House Plans, Learning Communities, and Memories of What Matters Most
Baruch students have the will to become leaders in business, government, science, and the arts—and you can help. Your gift to The Baruch College Fund provides scholarships, internships, new courses, labs, technology, coaching, mentors, and outstanding faculty. There are a number of ways for you to give.

**17 Lex Society**
Members of the 17 Lex Society support the College with an annual gift of $1,000 or more to The Baruch College Fund. Along with being listed on the Baruch Honor Roll, members of the society are invited to an annual reception with College President Kathleen Waldron.

**Class Act Gift**
Benefactors are given the opportunity to name a classroom or other space in Baruch’s award-winning William and Anita Newman Vertical Campus or the Information and Technology Building. An unrestricted gift names a classroom in perpetuity, with commemorative signage and dedication events.

**Baruch Benchmark Society**
By including Baruch College in their estate plans, members of the Baruch Benchmark Society create a legacy that ensures that Baruch College remains a leader and innovator in the realm of public higher education for generations to come. You can make a bequest, life-income gift, named endowment gift, memorial gift, an outright gift, charitable gift annuity, or a gift through your life insurance.

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**A Message From the President of The Baruch College Fund Board of Trustees**

*Why Get Involved?* When alumni get involved, the College is able to build upon its history of excellence and opportunity. It is both an honor and privilege to help Baruch’s young students meet the challenges of today’s ever-changing economic environment. That assistance can be in the form of mentoring, serving as a guest lecturer, joining the BCF, or through monetary generosity that helps us build a strong financial foundation to ensure we meet our strategic objectives.

—I look forward to the challenge and excitement of leading Baruch College to a loftier position of respect and accomplishment in academia.

—LARRY SIMON (’65), vice chairman, Ivy Asset Management Corp., and new president of The Baruch College Fund Board. Simon was honored in 2007 with the College’s Distinguished Alumnus Award.

**To make a gift or for more information, please contact**
David Shanton, Executive Director of Development, Baruch College, One Bernard Baruch Way, Box A-1603, New York, NY 10010-5585 (phone: 646-660-6065; e-mail: dshanton@baruch.cuny.edu).
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Natural sciences major Charles Hall (’08) plans a career working with medically underserved populations.
Message from the President

The feature story in this issue of the Baruch College Alumni Magazine highlights a wonderful part of college life—the opportunity to bond with fellow students and faculty and to grow through those bonds. Of course, those bonds form differently at Baruch College than at residential colleges. Commuter schools need to take this process in hand and nurture it. Given how much time Baruch students must devote to jobs outside of school, family obligations, and commuting, time for socializing can get short shrift.

Meeting people outside of your usual circle and getting to know them over conversation is important parts of growing up. Later in life, we often are most nostalgic about the time we spent in college talking to people and pursuing extracurricular interests. As older adults, we realize how priceless it was to have daily access to interesting and different people and to new experiences.

More study groups, more interaction between students and faculty, more student-led clubs, athletics, social events, arts, provocative speakers, and lounge space have been important goals for my presidency. Extracurricular and co-curricular activities help make our students well-rounded and personalize their experience at Baruch. A sense of belonging certainly helped me feel satisfied with my undergraduate years.

I had the good fortune of being able to go away to college thanks to scholarships. I spent my undergraduate years living in a dorm at SUNY Stony Brook, unlike my brother and sister who commuted to college. The other students in my dorm became my de facto study group. I had a part-time job in the History Department, where I got to know the professors and other students in the major. When professors invited us to their homes for dinner, I felt privileged and part of a small academic community within the larger university. And large it became. I entered SUNY during Governor Rockefeller’s building boom in the 1970s. When I started, Stony Brook had an enrollment of 3,000 and when I graduated it had climbed to 9,000. When Stony Brook opened a new dorm, I became a resident advisor and was on the front line of organizing social events for the dorm and building a sense of identity for us.

Throughout the decades, students at Baruch have found ways to connect. Undaunted by the demands on their time, many created their own space for socializing and studying in the 1930s through 1960s through House Plan Communities. Houses were core to the social life of students during those years. Fraternities, such as Alpha Phi Omega, and honor societies, such as Sigma Alpha Delta, have played similar roles.

In the past several years, Baruch College has decided to foster that sense of community through academic Learning Communities (LCs). We hoped—and have found—that a sense of comfort and the smaller class size of the LCs have resulted in better academic outcomes for incoming freshmen who choose to participate. Not incidentally, one of the biggest selling points to me of developing LCs was their connection to Baruch’s House Plan heritage (read the feature to learn more about House Plans and Learning Communities). In this digital age, our students and faculty are also developing new strategies to create friendships and foster learning.

I hope this issue of the Baruch College Alumni Magazine reminds you of some of the experiences of camaraderie you had during your Baruch years. As always, I hope you enjoy reading about your fellow alumni.

You are always welcome at Baruch.

Kathleen Waldron
HOUSE PLAN HERO
I was delighted to read the story on Dr. Irving Greger in the Winter 2008 edition of the Baruch College Alumni Magazine. I worked side by side with Greg (shown right) for 20 of the 39 years he served at Baruch. The article captured his spirit very well.

During those years, Greg was my mentor and my friend. More importantly, he was a mentor and friend to countless numbers of students. It would be safe to say that he literally changed the lives of the Lamport Leaders in significant and meaningful ways. At a party for him last fall, I listened to them, one by one, talk with emotion and gratitude about what he meant to them. These were men and women, now in their fifties, recalling those years at Baruch when this gentle, charismatic man helped them gain a sense of direction and meaning in their lives.

I congratulate the magazine for recognizing him after all of these years.

Dr. James Perrone
Associate Professor (retired)
Department of Student Development
Baruch College

But, wait, we haven’t finished profiling the amazing Irving Greger. See Part II of our article on page 14.

MEMORABLE PROFESSORS
Professor Irving Chaykin [Class of 1932] made a lasting impression on me. He often made a sometimes-dull subject [accountancy] fun and entertaining. Reading “Professor Chaykin Remembered” (BCAM Winter 2008) put me in mind of several anecdotes, of which I offer two.

It was the beginning of a first-year accounting class, and Professor Chaykin expounded on how annoying it was to be asked how many problems would appear on an exam. He found this question inane and spoke of all that might not be going on in the brain of the questioner. As he finished his monologue, a late-arriving student took his seat and raised his hand, only to ask that exact question.

During an Intermediate Accounting class, Professor Chaykin led us through a fairly complicated set of transactions requiring numerous adjusted journal entries to properly set forth the correct outcome. When it was completed, a student asked, “ Couldn’t we have done all of this in one journal entry?” Chaykin’s retort was a marvel of simplicity: “You can do your entire career in one journal entry!”

Professor Chaykin will be missed.

Robert Bell (’65)

I was happy to see my old pal Steve Savas (BCAM Winter 2008) among those chosen for the honor of Presidential Professor.

His class challenged me to rethink critically some of my public policy positions and expanded my intellectual horizons. Isn’t that what great teachers do?

Gene Roman (MPA ’00)

FUTURE ISSUES AND FEATURES
Usually, on the Letters to the Editor page, we ask our readers to delve into their memories for stories of their time as students—College romances, working on the Ticker, their international experiences, and, for this issue, participating in House Plans. But we’d like to turn the tables and ask you, What can BCAM do for you? Is there a story you’d like us to cover? Please contact the magazine editors at Baruch College Alumni Magazine, Office of Communications and Marketing, One Bernard Baruch Way, Box A-1503, New York, NY 10010-5585 or e-mail communications@baruch.cuny.edu.

What Can Your Alumni Magazine Do for You?
Conference Follows the Money

Panetta and Zicklin Featured Speakers

Coincidentally, on the first day of the Money, Politics, and Corporate Risk conference presented by Baruch’s Robert Zicklin Center for Corporate Integrity, the Hillary Clinton campaign announced that it had raised $35 million in campaign contributions in the month of February. That’s $35 million. In one month. For a primary campaign.

So you wouldn’t find any attendees in disagreement when featured speaker Leon Panetta stated, “This is a very timely, important conference.” Timely because of the current presidential campaign. Important because the conference examined how businesses can participate in politics and do it ethically.

Panetta spoke from experience, as a former congressman, director of the U.S. Office of Management and Budget, and White House chief of staff. As a congressman, he worked on drafting the first campaign finance bill. Later he was co-chair of the New York Stock Exchange committee on corporate responsibility.

Panetta didn’t soft-pedal the current political fundraising situation. “We have a system of funding political races that is out of control,” he said, noting that fundraising now consumes a large percentage of Congress members’ time. They are routinely asked to make calls to contributors, he said, and given a set amount of money they have to raise for the party’s campaign committee. On any evening, he added, there may be 10 receptions that members of Congress are encouraged to attend. At these receptions, lobbyists walk around handing out thousand-dollar checks.

Companies, of course, expect quid pro quo for their donations.

So what’s to be done? Panetta laid much of the responsibility at the feet of corporations’ boards of directors. “Directors should insist that companies adopt a strong code of conduct,” he said. He emphasized that they should be strong enough to stand up to CEOs and say, “No,” when they suspect something unethical is being done. “It requires a board with knowledge, courage, and candor,” he said.

All of the speakers at the conference agreed that the problem of fundraising is a serious one and must be addressed. Baruch alumnus and educational philanthropist Larry Zicklin (’57, LHD [Hon.] ’99) noted that this problem even affects the perception of America abroad.

The two-day conference featured speakers from across the United States. It was co-sponsored by the Center for Political Accountability, Directorship magazine, and the Zicklin Center for Business Ethics Research at the Wharton School.

—WARREN SCHULTZ

Larry Field (’52) Gives $10 Million to Support Entrepreneurship

In February Baruch College President Kathleen Waldron announced a $10 million gift to the College from Southern California real estate developer Lawrence N. Field (’52, DCSc [Hon.] ’04) and his wife, Eris. The gift, which will be administered through The Baruch College Fund, will support academic programs in entrepreneurship as well as the community outreach and research activities of the Field Center for Entrepreneurship.

In announcing the gift, President Waldron said, “Larry Field’s generosity and vision have propelled us into the top tier of entrepreneurial studies in the nation. This, his most recent gift, has the potential to make us preeminent in the field. As a result of Larry’s foresight, we will be able to add faculty, strengthen research, and continue to provide business counseling and expertise to hundreds of New Yorkers every year.”

A native of the Bronx, Field is the founder and principal of the real estate investment and development firm NSB Associates, based in Los Angeles. He was the honoree at the 19th Annual Bernard Baruch Dinner in April, where he received the College’s Distinguished Alumnus Award (see page 11).

—ZANE BERZINS
A s the economy continues on its wild ride, two groups find themselves in need of counseling more than ever: professionals seeking to re-enter the workforce after prolonged absences and the mature entrepreneur.

The Zicklin School of Business responded to the needs of returning professionals by launching Opting Back In, an intensive, three-day program combining motivational skills, career assessment, and networking opportunities with practical job-hunting and resume-building lessons. Designed by Cynthia Thompson, a professor of management in Zicklin; Nancy Leighton, former alumni coordinator at Baruch’s Starr Career Development Center; and Peggy Segal, a former private equity banker now specializing in helping other women relaunch their careers, the program was created to help people “package” themselves in new and compelling ways. While most of the participants were women seeking to resume careers interrupted by child rearing, men were also welcome. Organizers are seeking corporate and private sponsorship to offer the program on a regular basis.

All entrepreneurs have questions when they’re just starting out, even those who have decades of professional experience. With this specific group in mind, the Zicklin School and Baruch’s Lawrence N. Field Center for Entrepreneurship sought to provide the answers as co-sponsors, with the American Association of Retired Persons (AARP), of Take Two: Your 50+ Entrepreneurship. In this daylong seminar, participants learned how to start or buy a business after age 50, networked with peers, and received advice on a variety of concerns through one-on-one consultations with accountants, small-business owners, lawyers, and later-life experts.

—LARA MOON

Ex-Starbucks executive Robert Wu (pictured here with his family) was one of 18 career relaunchers to participate in Opting Back In, a three-day program at the Zicklin School of Business.

Students Take Top Honors in Competitions

W hen it comes to competitions, our students mean business. This academic year, eight student teams won or made it to the final rounds of undergraduate- and graduate-level challenges sponsored by some of the most famous names in the accounting profession, the oil industry, and nonprofit organizations.

A dynamic group of five Baruch MBA students outshone the competition to win the Executive Leadership Council’s 2008 Business Case Competition sponsored by Shell Oil. The victory is especially sweet because it marks the first time Baruch has entered the competition. Teams from 35 schools, including the University of Michigan, Cornell, and the University of Chicago, competed for $35,000 in scholarship money. The Baruch team’s winning solution used Shell’s existing resources to maximize potential returns with minimal risk in a brand-repositioning challenge. Zicklin School of Business Dean John Elliott, a longtime proponent of student participation in business case competitions, has fostered the competitive spirit by implementing curricula that facilitate greater student involvement and interest.

A team of five Baruch undergraduate accounting students won first place in its regional division of the PricewaterhouseCoopers xACT xTREME Campus Competition, an accounting debate contest. The Baruch team’s winning solution to the problem of international reporting issues was a proposal for a hybrid accounting system drawing on the best practices of both the International Financial Reporting Standards (IFRS) and generally accepted accounting principles in the U.S. (U.S. GAAP).

Undergraduate public affairs major Eila Voloshen made a strong impression upon joining the Baruch chapter of American Humanics, the national collegiate volunteer and service learning organization. After winning academic and internship awards in quick succession, she completed her internship with Keep A Child Alive (KCA), an organization devoted to fighting AIDS in Africa and India. She later helped form a chapter on campus—and also found time to win KCA’s national fundraising competition. Her Artistic Cents concept transforms pennies into works of art to be photographed and signed by KCA celebrity sponsors. The photos are auctioned off on eBay, with subsequent proceeds, and pennies, donated to KCA. As one of three winners, Eila will travel to South Africa to experience the fight against AIDS on the front lines.

—LARA MOON

“Touch A Heart With Good Cents Art” was Eila Voloshen’s winning entry in the Keep A Child Alive national fundraising competition.
NSF Funds Undergraduate Research Experience

A DOZEN UNDERGRADUATE psychology majors are taking part in advanced research training at Baruch College, supported by a quarter-million-dollar award from the National Science Foundation. The Research Experience for Undergraduates (REU) targets individuals from disadvantaged or underrepresented groups. The goal is to provide these students with a direct and concentrated research experience that will help them get into graduate school and on the road to becoming research scientists.

The REU students hail from Baruch, Hunter, CCNY, Brooklyn College, and St. John’s University. They work in social psychology, sleep research, industrial/organizational psychology, and developmental psychology. Each student commits at least 10 hours per week and receives a stipend of $1,960 for a 14-week semester. The stipend is important, because most of these students work to earn money for living expenses and cannot afford to put in the unpaid hours of lab work necessary to gain admission to competitive graduate programs.

Gursharan Bharth (’09), a 20-year-old Baruch College junior from India, is working in Assistant Professor Daniele Artistico’s lab studying “self-efficacy,” which Gursharan describes as “how confident you are in your ability to solve problems or confront situations.” Her work in the REU program has motivated Gursharan to apply to graduate school. “It’s not so intimidating anymore,” she says.

Juliya Golubovich (’08), another Baruch student, is working with Associate Professor Charles Scherbaum, a faculty member in industrial/organizational psychology and one of the directors of the REU program. Her research asks such questions as, Who do people perceive as leaders? She, too, plans to go on to graduate school.

Over the course of the year, the students work on both independent and group projects, learning about hypothesis formulation, research design, data collection, data analysis, and manuscript preparation. The experience of developing a proposal for an independent research project mirrors the experience of graduate students developing a master’s thesis. REU students who make significant contributions to faculty research are included as co-authors on manuscripts submitted for publication.

—ZANE BERZINS

Harman Program Turns 10

The 10th anniversary celebration of Baruch’s Sidney Harman Writer-in-Residence Program, which took place Apr. 16 in the Newman Vertical Campus, brought some of the biggest names in literature together for a truly festive reunion.

Endowed in the Weissman School of Arts and Sciences by Sidney Harman (’39), executive chairman of Harman International Industries, Inc., and directed by journalism professor Roslyn Bernstein, the program has brought 20 distinguished poets, novelists, and nonfiction writers to campus since 1998.

At the gala event, the writers took turns reminiscing about their residencies and praising their Baruch students. College President Kathleen Waldron expressed gratitude to the writers and to Dr. Harman, who spoke about the value of the written word.

Current U.S. poet laureate and Spring 2008 Harman Writer-in-Residence Charles Simic cited his own background as an immigrant who worked while attending college: “I have tremendous affection and sympathy for my students living the same life. I am honored to be here.”

“We judge a civilization by the art it makes,” proclaimed Pulitzer Prize–winning playwright Edward Albee, writer-in-residence during Fall 2000. Fall 2002 writer Philip Gourevitch emphasized the importance of good writing, “especially now, when words can mean so little.”

“My students were so alert, so alive, so courteous,” enthused Lorrie Moore of her Spring 2000 class. Novelist Sigrid Nunez, writer in Fall 2007, applauded her students’ “humility, lack of vanity, and hard, hard work.”

“I loved these students more than any other students I’ve worked with,” said renowned author Paul Auster, Spring 2002 writer.

Writers Susan Choi, Francisco Goldman, Mark Kurlansky, and Colum McCann were equally enthusiastic about their experiences and the students at Baruch.

—LARA MOON AND MARINA ZOGBI
Rebuilding the Big Easy

For a program that lasted just two weeks, it was incredibly rich, packed with cultural insight, sweaty physical labor, music, and really good food. During the January intersession, 22 students, seven of them Baruchians, experienced a crash course in service learning in the still-blighted but toujours gai city of New Orleans.

Led by Ted Henken, Baruch College professor of sociology and of black and Hispanic studies, and Deborah Gardner, director of the Teachers Academy at Hunter College, the students spent a week doing repairs in St. Bernard Parish—putting a roof on one house and putting up drywall for another. Students were there as part of the effort by private citizens and volunteer groups to rebuild the large swaths of the city devastated by Hurricane Katrina and abandoned by the government.

As Henken describes it, the students worked from 8 am to 5 pm daily. During the evenings and weekends, they went on outings that included a local jazz club, a tour of the city’s infamous levee system (led by a Tulane geographer), and a night of zydeco dancing in a bowling alley called Rock & Bowl.

During the second week, students lived in dorms at the University of New Orleans and worked in a variety of internships that included WWOZ, the local jazz and heritage radio station, and Pro Bono, an organization dedicated to defending workers’ rights. Henken also hauled all his charges up to the small upstate town of Gonzalez, home of his cousin and namesake, who produced a Louisiana dinner for 24 people. The learning experience became a family affair.

Despite all the hard work the program entailed, Henken says he felt like “the Pied Piper,” escorting students around town and making sure everyone got a big dose of the multicultural and transnational flavor of New Orleans.

He’s thinking of doing it all over again next year. —ZANE BERZINS

HER PASSION for exploring other cultures and a desire for hands-on learning led Jessica Rozario (‘10) to the New Orleans Service Learning Experience Project, an honors-level sociology class that couples classroom learning with volunteer work. In class students discussed the historical and cultural factors surrounding the devastation of New Orleans and the Gulf Coast region by Hurricane Katrina; then, working in conjunction with Habitat for Humanity, students traded the classroom for various sites in Louisiana for collective rebuilding projects and volunteer internships at local nonprofits.

Rozario knew she wanted to participate in the class. The only thing stopping her was the $1,400 cost of the trip. On the advice of two professors, she e-mailed several Baruch administrators, explaining her predicament. When the Weissman School dean’s office told her the College could cover her travel expenses, Rozario was “jumping off the walls.”

During the first week, students helped rebuild a porch and re-shingle a roof. None of the students had carpentry or construction skills, and Rozario admits, “It was really scary on the roof, but we just got up there and did it.” Students bunked at Camp Hope, a former middle school not far from downtown New Orleans that provides housing for volunteers. “We met so many people, from all over,” Rozario enthuses.

Week two brought an internship at a local radio station, WWOZ-FM, where Rozario recorded a commercial spot. Students stayed in university dorms during the second week and spent their evenings listening to speakers from the local community share stories of rebuilding and reclaiming the city’s cultural legacy.

“I wish every class were like this; we learned so much more from talking with the people—cabdrivers, waitresses, store owners,” she explains. “This experience gave me a new perspective on what it means to help someone in need. Just knowing that people care meant so much to the people of New Orleans.” —LARA MOON

Jessica Rozario (second from right) takes a break from roofing with fellow volunteers in St. Bernard’s Parish, New Orleans.
International Visitor Leadership Program 2008 When the U.S. Department of State needed experts to explain primary politics to a group of Spanish political analysts and journalists as part of its International Visitor Leadership Program, it enlisted School of Public Affairs Dean David Birdsell (center left) and Professor of Public Affairs Douglas A. Muzzio (center right). Both are experts on voting and election issues and are among the most frequently quoted pundits on local and national politics. The two discussed presidential primary politics with a delegation from Catalonia, while previewing Super Tuesday polling. This is the third consecutive campaign in which the School of Public Affairs has been asked to assist the program, having hosted a group from Sweden in 2004 and a contingent from Russia in 2000. —LARA MOON

BPAC Welcomes He Who Laughs Last

T
ELEVISION ANCHOR, newscaster, and noteworthy New Yorker Tony Guida reported from Berlin on the fall of the Wall and from Rome on the assassination attempt on Pope John Paul II. But now he can add to his list of hard-hitting assignments the Feb. 19 conversation (and piano duet) with his friend and Baruch alumnus Mort Gerberg (’52), best known as a cartoonist for The New Yorker, Publisher’s Weekly, Harvard Business Review, and Playboy. Their unscripted, playful discussion, billed by the Baruch Performing Arts Center (BPAC) as Laugh Last, took place in the Englman Recital Hall and was the first event in BPAC’s Ask the Artist series. The series consists of moderated onstage dialogues that explore the work and careers of local professional visual artists, writers, and musicians.

Gerberg and Guida’s free-ranging conversation touched on Gerberg’s early interest in drawing, the story of their friendship, and the ins and outs of a career in cartooning. Gerberg offered a slide presentation of cartoons from his most recent collection, Last Laughs: Cartoons About Aging, Retirement . . . and the Great Beyond (Scribner). The highlight of the evening was watching Gerberg recreate one of his recent political cartoons on an overhead projector. To learn more about Ask the Artist events, visit www.baruch.cuny.edu/bpac. —Diane Harrigan

AT THE MISHKIN GALLERY

“BIG—that is how most of us think about Abstract Expressionism: big ideas, big emotions, big action, and big scale,” writes April Kingsley, curator of Suitcase Paintings: Small-Scale Abstract Expressionism, which was exhibited at Baruch College’s Mishkin Gallery from May 2–Jun. 3, 2008. “While this group of groundbreaking artists pushed the limits of scale in the 1950s, using the canvas as a field to (sometimes literally) act upon,” explains Kingsley, “the other side of the coin presents a very different picture.”

The 60 paintings by 50 artists, including Franz Kline, Philip Guston, Elaine de Kooning, Jon Schueler, and David S vika, substantiate Kingsley’s assertion that these artists “also created elegant small-scale paintings of intense beauty while losing none of the bravura and energy found in the most monumental work.”

Suitcase Paintings is just one in a series of startling, supposition-bending exhibitions for which Baruch’s gallery is known. The gallery presents a variety of small, museum-quality exhibitions that emphasize original scholarship, multicultural issues, and interdisciplinary topics.

The Mishkin Gallery has a full schedule of exhibitions in 2008–2009, including Recasting the Figure in Photography: Portraits, Diversity, and Identity (Sept. 26–Oct. 24). All exhibitions are free and open to the public. For more information about the gallery and current exhibitions, please call 646-660-6652 or visit www.baruch.cuny.edu/mishkin. —Diane Harrigan

Cartoonist Mort Gerberg (’52) (left) with TV anchor Tony Guida. Interviewed for BPAC’s Ask the Artist series, Gerberg recreated a recent cartoon for the audience on an overhead projector.
Hoisting the Ethics Banner

One has only to pick up a national newspaper to realize the importance of ethics in business and public service. To bring the College community’s awareness to the issues of personal and professional ethics, Baruch has instituted many ethics initiatives, including an annual Ethics Week, currently in its fourth year. Held in March, Ethics Week 2008 included classroom discussions of ethical issues related to specific subjects/disciplines, special events featuring members of the community and invited guests, and Ethics Bowl, a debate competition open to undergraduate teams. Following Ethics Bowl the Abraham J. Briloff Prizes in Ethics are awarded to the best papers written by a faculty member and students on ethics-related topics. This year’s winners were Professor of Management Donald Schepers for his article “The Equator Principles: A Promise in Progress?” (to appear in Corporate Governance: An International Review), undergraduate winner Adriana Aldarondo (’08) for her paper “The Internet: A Fresh Frontier for an Old Disgrace, Is Freedom of Speech the Freedom to Hate Online?”, and School of Public Affairs graduate student Eileen Parfrey for “The Ethics of Alzheimer’s Disease and Informed Consent.”

Ethics Week is generously supported by the Charles Dreifus Ethics-Across-the-Curriculum Initiative. Funding for the fourth annual Ethics Bowl was provided by Lawrence M. Chong (’68) and Leigh J. Abrams (’64). [1]—Diane Harrigan

National News Anchor on the Hot Seat

Typically more than 700,000 people tune in to the Nightly Business Report on PBS every weekday for anchor Susie Gharib’s take on the financial news of the day. Last winter a somewhat smaller group—40 Baruch College journalism students—had the rare opportunity to meet, listen to, and ask questions of Gharib. Known as a straight shooter who isn’t afraid to ask tough questions, Gharib told the undergraduates that she thrives on live television and the unpredictability of news. Her passion is investigative reporting. Her satisfaction comes from landing exclusive interviews, traveling to cover stories, and simplifying complex issues for her audience. She offered encouragement to the aspiring journalists, saying that business journalism is a growth industry because individuals need information to make decisions about their personal finances.

Holdyn Brand (’10), a business journalism major from Brooklyn, asked Gharib about the sensationalizing of news coverage. She said that her goal for news reporting is to identify the five to 10 most important things that her viewers need to know about a subject and to tenaciously deliver them.

Gharib has been a journalist for 30 years, working at CNBC, NBC, ESPN, and WABC-TV/New York. Among her many awards and recognitions, Gharib has been named one of the nation’s 100 most influential business journalists by the Journalist Financial Review.

Two other prominent reporters also spoke to journalism students in the spring semester: New York Times business reporter David Cay Johnston and New York Times public editor Clark Hoyt. [3]—Carol Abrams

Baruch College Fund Vice President Charles Dreifus (’66, MBA ’73) (center) and Emanuel Saxe Distinguished Professor of Accountancy Emeritus Abe Briloff (’37, MS ’41) (right) with Baruch Provost James McCarthy.

Deputy Chief Librarian Jerry Bornstein with Briloff Prize winner Adriana Aldarondo (’08).
Market Analysis Collections Find a Home in the Newman Library

Students will soon have access to a new and exceptional resource, thanks to a recent agreement to house the comprehensive collections of financial markets technical analysis materials of the Market Technicians Association (MTA) and the Market Technicians Association Educational Foundation (MTAEF) in the William and Anita Newman Library.

The 10,000-volume collection contains nascent items from market forecasting history, including artifacts such as original writings of Wall Street Journal founder and Dow Jones Industrial Average inventor Charles Henry Dow and the syllabus of a 1930s stock market class taught by R.D. Wychoff. Formerly located in Tower One of the World Trade Center, the collection was rebuilt after 9/11 and has existed in MTA members’ garages and a few storage facilities in the tristate area ever since.

Negotiations for a 10-year loan agreement were finalized when Baruch College President Kathleen Waldron met with MTA President Philip Roth and MTAEF President Bruce Kamich, who is also an adjunct lecturer in the Zicklin School. The deal was finalized with the help of alumni and Baruch College Fund trustee David Krell (MBA ’71), a founder and former president of the MTA. An endowment fund to grow the collection is also in the works. —LARA MOON

A Coach’s Reward

On a sunny, crisp October Sunday, Ariadne Mui (’97), first-year head coach of the Baruch women’s cross-country team, stood anxiously at the finish line in Van Cortlandt Park in the Bronx as her team competed in the CUNYAC championship meet.

She watched as one Baruch runner after another raced to the finish near the head of the pack. In all, Baruch placed four runners in the top 10. By the time the last runners had crossed the finish line, the Bearcats were champions, earning the first women’s cross-country championship in the College’s history. In November Mui was named CUNYAC women’s cross-country coach of the year.

Mui says she was shocked to receive the honor. “I didn’t even think they knew me,” she says. It might be that no one knew her at the start of the season, but everyone did by the end.

A vice president in the Alternative Products Group at BlackRock, Mui had to learn coaching on the fly. Knowing how to run was not a problem. She had been a member of the Baruch cross-country team while an undergraduate. After graduation she ran with the New York Road Runners and in the New York Marathon. The challenge came from creating a system that would get the most out of her charges. “It’s all about training to prevent injuries,” she says. The team practiced every evening from 6 to 8. Mui even saved and used vacation time from work to help the team train.

But Mui’s interest in her team goes beyond sports. She brought in professional colleagues to speak with the team about career choices and internships. Mui is proud to be an active member of the Baruch family. “I wouldn’t have done it any other way but go to Baruch,” she says. —WARREN SCHULTZ

Cross-country Coach of the Year Ariadne Mui (’97) (center) with (from left to right) runners Erika Russi (’08) and Temi Arijloye (’08).
World-famous architect Frank Gehry happily shared the stage with the College’s own Larry Field, graduate of the Class of 1952, at the 19th Annual Bernard Baruch Dinner, held on Apr. 30 at the elegant restaurant Cipriani 42nd Street. The much-heralded architect introduced his longtime friend Field, Southern California–based real estate developer, entrepreneur, and philanthropist. On this festive evening, Larry Field was honored and presented with a Distinguished Alumnus award. Coming out to share the evening with Field were close to 450 guests (including many Baruch College Fund trustees). The event, which was covered by New York Times photographer Bill Cunningham, raised close to $800,000 to support scholarships, technology, and other initiatives at the College.

Field was selected for this honor because of his remarkable business acumen, his achievements, and his unfailing support of Baruch and its students. A native of the Bronx, Field is the founder and principal of the real estate investment and development firm NSB Associates (the company name derives from Field’s typical response when asked how he and his company are doing: “Not So Bad”). The son of immigrants, Field is a living inspiration to Baruch’s students, especially its budding entrepreneurs. He exemplifies the kind of intelligence, talent, and drive that characterize successful Baruch College alumni.

It’s not stretching a point to call Larry Field “an architect of Baruch’s future” either. Over the last 10 years, he has established the Lawrence N. Field Center for Entrepreneurship and two chairs in entrepreneurship. He and his wife, Eris, made the lead gift for the renovation of Baruch’s historic 17 Lexington Avenue Building (renamed the Lawrence and Eris Field Building at 17 Lex). His most recent gift of $10 million will support entrepreneurship.

The annual dinner also serves as an occasion to pay tribute to the College’s namesake, Bernard M. Baruch (Class of 1889), statesman, financier, and devoted alumnus, and to take measure of our institutional past, present, and future. —Diane Harrigan
House Plans, Learning Communities, and Memories of What Matters Most

OLD SCHOOL TIES: For about 30 years, House Plans helped freshmen create a sense of belonging through social and academic events. Some individual Houses even had their own letter sweaters and business cards.

NEW SCHOOL FRIENDSHIPS: Today’s students form their own affinity groups through blogs and websites like Facebook. Baruch helps first-year students acclimate through its Learning Communities program.
College is a fertile ground for friendship: the same books, lessons, and professors; shared classes, pains, and triumphs. College friends inspire our intellect and our imagination, test our beliefs (making us more tolerant in the process), and are our partners in storied hijinks. In later years, college friendships offer a reference point, helping us understand where we’ve been and where we want to go. They give us opportunities for genuine connection, unquestioning acceptance, and steadfast loyalty. When ripened, these youthful connections can become expansive (witness the five alumni-friends who created Baruch’s Executives On Campus program; see their story on page 18).

friendships are forged—and effort is something Baruch students understand well. Baruch College is proud of the part it has played in fostering student camaraderie. Participation in clubs, sports, student government, and publications has resulted in alumni friendships, and we’ve covered many of those stories in this magazine.

The story we haven’t yet covered is the story of House Plan Association. Those who weren’t around for Baruch’s long-term experiment with House Plans probably are unfamiliar with the pivotal role Houses played in student life from the 1930s through the ’60s. Thanks to alumni who experienced those glory years, we can set the record straight. Sure, members of Houses were study partners, but the House Plan stories you submitted recount friendship more often than academics. Of course this shouldn’t come as a surprise: Friendship is a key element in the good life.

Friends, readers, you have submitted stories of lasting, engaging, and rewarding friendships. As the editor in chief of this magazine, I have the privilege to present these stories and to share them with the whole Baruch community. Included in this feature on House Plans is an update on what the College is doing institutionally to give students that healthy sense of community and belonging. It’s called Learning Communities. But let’s begin by providing a bit of a context.

Doing the House Work: A Refresher on House Plans at City College Downtown

Graduates from the last few decades may know little to nothing about the history of House Plans at Baruch College. Begun in 1935, in the middle of the Great Depression, House Plan Association was the very large umbrella organization for the dozen or more student Houses (often called the poor man’s fraternity and poor woman’s sorority). The House Plan system existed throughout city colleges, not just City Downtown (as Baruch was known when House Plans began).

Baruch professor and historian Selma Berrol explained House Plans in her book Getting Down to Business: Baruch College in the City University of New York, 1847–1987. “The various houses, like the Greek letter organizations on which they were patterned, were basically social groups of like-minded people . . . designed to relieve some of the anomic of a subway college and provide support of various kinds to its members.” That support took the form of dances, socials, and musicales (like The Corn Is Lavender), as well as student-alumni-faculty teas, dinners, and parties. The association organized trips, like the 1939 camping trip to the wilds of Peekskill. House Plan had a serious side too, offering forums on vital topics and operating its own government and newspaper. House Plan accommodated Day and Evening Session students alike and existed in addition to clubs, student organizations, and athletics. The association was large and complicated. The Lexicon called House Plan “the heart of the Commerce Center [Baruch]. And as it gives the school a soul, it gives the student a social conscience.”

That said, what alumni remember most is that House Plans succeeded in their stated purpose of making life for students more pleasant and enjoyable. They also succeeded in being the catalyst for lifelong friendships, some of which are recounted in the following pages. —Diane Harrigan
HOUSE PLAN HISTORIAN

Irving Greger

THIS IS THE SECOND INSTALLMENT of our article on beloved Baruch professor, staff member, and unofficial House Plan historian Irving “Greg” Greger. Part II focuses on his House Plan years. Greger, who held such jobs as coordinator of student activities, coordinator of freshman activities, associate dean of students, and director of orientation and special programs, among others, was on staff at the College from 1947 through 1986, a total of 39 years.

When Professor Emeritus Irving “Greg” Greger, executive director of Lamport House and House Plan from 1951 to 1960 and later head of the Lamport Leaders Society, from 1960 to 1974, remembers House Plan Association, he automatically speaks of the principles of cooperation and democracy that characterized the organization from its inception. Operated as a self-governing student body, the association was made up not only of individual Houses but also of committees and officers. Each House was represented by a delegate on House Plan Council. At any given time, about 25 percent of the student body participated in House Plan activities.

Greger remembers his House Plan days with a series of smiles. Gone were the war years in which House Plan members were known to socialize while knitting, sewing, and making scrapbooks and packages for soldiers overseas. What Greger experienced was more consistent with the 1950s Lexicon descriptions of Lamport House as “the gateway to friends, fun, and frolic” and the place where students gather “to talk, dance, romance, meet, play Ping-Pong, shoot pool, eat lunch, or just out of force of habit.” It was the scene of a party the first Friday of every month. Classic functions included Freshman Reception, the Turkey Trot, Mardi Gras, and Cabaret Night.

So how hard could running City Downtown’s House Plan be for a former company commander in the U.S. Army, European Theater of War, who fought in the Battle of the Bulge? Greger had help. He quickly acknowledges the student Lamport Leaders. For decades they were a support system—peer mentors, really—for emerging and established House Plans. All hands were definitely needed on deck. The Lamport House building—the social hub of House Plan activity—had a skeleton crew yet was open six days a week. “Students kept House Plan functioning—well, maybe not totally,” laughs Greger. After the start of WWII, faculty advisors were no longer used, and House Plan had to rely on students. Speaking of the demands made on his Lamport Leaders (because they really were his Lamport Leaders), Greger says, “Make your students feel they have something to offer—motivate them and treat them as equals—and they do great things.” No one gave more to the training and support of the mentors than Greger. Every Friday night for 25 years, he met with the Lamport Leaders for discussion and leadership training exercises. Greger even hosted an annual picnic at his home for the leaders.

House Plans, explains Greger, were modeled after the eating houses of the Ivy League. The House names recognized City College faculty and leaders from the past (Saxe ’55, for example, was named for Dean Emanuel Saxe’s father, who had been a City College professor). Houses were all male or female. Some focused on athletics, others on service. The average house lasted two academic years. But some lasted for only one year, and others for all four years. During any given academic year, there were 25 to 35 groups, with, on average, 15 to 20 students per House. All this was a perfect working environment for Greger, an applied psychologist and an expert in group dynamics.

“I relished any job that involved working directly with students,” says Greger. The octogenarian still attends Commencement; he has attended every Baruch graduation since its official senior college status was conferred in 1968. —DIANE HARRIGAN

AFTER LEFT: Get him talking and Greger will recount stories of colleagues past, like 30-year veteran Ruth Wright, who was the first female dean of students and in charge of the freshman orientation program until 1963.

RIGHT: Longtime director of House Plan and Lamport House, famous for his ubiquitous pipe, Irving Greger, or “Greg,” as everyone knew him.
I have very fond memories of House Plan. It was the center of my social life from 1939 to 1943, until those of us in the Enlisted Reserve were called up for active duty.

We had about a dozen members. We were Finley ’43, named, I think, for a former president of City College. We usually met about once a week for a raucous session and went out as a group for such things as picnics, swimming at the St. George saltwater pool, jazz in the Village, and other low-cost events. Remember, this was the Depression.

I recall one incident in particular. We invited a girls’ House for dinner. We scrounged up enough money for spaghetti sauce, coffee, and cookies, and one of the guys offered to cook. All went well—if you didn’t mind eating half-cooked pasta. But it was a pleasant evening.

One final note: All of the members of Finley were either from the Bronx or Brooklyn. I was from Jamaica, Queens, and I was regarded as a hick from the sticks. —SEYMOUR GOLD (’43)

To remember House Plans, I need to go back to the time I was a student at Baruch (from 1943 until 1947). Along with my friend Renée Mussler Beyer, I joined—or rather was accepted by—the members of a sorority, Lambda Sigma Phi, sometimes referred to as “Lamby Pies.” We were thrilled. After all, the leader was Zeena Sugarman, a “brain” and very sophisticated. I don’t remember any great acts of community service. There were social gatherings and lovely “girlie meetings.”

—HELEN LIEBERMAN SUPNICK (’47)
HELEN HOTZ MIROCHIN ('53) grew up in the Inwood neighborhood of Manhattan, where she attended George Washington High School. She recalls her happiness upon acceptance to the School of Business and Civic Administration of the City College of New York, after taking an extensive course of exams. The curriculum was rigorous in those days: students were required to take two years of public speaking and had to complete a swimming course to graduate. (Despite her fear of diving, Mirochin executed a dive on the final day of class.)

Here she recalls the Dean '53 House Plan, which offered a welcome social component to her college experience:

In 1949 a group of freshman girls from Washington Heights, Inwood, and the Bronx joined to form the Dean '53 House Plan. Presumably, one reason this system was organized geographically was to ensure companionship for the subway rides to and from all the House Plan parties and activities.

We would meet for lunch in an empty classroom with a wastebasket as our centerpiece. Our group was not an exclusive club. People came and went, and friendships were forged with those who stayed. We attended House Plan events, volunteered at Bellevue Hospital, and went bowling and saw movies at the Loew’s Paradise on the weekends. In our four years of lunchtime get-togethers, some things remained constant: the wastebasket and the banana and Hershey bar that Rhoda’s mother never failed to pack with Rhoda’s lunch.

Basketball was a big deal in those days. Our freshman and sophomore years coincided with the amazing string of victories that culminated in 1950, when the Beavers won both the NIT and NCAA championships, a fantastic feat that no other team has ever achieved before or since. Seeing our local boys (mostly black and Jewish) rise to fame in the national spotlight was a big-time basketball experience no one expected to get at City College. We cheered together and, later, cried together over the scandalous fall of our miracle team in 1951.

At the time, Dean ’53 was the only female House Plan that stayed together for the entire four years at Baruch. After graduation we remained friends, and the House Plan even added some new members. We would go out for dinner and frequently

“At the time, Dean ’53 was the only female House Plan that stayed together for the entire four years at Baruch.”

Yearbook photo of Dean ’53, the only female House Plan pictured in the 1953 Lexicon (back row, left to right): Rhoda Loeb, Helen Hotz, Bette Goldburg, Jewel Worth, Audrey Kaufman; (front row, left to right): Lisa Levi, Edith Leib, Elizabeth Reichman, Edith Mintz, Rita Rosenthal, Loretta Brody.
LAMPORT HOUSE, THEN AND NOW

The façade of 25 East 22nd Street is elegant and imposing. A mid-19th-century townhouse that has been beautifully maintained, it is a standout in a neighborhood of standouts—Manhattan’s highly desirable Flatiron/Gramercy neighborhood.

Currently it serves as headquarters for clothing designer David Chu (co-founder of Nautica). Unlike many of its contemporaries, 25 East 22nd Street was not replaced by the larger commercial buildings that overtook much of Manhattan. It’s the only structure on its block that still boasts a stoop, that classic element of old New York architecture.

Baruch alumni from the mid-1940s through 1960s are undoubtedly familiar with the building. This was the site of Lamport House, the House Plan Association’s 1943 acquisition for the students of Baruch College (known at the time as the School of Business and Civic Administration of CCNY).

Since 1936 House Plan had occupied a small, cramped building at 138 Lexington Avenue. (Before that, a large room in the 17 Lexington Avenue building known as SS was used as a student lounge.) Then, as now, the generosity of outside donors was tapped to help fund the new site for student activities. The building on 22nd Street was purchased, renovated, and partially maintained by the Lamport Foundation. Its dedication took place in May 1944. For more than 20 years, it served as a social center for the school’s myriad Houses and their activities.

Since the time it was built in the mid-1800s, originally as a residence, the Lamport House building has served a variety of functions. In the late 19th and early 20th centuries, it was the headquarters of the Board of Publication of the Reformed Church in America, in addition to the church’s Boards of Foreign and Domestic Missions. In the early 1960s, pioneering modernist designer George Nelson renovated the office and residential interiors of the building. By the late 20th century, 25 East 22nd was used predominantly as headquarters for design and apparel-related companies. It was the New York headquarters for Nike Inc. until the late 1990s.

Of all the buildings that have been associated with Baruch College, this townhouse is one of the oldest and most distinguished survivors.

At the 2000 wedding of Helen Mirochin’s daughter (left to right): Edith Mintz Schaffer, Elaine Goldstein Blacker, Joy Pekelney, Helen Hotz Mirochin, Rhoda Loeb Blicht (deceased), Loretta Brody Gorenstein, Lorraine Bloom Dunkel, Elizabeth Reichman Jacobs.

“Now, 59 years after we first met, we are still close friends.”

spent weekends in the Catskills. Soon husbands were included, and we would meet in each other’s homes every other month or so. Over the years, we celebrated weddings, births, and adoptions of children; took our families on trips together; and, sadly, commemorated the loss of some Dean ’53 members and some of our husbands.

Now, 59 years after we first met, we are still close friends. Some of us still live in the New York area—Westchester, Manhattan, and Queens—the rest live in Florida. We speak often and see each other whenever we can. Baruch gave us a unique and exceptional education. House Plan gave the “girls” of Dean ’53 lifelong relationships.

While studying for her BBA in retailing, Mirochin worked at Arnold Constable, among other stores, as part of a co-operative training program for which she received school credit. After graduation, she worked as a children’s wear buyer. She has two daughters and one granddaughter. Currently living in Westchester, she would love to hear from others who attended Baruch during her student years. She can be reached at 914-472-3187.

Of all the buildings that have been associated with Baruch College, this townhouse is one of the oldest and most distinguished survivors.

-MARINA ZOGBI
What does Zweibel think of when he reflects on House Plan some 50 years later? Three things: camaraderie, interaction with professors, and long-lasting friendships.

Zweibel describes the camaraderie first: “Although I entered Baruch with two neighborhood friends, I didn’t know other students. House Plan helped me get to know others.” Roosevelt ’55 started off with about 15 members and added a few along the way. The group socialized off campus in the basement of one member’s family home. There were guys-only get-togethers and parties to which female House Plan members from Brooklyn College were invited.

But parties weren’t Roosevelt ’55’s early claim to fame. Zweibel says their House Plan may have been unique in establishing out-of-classroom friendships with professors. “We arranged to have meetings with professors late in the afternoon; we took some out to dinner.” Zweibel fondly recalls Professors Lavender, Bauer, Turner Levy, and Irani. “We would talk about their subjects, and they would give us insights that were extra and above what we were getting in class. That was invaluable. It went beyond substance: it was knowing that here were professors who were willing to take the time to interact with us.”

Zweibel saves the best of House Plan’s gifts for last: “The friendships that have endured for 56 years,” he states emphatically. After the members of Roosevelt ’55 graduated, about half continued to meet regularly for lunches and dinners. Sometimes it was a large group and sometimes a small one. “It was in one of the small groups that five of us came up with the idea of Baruch’s Executives On Campus (EOC) program,” explains Zweibel. His four other co-founding compatriots are Norman Brust, Paul Koren, Dick Merians, and Allen Schwartz (now deceased). Zweibel remains a member of the current EOC Steering Committee. Founded in 2002, EOC has tapped the talents of over 450 executives and helped over 4,000 Baruch College students. (For more about today’s EOC, see page 37.)

In addition to his EOC activities, Zweibel has been the alumni advisor to the Pre-Law Society and a mentor extraordinaire. His mentees are part of his extended family, and he refers to them as his “adopted children.” So it’s not surprising that his wife, Chrystine, chose to fund a Baruch scholarship in his name—the Joel B. Zweibel Pre-Law Honors Award—as a gift to her husband.

“There’s nothing more significant in my life—other than my wife and children and my little puppy—that the concept of giving back and helping these kids,” says Zweibel.

After graduating from Baruch College second in his class, Zweibel headed to Yale Law School on scholarship, graduating in 1958. Described by the New York Times as “one of the nation’s top bankruptcy lawyers,” Zweibel is retired senior partner of the law firm of O’Melveny & Myers LLP, where he co-headed the National Reorganization & Restructuring Department and was partner in charge of the New York office. —DIANE HARRIGAN
Mardi Gras on 23rd Street

IN SEPTEMBER 1952, DURING OUR FRESHMAN ORIENTATION, WE WERE ushered into Lamport House. I wandered into a room filled mostly with Bronx boys. Somehow 15 of us formed a kinship and founded Post ‘56. Over the ensuing years, 10 others became members.

And so began the adventures of this politically incorrect band of Jewish boys.

There were many parties. Some in Manhattan, Brooklyn, and Mount Vernon, but mostly at Lamport House. New Year’s Eve was a special occasion for Post ‘56 with fantastic parties at such hotels as The Piccadilly and the Manhattan Towers Hotel in Times Square, where we actually looked down at hundreds of thousands of revelers as the ball fell at midnight. While it might appear that all Post ‘56 did was party, that was not the case. Many of us were also involved in student government, service charities, Theatron, and other organizations. We were extremely active in the Lamport House governing body. We also created a new social event for the school: Mardi Gras, a combination carnival, concert, and dance. While I have had some professional accomplishments in my life, none ever gave me more satisfaction than securing Sammy Davis Jr. to appear and perform gratis at the 1956 Mardi Gras. I’ll never forget picking him up backstage at the Broadway Theatre and escorting him to our humble stage on 23rd Street.

To say our time at 23rd and Lexington couldn’t have been any better would be an enthusiastic overstatement. I certainly would not have minded if our campus had grass, ivy, and trees.

However, the ninth floor sufficed, and the people and experiences we knew could not be improved upon at NYU, or Hunter, or City Uptown.

These 25 boys touched each other’s lives in so many ways that the whole was indeed greater than the sum of the parts—despite what my cost-accounting friends might say. Four members of Post ‘56 were ushers at my wedding, and two became godfathers of my children. My Post ‘56 pin has been a permanent fixture on the charm bracelet of the Bronx girl I found right after graduation—and who has been my loving mate for 50 years. —DAVID MAMBERG (‘56)

“While I have had some professional accomplishments in my life, none ever gave me more satisfaction than securing Sammy Davis Jr. to appear and perform gratis at Mardi Gras.”
The Boys of Bensonhurst

Alan Silverman (’63) was a member of the Lloyd ’63 House Plan during a time of transition. Between his freshman and senior years, Lamport House, which had served as the gathering place for House Plan chapters, was sold, and the individual chapters had to scramble to find their own meeting places. Since most of the Lloyd ’63 boys were from Brooklyn, they found a space to meet in Bensonhurst.

“We rented a finished basement in a two-family house,” Silverman says.

“There was a large room where we put in a bar, paneling, and a linoleum floor. We had a TV, stereo, and a collection of old discarded couches.”

The subterranean room served its purpose. “It was a social club,” Silverman says. “We played cards on Friday nights and hung out during the weekend. On Saturdays we would sometimes have parties with other groups. There was not a lot of academic work going on there,” he admits.

Silverman says the Baruch College House Plan system differed from those at other city colleges. “Other schools had a different setup. Theirs were like fraternities, with members of various classes in each chapter,” he says. “It was more challenging for us to start with all freshmen, but, for the first semester, every House Plan at Baruch had an upperclass member, called a Lamport Leader, to help out.”

He says that the makeup of each chapter was rather random, though somewhat geographically determined. However, he recalls that a few were affiliation based, including one Orthodox Jewish House Plan. “House Plans were described as a poor man’s fraternity,” Silverman says. “They didn’t have the sex appeal that frats had, but they didn’t have the expense either,” he notes.

“I was president of Lloyd ’63 for a couple of years and also president of Central House Plan,” Silverman says. “Central handled disciplinary matters, put out a newspaper, and ran events like Mardi Gras.”

To this day, Silverman takes an active role in events for House Plan alumni. “For the past 25 years, I have arranged an annual dinner for former members,” he says. “We usually get 12 to 15 guys to come. Most of the fellows are from the metropolitan New York area, but we have one regular from D.C. and another from Florida.” It’s through members like Alan Silverman that Baruch College House Plans live on.

—Warren Schultz

“Lloyd ’63 was a social club,” Silverman says.

“We played cards on Friday nights and hung out during the weekend . . . . There was not a lot of academic work going on there.”
Short Remembrances

BARRY ’66: Life Travelers

After reading about couples who met at Baruch and are still married [BCAM Summer 2006], I felt I had to write about four couples.

Josephine Palde (’66), Clare Posner (’66), Arlene Shapiro (’66), and Janet Calabrese (’66) met in 1962 when they began their college career at Baruch and joined House Plan to form Barry ’66. James Polizzi (’65) and Howard Weiner (’65) were sophomores in 1962 and members of Webb ’65. James Kokiadis (’69) worked in the audiovisual department while attending Baruch, and Marvin Woods attended City College Uptown.

The four girls became fast friends and remain so to this day. The men met at Baruch, where they also met their future wives. The men, too, became friends. Jim and Josephine, Howard and Clare, Arlene and Marvin, and Janet and Jimmy have all been married over 40 years. The four couples have been together through the births and marriages of their children as well as births of grandchildren. They still see each other frequently and travel together at least once a year. The most recent trips have been to Cancun in December 2007 and Russia in June 2008. —JOSEPHINE (PALDE) POLIZZI (’66)

Learning Communities

House Plans with an Academic Twist

The glory days of House Plans were not far from the minds of the professors and administrators who initiated and tested Baruch College’s Learning Communities program in 2003. Five years later, it’s going strong.

What are Learning Communities (LCs)? Baruch’s LCs are a program for first-semester freshmen. Each LC is organized around two classes offered by two professors from different disciplines. The faculty members teach the same small group of students (generally limited to 24) and create links between their classes, such as shared themes, readings, or assignments that begin in one class and end in another.

The professors also plan and organize co-curricular and extracurricular activities, like cultural events on campus; visits to museums, concerts, or the theater; and dinners out. (See the list of several recent outings on page 22.) Each LC has a modest budget for outings.

LCs aim to create a network for incoming students, foster an environment that promotes regular one-on-one exchanges with faculty, and ease the transition from high school to life on a large commuter campus. Each LC also has a peer mentor, who is usually a veteran of the LC program. Continued on next page
Learning Communities continued
With an undergraduate student body of over 12,000, Baruch College realized it needed to put in place a vehicle to guide students, especially vulnerable first-years, in smaller, self-supporting groups.

Cohort-based learning (of which LCs are one example and Baruch’s highly successful Full-Time Honors MBA another) is a formula to structure and support the growth of the individual. It almost goes without saying that students in smaller groups benefit both academically and socially, improving their academic performance and developing closer ties to peers, professors, and the College.

When it comes time to write the stories of LC graduates 20 years from now, their tales may be less about academics and more about the wonderful friendships that began as a result of this program. —Diane Harrigan

On the Town: LCs Outside the Classroom
A common component of the Learning Community experience is a co-curricular off-site visit funded by the College and free to LC students. In the five years since LCs were formulated, groups have:
- Taken in a Broadway production of The History Boys
- Visited the Jewish Museum for an exhibition of Louise Nevelson’s sculpture
- Admired NYC architecture from the decks of the Circle Line
- Heard in person a Supreme Court argument
- Experienced opera at Lincoln Center for the Performing Arts
- Marveled at the exteriors and interiors of the Cathedral Church of St. John the Divine
- Walked around Chinatown with an expert sociologist specializing in immigration

Above: Sculptures embedded into the exterior of the Cathedral Church of Saint John the Divine.

The College Envisions a Comprehensive LC Program Encompassing the Entire Freshman Class Each Year (currently there are spots for 300 students in the program annually). The College is seeking gifts to name and endow our LCs in order to provide self-renewing resources for the program. If you are interested, please contact Executive Director of Development David Shanton at 646-660-6065 or dshanton@baruch.cuny.edu.

Learning Communities: Professors Weigh In
“Attending a performance of Mozart’s Marriage of Figaro at the Metropolitan Opera was the co-curricular experience that was most significant for my LC for Music Appreciation class. The students had become familiar with some of the high points of the opera through listening, reading, and writing assignments leading up to the performance, and we had spectacular seats in the first ten rows of the orchestra. Students were surprised by how much fun the experience was and by how thoroughly they enjoyed and could relate to the opera. I was shocked to see the young women wearing dresses and the young men wearing jackets and ties.

“The most important goals for our class were that the students learn to listen to music more attentively, understand better how they respond to music (and why), and learn to communicate about those things more effectively. All of those goals—and more—were advanced by this experience in ways that we couldn’t have achieved through classroom activities alone.”
—Denis Slavin, Associate Professor of Music and Associate Provost. Slavin taught MUS 1005 Music Appreciation and teamed with Associate Professor of English and Weissman School Associate Dean Gary Hentzi, who taught ENG 2100 Writing I.

“Without fully realizing it, students who don’t think they care for art, theater, or (yes!) ballet, find themselves enjoying their nights on the town. In our LC blog, my composition students were asked to consider how a three-part program at American Ballet Theatre was like an essay. Each of the students discovered beginnings, middles, and ends. Student entries also registered surprise: ‘It was my first time and I experienced something new, and that is one thing I really like about this class. We learn, not just from books, but from little, little things around us that we usually don’t pay attention to.’”
—Paula Berggren, Professor of English. Berggren, teaching ENG 2100 Writing I, teamed with Professor Karen Freedman, teaching ART 1000 Introduction to Design and Visual Communication.

“The impact of Learning Communities at Baruch has been very positive. The idea of bringing small communities of freshmen together in interdisciplinary classes has worked well at residential colleges, where people not only study together but live together. At a commuter school like Baruch, however, it’s a lot harder to make the concept work. So I’m delighted at the remarkable success of our Learning Communities. Retention rates as well as math and English scores have soared.”
—Myrna Chase, former Dean, Weissman School of Arts and Sciences, instrumental in establishing the first Learning Communities. To learn more about Myrna Chase’s lifelong commitment to Baruch College, see our Q&A on page 26.
MOUSE PLAN

Baruch’s Virtual Communities
Just a Click Away

Alumni who remember the heyday of House Plans may find it difficult to see how interactive technologies can ever be a substitute for the flesh-and-blood bonds earlier alums formed. For a new generation of tech-savvy Baruchians, however, making friends, building networking connections, and even participating in class work with their fellow students over the Internet are second nature.

Opportunities to socialize online include popular networking sites like Facebook.com, which lists more than 30 Baruch-affiliated groups boasting thousands of members in total. “We use it to advertise for our young alumni events, because it’s the ‘now’ social networking tool,” says Derek Carroll, the College’s assistant director of alumni relations and manager of the Baruch College Alumni group on Facebook. Carroll uses the group to notify members about upcoming Baruch Young Alumni Network events and to display photographs and information about past events through a channel that is familiar to most recent graduates. “It’s one of our most successful avenues for promoting our social events.”

Other Baruch-affiliated groups on Facebook include the Baruch Internship Networking Forum, whose members share strategies on interviewing and landing choice internships; WBMB, the College’s student-operated radio station; and virtual ‘clubhouses’ for students with similar religious, ethnic, or regional backgrounds. Virtual communities aren’t purely social though; many professors at Baruch have begun to incorporate these interactive networks into their classes. Professor Ken Guest, who teaches courses on immigration, religion, and diversity, says that offering students an avenue to communicate with their professors—and each other—online is an important benefit.

His class on the changing communities of the Lower East Side relies heavily on virtual components like ‘wikis,’ or collaborative Internet publishing, to bring his students together while they are away from the classroom. “I was intrigued by the wiki project because everyone could do equal amounts of work without having a sophisticated programming background,” says Guest, who asks his students to display photos and other results from their research on the class wiki board. “With wikis you can edit and revise what you write without its becoming a cumbersome process.”

Guest’s students communicate through the Blogs@Baruch platform, a new software package that allows faculty, staff, and students registered for certain courses to interact in virtual space. The initiative keeps Baruch at the forefront of interactive communication in and out of the classroom, says Mikhail Gershovich, director of the College’s Bernard L. Schwartz Communication Institute, which sponsors the project. “What’s revolutionary about Blogs@Baruch is that it is software developed by a community of volunteers and hosted and supported at Baruch.”

Zoë Sheehan Saldaña of the fine and performing arts department has also integrated online networks into her Honors Seminar and graphic design classes. “Building a sense of community among students is notoriously hard to do on a commuter campus,” she says. “But one fun feature of our class blog is that the banner image at the top of the page changes each time you visit it. It gives each visitor an opportunity to view the work of every student.” That’s not so different from the flyers pinned to bulletin boards advertising carnivals and cabaret nights in the old Lamport House brownstone, after all.

—OLAYINKA FADAHUNSI
After Waging War, A Lifetime Pursuing Peace: GLENN PETERSEN

Flying over the tranquil islands of Micronesia in a military aircraft more than 38 years ago, Glenn Petersen said he felt an irresistible impulse to parachute down and explore the idyllic specks in the Pacific Ocean he saw beneath him. “I had just come from hell, and I saw paradise,” said Petersen, who at the time had completed his last tour of duty in Vietnam and was headed back to the United States.

Currently the Chair of the Department of Sociology and Anthropology at Baruch, Petersen says that his decision to become an anthropologist crystallized during that first voyage over the Pacific. He had been unsure about how to spend the rest of his life after leaving the army, “but I knew I had an overwhelming desire to live right there in Micronesia.”

It may seem like an unusual sentiment for a man trained to fly dangerous reconnaissance missions in the same elite armed forces camp as fellow veteran John McCain, but Petersen’s life has been one full of uncommon turns and peculiar coincidences. His initial interest in anthropology actually began on an army base, where he came across a collection of stories by the anthropologist and Pulitzer Prize–winning novelist Oliver La Farge. Originally published in the New Yorker, the vignettes mostly focused on anthropologists in various stages of their careers. One story in particular had all the earmarks of an eerily accurate shaman’s prediction. “The piece was about an anthropologist on his way to mail a letter. I remember distinctly that he leaves a club around Gramercy Park and strolls to the 23rd Street post office. I had no idea that years later, I would be an anthropologist with my office on 18th Street in Manhattan and walk that same path to the campus every day.”

That office is as far from his first job as an assembly-line worker in his hometown of Oakland, California, as Petersen dreamed of going when he first enlisted. His main ambition then was to travel the world and amass his own versions of the colorful stories told by the ex-soldiers he had worked with at home. “I got into the army at 17 and left at 21, so I spent my formative years with people who strongly believed in war,” he said. Encounters with fellow students in the anti-war movement at California State University’s Hayward College radically changed his views on war, as did earning his PhD from Columbia University under famed anthropologist Margaret Mead.

Since graduating, Petersen has split his time between teaching at Baruch and the City University of New York’s Graduate Center and researching the evolving political structure of Micronesian society, particularly on Pohnpei, where the islands’ capital is located. He has grown so close to the Pohnpeian people that they asked him to serve as a member of the country’s Permanent Mission to the United Nations after the Federated States of Micronesia became independent. “I’ve been living with the same family there since the early 1970s,” he said, “and I’ve been fortunate enough to study politics from the village level all the way up to the international in my role as an ambassador.”

Warfare and diplomacy have always been central concerns of anthropologists. But when the New York Times revealed last year that anthropologists were contracted by the U.S. military to work in Iraq and Afghanistan, Petersen said that his own experiences made him sympathetic to both sides, yet clear about his stance. “I understand every argument you can make about using trained anthropologists to help transcend cultural barriers on the ground,” he said, “but in the end, the military’s job is to win a war, not to help local people.” After experiencing both battlefields and Baruch classrooms, Petersen says he gets as great a thrill from contesting ideas in the classroom as anything he experienced in the cockpit of a plane. “There’s no greater job than teaching anthropology at Baruch.”

—OLAYINKA FADAHUNSI
**Book Notices**

**Fighting for Honor: The History of African Martial Art Traditions in the Atlantic World**
By T.J. DESCH-OBI (Department of History)

Pinning down the origins of an activity as popular and as well documented as America's national pastime is difficult, as baseball history enthusiasts know. For Baruch historian T.J. Desch-Obi, tracing the development of equally significant but less well-known African and African-derived leisure practices, primarily martial arts and combat sports, has involved research across dozens of countries on four continents.

Beginning his monograph along the banks of the Kunene River in southern Angola, Desch-Obi unearths early Portuguese descriptions of the martial arts *engolo*, *nsanga*, and *kandeka*, forms of boxing, fencing, combative dancing, and kicking that allowed young men and women in the region to demonstrate courage and compete for social laurels.

In much the same way that early English ball games became baseball and football on American soil, enslaved captives continued their contests in various countries in the New World, where these games developed into exciting athletic displays like *capoeira* in Brazil, *l'adja* in Martinique, and now-obsolete practices like knocking and kicking in the U.S. Desch-Obi's research into these mysterious pastimes results in a fascinating and far-reaching study of combative contests, dance, and music that keeps the reader engaged throughout. 

--ORE MI

Desch-Obi organized the daylong conference Contesting Culture: Battling Genres in the African Diaspora, which Baruch College hosted on May 2.

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**The Cultural Contradictions of Democracy: Political Thought Since September 11**
By JOHN BRENKMAN (Department of English)

University Distinguished Professor John Brenkman's lucid and probing book-length essay *The Cultural Contradictions of Democracy: Political Thought Since September 11* (Princeton University Press) is a timely excursion into contemporary intellectual history, covering both the response to the terror attack on U.S. soil and the political thought that produced the Iraq War and its dismaying aftermath.

His finely crafted book deals with the nature and limits of military might, as well as the poisonous brew of fear and hubris at the root of recent policies. While dissecting what the author characterizes as the grand, messianic ideals driving the neoconservatives toward a reckless interventionism, Brenkman also looks at the flawed assumptions and conclusions of their liberal opponents.

--ZANE BERZINS

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**The Church of the Holy Spirit**
By NICHOLAS AFANASIEV
Edited with an introduction by MICHAEL PLEKON (Department of Sociology and Anthropology)

To explore the theological writings of Russian Orthodox priest and scholar Nicholas Afanasiev (1893–1966), Baruch Professor of Sociology Michael Plekon offers this intriguing equation: 

"1 + 1 + 1 = 1." Afanasiev, a member of the Paris School of émigré intellectuals who gathered in France after the Russian Revolution, was a reformer who saw, according to Plekon, "tradition as dynamic, theology as creative, and the task of the church as engagement with the world and the culture within which it lives." Afanasiev's *true church* is the local parish, all local congregations, and the church hierarchy acting in concert (hence “1 + 1 + 1 = 1”).

Looking beyond historical specifics to understand the cultural and social factors influencing the church, Afanasiev anticipated many timely issues facing religion today. This edition is the first English-language version of his masterwork.

--DIANE HARRIGAN
A Dialogue with Myrna Chase

By BRUCE FELTON

Myrna Chase arrived at Baruch in 1971 to teach European intellectual history, never expecting to be here more than two years. She stayed 37, retiring this year following a career marked by unflagging advocacy for students and faculty and outstanding achievement in both academia and administration. In addition to chairing the history department, Chase founded the Feit Interdisciplinary Seminars, served as dean of the Mildred and George Weissman School of Arts and Sciences, and even deferred earlier retirement plans to assume the duties of interim provost and senior vice president for academic affairs in 2001.

You’re a historian—so how did you wind up at Baruch College in the first place?
At first, I was offered a position at Brooklyn College and then one at Baruch, which was expanding to meet the great influx of students from open enrollment. I took the job at Baruch in part because of current thinking that new PhD’s should teach at police academies and engineering and business schools—where the builders and movers of society were being educated—and share with those students the message of change.

That was in the early days of CUNY’s open admissions policy, wasn’t it?
Yes. I had come to New York in the late sixties to be part of the civil rights–antiwar movement. As an academic and an activist, I believed that no real change would be possible until everyone, at all socioeconomic levels, was given the opportunity for a decent education, which wasn’t the case for thousands of poor and minority students. Public schools—universities down to pre-school—had to make the effort to change that situation. That’s what open admissions was about.

What is it like to teach liberal arts subjects in a business school? Have you ever felt like a fish out of water?
Never. I think the prevailing view here is that the liberal arts and sciences are an essential component of a complete education—and no more so than at a school like Baruch, where there is such a strong emphasis on learning practical business techniques and skills. We have a fine faculty in arts and sciences who have come and stayed because they share the mission of CUNY, because they are attracted to New York City. Whatever the reason, these fine scholars make up a vibrant intellectual community.

How has Baruch changed over the course of your career here?
One of the most visible changes has been in the composition of the student body. Thirty-seven years ago, women students were a rarity. In the first intellectual history course I taught, there was one woman in a class of 45. Today more than 50 percent of the students are women. The College is also culturally a lot more diverse. But even more significant, we no longer think in terms of having to compensate for the difficulties of diversity. Over the last 10 to 15 years, we’ve begun to see the mix of cultures and languages as a great asset, not a hindrance.

What’s next for Myrna Chase?
I’m planning to devote more time to Butterflies, a charity that I’ve been involved with that aids street children in India. And I’d like to do some traveling. The day I retired, my husband and I left on a two-week trip to Chile. He’s worked for USAID [the United States Agency for International Development] and the World Bank, so we’ve certainly seen a lot of the world. But we have an opportunity to see places in a different way now.
Master Teacher at Work and Play
ELISSA GROSSMAN

Baruch professors are especially skilled at using all possible resources to make sure students get the most from their classes, and Elissa Grossman, an assistant professor of management, is no exception. Grossman won the Acton Foundation’s 2008 Entrepreneurship Master Teacher Award, a national award that recognizes outstanding teachers who inspire students to build businesses that create jobs, increase wealth, and improve society.

Her class Entrepreneurship and Small Business Experiences challenges undergraduates by using MBA-level business case studies. Grossman admits that using the more advanced material was a gamble but says it has paid off. “The best way I can show my students that I respect them is to challenge them, and the Baruch students have blown me away with their work in this class.”

In Grossman’s class, students examine more than 20 cases a semester, alternating between print and live cases, and interact with guest speakers from diverse industries. As a final project, students divide into teams to provide consultancy services to small, local businesses.

Grossman notes a higher level of student engagement with interactive curricula and has even used the city itself in one lesson. Early in the spring semester, she took her class to Grand Central Terminal for what was initially described as a team building exercise: a scavenger hunt. Teams had to find features unique to the cavernous landmark, like the Whispering Gallery and a connecting passage to the Chrysler Building, only fully realizing the academic aspect of the outing when their next classroom guest speaker turned out to be Bret Watson, founder of Watson Adventures, a successful entrepreneurial company that created the Grand Central Hunt (as well as numerous other hunts throughout the city).

A member of the Baruch community for the past two years, Grossman previously worked in brand management and marketing and counts “knowing two very smart people” with CUNY connections as part of her decision to teach at Baruch: her paternal grandfather attended City College and her mother is an alumna of Queens College. –LARA MOON

IN MEMORIAM

SELMA BERROL, who was a faculty member in Baruch’s Department of History for 27 years (from 1968 until her retirement in 1995), died in March. An expert on the history of New York City, Berrol wrote The Empire City: New York and Its People, 1624–1994 and a crucial historical reference for all Baruchians, Getting Down to Business: Baruch College in the City of New York, 1847–1987. Berrol also authored many other books, studies, reviews, and articles. During her tenure at Baruch, she was an assistant dean of the Weissman School of Arts and Sciences. Longtime colleague and chair of the Department of History Cynthia Whittaker remembers Berrol: “Selma loved New York City, loved Baruch, and incorporated these passions into her research and teaching. Besides her history of Baruch, she wrote and taught about the city’s immigrant population. It is a credit to her teaching that one of the students she inspired, James Oates, has just been named a CUNY Distinguished Professor.”

MARTIN “MARTY” GILL, the College’s deputy director of public safety and security, passed away in December 2007. Gill worked for Baruch College for 22 years. Director of Campus Security and Public Safety Harry McLaughlin described his colleague and close friend as “a dedicated self-starter and a true family man.” Prior to working at Baruch, McLaughlin and Gill worked together for nine years in the NYPD. And it was in this capacity that Gill figures in Thomas McKenna and William Harrington’s book Manhattan North Homicide. Although it was not well known at Baruch, Gill played a prominent role in the investigation of Robert Chambers during the “Preppie Murder” case. Gill will be greatly missed by all members of Public Safety and the entire Baruch community.

DAVID O. GREEN, who served as a professor of accounting for 21 years and vice president for administration from 1978 to 1990, died in March. Green arrived at Baruch College from the University of Chicago in 1978 and retired from Baruch’s faculty in 1999. He continued to maintain an office on campus and come in regularly until late 2007. His numerous publications included An Income Approach to Accounting Theory: Readings and Questions (co-edited with Davidson, Hornsby, and Sorger). Green held an undergraduate degree from DePaul University and both an MBA and PhD from the University of Chicago.

A memorial service for Green was held at Baruch College on May 4. Longtime friend and colleague CUNY Chancellor Matthew Goldstein extolled Green’s virtues and his humanity. “David brought to the administration of Baruch College an unmatched level of skill and talent honed by many years of exacting requirements at his beloved University of Chicago Graduate School of Business. But his acumen in financial matters was rivaled only by his love of good food and his passion for creating wonderful epicurean delights for friends and colleagues. He will be missed.”
THE DEBATE OVER open- versus closed-production methods in software is an old one, but the application for modern companies is more relevant than ever.

In many instances, today’s companies have access to an army of eager consultants, the new generation of web-savvy consumers who seek collaboration with product developers. Consumer feedback creates a virtual digital laboratory, where anyone is able to perform experiments in the quest to build a better mousetrap.

Investigating this trend, weighing its merits for business, and putting it in perspective are Karl Lang, professor of computer information systems (CIS), and CIS doctoral candidate Reina Arakji (PhD ’09). Speaking of this cadre of testers, Lang says, “This is a truly transdisciplinary field, because so many different elements contribute to the discussion. There is a computer science component, a business component, and a sociological component.”

Already taking advantage of this input to develop better versions of products and systems are Apple, Lego, and Netflix. These and other companies have, at times, even used cash incentives to prompt consumers for their suggestions.

In the first of two articles on this subject, Lang and Arakji define open- and closed-production methods using the au courant example of two hugely popular virtual reality games, Second Life and World of Warcraft. An example of the open-source model, Second Life is a user-defined world where players interact much as they do in real life, conducting business, pursuing hobbies and leisure activities, and socializing. Players have access to tools that allow them to modify their environment and have the ability to create new tools. Demonstrating a closed-source model is World of Warcraft, which is also played in real time around the world but has clearly defined rules, goals, and winners and offers far fewer opportunities for users to tailor their virtual environment. Not surprisingly, in their second article, Lang and Arakji call for a hybrid system, merging the best of both open and closed methods, which would let consumers create and companies select the best from among pretested prototypes.

—LARA MOON

In the Public Interest: PROFESSOR OF MARKETING LAUREN BLOCK

ARE YOU A paraskevidekatriaphobic (someone afraid of Friday the 13th)? If so, you are not alone. Nearly $1 billion is lost in business in the U.S. every time a Friday the 13th rolls around, because people don’t want to conduct business as usual on that day. In her recent article in the Journal of Consumer Research (co-authored with Baruch Assistant Professor Thomas Kramer, also from the Department of Marketing and International Business), Professor of Marketing Lauren Block investigated the role superstition plays in the marketplace.

Irrational belief is just one of the judgment-impacting phenomena Block studies. Her teaching and research expertise lies in the areas of consumer behavior and information processing, with a particular focus on health persuasion, risk assessment, and public policy. Among other topics, she has investigated the clarity and usefulness of the Nutrition Facts Panel on food product labels as well as over-the-Internet marketing of medications without a prescription. Currently, she’s probing issues of nutrition and food indulgence.

In all her far-ranging research, Block is committed to serving consumer or public interest. In 2008 she won the Richard W. Pollay Prize, which honors intellectual excellence in research in marketing in the public interest. “Most people think that marketing is about manipulating consumers. All my research is in the area of consumer protection,” she explains.

How does Block select the various topics she studies? “I investigate topics that interest me. Either I see something, or I behave in an interesting way, and I decide to explore that behavior.” Real life inspired her food-label research, for example: her daughter is gluten intolerant, so she’s had to pay close attention to food labels.

Unexpected results also fuel her enthusiasm for research. She recounts one such instance: “In one study on persuasion, I found that simply asking consumers ‘How often do you use illegal drugs?’ actually increased drug use. That one got a lot of press coverage!”

Block loves the academic life. Prior to arriving at Baruch, she was on the faculty of NYU’s Stern School of Business. Today she enjoys teaching Baruch students, whom she respects and admires and describes as “engaging and appreciative.” She adds, “Many work full-time jobs (or near full time) in addition to being full-time students. I’m pretty sure I couldn’t have managed that level of commitment at that age.”

—DIANE HARRIGAN

Block is one of three editors of Explorations of Marketing in Society (Thomson, 2007), an impressive volume of classic articles and original essays organized into sections on consumer interest, social marketing, international consumer policy, public policy on marketing, macromarketing, and marketing ethics. Including articles from the popular press, the collection helps the reader understand the profound effects of marketing on society.
The song “Lavender, My Lavender” bonded them in 1948, and those “ties that naught can sever” hold them near and dear today.

In 1944 City College Downtown opened its doors to a freshman class of young men and women (some just 16 years old). Twenty of those graduates celebrated 60 years of friendship and honored their alma mater last January by reuniting aboard the Westerdam cruise ship bound for the Caribbean. and reunite they did! For one week, this magnificent group—which included spouses, friends, and several alumni from pre- and post-1948—brought back the magic of the good old days.

There were more high points than can be recounted. There was the cocktail party organized by Paul and Mildred Wendell and Allen and Harriet Fine. I will never forget the story attorney Stan Handman told about the time that client Leona Helmsley’s dog, Trouble, bit him. Trouble was trained to protect Leona, and one day as Stan reached out to pet Trouble while Leona was holding her, Trouble bit Stan’s finger rather fiercely.

Another highlight was the two-hour memory session organized by Allen Fine. There were copies of the school song printed, appropriately, on lavender paper; a trivia quiz; songs popular in 1948 playing in the background; and memorabilia on display. The group reminisced about their faculty advisor, Professor Siring; the 45 Club; the blizzard of ’48; and the ninth floor of the Washington Hotel. Afterward they sang the school song and sat for photos. Topping it all off, the ladies re-created their famous City Downtown cheer, “Allegaroo-Allegaroo, Allega-shish-boom-ba!”

—DEREK CARROLL, Assistant Director of Alumni Relations

Don’t let the boat leave without you. Visit the Baruch College alumni website for information on upcoming alumni activities at www.baruch.cuny.edu/alumni. You will also find additional photos of the ’48 cruise at the site. Please feel free to contact Derek at 646-660-6097 or derek_carroll@baruch.cuny.edu.
SHE INFORMED ME on the first day of class that she had lived through most of the period I would be teaching. The course was History 2050: The Emergence of Modern America, 1880–1945. Enrolled were 34 college-age students and one auditor, Anne Goldman. A small, smartly dressed woman with a cane and a jaunty beret, she looked about the age of my favorite aunt. “Oh, I think there’s plenty here that happened before your time,” I said. Only later did I discover how right she was. Born in New York City in 1914, Goldman was 93 years old last semester. She proved to be the sharpest tack in the class.

Goldman did not just sit in class. She read the books and participated in the discussions, providing insights into events that occurred even before she was born. “Like many of you, I am a child of immigrants,” she began, her voice still resonant with the rhythms of the old neighborhood. Her parents, Polish Jews, operated a small butter and egg shop on East 8th Street. They were experts at “candling eggs,” peering through the shell to check their freshness. Her parents’ shop was the kind of place where neighbors stopped in several times a day, and Yiddish was the common language. It was a time before refrigeration and the home telephone.

During other classes, Goldman provided necessary correctives to my lectures and deepened my understanding of the past. She corrected my ideas about cars and the Depression, for example. In her community, automobiles weren’t a reality in the 1920s and poor people weren’t impacted as hard by the 1929 stock market collapse as I had thought. She enlightened us all regarding changes in the political process, conjuring a time when electioneering took place mainly on the streets. “Candidates would stand on the back of open trucks,” she said, “and around them were hundreds of people listening to what they said—and probably hectoring as well. You had an opportunity to talk to that person, and the candidate spoke back to you and gave you the highest respect.”

Goldman laments the gaps in her undergraduate education, courses in literature and the arts. But she has more than made up for that over the last 10 years, having audited a total of 33 courses, mostly in English literature but also in Hebrew, music, art, film, political science, and history. In so doing, she has taught her classmates and professors that a love of learning can last a lifetime. And even longer if shared. [3]

He met his wife, Barbara (Traiger), at Baruch in 1950; they were married three years later and celebrated their 54th anniversary in December 2007.

57 Joel Roses is retired and living in a golf course community in Palm Beach County, after working as a homewares executive and Merrill Lynch financial consultant.

58 Naomi Dornfeld Platt retired as professor from Kingsborough Community College (CUNY) in 2005. She is currently an adjunct at Howard Community College in Columbia, Md., and at Montgomery College in Rockville, Md.

59 Dennis Fallon (MBA ’66) is retired and living in Falls Church, Va. He can be reached at 732-671-5098. After a career in advertising, Mel Stevens is retired and living in Florida, where (he notes in a letter), “I’m watching those alligators, once said to be in New York City sewers, lolling around the lake behind my home.”

61 Henry S. Herschaft was promoted to managing director from senior VP at Citigroup Global Markets Holdings, Inc. Irwin Zamore has retired as a managing partner of Leipziger & Breskin, LLP, CPAs.

62 Lew Altfest, president of L.J. Altfest & Co. Inc., financial and investment advisors, was the recipient of the 2007 Charles R. Schwab IMPACT Award. The award “honors an individual trailblazer whose sustained vision, outstanding leadership, client commitment, and community engagement clearly demonstrate the value of independent investment advice.” Irwin Hirsch is a psychologist/psychoanalyst in New York City. His book, Coasting in the Countertransference: Conflicts of Self-Interest Between Analyst and Patient, was recently published by the Analytic Press (Taylor & Francis Publishers). Hy Turret, who has a small accounting practice, is a 50-year member
of the Knights of Pythias. In 2007 he was elected grand prelate, Domain of Florida.

Philanthropist ROGER HERTOG is a recipient of the 2007 National Humanities Medal, announced by President Bush in November. ROBERT RITTEREISER has joined AgFeed Industries, an animal nutrition and hog producer in China, as chairman of its advisory board. Rittereiser, a former CFO and chief administrative officer at Merrill Lynch and former president and CEO of E.F. Hutton & Co., recently joined Centurion Holdings LLC, a New York–based financial and management consulting firm.

DONALD BRENNAN (MBA) recently participated in Baruch’s Class Acts campaign by naming a classroom in honor of his wife, Patricia. It is located in the Newman Vertical Campus, Room 10-155. In November ALAN PELTZ was appointed to the audit committee and the corporate governance and human resources committee of La Mancha Resources, an international gold producer. He was chairman of the board and CEO of Burndy Corp./Framatome USA from 1997 to his retirement in 2002.

Stuart A. Hoberman, shareholder and chair of the financial services team at Wilentz, Goldman & Spitzer, P.A., has been listed in the 2008 edition of The Best Lawyers in America.

PATSON A. AGARD retired from the MTA New York City Transit after 35 years of service, including 24 years as treasurer. A pastor at Good Tidings Gospel Chapel, he preaches at shelters and community centers and works with the Queens District Attorney’s Second Chance Program for youth offenders. CPA ALAN D. ROSENBERG, president of Alan D. Rosenberg, P.C., has joined the College of Westchester’s advisory counsel.

In March STEVEN G. CHRUST was appointed director of Juniper Content Corp. Most recently, he was a senior principal of Centripetal Capital Partners, LLC, a private equity investment firm he founded in 2004. In January DAVID KRELL (MBA) retired as president/CEO of the International Securities Exchange (ISE) Holdings, Inc., and was elected company chairman. He co-founded the ISE in 2000. PETER B. PEPPER (MS ’92), Baruch lecturer in collective bargaining and labor relations, is completing his second term as national president of the Workmen’s Circle/Arbiter Ring in June. He was recently appointed to New York City’s Board of Collective Bargaining as a labor member.

Collins Financial Services USA, Inc., has named HOWARD C. KNAUER (MBA) senior VP of recovery as well as president of Paragon Way, Inc., a subsidiary of Collins. Previously he was senior VP of Debt Resolve, Inc., an Internet-based software company. LARRY E. SWEDROE is principal and director of research for Buckingham Asset Management Inc., an investment advisor firm in St. Louis, Mo., and principal of BAM Advisor Services, LLC. He is the author of the recently published Wise Investing Made Simple (Charter Financial Pub Network).

Robert Hein, recently retired as VP for finance, Airbus North America, has been named the senior executive counselor of the Harry F. Byrd Jr. School of Business at Shenandoah University.

“Newman Ethic” Memorialized in Medal for Philanthropy

Last fall, at Reunion 2007, President Kathleen Waldron conferred on Lawrence Zicklin (’57, LHD [Hon.] ’99) and Carol Zicklin the William and Anita Newman Medal for Philanthropy. The newly established medal recognizes extraordinary leadership-level generosity to Baruch College, the sort of generosity exemplified by the College’s friends and benefactors William Newman (’47, LLD [Hon.] ’97) and his wife, Anita (who passed away last December).

Speaking of the Newmans, President Waldron said, “In the long and distinguished history of Baruch, there are certain pivotal figures who have done just the right thing at just the right time to propel Baruch to a level of excellence and regard. Their vision for the future and their extraordinary generosity raised our sights and our ambitions.” Speaking of the medal’s deserving recipients, she said that the Zicklins demonstrated “the Newman ethic,” understanding the best means of enabling this community to do lasting good. The Zicklins are the namesakes of the College’s Zicklin School of Business and have supported the Robert Zicklin Center for Corporate Integrity, the Lawrence and Carol Zicklin Chair in Corporate Integrity and Governance, and the Zicklin Strategic Impact Fund.

For more about Reunion 2007, see page 40.
Crusaders for Corporate Accountability
by SETH E. LIPNER, Professor of Law

Seth Lipner has been a member of Baruch’s law faculty for more than 25 years. He recently discovered that the leading corporate class action attorneys in New York are Baruch graduates. Coincidence? He thinks not. Professor Lipner set out to discover why.

There was no single defining moment, no one course or professor, that made these Baruch graduates supremely successful in their field. Sure, they share a passion for what they do and a great pride in what they have accomplished, but our conversations revealed that the foundations for their success and leadership were constructed early in their careers and that, in many respects, those careers began at Baruch College. All are proof of the rewards of Baruch’s historic mission of “access and excellence” and the continued vitality of that legacy.

MAX BERGER (’68)

Even when he was growing up in Flushing, Max Berger had an inkling that he wanted to be a lawyer. “I went to Baruch,” he jokes, “because I didn’t want to go to Queens College with all the other neighborhood kids.” But more importantly, Berger aspired to the upward mobility that Baruch offered, and he wanted to learn about business, believing it would serve him well as a lawyer. Looking back, it all seems to have gone according to plan.

When he arrived at Baruch, Berger found a place, according to his own words, “filled with purists. The attitude of the faculty was that ethics and integrity were more important than profits—that accountants and auditors owe a higher duty than simply serving the interests of their clients.”

Later, as a student at Columbia Law School during the height of the Vietnam War protests, Berger developed a penchant for social activism. When he graduated from law school, he gave little serious consideration to the corporate path that, as a top law school graduate, was open to him. Instead, he took a job at a law firm that did plaintiff’s securities litigation. “I was paid less money, but I wanted to be a positive force,” he explains.

Thirty-six years later, Berger can say that he accomplished that goal. In 2001 Bernstein Litowitz (where Berger is founding partner) settled In re Cendant Securities Litigation—brought on behalf of a class led by the California State Pension Fund—for a total of $3.2 billion. It was the first of a series of securities fraud mega-cases. In In re WorldCom, Bernstein Litowitz recovered over $6.15 billion for a class led by the New York State Retirement Fund. It is the largest securities fraud recovery ever.

Berger enjoys his work tremendously, because he gets to combine the business skills he learned at Baruch, the legal knowledge he gained at Columbia, and the social values that he grew up with and still champions. And indeed, his work has had a major impact beyond the billions of dollars that his firm has recovered for investors. His cases have changed the way corporate boards conduct business, and they have caused Wall Street firms and accountancy firms to develop better and more responsible practices.

A member of The Baruch College Fund Board since 2003, Berger is pleased that Baruch is still honoring its historic mission and that the values it imparts to its students haven’t changed. Having reaped the rewards of many successes, Berger has been generous to his alma mater. In 2006 he gave a gift to the Class Acts campaign, naming a classroom in the Newman Vertical Campus. Then, in 2007, he made a large gift to fund the creation of a pre-law program.

Baruch College will be better able to launch the legal careers of a new generation of Max Bersgers because of his generous gifts.

STANLEY GROSSMAN (’64)

As he stood in the well of the United States Supreme Court in October 2007, Stanley Grossman was asked a question by Justice Anthony Kennedy: “Why should they care?”

Grossman was arguing the Stoneridge Investments case, which presents an important issue of the application of federal securities law. The defendant was alleged to have enabled and benefited from a financial statement fraud perpetrated by a different, now-defunct company. Thus, the question, Why should this defendant—who did not commit fraud—care if the other company was committing fraud?

Even though Grossman has spent over 40 years as a leading plaintiff’s class action attorney, he had never before argued a case in the U.S. Supreme Court. As any lawyer will tell you, it is an intimidating venue, even for the most experienced attorney. But Grossman was fully prepared to answer Justice Kennedy’s question. In fact, his entire career had been preparation for the answer.

A Queens native, Grossman spent his freshman year of college at NYU, transferring to Baruch once his grades were “good enough.” He attended classes in the morning, worked in the afternoon, and returned to school in the evening either for a class or an extracurricular activity. “It’s not enough...
to be smart. You have to do the work,” he says. Grossman graduated with a BBA in economics and went on to earn a JD from Brooklyn Law School.

Today Grossman is senior partner at Pomerantz Haudek Block Grossman & Gross. In 1968, when Grossman interviewed for a job at the Pomerantz firm, William Haudek, a Yale Law School graduate, asked him, “Brooklyn Law School, huh? Is that a good school?” It was a loaded question; Abraham Pomerantz, an icon in the legal world, was a CUNY graduate who, like Grossman, went on to Brooklyn Law School. Grossman replied to Haudek, “They have lots of books. The school is as good as you make it.” Later, when Grossman asked what working at Pomerantz was like, Haudek replied, “I’ll give you the same answer you gave me.” Grossman got the job and put everything he had into his work.

Now, partly because of Stoneridge, Grossman has attained star professional status. This recognition included a recent invitation to speak at old-line law firm Millbank Tweed. “Can you believe it? Me at Millbank Tweed?” he says with a boyish grin.

A career of fighting corporate corruption energizes Grossman. He not only leads the firm that bears his name but is a director of Lincoln Center Institute for the Arts in Education, active in the Appleseed Foundation, and a trustee of the University Settlement Society of New York. He is also a staunch supporter of public higher education, having, in the late nineties, chaired a blue-ribbon task force on the Future of the City University of New York.

In case you are wondering what Grossman told the Supreme Court that fall day about why the defendant in Stoneridge should care that it was acting to the benefit of one committing fraud, Stanley’s answer came from his heart. “They shouldn’t engage in a scheme to defraud.”

Earlier this year, James Oakes was named Distinguished Professor of History by the CUNY board of trustees. He was also the co-recipient of the 2007 Lincoln Prize for The Radical and the Republican: Frederick Douglass, Abraham Lincoln, and the Triumph of Antislavery Politics (WW. Norton). The award is given annually by the Lincoln & Soldiers Institute at Gettysburg College for the year’s best book on Abraham Lincoln. Oakes, a leading historian of 19th-century America, has been on the faculty of the CUNY Graduate Center since 1997 and is the holder of the Graduate School Humanities Chair since 1998. He earned his MA and PhD degrees from the University of California, Berkeley.

Linda Matula has joined New York City Industries for the Blind as VP, Development. She was previously director of child care and nutrition for the Police Athletic League of New York City.

Robert Caro is working in systems for BNY Mellon as an offshore project manager. He was married in 1986; his sons attend Northwestern and Yale.

Stephanie Bass, who is living and writing in Westport, Conn., is

TOOL TIME: Florida’s Alumni Volunteers

“We were interested in finding some community service that would bring Baruch-In-Florida alumni together and benefit our local community. Habitat for Humanity seemed like a good fit,” says Larry Bendik (’63), committee chair of the Baruch-In-Florida Tampa Bay Chapter and the event’s organizer. Twelve alumni and spouses joined forces on Jan. 26 to volunteer for Habitat for Humanity of Pinellas County. The group not only gave back but learned about new construction techniques. “The feedback was very good,” says Bendik. “It is nice to know that in doing this you are helping to make the community a better place for all residents.”

Baruch-In-Florida offers Florida-based alumni chapters in Boca Raton, Miami, Tampa, and Jacksonville and a variety of social events. To find out more, visit the College’s website at www.baruch.cuny.edu/alumni or contact Barbara Yospe (’57) at babsid@comcast.net or 561-638-1861.
seeking her old friend Harry Kuperschmidt and would love to hear from anyone who is in touch with him (stephaniebass@optonline.net). Her daughter just graduated from Hobart with a degree in physics. Sovereign in touch with him (stephaniebass@optonline.net) and would love to hear from anyone who is seeking her old friend Harry Kuperschmidt.

SUSAN A. YUBAS (MBA) was honored at the Second Annual Fortunoff Women in the Know Awards in November, which took place in the retailer’s White Plains store. Yubas is a member of White Plains Hospital Center board of directors, as well as its Ambassador Program and its executive committee, in addition to several other hospital committees.

We’d LOVE to Hear from You!

Recently married or partnered, promoted or relocated, added a new member to the family, started your own business or foundation? Share the milestones in your life with your old classmates, friends, and faculty members—we’re all eager to hear your good news!

E-MAIL YOUR NEWS TO:
alumni@baruch.cuny.edu

OR MAIL TO:

79 In October STEPHEN R. BROWN was elected COO of the Registrant. He joined the company in 1995 as CFO. The Government Development Bank for Puerto Rico has appointed JULIO CARABALLO VP and acting treasurer. He was previously VP for the Investment and Treasury Department. WILLIAM J. SCHIARI was promoted from director to VP of taxation at Hill International. Prior to joining Hill, he was tax director of American Water. HOWARD TANNEY has been named portfolio manager of the Long Island, N.Y.–based N.I.R. Group’s new Hyperion Commodity Partners fund, which specializes in energy futures.

80 MICHAEL A. REICHMAN is in his fifth year of teaching math in the New York Department of Education’s Teaching Fellows Program.

82 ALLAN FINE (MBA) has joined the New York Eye and Ear Infirmary as VP for strategy and business development. He has over 25 years of experience in health care strategy and marketing, most recently with Healthios, Inc. in Northbrook, Ill., where he was managing director. In August LINDA FUCHS gave birth to twin boys, Joseph and Max. Talent 2 International Ltd. has appointed PAM LAIDLAW non-executive director and chair of the audit committee.

83 Risk management expert JAMES LAM has joined the team coordinating installation of software system Kamakura Risk Manager in Hong Kong’s Dah Sing Bank.

84 JUDY (FINKLER) FAIRBANKS joined ITN International as VP of marketing. The company provides technology and services to the trade show and event industries. Previously she was chief marketing officer of Capture Technologies, LLC, which she co-founded in 2001.

ANTHONY FIORICA is director of compliance for Deutsche Bank in downtown Manhattan.

85 After the birth of her first child in 1999, LINDA (BACCHI) COLON ended her 20-year career on Wall Street, most recently at the Bank of New York. Owner and president of Om Santi Yoga Corp, she works with the N.Y.C. Department of Education in providing yoga-teacher training for high school physical education instructors.

86 American Dreaming: How Youth Changed America, the latest book by LABAN CARRICK HILL, won a Gold Award from the National Association of Parenting Publications. It was published in November by Little, Brown & Co. DONALD A. RESNICK (MBA) has been named VP, enrollment and student services, for Dowling College in Oakdale, N.Y. He was most recently director of graduate enrollment management at New York University.

87 ALFRED R. CANTERUCCIO, CPA in New York and South
Carolina, is a tax manager at Elliott Davis LLC in Greenville, S.C. Sheila Ewall is retired from the N.Y.C. Department of Social Services.

### 88 | Michael Alvarez

Michael Alvarez is the chief librarian at the Bronx Library Center. In 2007 he and his 72-member staff received the New York Public Library’s Maher-Stern Award for Service Excellence. He has worked in the NYPL system since 1984, when he held a part-time position at Manhattan’s Webster branch while a Baruch student. Paul L. Friman (MBA) has become a principal appellate court attorney of the New York State Supreme Court. Stuart Weinberg is an instructor and coordinator of field activities in the mathematics program at Teachers College, Columbia University.

### 89 | Hugh Panero

In February the Robert Wood Johnson Foundation (RWJF) named Hugh Panero (EMBA) a member of the RWJF Commission. The two-year commission will look beyond the medical care system for ways to improve the health of all Americans. Panero is co-founder and former president/CEO of XM Satellite Radio. In January Laurie Windsor was elected president of School District 20’s Community Education Council (Brooklyn). A member of the council for three years, she was its first VP.

### 90 | Norine DiGiulio

Norine DiGiulio (MBA) joined the RSM McGladrey Healthcare Consulting Group in October. In March David J. Horin was appointed CFO of Rodman & Renshaw Capital Group, Inc. Previously he was managing director of accounting policy and financial reporting at Jefferies & Company, Inc. In November Rafael L. Marte was appointed chief financial officer and principal accounting officer of the Registrant. A CPA for over 20 years, he is the proprietor of his own accounting firm, providing tax and other accounting services to individuals, partnerships, and corporations.

### 91 | José A. Cobles

José A. Cobles has joined executive search firm Wesley, Brown & Bartle as partner. He is currently a VP and financial center manager at Citibank. Marisa Kabasinskas is owner/president of 4 Strong Consulting, LLC, which specializes in media and advertising. In February Rizos Krikis was named CFO of Tiger Growth Corp. He was previously CFO of Cosmotelco Telecommunications in Greece.

### 92 | Virgin Metals Inc.

Virgin Metals Inc. has appointed Bruce Higson-Smith (MBA) to its board of directors. A mining engineer, Higson-Smith is currently VP, corporate development, at Golden Star Resources, Inc. Cecile Mills is a teacher with the Uniondale (Long Island) School District.

### 93 | Annette Esliker-Kabia

Annette Esliker-Kabia, who has four children, received her JD from Nova Southeastern University in Davie, Fla., in December. Her late husband, Abdul Hamid Kabia, was a member of the Sierra Leone Parliament before immigrating to the U.S.; he later held political and humanitarian posts at the UN. Daphne M. Leroy is VP of marketing and communications at the National Association for Multi-ethnicity in Communications (NAMIC). William E. Sherman (MBA) has joined Ipreo as EVP and managing director, global data strategy and analytics. Previously he worked at i-Deal. Christian Stolcke is an executive director of UBS in Stamford, Conn.

### 94 | Xinyue Jasmine Geffner

Xinyue Jasmine Geffner was named CFO of China Architectural Engineering, Inc., a firm specializing in the production of high-end curtain wall systems. She previously headed the China Desk in the Americas region at HSBC. Tai Kimura was appointed partner at KPMG. Gail Lewis is marketing manager for Eastern Consolidated, a real estate investment services firm in New York City.

### 95 | Hillel Caplan

In August 2007, Hillel Caplan was admitted as partner at Deloitte & Touche LLP; his third child, Shawn, was born in November 2006. The New Jersey State Senate approved Governor Jon Corzine’s nomination of Tanesha Nash Laird to the Urban Enterprise Zone Authority. She is the executive director of the Trenton Downtown Association. J. Barry Lin (PhD) has been named associate professor of accounting and finance at Western New England College’s School of Business. Barry Lowenthal (MBA) is president of the media planning and buying...
agency Media Kitchen, a division of the Kirshenbaum Bond Creative Network. **Pam Maltz** was named project manager at survey research firm CMI, where she will be responsible for clients in the telecom, health care, and consumer packaged-goods sectors. **Richard J. Mandery** has joined Houlihan Lokey, an international investment bank, as director in the global energy group. He was most recently a director at Barclays Capital.

**Richard Bond**, a child protective specialist for the Administration for Children’s Services in Brooklyn, N.Y., published his paper “The Lingering Debate Over the Parental Alienation Syndrome Phenomenon” in the *Journal of Child Custody.*

**Waris Ahluwalia** is a jewelry designer whose pieces are sold at exclusive department stores and boutiques in New York, Los Angeles, Paris, Tokyo, London, and Hong Kong. He is also an actor who has been featured in the films *The Life Aquatic with Steve Zissou*, *The Darjeeling Limited*, and *Inside Man.* He will be featured in the upcoming film *Rosencrantz and Guildenstern Are Undead.* **Richard A. Begun** has joined Olstein Capital Management as senior VP and co-portfolio manager, Olstein All Cap Value Fund. He was previously with Clay Finlay portfolio manager, Olstein All Cap Value Capital Management as senior VP and co-

**Massamba Gueye** is an audit manager at Perelson Weiner LLP in New York.

**Laura M. Bonifacic** works in direct marketing for the UNICEF Office for Croatia, based in Zagreb. **Hank Cohn** (MBA) has been appointed chairman of the board of BBN Global Consulting, as well as the company’s president, CEO, CFO, and secretary. He was previously president and CEO of PracticeOne, Inc. **Dan Davidowitz** (MBA) has been promoted to portfolio manager of Polen Capital Management in addition to his position as research analyst.

**Bonnie Feinberg** (MSEd) is the associate director of development for stem cell research at the University of California, San Francisco.

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**EVE ST. JOHN (’87): Business Alumna Turned Fitness Dynamo**

**ANY NEW MOTHERS** join a gym seeking to shed weight gained in pregnancy, but how many can say they lost the pounds and gained a new career in the process? Evrim Eve Cam (’87), or as she is known by her married name, Eve St. John, recently launched a trio of interactive fitness DVDs after perfecting weight training routines and aerobic and yoga workouts as a personal trainer. She had earlier put her career as a human resources professional at Panasonic on hold to raise her daughter and son. Then she began teaching classes part time at her local gym to make extra money and regain her pre-pregnancy figure. Teaching led to certifications in different areas of fitness, which led to personal training for clients, including many new mothers. “They feel comfortable with me. I was in the same boat, so it’s less intimidating working out with me than it is with an 18-year-old,” she explains.

When her marriage ended a few years ago, St. John quickly realized she would have to make fitness training a full-time occupation. Her clients and students encouraged her to put her workouts on video and sell them via her website, www.evestjohn.com. After being featured as ‘Hot Workouts’ in the May issue of *Yoga Magazine*, the DVDs are now available at local sporting goods retailers and bookstores.

St. John credits her ability to handle the marketing, distribution, and promotion for her products to the business education she received at Baruch. “Right now I’m doing it all, but I couldn’t have succeeded in the business world without the tools Baruch gave me.” Her strong work ethic was shaped by hardworking parents who emigrated from Istanbul when she was 13 years old, not knowing a word of English. She would watch *Sesame Street* when she came home from school to learn the alphabet and how to count. Her hard work and diligence paid off. To fuel her dreams, she still turns to her personal motto, “Believe to achieve,” which is also a play on her name. —**LARA MOON**

“**I couldn’t have succeeded in the business world without the tools Baruch gave me.**”

Eve St. John (’87) turned a part-time job into a career in fitness.
Become a Role Model

The Baruch Executives on Campus (EOC) program connects successful leaders in business, government, and nonprofits with ambitious Baruch students to create inspiring, mutually rewarding, and life-changing relationships.

EOC gives established executives the opportunity to share their professional expertise and practical wisdom with young people who can really benefit from it. Through EOC, students learn from successful businesspeople to whom they otherwise would not have access.

EOC activities range from one-on-one mentoring and small industry-specific briefings to classroom lectures and judging annual business competitions.

We invite you to join EOC and contribute your unique experience and insights to the

If you would like to take part in this important and satisfying program, please contact Yvell Walker-Stanford at 646-660-6120 or at yvell_walker-stanford@baruch.cuny.edu.

“...the future of our business is young people who are creative and motivated.”


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01 Regina M. Estela is COO of the Independence Care System, a nonprofit organization in New York City committed to helping people with disabilities live independently. Yuan Gao (MBA, PhD '02) is an assistant professor of information systems at Ramapo College of New Jersey. His work has appeared in academic journals, including the Electronic Library and Journal of Electronic Commerce in Organizations. The Alliance for Downtown New York has promoted Valerie G. Lewis (MPA) from VP to senior VP of marketing and communications. Lesley Pratt (MS) has a new position as EVP/COO with the National Multiple Sclerosis Society, Greater Delaware Valley Chapter, in Philadelphia. Anwar Sharhan is co-owner—along with Harvey Li ('04)—of the NYC Internationalz, a team that recently joined the American Basketball Association. The team features players from throughout the world. Sharhan was formerly an accounting manager for a Fortune 500 company.

02 Maria Masciotti (MPA) is SVP for development at the Wildlife Conservation Society in the Bronx, N.Y. The Population Council has appointed Scott Newman (MBA) to serve as the international nonprofit research organization’s CFO. Previously he worked for the Foundation for AIDS Research (amfAR), mostly recently as VP for finance and administration. Sophia Robles (MSEd) has been hired as career services coordinator in the Department of Student and Enrollment Services at Penn State Worthington Scranton.

03 Bryan Evans (MBA) has been promoted to account supervisor, public relations division, at Diccio Battista Communications. Previously he was account manager. Galia Galanski (MBA) is assistant commissioner of employee services with the New York City Department of Finance. Joanna Henry is a regulatory analyst with Citigroup Inc. Sel Im is an investment consultant at TD Ameritrade. Hazel Murphy is advertising operations director of Datran Media in New York City. Letitia (Jipa) Pulaski is associate product development manager at AOL. Gaurav Verma (MBA) is director of the U.S.-India Business Council, located in New York City. The council represents 260 companies, most of which are U.S. multinationals conducting business in India.

04 Chante Ramsey is fiscal manager for the Center for Court Innovations/Fund for the City of New York. In 2007 she co-founded Synchronized Rhythm, an online resource for the performing and cultural arts (www.myspace.com/synchronizedrhythm).

05 In March Robert Losada and Anne Marie Canini were married in St. Rita’s R.C. Church on Staten Island. He is an assistant manager of mutual fund accounting with Bank of New York Mellon in Brooklyn. She is a master case manager with the American Arbitration Association in Manhattan.
In November Tom Congdon (MPA) was appointed assistant secretary for energy in the New York State Office of the Governor. Previously he was special assistant for energy. From 2000 to 2007, he served as a policy analyst in the attorney general’s Environmental Protection Bureau. After spending most of 2007 playing professional basketball in Bahrain, Louie Karis is currently working in his father’s accounting firm (Chris G. Karis, CPA). John Kicklighter is a currency analyst for Forex Capital Markets LLC in New York. Stacey Y. Mason, who recently published her memoir, Pieces of Me, is working on the first book of her children’s mystery series, The Mis-Adventures of Zaire, in addition to her first novel, Saucy. She has two sons, Zaire and Frank Jr. Megan Moore (MPA) is the new director of community service and outreach for the Congressional Black Associates, a Congressional staff association. Holly Anne Reichert (MSEd) was named principal of the Khalil Gibran International Academy in Brooklyn, replacing Debbie Almontaser (MPA ’01). Reichert has worked in the New York City public school system for nine years. She has been a teaching fellow at the American University in Cairo and was head of the English department at an English-Arabic school in Bahrain. The November 12 issue of BusinessWeek featured a piece by Rachelle Rubin, detailing a typical day working on a social networking campaign for TV Guide Online. Rubin specializes in Internet marketing. Christina M. Salerno has worked in the audit function at Deloitte & Touche for over a year. In September she was included in a BusinessWeek cover photo of recently hired Deloitte employees. Michael Setyon is the owner of Seyton Solutions in New Jersey.

In December Pooja Drakes became development assistant for major gifts in Baruch’s Office of College Advancement. Previously she worked in the office as telephone fundraiser and administrative assistant. In February the Asian American Action Fund appointed Caroline Fan (MPA) co–editor in chief of its blog. She conducts online outreach for Massey Media and has worked for several labor unions. In January Cynthia Gonzalez joined Baruch’s Office of College Advancement as development assistant. The Kingsbridge–Riverdale–Van Cortlandt Development Corporation has named Pamela Otto as its new executive director. Previously she was executive assistant to the city manager of Norfolk, Va. Jason Prager was a cast member on season five of the CW network reality show Beauty and the Geek. He works in Internet marketing. Matthew Reich is a member of Lights Resolve, the winner of the Samsung Unsigned Battle of the Bands competition. The band recently toured the U.S. with the Used. Keyri Rodriguez is an accountant analyst with AIG in New York City. The September 24 issue of BusinessWeek featured a Q&A with Edouard S. Roland, who is a consultant with Deloitte & Touche.
Serving the Tennis Public: USTA PR DIRECTOR RITA GARZA (MPA '96)

rita garza (mpa '96), director of public relations for the united states tennis association (usta), credits tennis with opening a lot of doors. “i picked up a tennis racquet at 10 years old, and it literally changed my life;” she says. tennis certainly wasn’t a mainstream sport in this texan’s small town. she discovered tennis serendipitously and took to it. when the time came to go to college, she leveraged her tennis abilities to get a much-needed full scholarship to the university of texas at austin (ut). trouble came, though, when she injured her foot at the close of her sophomore year and had to forfeit her scholarship. she didn’t forfeit her desire for a college education, however. instead, she worked to finance and finish her degree at ut.

after a short stint in retail upon graduation, garza embarked on what has been an over-20-year career in marketing communications and public affairs in such diverse settings as grassroots organizations and high-level political and corporate environments.

at the midway point of this career, she knew she wanted to return to school but also knew she needed to limit its duration and cost. then she met a baruch graduate of the college’s national urban fellows (nuf) mpa program. the program, run through a partnership between nuf and the school of public affairs, trains mid-career men and women for leadership and management positions in the public, private, and nonprofit sectors. the degree and program seemed like a perfect fit with garza’s long-range goals. “the program offered curriculum depth in all my interest areas, particularly public affairs, nonprofit management, and leadership. i graduated with a much clearer understanding of the complex interconnection of the private, public, and nonprofit sectors,” she explains.

it didn’t hurt that the program was in new york city, a place she had always dreamed of living.

following graduation garza returned to her marketing career rejuvenated. when she turned 40, she decided to launch a campaign to obtain her dream job, working in some capacity for the usta. less than two years later, she was named director of public relations for the professional tennis division. she describes her job as “leveraging all of the assets of the usta. we aim for high visibility with high credibility. we want to grow the game of tennis and maintain the public’s interest in the sport.” her particular role also focuses on championing america’s professional players, especially those in the top 10.

don’t think that garza isn’t a huge fan as well as an executive. it doesn’t take much prodding to get her to relate meetings with the sport’s greatest figures. “i was on the phone and suddenly our ceo was standing in my doorway. billie jean king was standing right behind him. i hear myself saying into the receiver, ‘i have to go. billie jean king is in my office doorway,’” garza relates with a combination of disbelief and glee.

another tennis tale is from her time at baruch and illustrates what for her is a life truism: “tennis unites people. if people play, when they find out that you play, all other barriers just disappear.” new york city mayor david dinkins was speaking to her nuf class. the famous tennis-loving mayor found out that garza played too and asked her to play mixed doubles. so, a decade ago, garza found herself playing across the net from the former mayor. today, she works with dinkins in her role at the usta.

“i feel like forrest gump sometimes,” she laughs, referencing that film character’s habit of being present at many historic moments and becoming part of history. “you never know where life may take you,” she says with a smile. —diane harrigan

national urban fellows at baruch

the national urban fellows (nuf) mpa program, run for the past 25 years through a partnership between nuf and the school of public affairs, identifies and trains mid-career men and women of all ethnic and racial backgrounds for leadership and management positions in the public, private, and nonprofit sectors. the full-time, 14-month program consists of two semesters of academic course work and a nine-month mentorship. since its inception at baruch, the program has graduated 900 students (about 750 underrepresented minority members) who have gone on to become city managers, organizational leaders, and elected officials.

nuf mpa graduate garza (’96) calls attending the program a “very critical transforming period” in her life: “i have never been interested in the ‘academic only’ experience. in the nuf mpa program, i learned just as much from my classmates, the mentorship experience, and living in new york city as i did from the classroom. all these components together made it one of the most amazing experiences of my life—and one of the most exhilarating.”
We Invite You to Experience Reunion

re•u•n•ion
1. The act of uniting again, or state of being united again.
2. A gathering of persons who have been separated, as of a family or the members of a graduating class.
3. A special fall gathering at Baruch College full of interesting happenings, colorful stories, old friends, good times, new discoveries, walks down memory lane, and inspiring encounters with the next generation of students following in your footsteps!

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For more information, please visit www.baruch.cuny.edu/reunion

A Look at 2007 Alumni Events

ABOVE: 70th Reunion, Class of ’37: Jacob Grabel, Jordan Hale MS ’41, Abe Briloff MSEd ’41
RIGHT: 25th Reunion, Class of ’82: Maria Escobar, Paul Owings, Louise Hampton-Martinez MSEd ’95, Loyston Smith ’81

ABOVE: 50th Reunion, Class of ’57: Alpha Phi Omega members from the Class of ’57 and their spouses celebrated at Reunion 2007.
Pre-Med Student Charles Hall ('08) Sets the Bar High

Charles Hall originally came to Baruch College to study business. He was deflected from that path by a chance encounter with biochemistry and the faculty of Baruch’s Department of Natural Sciences. A graduate of the Bethel Christian Academy in Queens Village, Charles quickly morphed into an ad hoc pre-med major and set his sights firmly on becoming a doctor.

To prepare for medical school, Charles spent last summer as an intern in Wake Forest University’s Excellence in Cardiovascular Research Program investigating ways to inhibit atherosclerosis, the widespread condition that is too often a precursor to heart attacks. It is a subject that resonates with him because “high blood pressure and high cholesterol run in my family.” A highly disciplined young man, Charles himself was seriously overweight as a teenager but lost nearly 100 pounds with a stringent self-imposed program of diet and exercise.

For the coming summer, Charles has another internship lined up, this one at Johns Hopkins University, where he will be at the Bloomberg School of Public Health. After that he plans to apply to medical schools. He is aiming for Yale or the University of Pennsylvania. “I might as well set the bar as high as possible,” he says. Charles’s long-range goal is to work with medically underserved populations, whether in Harlem, Latin America, or South Africa.

—ZANE BERZINS
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Saturday, October 25, 2008

Celebrating the Classes of 1938 1948 1958 1968 1983