

90s
Monique Brown George (’91) has joined Baruch College as the director of human resources. She was previously associate VP of human resources at Maimonides Medical Center in Brooklyn.

Leslie Grand (’92) is VP and director of integrated media at Carat Trade, a unit of Aegis Media. She is also a Baruch College EOC mentor.

Angela Jefferson (’92) is the director of social services at Harlem RBI, a nonprofit that helps inner-city youth realize their potential through baseball, softball, and academic programs.

Zhitao Lu (MBA ’93) is a senior manager at Milestone Partners as well as president and founder of Skytop JLC Associates LLC. A Distinguished Alumnus Award was conferred on Jeffrey S. Rodus (MPA ’99) (left) at the Baruch College Community Reception in December. He is first deputy director of the Finance Division of the NYC Council.

00s
John Alesi (’03) has been promoted to head coach of the men’s basketball team at Baruch, replacing Ray Rankis, who retired as coach after 29 years. Alesi was previously head coach at Hunter College. Entrepreneur and triple

Modesto E. Abety-Gutierrez (MPA ’85) to the President’s Advisory Commission on Educational Excellence for Hispanics.

Daniel Clivner (’85) received the Frank Strassfeld Heritage Award from the Hollis Hills Jewish Center in March. Clivner is a Trustee of The Baruch College Fund.

Barry M. Silfstein (MBA ’87) has been named VP, investor relations and planning, at RPM International Inc. He previously served as VP and controller.

Melvin A. Taylor (’87) (right) made his writing debut with the science fiction novel The Kindred Spirits: River’s Return (iUniverse). Taylor recently changed his professional focus from the brokerage industry to writing.

John Alesi (’03) has been promoted to head coach of the men’s basketball team at Baruch, replacing Ray Rankis, who retired as coach after 29 years. Alesi was previously head coach at Hunter College. Entrepreneur and triple
**NCAA CASE RESOLVED**

The Baruch College Department of Athletics has cooperated fully with a six-year investigation by the National Collegiate Athletic Association (NCAA) that closes the books on infractions that occurred during the 2004–2005 and 2005–2006 seasons.

Baruch participated fully and transparently in a review of specific violations in its women's basketball program. The majority of the violations involved extra benefits and compensation for work not performed by three student-athletes, which, the NCAA determined, resulted from a systemic failure-to-monitor by College staff.

The NCAA took the College’s self-imposed corrective actions into account when determining Baruch’s penalties and imposed the following: public reprimand and censure; one-year probation; suspension for 13 games in the 2006–2007 season for the two student-athletes involved; suspension of the women’s basketball coach for two games during the 2007–2008 season; elimination of all off-campus recruiting for women’s basketball during the 2006–2009 academic years; vacating all the wins and statistical records from the time the student-athletes involved became ineligible to the time they were reinstated (the two student-athletes’ individual records for that time period were also vacated); a fine of $5,000 paid in part to a charity organization and in part to the NCAA; and public notification of the details of the case and the penalties imposed provided to prospective women’s basketball student-athletes during recruitment, as well as the general public and alumni via Baruch’s athletics website and an alumni publication.

The College’s experience with this case, though regrettable, has helped the athletics department address organizational weaknesses and develop a strong management and compliance plan for Baruch student athletics in the future. The changes that have resulted from this case illustrate Baruch’s commitment to maintain an exemplary program for the College’s Division III athletics program.

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**Where Hearts Intersect**

THE CORNER OF LEXINGTON AVENUE AND 23RD STREET, outside of the Field Building, is well known to Baruchians, who have passed it for generations. For Daniel and Charlotte (Bender) Eth—now married for 65 years—it has special significance.

They met on that corner in 1944, when Daniel (’45) noticed Charlotte (’50) “writing up the wall” on a tilted piece of paper, a left-handed way to make writing look right-handed. “He said something to me, and from there on, it was full-speed ahead,” says Charlotte.

At the time, Daniel was a senior and Charlotte an entering freshman. They were both night students earning their BBAs.

Daniel would go on to become a CPA and earn MBA and law degrees, opening his own CPA practice. After living in Bronx apartments, the couple eventually moved to a house in New Jersey and had three children, all girls. Charlotte went back to school and taught junior high for 17 years but later joined her husband in his practice.

“A little bit was work, a little bit was luck,” says Daniel of the life they made. “We’re two very fortunate people, with wonderful children and grandchildren,” acknowledges Charlotte. “We’re very content. We’ve had a good life.” —MARINA ZOGBI

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**CONDUCT BUSINESS LIKE AN AUSSIE**

There’s more to the Australian experience than the Outback, the Great Barrier Reef, and dingoes—and even the architectural splendor of the Sydney Opera House. Going beyond stereotypes and surface knowledge is what international internships are all about.

Ruxandra Calin (MBA ’12) learned about Australia and its business culture through an internship with Ernst & Young in that country. She offers seven tips to conduct business like—and successfully with—Australians, including:

**TIP #2: Don’t place too much importance on titles and hierarchy.**

At first sight, you won’t know whether your colleagues are partners, managers, or staff accountants, because Aussies don’t use titles to introduce themselves or announce titles on their desk plates.
The OneBasketball app team (from left): Mickey Abbatiello (’12), Joseph Cafarelli (’10), Mike Dietz (’11), and Tammer Farid (’11).

Class Notes

alumna Veronique Verscheure (’03, MS ’04, MBA ’08) is one of the charter members of the Moxie Exchange Movement, a national organization of professional women. Lauren Barrella (’04) and Christopher Lopes were married in November in Westerleigh, S.I. She is a partner and finance manager with Pzena Investment Management; he is an operations analyst with Royal Alliance Association. Marta Ossolinska (’04) is a member of WGIRLS NYC, a nonprofit organization that benefits New York’s underprivileged women and children. Elliot M. Bassin (MS ’05) has been promoted to partner at Bregman & Company, P.C. In March Donna Leno Gordon (EMPA ’05) (left) was honored by the Fund for the City of New York with a Sloan Public Service Award. She is the founder of the Palliative Care Unit at Coney Island Hospital and serves as its director of behavioral health nursing and palliative care. Christopher Bell (MPA ’07) was awarded an Alfa Fellowship, a professional development exchange program, through Cultural Vistas, Alfa-Bank, and Oxford University. He is a senior analyst with the NYC Office of Management and Budget. Laura Gutierrez (MPA ’07) and Alexander Campbell were married in October in Manhattan. She is a fundraising specialist at Kingsborough Community College in Brooklyn; he is a manager of corporate client records for HBR Consulting in Manhattan.

10s

Three men’s basketball alumni—Joseph Cafarelli (’10), Mike Dietz (’11), and Tammer Farid (’11)—and current player Mickey Abbatiello (’12) partnered to create the basketball training app OneBasketball. Jessica Baeza and Michael Boiardi (MS ’11) were married in November in Ridgewood, Queens. She is the supervisor for CNN Digital Ad Operations in Manhattan; he is a CPA and works in the International Tax Group for Ernst & Young. Olga Lavinda (’11) (right) is a PhD student in NYU’s Department of Chemistry. She was awarded NYU’s McCracken and Kramer Fellowships for outstanding incoming graduate student. Garen Marshall (’11), who served in Iraq as a Navy special operations explosives warfare specialist, was the subject of a Study with the Best piece on CUNY TV. Andrea Varveri (MA ’11) and Scott E. Chester were married in Riviera Maya, Mexico, in November. She is a coordinator, client services and communications, with Partners in Human Resources International in Manhattan; he is an attorney with Keane & Beane in White Plains, N.Y. Carol Wood (MA ’12) has created the nonprofit website NycCarAccident.net, a resource for pedestrians and bicyclists who have been involved in a car crash.

ALUMNI BENEFIT: In the Loop with iTunes U

Just because you’ve graduated doesn’t mean that you can’t still listen to lectures, catch a jazz performance, or even “attend” a Bearcats basketball game. With iTunes U, Baruch College is virtually at your fingertips.

The iTunes U program allows educators to create and distribute content through a free application that is downloaded to a computer or to a mobile or tablet device. Content can range from audio and video to books—basically anything that can be downloaded to the Apple-hosted site.

For anyone enrolled in an academic course, the benefits can be immeasurable. Still confused about how to solve a problem in applied calculus? Baruch math professor Walter Wang takes you step-by-step in his video tutorials.

Among the most popular downloads: 2008 Commencement with Senator Charles Schumer (D-NY).

For alumni iTunes U offers access to multimedia content from all three of Baruch’s schools as well as from the Newman Library, the Baruch Performing Arts Center (BPAC), and CUNY TV.

Patrick Ackerman, director of web services at Baruch, says that a convenient feature of iTunes U is the subscription option, whereby new content is automatically downloaded to your “library” once it becomes available.

Even better, it’s all free—so there’s no reason not to take full advantage of all that’s offered!

—BARBARA LIPPMAN

Interested in other alumni perks? Visit alumni.baruch.cuny.edu/privileges.
FEARLESS CAREER CHANGER

Janeflora Henriques (MBA ’12)

“THE HARDEST THING ABOUT CHANGING careers is the apprehension: ‘How can I sell my seemingly irrelevant past skills and experiences to a new industry?’” observes Janeflora Henriques. “It turned out that the easiest part was actually selling my diverse and different background.”

Henriques, with the help of the Zicklin School’s Graduate Career Management Center (GCMC), learned how to present her experiences as an entrepreneur and scientist to the Big Four accounting firms. The result: the June 2012 graduate has accepted a full-time position at Ernst & Young. “My postgraduation plans are as good as solid,” she says.

To what does Henriques credit her success at changing careers? “It took being proactive enough to seek help from the GCMC and then put in the effort necessary: weekly hour-long dissections of my resume and subsequent weekly revisions,” she recalls, noting that thanks to the guidance of the GCMC “I gained confidence in the skills that I already had and could easily demonstrate, and I learned how to articulate them effectively.” She adds, “I also learned that in a competitive environment, the best way to differentiate yourself is to be yourself.”

—Diane Harrigan

ATTENTION ZICKLIN GRADUATE ALUMNI
Maximize your potential for career success. Let the GCMC help you connect with employment opportunities. Visit www.baruch.cuny.edu/gcmc to learn more.

MORE ONLINE: Be inspired by our Q&A with Janeflora, who offers insight into her MBA experience and advice to reach your professional goals.

PROUD TO BE PUNK: CBGB Manager Karen Baskett (’79)

For Karen Baskett, former co-day manager of the late, lamented music club CBGB, the burgeoning punk rock scene served as a backdrop to her time at Baruch.

A natural singer, the precocious Baskett began studying at the Manhattan School of Music at age five and graduated from high school at 15. She hoped to attend Oberlin or another music school, but none would accept a voice student younger than 18. So she enrolled at Baruch, as a music major. Though classically trained, Baskett soon became fascinated with the do-it-yourself aesthetic of punk.

The late Hilly Kristal, CBGB’s legendary founder and owner, hired her as co-manager because he knew she had a good ear. “I was the club girl,” says Baskett. “I saw all the bands and knew who was improving, who was going somewhere.”

She also managed, tour-managed, and even roadied for various acts, including the Cryers, Orchestra Luna, and the Shirts.

“At Baruch I took advantage of classes in accounting and law because I had to deal with contracts,” she says. Extracurriculars also proved symbiotic to her punk music career: Baskett was the Ticker’s first music editor, thus gaining a vehicle to write about all the bands she was seeing. —Marina Zogbi

www.baruch.cuny.edu/bcam SPRING/SUMMER 2012 15
The Baruch community was saddened by the passing of Aaron Shapiro (*49, LHD [HON.] *89) last October. He was 82 years old. Shapiro was the founder of Shapiro Lobel, LLP, an advisory services and personal financial management firm that represented clients in the entertainment industry.

Shapiro was best known for combining his vocation of accountant/attorney and his avocation for the theater. He and his business partner, Michael Lobel, created and endowed Baruch’s Joel Segall Great Works Reading Series. Each year the series introduces over 3,200 students to theatrical masterworks.

Shapiro was a founding member of The Baruch College Fund (BCF) and a former president of its board. He was a BCF Trustee from 1976 to 2002, when he became Trustee Emeritus. The College bestowed upon him an honorary Doctorate of Humane Letters, an Alumni Achievement Award, and the President’s Medal, among other tributes.

Friend and fellow BCF Trustee Stuart Shikiar (*68) offered these words: “Kind, thoughtful, and compassionate, Aaron Shapiro epitomized the Baruch College success story. He will always have a coveted place in the hearts of those fortunate to have been in his life.”

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Paul Stone ’51
Howard P. Greene ’52
Ronald S. Slott ’52
Robert F. Sutner ’52,
MBA ’54
Daniel Lowe ’53
Irving Sands ’53
Lawrence L. Richards ’54
Lawrence Butner ’55
Paul L. Tullman ’56
Aaron Saffenowitz ’57
Lawrence J. Bochner ’58
*Emil Flores ’58
Thea M. Simon ’58
Samuel Ezratty ’59
Theodore Kessler ’59
Patrick V. Murphy MBA ’60
Howard M. Fox ’61
George D. Layton ’61
Jack M. Reisner ’61
James T. Sammis ’61
John J. Schiumo ’61
Louis J. Pleeter ’62
Richard E. Schultz ’62
Eldridge Waith ’62
Arthur G. Ury ’63
Rita Eisenstein ’67

Arnold H. Hivry ’68
Anne Kalish ’69
Lewis S. Semmel ’71
Howard Arnheimer ’72
Harvey A. Getreu ’72
Edmund M. Beyda ’73
Marc Schneider ’74
Barry M. Wiesner
MBA ’74
Louis Girolamo ’77
Fortunato Rubino ’78
Elizabeth Ambrus ’79
Theodore Selby ’82
Francis W. Ronci MBA ’84
Gilbert Burns MBA ’86
Diane E. O’Connor
MBA ’86
Philip Rossman MBA ’86
Kathleen C. Lopez MPA ’87
Regina Lynette Hill ’91
Thomas P. McCarthy ’91
John M. McEvilly ’93
Carlos M. Hernandez
MPA ’03
Aladin Hidalgo MSEd ’04
Briant M. Rowe ’10

* Benchmark Society member

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

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

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It’s no secret that Baruch provides students with a great, affordable education, but it’s also true that cuts in state support for education mean greater challenges as Baruch College pursues its mission. Now more than ever, your support for the Baruch Means Business 2.0 fundraising campaign is critical to our success—and the success of future Baruch graduates! Remember, you were once where they are now.

Scan this code or visit www.baruch.cuny.edu/donate to make your donation today.
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