GOING GREEN

What Baruch is doing behind the scenes to become more environmentally friendly
In an uncertain economy, our students know there is one thing they can count on—your support.

Your generosity impacts our students in many positive ways. New programs, new departments, expanded faculty, richer student services, scholarships, and mentoring are all results of your continued support through The Baruch College Fund.

Alumni like you have made The Baruch College Fund a powerful force in helping our students achieve the American Dream. We offer many ways for you to give: the 17 Lex Society, Class Act Gifts, the Baruch Benchmark Society. Please contact us for more information.

You provide one thing: A chance

Respond to our mail. Reconnect with our call. Reply online.

The Baruch College Fund
Give now. The dream depends on it.
Message from the President

Looking forward, Baruch College President Kathleen Waldron outlines some of the steps we are taking to change the College's carbon footprint by helping eager students, faculty, and staff make greener choices. She also shares with BCAM readers several highlights from Fall 2008.

Letters to the Editor

Baruch in Brief

Former governor Mario Cuomo co-teaches course on 2008 election … Baruch continues its steady rise in national rankings … BPAC's MasterWorks Preview Series … students capture top prizes nationally … Andy Warhol exhibition at the Mishkin Gallery … E&Y sponsors liaison in the Stan Ross Department of Accountancy … and more.

Faculty and Staff News

Q&A with Jeffrey Peck, new dean of the Weissman School of Arts and Sciences … Guggenheim Fellow to study Latin American constitutional law … marketing professor researches bicultural/bilingual marketing subtleties … the College’s newest department: Journalism and the Writing Professions … fill your nightstand with these books by Baruch faculty … and more.

Class Notes

Weissmans awarded Newman Medal for Philanthropy … Showtime CEO Matt Blank (MBA ’76) … BYAN, the new young-alumni network … Christina Latouf (MBA ’00) brings integrated marketing to Baruch as new CCMO … a Baruch family story: Fran (Toll) Blau (’42) and her son, Lecturer Robert Blau … Reunion 2008 … D.C.-area alumni step it up for a cause … learn about the College’s services for alumni … share the story of your student commute … plus other news from the Classes of ’39 through ’08.

Backstory

Curious about Baruch athletics and our new mascot? Come face to face with our Bearcat and become part of Baruch’s growing sports-fan base.
Message From The President

This issue of Baruch College Alumni Magazine asks an important question: How does a large urban college make strides in sustainability efforts that are so critical today? The Baruch College answer: One step at a time. Our faculty and staff have been devising clever and achievable ways to whittle away at this seemingly insurmountable challenge. We are making good progress, and I’m proud to share some of it with you in the following pages.

From efforts to “green” our facilities to reduce our carbon footprint, to creating an academic task force focused on developing a curriculum around sustainability, to looking at how we produce, print, and deliver the very magazine you’re holding—each step contributes to the improvement of our college, our community, and our planet.

Also last fall, Zicklin’s undergraduate and graduate accounting programs were ranked 20th and 22nd in the nation, respectively, by Public Accounting Report’s annual survey. In November our Lawrence N. Field Center for Entrepreneurship marked its 15th anniversary with a celebration that included the presentation of two proclamations from the Manhattan Borough president.

In October the Office of Alumni Relations hosted Reunion 2008. The event drew nearly 200 alumni, including a member of the Class of ’38, who returned to campus to renew the Baruch College spirit. Also last fall, approximately 60 people attended the 11th annual Veterans’ Luncheon. Several Baruch student-veterans of the Iraq War were joined by veterans of the first Gulf War and the Vietnam War. Two stalwart WWII alumni-veterans were also on hand.

During these tough economic times, we are even more appreciative of the financial and emotional support of our alumni. Your contributions allow us to help our students with scholarships that mitigate the effects of tuition increases. With our nation’s new leadership, we at Baruch College are encouraged that education issues will again be at the forefront of policy agendas. In particular, we predict that the role of public education in preparing our future leaders is going to be a vital part of the dialogue. The mission of Baruch College is more relevant than ever.

I hope you enjoy reading about our College-wide sustainability efforts and those of your fellow alumni. Please feel free to keep our Office of Alumni Relations updated about your ongoing adventures in green.

Kathleen Waldron
**WILD TIMES: ANOTHER TAKE ON HOUSE PLANS**

I was reading the Summer 2006 alumni magazine “love connections” feature story and saw the article about Baruch couple Burt Lee (’70) and Susan Milch (’73) Seifman, who made a love connection at a Knight House Plan party in November 1969.

First, let me congratulate Burt and Susan on 35 years of happy marriage.

Second, let me set the record straight for readers about Knight House in the sixties. Knight House was not an idyllic love nest. Being a member of Knight House was more like being at a great gunfight long after the proverbial smoke had cleared. Everything that John Belushi tried to do in Animal House was a cheap imitation of the high-octane days of Knight House.

**HARRY PACE ’70**
Former student government president and Knight House Plan member

**EOC MENTOR Praised**

It was a great pleasure to read the story on my dear friend and mentor Joel B. Zweibel (’55) in the Summer 2008 edition. Here is a man whose illustrious career in the law has been well matched by an equally inspiring career as a mentor to numerous aspiring legal fledglings, of which I am humbly one. Thanks to the Executives On Campus program, which Joel co-founded, and the scholarship that bears his name, Joel’s integrity and grace have enriched many a life. He is a lover of the humanities and an ambassador of humanity. He is a gentleman and a mensch. I speak for everyone he has touched when I say thank you for recognizing his contributions.

**IGOR NORINSKY ’06**

**Share Your Favorite Office Story**

Who among us doesn’t realize the importance of the office in our professional and personal lives? It’s often our second home. Help us reflect on, honor, or even mock the office with a favorite anecdote—whether you recall an incident in Baruch student club offices, an internship or first job, or the story of receiving your gold retirement watch. Send your anecdote for possible inclusion in an upcoming magazine to the 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.

**Deadline: March 3, 2009.**

**CORRECTIONS**

It was incorrectly reported in the story on Rita Garza (MPA ’96), “Serving the Tennis Public” in BCAM Summer 2008, that she received a tennis scholarship to attend the University of Texas at Austin. That scholarship was for Temple College.

Department of Sociology and Anthropology chair Glenn Petersen served in the navy, not the army, as reported in his profile “After Waging War, a Lifetime Pursuing Peace” (BCAM Summer 2008).
Mario Cuomo is not a fan of presidential campaigns as they’ve lately been conducted. He intensely dislikes 26-second TV ads and debates made up of sound bites recycled from stump speeches: “This presidential election had more big issues than any presidential election in my memory,” he asserted. “But they weren’t being discussed.”

That’s why Cuomo, three-term former governor of New York and an elder statesman of the Democratic Party, decided to teach a 14-week course at Baruch College in Fall 2008. He taught the course in tandem with Douglas Muzzio, professor of public affairs. For Cuomo the class was a way of stimulating intelligent political discourse at a time when discourse is often trite and unsatisfying.

The Cuomo-Muzzio course was nothing if not ambitious. The title alone indicated its outsized scope. The 2008 Presidential Election: Where We Are as a Nation, Where We Want to Be, How We Get There was planned as a seminar for 15 juniors and seniors. But like a flooding river, it kept expanding its confines. Several additional students squeezed in; auditors turned up; the New York Times sent a reporter—longtime Metro columnist Clyde Haberman—to see what was happening.

Students lucky enough to be admitted couldn’t find enough superlatives to describe their experience. “It’s fantastic. I love it,” Ben Guttman (’11), a sophomore originally from Long Island, said. “Every time I walk into the class, I’m amazed that Governor Cuomo is teaching me.” The students, he said, ply Cuomo with questions, and the governor reciprocates. “He really wants to know what we’re thinking,” Guttman said. Glenn Apolinar (’10), an international student from the Dominican Republic, echoed Guttman’s sentiments, calling The 2008 Presidential Election hands-down “the most interesting class I’ve had at Baruch.”

For all the lively exchanges in the classroom, the course was rigorous. “We did a lot of reading, everything from political blogs to primary sources like the Constitution and the Declaration of Independence,” Guttman said. Students also read sections of Cuomo’s books Reason to Believe and Why Lincoln Matters.

The enthusiasm in the classroom was palpable and contagious. Muzzio described the course as “one of the most enjoyable classes I’ve taught in a dozen years.” Co-teaching with the former governor, he said, was “a treat and an adventure.” Although the class, which met on Wednesday evenings, was 2 1/2 hours long, Muzzio noted with considerable amazement that students actually “asked to have it extended by another half hour.”

—Zane Berzins
Climb in Rankings

Over the past year, Baruch College has continued its impressive rise in rankings of colleges nationwide. Baruch’s undergraduate accounting program was ranked 20th in the nation by Public Accounting Report’s Annual Survey of Accounting Professors, while the graduate accounting program was ranked 22nd in the nation by the prestigious survey. In September Baruch was named one of the top 25 schools in the nation for graduate-level entrepreneurial studies by Entrepreneur magazine and the Princeton Review. U.S. News & World Report, the gold standard for college rankings, gave Baruch honors in several categories in its America’s Best Colleges 2009. In the North region, Baruch jumped two notches from last year, to number 33, in the list of best master’s degree-granting institutions. Baruch was also ranked as the sixth-best public institution in the North to offer a full range of undergraduate and master’s programs. Adding to the luster, Baruch College was included in the Princeton Review’s Best 368 Colleges: 2009 Edition. It was the first time that Baruch was included in that publication. —Warren Schultz

MASTERWORKS: INNOVATIVE THEATRE PROGRAM

Last fall it was Ibsen’s A Doll’s House, Shakespeare’s Othello is on tap for spring, and Steinbeck’s Of Mice and Men is being considered for a future term. Not unknown to Broadway audiences, these compelling works are staged at Baruch as part of the new MasterWorks Preview Series, an innovative arts education program created to introduce students to master works of the theatre. One of several new partnerships between the Baruch Performing Arts Center (BPAC) and the Weissman School of Arts and Sciences, the MasterWorks Preview Series exposes students to these plays from multiple perspectives. Students study the works in terms of their literary and historical contexts and then see the plays brought to life through a condensed stage reading by a cast of professional actors.

“The goal is to give Baruch students access to great plays through brief, high-quality presentations during class periods,” says Eric Krebs, Marvin Antonowsky Professor of Theatre at Baruch and an original co-founder of BPAC. “With so many students working one and two jobs, and English not necessarily their first language, MasterWorks is an especially effective way to introduce them to the theatre and to these important works in particular.”

Making the MasterWorks Preview Series possible are alumnus Aaron Shapiro (’49, LHD [Hon.] ’89) and his business partner, Michael Lobel, trustees of the Nat R. & Martha M. Knaster Charitable Trust. According to Shapiro, who graduated with a degree in accounting, “I knew I had to be a professional and make a living, but my big break came when I realized I could apply my business expertise to my love of theatre”—a love that began when Shapiro saw his first play on a school field trip at age 12. The 80-year-old big-time Broadway accountant and Tony Awards voter explains, “I want students to take advantage of all that Baruch offers, which includes theatre on campus as well as on Broadway.”

—Ruth Patkin

To learn more about MasterWorks and other performing arts programs at the College, visit BPAC’s website at www.baruch.cuny.edu/bpac.

ANDY WARHOL IS AN ICON of American Pop Art. Revolutionary in the 1960s, Warhol’s work appropriated images from the popular culture, such as Campbell’s soup cans, Brillo soap pad boxes, and the faces of Jackie Kennedy and Marilyn Monroe. While Warhol’s dramatic, colorful prints are familiar to the public, his photographs are less well known.

But that will change for members of the Baruch community with the exhibition “Everyone Will Be Famous for 15 Minutes: Andy Warhol’s Photographs,” which runs from Feb. 6 to Mar. 6, 2009. This show, which draws from a collection of 154 photographs, was made possible by an Andy Warhol Photographic Legacy Program grant won by exhibition curator and Mishkin Gallery director Sandra Kraskin in 2008.

“From 1972 to 1986 (with some undated examples), the Warhol photographs record more than a decade of public as well as anonymous figures who, together, form a unique portrait of popular culture,” says Kraskin. Among the famous are Dolly Parton and Princess Ashraf Pahlavi of Iran. “These photographs truly bring to life Warhol’s belief that everybody will be famous for 15 minutes,” explains Kraskin.

“Everyone Will Be Famous for 15 Minutes” is just one in a series of provocative 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 2009, and 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.

AWARDS AND SCHOLARSHIPS

FROM FUTURE UNITED STATES AMBASSADORS to the next generation of community leaders, Baruch College students continue to garner a lion’s share of prestigious awards and scholarships from businesses and government agencies nationwide.

Among the recipients was Simon Mairzadeh (’09), who did double duty in Washington, D.C., last summer, working as an intern in the State Department and as an apprentice to a former U.S. ambassador. Mairzadeh was the first Baruch student, and one of six students nationally, to win the Council of American Ambassadors International Affairs Fellowship, which enables students to work closely with former ambassadors. Mairzadeh’s State Department internship was the result of winning a Colin Powell Fellowship in International Diplomacy. Sean Perryman (’08) also won the award, joining Mairzadeh in D.C.

On the business side, Janelle Shillingford (’10), Thabata Ribeiro (’12), and Chanee Bridgewater (’10) were selected to participate in the 2008 Future Diversity Leaders (FDL) program sponsored by accounting firm KPMG. The three students, who were among 51 chosen from across the country, will work as paid interns next summer in KPMG’s New York offices. The company launched the FDL program in 2007 with the mission of providing outstanding minority undergraduate business students with leadership training and financial assistance. The goal is to increase and sustain minority representation in the accounting profession.

Public service was the focus for Alexandros Hatzakis (’08), Natalia Kostus (’08), and Holdyn Brand (’09), each of whom received a $4,500 scholarship from the American Humanities (AH) Next Generation Nonprofit Leaders Program (NextGen). The students are all working toward AH certification, which requires them to complete a 300-hour internship with a local nonprofit organization. Carlos Ruiz (’09) and Caitlin Hannon (’09) were also awarded AH scholarships for the next academic year.

—BARBARA LIPPMAN
HERE SHE IS, MISS WEST CENTRAL OHIO

SHE HAIS FROM A SMALL OHIO TOWN but has big New York City ambitions. Meet Victoria Miller ('12), a Baruch freshman and winner, last June, of the Miss West Central Ohio beauty pageant. Miller, who has her sights set on a career in broadcast journalism, said she decided to come here because “I fell in love with the campus and everything that Baruch is about. I also love how the campus is so diverse, and I wouldn’t get that in Ohio.” Another factor was the potential job opportunities, thanks to the large number of broadcast outlets in the Big Apple. A beauty pageant veteran since her toddler years, Miller is now eligible to compete in the Miss Ohio contest in June. A win there leads straight to the most famous pageant of all—Miss America. —BARBARA LIPPMAN

E&Y Funds Student Advisor in Accountancy

IN A DISPLAY of its strong commitment to Baruch College, accounting giant Ernst & Young (E&Y) has sponsored its first student advisory position in the Zicklin School’s Stan Ross Department of Accountancy. Double alumnus Zeljko Sockovic ('04, MBA '08) has been tapped for the job and is responsible for helping to facilitate and expand the connection between students at the undergraduate and graduate levels and the accounting department. He is also the liaison for all accounting firms that recruit from Baruch.

Sockovic, a 39-year-old Croatian native, has a strong background working with students and working in the business sector. He has been the assistant director of the Zicklin School’s Executive Master of Science in Industrial and Labor Relations (MSILR) program as well as a teaching assistant.

A major aim of his job, said Sockovic, is to “help the College identify accounting talent, so that we can send potential future leaders to accounting firms. We don’t want to send foot soldiers; we want to send leaders.”

Although his duties are still evolving, some of Sockovic’s other responsibilities include coordinating activities for Baruch’s student accounting organizations, developing and maintaining Web-based career-related information, and collaborating with accounting professionals to build strong practitioner-faculty exchanges.

At an event last fall for Baruch alumni who work for E&Y, an executive from its Midwest office told the crowd, “Baruch College is a priority school, and this initiative is a business priority for E&Y.” —BARBARA LIPPMAN
ENGINEERING A SUCCESSFUL PICNIC IN THE PARK

The Great Hill in Central Park was the site of the second annual Master of Financial Engineering (MFE) Program picnic. More than 50 picnickers—current students and graduates of Baruch’s nationally recognized MFE Program and their spouses and friends—enjoyed playing badminton and eating watermelon, among other picnic activities. “This year’s event was special because many of us have become new parents, and meeting other new parents is really fun,” said Andy Nguyen (MFE ’08). “The social network of our MFE program is really strong. It’s like a big family of caring, sharing siblings.” Nguyen currently works as a quantitative analyst for Deutsche Bank in Midtown.

Now in its sixth year, Baruch’s MFE Program is among the most selective in the country. It has received glowing press coverage in the Wall Street Journal, the Financial Times, and the International Herald Tribune. The program boasted 100 percent job placement for members of the December 2007 graduating class and 95 percent for the May 2008 class. The statistics for the entering Fall 2008 class were equally impressive: of the 514 applicants, 57 were admitted (an 11 percent admission rate) and 40 enrolled. The average GRE quantitative score for the admitted students was 796 (out of 800)!

“The real story behind the program is the students,” says MFE Program Director Dan Stefanica. “Everyone who is admitted is admitted because we believe that he or she will succeed.”

—DIANE HARRIGAN

ZICKLIN STUDENTS WIN ECHO AWARD . . . AGAIN

An ECHO is, by nature, repeated. So it seems fitting that graduate students from the Zicklin School of Business have captured the top prize in the Collegiate ECHO Challenge competition for the fifth time. Organized by the Direct Marketing Educational Foundation (DMEF) and sponsored this year by Pitney Bowes, the challenge required students to develop a direct marketing campaign promoting a new desktop postage machine for small businesses.

For their winning entry, the Baruch students—Angeliqie Wing (MBA ’09), Imanuel Eltanya (MS ’10), and Aditi Solanki (MBA ’09)—created a project called “Turning Your Home Office Business Green.” The students split the top graduate cash prize of $4,000, and Baruch received a Gold Collegiate ECHO trophy.

According to Daniel Kohn, vice president at Pitney Bowes, “The Baruch College team, which included a green theme in their campaign, truly exceeded expectations.” The Baruch presentation was described as “a winning combination of solid market research, a thoroughly determined media model, creativity, and the ability to reach the target audience.”

How did the students come up with their green theme? “One of the students in the group attended a presentation of the Direct Marketing Club of New York, where the presenters talked about the importance of green campaigns and products,” said Baruch Lecturer in Marketing Patti Devine, faculty advisor for the competition. “I was impressed that the team translated this into their project.”

—WARREN SCHULTZ/DIANE HARRIGAN
ONE MIGHT SAY THAT TANSEN SEN IS following in his father’s footsteps. At several points in his life, the elder Sen lived in China, writing books on a variety of topics relating to China and translating those books into Indian languages. Now the younger Sen, who lived in China during the 1980s, is about to embark on a similar type of project.

In January 2009, Tansen Sen begins a yearlong research project in Asia, where he will oversee translations, from Chinese and Indian languages, of old and contemporary materials that shed light on the relationship between the two countries. His work is one of the components of a four-year project titled “The India-China Knowledge and Capacity Building Initiative.”

Sen, Baruch professor of Asian history and religions for 11 years, is among a team of scholars awarded a $525,000 grant from the Ford Foundation to fund the project. One of its purposes is to examine the potential implications for China and India from economic, political, cultural, and environmental aspects should the Southern Silk Road be reopened. The road, an ancient trading route that linked southwestern China to eastern India, has been closed since World War II.

Another aspect of the project, which was initiated by the India China Institute at the New School, is the development of a graduate-level course on India-China relations. A component of the course would be an eight-week summer session for students in both countries.

—BARTBARA LIPPMAN
When Assistant VP for Campus Operations Jim Lloyd (below) came to Baruch in 2006, he brought with him myriad ideas involving sustainability. (He’d previously supervised a number of green projects at Oregon State University.)

Today Lloyd is in the midst of several environmentally minded initiatives on campus, and he’s clearly optimistic. “I eventually want to have 100 percent of our campus LEED certified,” he declares. “We’re very close to it. We’re already ahead of many colleges.”

There are two major reasons we’re “almost there” in regard to the U.S. Green Building Council’s LEED designation: Our students, staff, and faculty don’t, as a rule, drive to school (saving the campus from having to devote areas to parking spaces), and Baruch has several newer buildings, which are more efficient than older ones.

Then there are the initiatives. The Newman Vertical Campus (NVC) is currently in the process of being “retro-commissioned,” with the help of consultants Genesis Partners. According to Lloyd, “They look at how the building is designed and how it’s being used, then make recommendations about how to improve efficiency regarding lighting, heating, AC, etc.”

Recently the College’s Facilities Advisory Committee, co-chaired by Lloyd, recommended that one of the building’s terraces be used for a roof garden, operated by Baruch’s food services vendor to grow vegetables and herbs for use in the cafeteria. Another recommendation was to install photovoltaic panels and/or a wind turbine on one of the other terraces to generate electricity.

Also in the works is the North Campus Exterior Lighting Project, intended to increase nighttime lighting for safety and visibility. The project will include solar panels on the NVC’s roof and LED lighting. “It’s fairly new technology,” notes Lloyd of the latter. “You spend very little on electricity, and the bulbs last 50,000 hours as opposed to 2,000 hours.”

As is increasingly apparent, “Any project that crosses my desk,” says Lloyd, “I look at it and ask, ‘How can we make it sustainable?’”

Lloyd, who is Baruch’s representative on CUNY’s Task Force on Sustainability, points out that “if you look at what the other colleges are doing, we’re actually ahead of them. We have the opportunity to design the very first green building in CUNY.” He’s referring to the Lawrence and Eris Field Building (17 Lex), which will undergo a complete renovation in the next several years, with the goal of obtaining a LEED silver designation.

One major aspect of this project will be adding windows to the virtually windowless north side of the building: “It’s an easy way to add daylight into the space.” Another idea he wants to explore is co-generation, using natural gas to generate electricity, then using the byproduct heat to create steam to heat the building. He’d eventually like to use co-generation for the Administration Building and Steven L. Newman Hall.

“We could become the greenest campus in the United States,” Lloyd says of Baruch. It’s obvious that if anyone can get the job done, he can. —MARINA ZOGBI
“I was always a berry, nut, vegetable kind of kid,” says Zena Nelson, who grew up in Harlem, where her family made a point to travel south of 96th Street to shop for fresher, healthier, less expensive food. “My grandmother was born in Jamaica, my grandfather is from Indiana farm country, and they like to say they ‘remember when butter tasted like butter.’ My family hasn’t always lived in these urban food deserts,” explains Nelson, citing the one subpar supermarket, bodega on every corner, and countless fast food restaurants that supply her current South Bronx neighborhood.

Nelson chose Baruch for her MBA and found her calling at the College’s Field Center for Entrepreneurship—first, as a Field Fellow, working with Field Faculty Mentors to advise center clients; then, developing her own business plan for a South Bronx version of the highly successful Park Slope Food Coop. Her goal: to bring fresh, locally grown foods to the South Bronx. Encouraged by the center director’s belief in her idea, Nelson entered and won the annual Baruch College & Merrill Lynch Entrepreneurship Competition in the social entrepreneurship category in 2007.

The South Bronx Food Coop’s mission, as Nelson sees it, is “to provide affordable and nutritious food to all residents of the South Bronx (and NYC), while empowering the local community by encouraging good health, providing relevant job skills, and fostering environmentally responsible activities through democratic cooperation.” As with any cooperative, members contribute their time and earn lower prices and a stake in the enterprise in return. Since launching in 2007 with her $15,000 competition prize money, Nelson has been awarded a $5,000 grant from Citizens Committee for New York City and a $50,000 grant from CITGO. These social investments have helped her grow from three to 120 members, expand operations from one to five days a week, and move to a new 1,500-square-foot commercial storefront.

A typical day for the tireless Nelson includes everything from visiting farmers at the Hunt’s Point Market to answering hundreds of e-mails, writing grant proposals, working to get the online coop up and running, paying bills, juggling member schedules, and constantly adjusting her business plan, budgets, and margins to stay on target—if not get a little ahead of the game.

Even so, Nelson’s vision extends beyond the coop. “I want to help create the first PhD program in social entrepreneurship,” she says, “to develop an urban rooftop farming program with the city, and possibly run for City Council”—surely good news for the South Bronx, located in one of the poorest, most health-challenged congressional districts in the country.

—RUTH PATKIN

Photo by Jerry Speier

BUILDING PARTNERSHIPS

Virtually none of Baruch’s major sustainability efforts would be possible without partnerships with government entities. Eric Lugo, the college’s director of government and community relations, is largely responsible for developing and nurturing these relationships, many of which have garnered funds necessary for various Baruch green initiatives.

The impending renovation of the Lawrence and Eris Field Building (17 Lex) is one major project in the works. Through the advocacy efforts of students and faculty and Lugo’s bringing together Assembly Member Brian Kavanagh (D-74th AD), who represents Baruch, and Baruch alumni/Assembly Members Carl E. Heastie (MBA ’07, D-83rd AD) and J. Gary Pretlow (’78, D-87th AD) to petition the State Assembly to support the initiative, $40 million was allocated for phase one of construction. Also instrumental in this effort was State Senator Martin Goldin (R-22nd SD), who was responsible for increasing the budget for the renovation of 17 Lex by $10 million in the State Senate.

Other partners include Manhattan Borough President Scott M. Stringer, who budgeted $658,000 for a campuswide document-imaging system that will cut down on paper usage and free up valuable space currently being used for archive storage, and New York City Council Member—and Baruch representative—Rosie Mendez (D-2nd CD), who allocated $500,000 in New York City Council funds (plus $142,000 from Scott Stringer’s office) to enable the construction of sustainable North Campus external lighting.

Says Lugo, “We are grateful to have the support of our legislative representatives, who are committed to strengthening Baruch College in our efforts to meet the challenges of the 21st century.”

—MARINA ZOGBI

ECO-HERO: Zena Nelson (MBA ’09)

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—MARINA ZOGBI
WHAT fascinates me about the ‘psychology of green behavior?’ asks Mindy Engle-Friedman, associate professor of psychology and chair of the College’s new Task Force on Sustainability. “It’s what fascinates me about all behavior: What does it take for people to change—to change their attitudes, their thinking, and their behaviors?”

Engle-Friedman and the rest of the New York City community are poised to find out. Last spring Baruch College created the Task Force on Sustainability as part of the City University of New York’s systemwide Sustainability Project. CUNY accepted Mayor Bloomberg’s “30 in 10” Challenge, which directs universities to reduce greenhouse gas emissions 30 percent by 2017. In order to reach that target, all 23 CUNY institutions are creating sustainability plans. (CUNY’s energy costs per square foot have already decreased by 10 percent in the last decade.) The colleges will also address sustainability in their curricula, research, and corporate and civic partnerships. The goals: improving the lives of the citizenry and promoting economic development opportunities.

What will Baruch’s task force focus on? “We need to support research and the conversation about sustainability,” says Engle-Friedman. Enthusiastic about the educational aspect of the task force’s work in particular, she says, “Sustainability covers such a diverse array of topics that we’ll be able to inspire the entire Baruch community. Baruch can be a laboratory, a microcosm, for green living.”

In addition to her leadership role on the task force, Engle-Friedman the psychology professor will be conducting research on campus. She and her students will collect data on attitudes toward the environment and sustainability using College-wide surveys. To chart changes, she hopes to resurvey the community once or twice a year. “Psychologists,” she explains, “monitor and assess knowledge and behaviors and predict future behaviors. We’re interested in changes at the micro and macro levels.” She is also looking into on-campus gardening opportunities for students and assessing attitudinal changes that result.

Engle-Friedman educates in order to inspire action. As far as she’s concerned, a different course is only a decision away. “We need to make changes in our day-to-day behavior (recycling, composting, water reclamation, for example), and we need to stand up for changes in our government’s policies (like increases in the fuel efficiency standards for automobiles). The green revolution can occur much as the technological revolution did—gradually. Not too long ago, everyone was working on typewriters, and now almost everyone uses a computer. With regard to sustainability, we will see a gradual but rapid change, especially with changes in governmental policy.”

In her private life, Engle-Friedman is deeply green. For the past 30 years, she has tended “some kind of organic garden,” even when living in an apartment. Just recently she and her family moved to Pennsylvania and now have a small herd of goats! “Goats are friendly and curious animals and interested in being near humans. When they’re grazing in the field and I’m working in my vegetable garden and they can’t see me, they will call for me.” She adds, “From a psychological standpoint, it’s healthy for us to be in nature. Our performance, relationships, and physical health are all improved by seeing nature and being a part of it.” —DIANE HARRIGAN
BRIGHT FUTURE FOR SUSTAINABILITY GRADS

Baruch and other CUNY institutions are working hard to create curricula to meet the educational demands of the green generation. But some students are just a bit ahead of that curve. One of them is Clint Porter (’08), who created an ad hoc major through the CUNY Baccalaureate Program for Unique and Interdisciplinary Studies. With the help of faculty and staff, Porter put together physics, calculus, environmental studies, and environmental chemistry courses from Baruch, City, and Hunter Colleges and added independent study courses and internships to devise his own program in renewable energy. By the time he graduated in 2008, Porter was already working in San Francisco for Kaco Solar Inc., USA, an international company that manufacturers photovoltaic inverters.

Where Porter led, others have followed. There are about 20 students in the CUNY BA pipeline who are currently studying sustainability. Their majors include applied environmental studies, sustainable energy, sustainable infrastructure implementation, sustainable international development, sustainable transportation studies, and urban sustainability.

“The CUNY Baccalaureate is CUNY’s university-wide, individualized degree program where mature, highly focused students design one or two interdisciplinary or otherwise unique areas of concentration in collaboration with faculty members,” explains Beth Kneller, deputy director of the program. “Since none of the colleges are offering a bachelor’s degree in sustainability just yet, and because the field of sustainability is such a highly interdisciplinary one, the CUNY BA is the perfect degree route for students interested in this topic.”

On campus, Baruch faculty are working hard to create and formalize green curriculum options. The first stage in this years-long process will be the availability, in Fall 2009, of an interdisciplinary minor in sustainability for undergraduates. “This curriculum project is part of the College’s larger sustainability initiative and was proposed by President Waldron’s Task Force on Sustainability,” explains Weissman School Associate Dean Gary Hentzi. The minor will expose students to essential and valuable green ways of thinking and offer courses from the Zicklin School of Business, the Weissman School of Arts and Sciences, and the School of Public Affairs. —DIANE HARRIGAN

NEW CAFETERIA VENDOR PUTS SUSTAINABILITY ON THE MENU

What’s a college cafeteria without Styrofoam? It’s green, that’s what it is.

Last spring, a board of students and faculty members reviewed bids from potential food suppliers. Winning the contract with a unanimous vote was AVI Foodsystems, based in Ohio.

What about AVI appealed to the Baruchians? The fact that AVI’s commitment to sustainability goes deeper than a marketing proposition. For this company, sustainability means supplying Baruch’s food needs through purveyors within 50 miles of the campus (with a focus on family-owned businesses), recycling used products and using recycled products, providing nutrition information, and generally pouring profits back into the communities where AVI does business.

Before the start of this academic year, AVI changed Baruch’s cafeteria both physically and nutritionally. To begin with, the space received an overhaul, with new signs and a flat-screen television to list daily specials. Vegetarian options became available at every station. Especially noteworthy among healthful choices is the all-vegetarian salad bar, dubbed “Great Grains, Greens and Beyond”: 30 selections, including such Middle Eastern dishes as cracked wheat berry salad and baba ghanoush, all kosher and halal. In addition to modifying the dining hall, AVI installed new vending machines with green choices.

Students have already commented on the good prices, the cleanliness, and the great choices. “AVI takes pride in the fact that everything is freshly made,” says Mark Petrino, the company’s district manager. “Our executive chef has a resume that includes the Russian Tea Room and Tavern on the Green,” he adds proudly. —DIANE HARRIGAN
Pondering his purchase of a 17,500-acre winter retreat in South Carolina’s low country in 1905, Bernard Baruch said, “In this hectic Age of Distraction, all of us need to pause to examine where the rush of the world and of our own activities is taking us. Even an hour or two spent in such detached contemplation on a park bench will prove rewarding.”

In an era when vacations were kept secret and inactivity might be perceived as laziness, Baruch, an investor and advisor to presidents, knew that periodic stocktaking was valuable and creating an oasis of serenity was restorative. “Having acquired this habit, I naturally grasped the opportunity that came to me in 1905 to acquire a veritable Shangri-La in my native South Carolina—famed Hobcaw Barony. One reason I established a second home in the South was that my mother had asked me not to lose touch with the land of my forebears. She also had urged me to contribute to its regeneration.”

Bernard Baruch shared his good fortune and dedicated himself to a lifetime of philanthropy. When he made a million-dollar windfall at age 25, his father asked him what he would give back to his community. Hobcaw Barony became an important part of that answer (as did his endowment of the present-day Baruch College). Many powerbrokers, guests at Hobcaw Barony, enjoyed its natural resources in a way consistent with the tastes of the age. Game was abundant. “I have hunted in Scotland, Czechoslovakia, and Canada but never in my travels did I ever come upon a place to compare with Hobcaw, when it was in its prime,” wrote Baruch.

Of Baruch’s three children, it was his oldest child who had the greatest love of the natural world. Belle Wilcox Baruch was only six years old when her parents purchased Hobcaw, and she learned to ride, hunt, and shoot in South Carolina. Belle competed in, and won, sailing regattas and riding competitions all over the world, but it was Hobcaw where she chose to live. Not long after purchasing Hobcaw from her father, she became ill and created a plan to protect what she called “the friendliest woods in the world.” In 1962 she presciently chose to protect it from development.

Hobcaw Barony is preserved and held in perpetuity by the Belle W. Baruch Foundation for research and education in ecological sciences and serves as an outdoor laboratory for colleges and universities. Over 100 projects are ongoing, and schoolchildren and families take part in education programs, learning about coastal ecosystems.

Lee G. Brockington is senior interpreter at Hobcaw Barony in South Carolina and the author of Plantation Between the Waters.

To learn more, visit www.hobcawbarony.org or read the book Plantation Between the Waters: A Brief History of Hobcaw Barony. You can make arrangements to visit Hobcaw by calling 843-546-4623.
The Robert Zicklin Center for Corporate Integrity (ZCCI) has been sponsoring a series of conferences focusing on sustainability and its role in the business world. The most recent, held in November, was titled Putting $$$ on Green. It focused on how sustainability is measured and how its impact is tracked. The conference drew about 120 Baruch students, faculty, and staff as well as members of co-sponsoring organizations Corporate Communication International, the New York Society of Security Analysts, and the National Investor Relations Institute. The November conference was the third ZCCI conference to focus on sustainability. The next such event is planned for Apr. 3, 2009. —BARBARA LIPPMAN

BUSINESSES STRIVE FOR GREENER ACCOUNTABILITY

Francis Greenburger ('74) is well known throughout the real estate industry for his ability to anticipate trends and changing market conditions. His company, Time Equities, Inc. (TEI), was a market leader in the cooperative conversion business in New York City. With Greenburger as its founder, CEO, and guiding force, TEI is constantly evaluating new markets. Greenburger has gone on record with his philosophy: invest intelligently, aggressively, and responsibly. So it’s no wonder that he saw the “green” light early on.

In August 2007, he hired Alice Cook, TEI’s first sustainability director. Cook arrived with a bachelor’s degree in earth systems and a master’s in civil and environmental engineering, professional experience in water and wastewater infrastructure and green building, and LEED professional credentials.

As TEI’s sustainability director, Cook defines the company’s corporate strategy in terms of global warming, creating the framework for managing the environmental and regulatory risks associated with climate change. What does that mean in practice? “We start by implementing energy audits and gathering energy data on our buildings so that data is accessible throughout the company. We are building a culture of energy management throughout TEI.”

Established in 1968, TEI is in the business of real estate investment, development, and asset and property management. It holds a portfolio of approximately 20 million square feet of residential, industrial, office, and retail property in the U.S., Canada, and Germany. “TEI is committed to green practices. Currently, eight of our buildings are undergoing energy audits and targeted for retrofits, and 60 buildings are registered for or working toward certification. This constitutes a large percentage of the portfolio—well beyond that of other companies,” says Cook. All new developments are targeting at least LEED Gold certification.

Without question, TEI is on the cutting edge. But what does Cook see for the future? “The demand for green buildings—be it energy-efficient buildings or LEED-certified buildings—is growing and growing,” she says. “In the long term, green practices will just become best practices or a normal standard for the industry. Green simply means higher performance.”

How does her boss, Francis Greenburger, feel about his decision to commit TEI to a green course? “In business today, corporate sustainability is driven by risk management, business opportunity, and social responsibility. I am personally interested in sustainability and want to see what we can do as a company to be a better global and local citizen.”

—DIANE HARRIGAN

GREEN GIANT
Francis Greenburger ('74) and Time Equities, Inc.
Freshman Seminar, Baruch’s innovative and successful introductory program for incoming students, is changing: It’s getting greener. For decades, Freshman Seminar has welcomed first-year students with a required 12-week noncredit course that provides information about college life in general and Baruch College in particular. Led by faculty or staff members and trained upperclass students, Freshman Seminar teaches students to succeed academically and helps them build camaraderie as they work together on tasks. In recent years, the program has expanded its scope. “We added a service component as a pilot in 2007,” says Shadia Sachedina, associate director for student life. “We got an overwhelming response. We were stunned when 500 students signed up to participate.”

In 2008 some of those service projects sported a decidedly greenish tinge. Two of the more popular programs included recycling and planting—both good carbon-reducing practices. “City Harvest has a program whereby it packages produce left at the Greenmarket at Union Square every Friday and sends it to shelters and those in need,” says Sachedina. “Our students go over there on Friday afternoons and help package and deliver.” As many as 150 students participate.

Another new Freshman Seminar partnership was established in conjunction with the New York City Department of Parks and Recreation. In the fall, participating students spent six hours on Saturdays at Hunts Point Riverside Park in the Bronx, working along with park personnel raking dead leaves, replanting for spring, and performing general cleanup. “We may have as many as 25 students there on any given Saturday,” Sachedina says. “Mulching was a fun novelty for a lot of these kids,” she notes.

The positive response has led to the possibility of adding more green initiatives next semester, Sachedina says. “We are considering programs to encourage plantings in the spring and perhaps working with the College cafeteria to create a composting program.”

—WARREN SCHULTZ

Kimberly Brutus works at a property management firm in Manhattan. The green trend has prompted her to earn as many LEED and energy-efficient-building credentials as possible.

Kimberly Brutus ('08) developed her passion for sustainability while a real estate and metropolitan development major. Her senior-year real estate Capstone Course with Professor of Public Affairs John Goering culminated in an intensive project developing a real estate proposal to be pitched to Baruch benefactor William Newman ('47, LLD [Hon.] '97) and four other real estate professionals. Brutus developed a LEED-certified rental project in Prospect Heights, Brooklyn. “I was always interested in energy efficiency,” says Brutus, who now works as an assistant management executive at a property management firm in Manhattan. “It doesn’t make sense not to be moving in the same direction as the economy and world.”

—HEATHER SCHULTZ ('08)
ASK THE DEANS

Q: WHAT DOES GREEN MEAN TO YOU? WHAT DOES IT MEAN TO STUDENTS IN YOUR SCHOOL/DISCIPLINES?

JOHN ELLIOTT, Dean, Zicklin School of Business
In the Zicklin School, we have a mission to serve New York City and the people who live and study here, and our efforts to embrace green issues arise naturally in response to that mission. Our students expect it, our larger community encourages it, and the City of New York is a leader in implementing green practices.

On a personal level, I have a 10-year-old son, and he helps keep our family acting green. With his encouragement, we participate in the Con Ed option to acquire green energy, we turn out lights, take public transportation, and when we have rented a car, lately it has been a Prius.

DAVID BIRDSELL, Dean, School of Public Affairs
Students preparing for careers in public service have to understand that “green” is an essential component of sound public sector leadership. The School of Public Affairs helps students recognize the wide range of sustainable practices graduates will encounter in public life and encourages their abundant creativity in harnessing green solutions.

My latest green practice at home is to pay close attention to the emissive properties of the paints, cleaning products, and other chemicals we use. By using low-residue, reduced-emission materials, we make our living environment safer while actually saving money.

JEFFREY PECK, Weissman School of Arts and Sciences
The liberal arts in general and the Weissman School in particular represent green awareness across its disciplines—whether we look historically at the work of a philosopher like Rousseau, who addresses man’s and woman’s relationship to nature, or to the natural sciences, in which ecology and environmental studies focus on the elements and their impact on our lives today.

As to my own green consciousness—impacted by my lengthy stays in Germany, one of the most environmentally oriented countries in the world—I have sold my car, take public transportation, recycle, and save on energy in my home.

SUSTAINABLE LONG ISLAND: Amy Hagedorn (’58)

Sustainability is as important to neighborhoods as it is to the planet’s overall ecosystem. Sustainable Long Island, co-founded by Amy Hagedorn (’58) and her late husband, Horace, is dedicated to assisting Nassau and Suffolk County communities in revitalizing their economic centers.

After graduating from Baruch with a BBA in advertising and from Queens College with a master’s in education, Hagedorn taught high school and early childhood education. In 1995 her husband established the Horace and Amy Hagedorn Fund, part of the Long Island Community Foundation. The couple and other local funders subsequently created Sustainable Long Island.

“At the time, the word ‘sustainability’ was not common parlance,” says Hagedorn. Though there had already been some work in areas of poverty on Long Island, “it didn’t achieve broad goals . . . We needed to tackle economic development, social equity, and environmental concerns.” She refers to equity as “the linchpin of sustainability. Unless we bring in people who have been left out, whatever we do is not sustainable.”

Sustainable Long Island bridges various local stakeholders—including chambers of commerce, churches, and civic groups—to achieve shared goals, explains Hagedorn. “It’s a kind of empowerment of the community.”

Hagedorn is most proud of her work in New Cassel, a historic black community established when nearby Quaker farmers freed their slaves. The organization’s efforts resulted in “$80 million of private money invested in mixed-use development that the community itself sought.”

Sustainable Long Island, a leader in redeveloping Long Island’s brownfields, initiated a new Girl Scout badge called Brownfields Busters, which is now being adopted nationwide. “It helps the girls become aware of what it means in terms of jobs and walkability when you have abandoned lots in an otherwise vibrant neighborhood.”

The biggest challenge for Hagedorn has been “giving voice to people who were not heard from before.”

The biggest challenge for Hagedorn has been “giving voice to people who were not heard from before. This is the greatest challenge and the greatest reward.” —MARINA ZOGBI
NEWMAN INSTITUTE TAKES THE INITIATIVE

When it comes to sustainability, Baruch’s Steven L. Newman Real Estate Institute is a major player. Under the leadership of Director Jack Nyman, the institute is committed to supporting New York City’s long-term sustainability goals, as set forth in Mayor Bloomberg’s PlaNYC 2030. Nyman is also a member of the U.S. Green Building Council’s New York board of directors. (The council, a nonprofit organization dedicated to sustainable building design and construction, created the LEED building rating system.)

In its professional education division, the institute’s existing curriculum of green-themed courses has been expanded, a new certificate in sustainability has been created, and the subject is being integrated into other courses. There has also been an increase in research efforts into sustainability issues: in November, a major conference on sustainable interior building design, Pulling Off an Inside Job, was sponsored by the Newman Institute.

Additionally, the institute is collaborating with CUNY’s Building Performance Lab to develop NYC Building Performance, a website designed to help building owners, managers, and tenants make their properties “greener.” The institute will also host a series of free, live online courses (“webinars”) on improving building performance.

The Newman Institute is also home to the Pergolis Urban Classroom, Baruch’s first green classroom, which implements natural lighting, recycled furniture, and chemical-free carpeting, among other features. It is also the College’s “smartest” classroom in terms of technology. Baruch hopes that the classroom will be a prototype for classroom space in the soon-to-be-renovated Field Building (17 Lex).

—MARINA ZOGBI

CYCLE TO RECYCLE: Jim Rucquoi

Thirty years ago, Jim Rucquoi was part of Baruch’s marketing department. Now he’s part of something bigger—the grassroots movement to create a future powered by renewable energy and a green economy. Last October the 70-year-old participated in Brita Climate Ride 2008, a 320-mile, five-day bike journey from New York City to Washington, D.C. Each of the 120 riders raised a minimum of $2,250 for the nonprofits Clean Air-Cool Planet and Focus the Nation. At their journey’s end, the riders delivered a statement to government representatives on the need for environmental action.

Rucquoi describes the bike ride as “a bit of a blur. I never rode so fast for so long—five days at breakneck speed for me.” He cites leaving Manhattan on a chartered ferry (singing out “God Bless America” to Miss Liberty), the beautiful Pennsylvania Dutch farmland, and the victory lap up Constitution Avenue as highlights. “As the oldest rider, I was the recipient of much encouragement,” he says. But don’t let him kid you; he’s still going strong.

So what does this poet, former professor, long-distance bike rider, and photographer say about retirement? “I’ve never been less tired in my life! Seriously, it’s great to be doing exactly what I’m supposed to be doing at last.”

—DIANE HARRIGAN
I was the type of kid who always played outside. I had an innate enjoyment of nature,” remembers first-year biology professor Timothy Hoellein. Hoellein grew up in the Pittsburgh/Lake Erie area, so his forays often included witnessing the effects that industry had on the natural world. The young educator believes that this was the start of what would become his career and passion: combining environmental research with teaching and public service, specifically promoting ecological health through stream and river restoration.

It’s hindsight that allows him to make this connection, because his route to ecological researcher/university professor has been a circuitous one. At first, he thought he wanted to be a veterinarian but quickly realized that the profession wasn’t for him. Bachelor’s degree in hand, he knew he wanted to work outside (in nature), work with animals, and head to southern climes.

Thus he found himself in Key Largo, Florida, working for Dolphins Plus, a dolphin and marine mammal research and education facility that offers swim-with-the-dolphins programs for tourists, and for Island Dolphin Care, a nonprofit organization located on site that offers dolphin-assisted therapy for special needs children and adults.

Hoellein was the trainer of two adult female Atlantic bottlenose dolphins, Sarah and Samantha, and describes his bond with them as “intense.” “It was really hard to leave them,” he says of the mammals he describes as “amazing”: “Dolphins use sonar to see the world. They actually can see inside your body. They can detect pregnancies and artificial joints, for example. They see crystal clear, but their senses are so different from ours. It was a unique experience.”

While working in Florida and later in the Caribbean, Hoellein decided to continue his education. Before applying to graduate school, he acquired additional research experience working on a U.S. Geological Survey project studying disease ecology in prairie dogs and ferrets in central Montana.

Shortly after, he earned a PhD in aquatic ecology from the University of Notre Dame. Now Hoellein studies the smallest life forms: algae, fungi, and bacteria. “It happens at a microscopic level” is how he describes the health of ecosystems. His doctoral research centered on stream restoration and ecosystem function in the Upper Peninsula of Michigan. But for Hoellein, a man attracted to rural environments, the move to New York City makes total sense. “The study of urban restoration ecology provides opportunities to unite economic, social, and ecological perspectives regarding the relationship between urban culture and the natural environment,” he says.

Even though Hoellein’s subjects are microscopic, he wants the application of his work to be anything but. “I like the idea of ecology in application to society, to public service, to public health. I see environmental restoration as a matter of social justice. The poorest people live in the most polluted places.”

To learn more about Hoellein’s research, visit tim.hoellein.googlepages.com/timothyj.hoellein.
What initially drew you to the study of German-Jewish relations?
There was really no single transformative event. It was more of an evolutionary process. Growing up in the fifties in a small town in western Pennsylvania, I always felt a strong connection to being a Jew—even though my parents weren’t especially observant—and also to my own European heritage. By the time I got to high school, it felt totally natural to choose German as my second language. My interest in both areas developed from there.

When did you first visit Germany?
When I was 19. Being in Germany really resonated with me; it was a tremendously positive experience. Then, as now, when a Jew visits Germany, he or she is something exotic and gets a lot of attention. Jews still represent a small minority in Germany. There are only about 12,000 in Berlin. But the country has the fastest-growing population of Jews in Europe, because of the steady influx of Russian Jews.

Have any especially revealing findings come out of your research?
There have been many. One thing I’ve observed is that you can never say to someone, as we might in the U.S., “You look—or don’t look—Jewish.” Here it’s a casual comment. In Germany it’s considered racist. In many ways, Germany is continuing to come to terms with what happened during that terrible 12-year period. In the process, it has confronted its past far more directly than other countries. American Jews still go to Germany expecting to find Nazis, but it’s a very different place from what it was in the 1930s and ’40s. Not only did Germans create the world’s biggest memorial to Jewish Holocaust victims, they placed it right in the center of the country’s biggest city.

Why did you choose Baruch College?
Was the school’s historically Jewish identity a consideration?
That was a factor. Of course, the cultural makeup of our student body contrasts markedly with what it was in Baruch’s early days. But the similarities are far more meaningful than the differences: Like the Jews who once accounted for the bulk of our enrollment, many of our students are first-generation Americans looking to succeed and make a real contribution. I’m also fascinated by the interplay among cultural, religious, and national identities—whether in pre- and post-war Germany or here in New York City. It’s exciting to be here and to be part of Baruch.

A Dialogue with JEFFREY M. PECK
By Bruce Felton
Since assuming his duties as dean of the Weissman School of Arts and Sciences last August, Jeffrey Peck has lost no time pursuing his primary goal: to raise Weissman’s profile throughout the academic community and beyond. Internationally recognized for his pioneering studies of German and Jewish cultures—and the complex, ambiguous relationship between them—Dean Peck has written widely and taught at several universities on both sides of the Atlantic. At Washington’s Georgetown University, he created and led Culture and Politics, an innovative program of study within the University’s School of Foreign Service. His 2007 book, Being Jewish in the New Germany, reflects on changes in that country since the fall of the Berlin Wall in 1989.

Your “Weissman Talks” initiative with the Baruch Performing Arts Center seems consistent with your mission to increase the visibility of the Weissman School.
It is, although it was purely by happenstance that the performing arts center’s first production of the academic year—Irena’s Vow—takes the Holocaust as its theme. But it’s proven a wonderful way to inaugurate Weissman Talks. We’re very excited about this series and expect it not only to engage and challenge our students but to introduce the broader public to Baruch College’s rich cultural tapestry.

Do you have a particular interest in the theatre?
I was a wannabe actor when I was younger but wound up channeling my performing genes into teaching. Now that I’m dean, having a bit of acting doesn’t hurt either.
DAVID LUNA, associate professor of marketing and international business, was reared near Barcelona, in the Catalan region of Spain. Eventually, this bit of personal history had a major impact on his research. Bicultural and bilingual, Luna became interested in how personality and identity morph, depending on the language spoken.

Last summer Luna and two colleagues published an article entitled “One Individual, Two Identities: Frame Switching Among Biculturals” in the Journal of Consumer Research. The article, naturally enough, dealt with consumer behavior, but it resonated well beyond the framework of the study and attracted a flurry of press interest.

The Hispanic women to whom Luna and his colleagues showed a series of ads, in Spanish and in English, interpreted what was going on quite differently in the two languages. Women portrayed in the Spanish-language ads were perceived as far more independent and assertive than women in identical English-language ads. These findings, says Luna, “were counter-intuitive,” but the phenomenon was real. And the article sparked comments from other people who had observed their own split linguistic personalities.

Luna, who studied philosophy as an undergraduate, understands full well that his research has implications that extend beyond marketing. “Language is one of the most powerful cues to activate a culturally specific way of doing things, thereby activating a different identity,” he says. He speculates that the Hispanic women who reacted to Spanish-language ads by interpreting the images as assertive and self-reliant are reflecting contemporary Hispanic culture, which is becoming more self-aware and politically active. English, on the other hand, reflects mainstream American culture, which, Luna believes, may currently be going through a period emphasizing more traditional roles for women.

Clearly, there’s a lot going on here that deserves further study, and Luna is preparing a second article on the implications of language as an identity shifter for management and intraorganizational communication.

—ZANE BERZINS
Creating the Next Generation of Writers, Bloggers, and Broadcasters

WHEN YOU COMBINE Baruch College’s location in the publishing capital of the world with its reputation for offering solid, career-track courses, the creation of the new Department of Journalism and the Writing Professions in the Weissman School of Arts and Sciences seems to be a win-win decision. The school had offered a journalism major for several years. “So creating the department was relatively easy,” says Department Chair Geanne Rosenberg.

There are 11 full-time faculty members in the new department and about 100 students enrolled in the program. Faculty include Andrea Gabor, business journalist; Joshua Mills, former New York Times editor; Roslyn Bernstein, founder of Baruch’s Harman Writer-in-Residence Program; Carl Rollyson, author and biographer; and Vera Haller, multimedia journalist. Department Chair Rosenberg is a journalist, lawyer, and expert in media law.

A faculty with such diverse skills is able to offer a wide variety of practical courses covering all aspects of journalism. Areas of study include business journalism, urban reporting, media law and ethics, documentary film, creative writing, environmental reporting, broadcast journalism, business and professional writing, investigative reporting, and multimedia reporting.

“We appeal to a broad range of students, including students interested in journalism and publishing, in business and writing, in many forms of creative writing; students who are interested in Internet-related fields; and even students who are interested in law,” says Rosenberg. “In addition we would like to reach more Baruch students who have a compelling interest in understanding how the news media informs us, the difference between credible and less-reliable news reports and information, and becoming a better-informed participant in work and society.” Student internships are available at newspapers, magazines, radio and television stations, blogs, and websites.

Seismic shifts are occurring in the publishing world as the economy and the Internet cause publishers to look at new ways to deliver information. Baruch’s new journalism department is preparing to lead the way in meeting those challenges. “We have been developing online journalism options, integrating them into our program, and building in opportunities for students to publish online,” Rosenberg notes. In October the department hosted the panel discussion Blogging the 2008 Election. Participants included bloggers and editors from the Huffington Post, the New York Times, and the Wall Street Journal.

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**American Therapy: The Rise of Psychotherapy in the United States**

By JONATHAN ENGEL
(School of Public Affairs)

In *American Therapy: The Rise of Psychotherapy in the United States*, Jonathan Engel takes an expansive and comprehensive view of psychotherapy in this country, telling a story brimming with colorful characters, intriguing experimental treatments, and intense debates. The reader encounters elemental Freudian theory and its impact; the emergence of group therapy; the rise of psychosurgery; the evolution of such specifically American therapies as Gestalt, rebirthing, and primal scream; and the modern world of psychopharmacology, cognitive-behavioral therapy, and highly targeted short-term therapies. Other topics include self-help groups, such as Alcoholics Anonymous and Weight Watchers. “Most psychotherapy today has a strong teaching component,” Engel notes, “helping people understand how to negotiate difficult situations in a way that promotes and preserves healthy functioning.” *American Therapy* helps a nation that no longer stigmatizes mental health care better understand psychotherapy’s origins and development. Engel is a newly appointed professor of public affairs and the school’s associate dean for academic programs. [B] —ZANE BERZINS

**Shivers Down Your Spine: Cinemas, Museums, and the Immersive View**

By ALISON GRIFFITHS
(Department of Communication Studies)

In her previous book, *Wondrous Difference: Cinema, Anthropology, and Turn-of-the-Century Visual Culture*, Associate Professor of Communication Studies Alison Griffiths focused on the origins of ethnographic film, tracking how the emerging discipline of anthropology and the new technology of motion pictures joined forces in the late 19th and early 20th centuries. *In Shivers Down Your Spine*, she writes about the “immersive view,” the experience of viewing a painting, photograph, film, or museum exhibition that results in a heightened sense of another time or place. The classic example is the cinematic “phantom ride” shot, which gives viewers the feeling of soaring through the air or plunging down a rollercoaster drop.

Her book is divided into two sections. In the first part, Griffiths explores four case studies of immersive viewing—the medieval cathedral, panorama, planetarium, and IMAX theatre—to examine how space, illusion, and presence result in a remarkably similar viewing experience in these instances. Part II is about museums of nature and science, which have always excelled in delivering the immersive experience. Through her detailed case studies, Griffiths explores the history and variety of the spine-tingling immersive experience and why we are repeatedly drawn to it. [B] —MARINA ZOGBI

**Inclusive Leadership: The Essential Leader-Follower Relationship**

By EDWIN P. HOLLANDER
(Department of Psychology)

The principal theme of *Inclusive Leadership* is actually “followship,” as Edwin Hollander, CUNY Distinguished Professor of Psychology at Baruch and the Graduate Center, looks at “good” and “bad” leadership practices from the perspective of followers and subordinates. This volume includes some reconsideration of his earlier work as well as autobiographical vignettes and reflections. “A leader’s vision or cognitive skills alone will not do,” Hollander asserts, emphasizing mutuality and the “upward influence” exerted on leaders by their followers. It is this regard for the goals, needs, and expectations of followers that separates leadership from the exercise of naked power. Rejecting “leader centrism” as a methodology and a perspective, Hollander goes on to blur the leader-follower distinction and argues that neither the dichotomy nor the roles are fixed. [B] —ZANE BERZINS

**The Skull Cage Key**

By MICHEL MARRIOTT
(Department of Journalism and the Writing Professions)

First-year journalism professor Michel Marriott’s sci-fi novel, *The Skull Cage Key*, provides readers with a glimpse into a dystopian future through the juxtaposition of two troubled characters in mid-21st-century Harlem. Armstrong Black, a successful young Harlemite, becomes a suspect in the brutal homicide of his boss (who was also his lover). As Black dodges authorities, Oona, a sultry prostitute with an unexpectedly deep pool of information, helps him delve into the case. A parallel story follows Reagan, a disgraced former detective who is drawn back to the police force to combat Hedz, a popular new drug among the young, rich, and bored. As the two men search for information, their paths overlap. In addition to probing the psychology of our drug-dependent culture, Marriott’s dark, erotic thriller also explores race relations. Marriott is a former *New York Times* technology reporter; *The Skull Cage Key* is his first novel. [B] —HEATHER SCHULTZ (’08)

**Socialist Modern: East German Everyday Culture and Politics**

By KATHERINE PENCE
(Department of History)

This well-conceived volume explores the often-unforeseen consequences of East Germany’s state-managed economy, including the development of alternatives to capitalist consumerism, gender relations, and embrace of liberal sexuality in the country’s unique society.

Pence, an assistant professor of history, focuses her piece on the East German government’s attempts to generate competing substitutes to Western-style consumer culture, despite chronic shortages in the socialist state. The state’s genuine attempt to stimulate private purchasing, particularly by women, while stifling entrepreneurship, aptly illustrates East Germany’s struggle to solve the contradictions inherent in socialism. [B] —OLAYINKA FADAHUNSI
39 | In October Sidney Harman, along with his wife and daughter, received the Shakespeare Theatre Company’s first Sidney Harman Award for Philanthropy in the Arts. Presentation of the award to the Harman Family Foundation took place at the National Building Museum during a program honoring artists who have interpreted Romeo and Juliet in their work.

48 | Governor David Paterson appointed Bernard L. Schwartz to the New York State Commission on State Asset Maximization, which will study potential public-private partnerships. Schwartz, who was recommended by the office of Attorney General Andrew Cuomo, is the chairman and CEO of BLS Investments. A generous alumnus, Schwartz provided the funding to create Baruch’s Bernard L. Schwartz Communication Institute.

51 | In April Michael Jack Kugler was appointed CEO and director of U.S. Precious Metals, Inc. Previously he was executive VP and director of Mirror Image Internet Inc.

52 | New Yorker cartoonist Mort Gerberg was voted Best Magazine Gag Cartoonist of the year by the National Cartoonists Society at its 62nd annual Reuben Awards ceremony in New Orleans. He was profiled in the Summer 2007 issue of BCAM.

53 | Recently retired engineer Jerome D. Wiesenberg (MBA ’58) now attends Quest, a peer learning institution at CCNY’s Bowling Green campus in downtown Manhattan. He invites other alumni to join (www.questonline.org).

57 | Florence Satow Isaacs writes a monthly online column on condolence-related topics for www.legacy.com. She is the author of My Deepest Sympathies: Meaningful Sentiments for Condolence Notes and Conversations, Plus a Guide to Eulogies

Weissmans Awarded Newman Medal For Philanthropy

George Weissman (‘39, LLD [Hon.] ’82) and his wife, Mildred, were presented with the William and Anita Newman Medal for Philanthropy during a special ceremony at the College, part of Alumni Reunion Weekend 2008. In conferring the award, Baruch President Kathleen Waldron said, “The Weissmans have helped place Baruch on a path to excellence. The College has few friends as generous and as visionary as this year’s honorees.”

George Weissman was chairman and CEO of Philip Morris Companies from 1978 to 1984. From 1986 until 1994, he served as chairman of the board of directors of Lincoln Center for the Performing Arts. Weissman joined The Baruch College Fund board in 1969 and has been a trustee emeritus since 1979. In recognition of the Weissmans’ extraordinary generosity and leadership, Baruch College named the Weissman Center for International Business and the Weissman School of Arts and Sciences in their honor.

For more about Reunion 2008, see page 35.
and nine other books. In February a change-of-command ceremony marked the transition of New York State Naval Militia command from Rear Admiral Robert Rosen (MBA ’60) to Major General Robert Wolf. Rosen, who has led the Naval Militia since 1995, was recognized for his service with the Colonel Gouverneur Morris Citizen/Soldier Award.

59 Jesse Moskowitz is the owner of Record Mart, a record store that he opened in the Times Square subway station in 1961. Closed during the station’s renovation between 1999 and 2007, the resurrected shop specializes in Latin and jazz music.

60 SUNY Orange County Community College professor Stephen Winter (MBA) recently received the SUNY Chancellor’s Award for Teaching Excellence. The longest-tenured full-time faculty member at the college, he has taught business-related courses for more than 40 years.

63 Retired NYPD inspector Nickolas Drakos and his wife, Lucy, recently celebrated their 60th anniversary on Staten Island, where they live. They have four children and eight grandchildren.

64 Arthur Gruber is principal of Arthur Gruber, CLU and Associates, in Nanuet, N.Y. Stanley R. Perla (MBA ’70), CPA, has joined the Cornerstone Accounting Group LLP (formerly the Schonbraun McCann Group LLP) as managing partner. He was previously VP and director of internal audit at Vornado Realty Trust. eLandia International, an integrated technology enabler and network service company, has added M. Lewis Temares (MBA) to its board of directors. He is the VP for information technology, CIO, and dean emeritus of the College of Engineering at the University of Miami.

65 Lawrence Simon is the new president of The Baruch College Fund. The co-founder, vice chairman, and former

SHOWTIME’S MATT BLANK (MBA ’76):
Broadcasting & Cable Hall of Famer

The face of Showtime Networks’ chairman and CEO Matt Blank (MBA ’76) may not be as recognizable as those of his on-screen stars, but the morning after being inducted into Broadcasting & Cable’s Hall of Fame this fall, the alumnu got a red-carpet welcome from 100 Baruch College students and faculty members who came to hear him share stories, statistics, and secrets of success.

“As far as our brand, it’s very hard to tell someone what Showtime is,” Blank explained. “I’d rather let our shows—including Dexter, The Tudors, and Weeds—speak for themselves.” Citing these popular original series, USA Today dubbed Showtime “Network of the Year.”

Blank grew up in Jamaica, Queens, and earned his undergraduate business degree from the University of Pennsylvania. He took advantage of the tuition reimbursement offered by his first employer, Philip Morris, to earn an MBA from Baruch College. He saw this as a path to greater self-awareness, a way to explore what else was out there and where he might fit, beyond traditional corporate America.

Blank recounts two key experiences in the Baruch classroom, courtesy of two legends in their fields. The first was a course in advertising campaigns taught by Interpublic chairman and Baruch alumnus Carl Spielvogel (’52, LLD [Hon.] ’84). The second was a course in mergers and acquisitions taught by M&A pioneer Meshulam Riklis, who, according to Blank, “every week would bring to class a friend like Warner Communications CEO Steve Ross or Loews co-chairman Larry Tisch, and they would talk with us about how they built their companies and what their different business philosophies were.”

In 1976, MBA in hand, Blank landed a job at the four-year-old cable network HBO, relishing the direct connection to day-to-day operations that such an entrepreneurial environment afforded. After 12 years at the number one cable network and in need of a new challenge, he left HBO for Showtime, where over the last 20 years he’s risen through the ranks to CEO.

“Being number two sort of defines you and forces you to focus on yourself, not the other guy,” Blank said. “We’re not scared of issues and not afraid to take risks. We can’t afford to be.”

—RUTH PATKIN
BARUCH YOUNG ALUMNI NETWORK

“W e wanted to reconnect with younger alumni on a regular basis and develop a bond similar to what’s shared at the Harvard or Yale Club. Simply put, we wanted a sense of community,” says Dmitry Genzer (’01). He and three others followed their dream and, with the help of the College’s Office of Alumni Relations, founded BYAN (the Baruch Young Alumni Network) in Spring 2006. Today with a new energized board of 12, it’s one of the fastest-growing, most electrifying groups among the College’s alumni organizations.

BYAN provides social and professional networking opportunities for graduates in their twenties and thirties, members of the classes of ’98 through ’08. The group’s signature monthly event, BYAN Third Thursdays, draws crowds upward of 100 to some of the city’s chicest restaurants and bars.

“BYAN has given me the social connections I missed during my college years,” says Jasmine Cooper (’06). “Hitting the hottest spots in the city every month provides a platform for young alumni to network for the development of the organization as well as catch up with friends.” Joel Abreu (’05) also sings BYAN’s praises: “BYAN has given me a completely different perspective on both my personal life and professional life. From day one, I started making new friends at events. My school spirit has never been stronger.”

Destinations for the increasingly popular after-work socials include alumni-owned establishments. Stathis Antonakopoulos (’04) hosted the group at his Greek bistro, Kellari’s Parea, and Eric Benn (’92) and Emmanuelle Chiche (’91, MBA ’95) opened the doors of their Bubble Lounge in TriBeCa for a memorable Third Thursday. The group celebrated its second anniversary at China 1, an Alphabet City restaurant/lounge co-owned by Jimmy Hernandez (’94).

“It’s interesting how alumni vary from institution to institution,” says Derek Carroll, Baruch’s assistant director of alumni relations and BYAN point person. “At Baruch the young alumni are urban hipsters, many the first in their families to have earned a college degree. They have such great pride in achieving the fundamental first steps toward the American Dream.” (Carroll worked at Cooper Union and New School University in the alumni relations arena before coming to Baruch.)

BYAN’s Board of Directors has recently formed four new committees focusing on events, BYAN’s school/student relationship, the corporate world, and marketing. “It is the intention of the board that by forming these committees BYAN will expand its mission beyond socializing and networking,” explains Carroll. —DIANE HARRIGAN

BARUCHTINI

5 oz vodka
1/2 oz blue Curacao liqueur
1 dash Angostura® bitters

Pour the vodka, liqueur, and bitters into a cocktail shaker half filled with cracked ice. Shake well and strain into a chilled cocktail glass. Garnish with an olive and serve.

The Baruchtini was created as a commemorative specialty drink for BYAN’s second anniversary bash at China 1.

BYAN’s last Third Thursday event of 2008 was held at Buddha Bar Lounge in the Meatpacking District.

To find out more about upcoming activities, call Derek Carroll, assistant director of alumni relations, at 646-660-6097, or e-mail derek.carroll@baruch.cuny.edu.

The New York State Society of Certified Public Accountants (NYSSCPA) has appointed Warren Bergstein as director to represent its Brooklyn chapter. He is a partner at Adelant & Mond LLP and an adjunct professor of accounting and taxation at Long Island University, Brooklyn.

Theodore I. Pincus (MBA) has been a director of the Angelo, Gordon Acquisition Corp. since April. He retired as executive VP and CFO of FTI Consulting, Inc., in November 2007.

Jaime M. Weiss, who is celebrating his 40th year in real estate brokerage, recently closed New Jersey’s largest residential leasing transaction, assisted by his son, sales associate Matthew B. Weiss. The 15-year lease for Saint Vincent’s Catholic Medical Centers of New York City and SK Properties includes residences for doctors, residents, nurses, and other health care professionals.

Alex Ermoloff, owner of Aptius Education, Inc., assisting in international development. After 35 years in the options industry, David Krell (MBA) received the Joseph Sullivan Award from the Options Industry Council in May. He is the former CEO of the International Securities Exchange.

Berkeley College recently honored John M. Rapanos (MBA) with the New Jersey Award for Outstanding Teaching. A faculty member since 2001, Rapanos is currently chair of the management department for Berkeley College’s
Chrisitina Latouf (MBA '00) to Tell Baruch's Story

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WITCHING GEARS from the corporate world to public higher education, Christina Latouf (MBA '00) has returned to Baruch College, this time as her alma mater's new chief communications and marketing officer. She brings to the position nearly two decades of experience in communications at Time Warner Inc., the world's leading media and entertainment company, where she was the executive director of marketing communications.

A champion of public education, Latouf is excited to be back at Baruch. “I am eager to bring an integrated marketing approach to the College’s branding and image efforts,” she says. “We have a great story to tell about our world-class faculty, students, facilities, and strategic vision.”

Latouf, who arrived in August, is responsible for all aspects of the College’s advertising, public relations, branding, marketing, and communications. She will implement a communications program that supports the College's growing national and international reputation. “You’ll begin to hear more about the College through radio, television, print, and the Web. Stay tuned,” she says.

A native of Boston, Latouf is a resident of Williamsburg, Brooklyn, where she lives with her husband and two cats. She serves on the board of directors of Brooklyn’s Beginning with Children Charter School. “As a product of a large, underfunded public school system in Boston, I understand the value of a good education. My commitment to making that very thing accessible to underserved communities led me to the charter school movement here in New York. For the past year, I’ve been personally gratified to be a part of this effort and to affect children’s lives through education.”

—DIANE HARRIGAN

New Jersey campuses. In June William Washecka, CPA, was elected to the board of directors of AuthenTec, provider of fingerprint sensors and solutions. A senior partner and director of high technology at Ernst & Young until 2001, Washecka currently serves as a director on the boards of Online Resources Corporation and Avalon Pharmaceuticals.

73 | Stephen Buhl has been appointed VP of the Fidelity business unit of HCC Insurance Holdings’ newly formed Professional Indemnity Agency, Inc., Property Division. He was formerly at American International Group (AIG). Ella T. Newman (MBA) has joined Fiduciary Trust Company International as senior VP and business development officer. She was previously senior relationship manager for the Bank of New York Mellon.

74 | Larry D. Henin has joined Edwards Angell Palmer & Dodge as partner in the Insolvency Department. Prior to this, he was a shareholder and head of the Bankruptcy and Restructuring Practice Group with Anderson Kill & Olick, P.C.

75 | Hannah Attermann has been promoted to director of M&K Rosenfarb LLC, where she will be in charge of expert report quality assurance for the Business Litigation Group. In June Len Eisenstein (MBA) was appointed VP of worldwide sales for Optichron. Previously he was VP of sales, Americas and Asia-Pacific, for Azare Networks.

77 | Catherine M. Perebinossoff (MPA) is the principal of www.newyorkcity-tours.com, a tour and event company. She is also a producer of Internet radio show www.letstravelradio.com and can be reached at 212-475-6914 or cath erinemp@earthlink.net. Rosalind Schechter was promoted to senior account director at NLI America; she has been with the company for 10 years.

78 | Brenda Jeselnik became clerk-treasurer for the village of Irvington, N.Y. She has worked in Westchester County municipal government for more than a decade. John Raggio has joined Carlton Advisory Services Inc. as managing director. Previously he was managing director for Tremont Realty Capital LLC. Donna (LeVoyce) Rapillo is an expeditor with VIP Expediting, where she handles building/industry permits and applications. She can be reached at ratil7@aol.com. Regina Rochford (MPA ’80) co-authored her third college textbook, Test Taking Tips for the ACT Reading Compass Exam and Practice Reading Passages (Pearson Custom Publishing). Stanley Wine (MBA) is an adjunct lecturer in the computer information systems department at Baruch and the computer science department at City College.

DID YOU KNOW . . .

Famous Baruchians

Y

up, that's Jennifer Lopez. And although she attended Baruch College for only one semester, we claim her as a Baruchian—because she claims us. Her official bio always includes her time at Baruch before actively pursuing a dance career and stardom.
BARUCH COLLEGE ALUMNI MAGAZINE

ClassNotes

At Baruch she participated in Dramsoc (the Dramatic Society), The Ticker, House Plan Association, and a dance group and made new and lifelong friends. “I breezed through elementary school and high school, but I didn’t breeze through City College,” she says of the rigorous academic program. “I was proud to be going here. I knew I was getting a wonderful education.”

After graduation Fran held bookkeeping and accounting jobs during the war years.

continued her education, taking 60 credits of liberal arts courses in subjects absent from her previous degree programs. She retired in 1988.

Son Bob grew up in Washington Heights. Early on, he chose to pursue a career in academia, consecutively earning bachelor’s, master’s, and doctoral degrees in operations research from Cornell. His path seemed set with his first job at Stevens Institute of Technology. But during his fourth semester teaching, he realized he needed business experience to be an effective business professor and resigned. For three years, he worked for Chase Manhattan Bank. Then he found his niche as a member of the American Stock Exchange. For 20 years, he was an independent equity options floor trader.

In 2000 Blau was looking for a career change. He was offered a job teaching quantitative modeling at Baruch College; his mother couldn’t have been more delighted. “I told all my friends in the bridge club,” Fran says beaming. Bob was delighted too. “When I came back to teaching, it took me all of 15 minutes to feel comfortable in front of a class again,” says the son, who believes that an important part of the professor’s job is to make the classroom and subject “come alive.” He accomplishes this partly through recounting his life and professional experiences. “I tell every single Baruch class my mom is a graduate, and they are amazed.”

The easy, loving connection between mother and son is apparent after spending any time with them. And on one topic they certainly agree: Baruch College. “Baruch students see college as a privilege, not a right,” says the professor. “There is an incredible pride among our graduates, especially our older graduates. People feel they were treated well here.”

The mother concurs: “Years ago and also today, the students really want an education; they set their sights high.”

—Diane Harrigan

HER SON, THE PROFESSOR:

Alumna Fran (Toll) Blau (’42) and Baruch Professor Bob Blau

FRAN TOLL, an accounting major and education minor who began her undergraduate degree in 1938 at City College Downtown (as Baruch was then known), was often “the only girl in class,” but that didn’t stop her from feeling thoroughly at home in 17 Lex. From a loving and progressive home, Fran says that “it was always understood that I would go to college. I was 15½ when I graduated from high school. If I didn’t go to college, what would I do with my life?” Already Fran was something of a miracle child: having been diagnosed with polio at one year old, she walked with a brace until the age of 10.

At Baruch she participated in Dramsoc (the Dramatic Society), The Ticker, House Plan Association, and a dance group and made new and lifelong friends. “I breezed through elementary school and high school, but I didn’t breeze through City College,” she says of the rigorous academic program. “I was proud to be going here. I knew I was getting a wonderful education.”

After graduation Fran held bookkeeping and accounting jobs during the war years.

“Business owners kept their female employees in the back room,” she remembers. “Clients didn’t want a woman accountant.” She and her husband, Joseph, a chemist and a City College graduate, were married in 1942. Her son Bob was born in 1947, and daughter Marcia followed in 1950.

Fran later returned to college for a master’s degree in education and spent the bulk of her career teaching elementary school and then training teachers. During those years, she continued her education, taking 60 credits of liberal arts courses in subjects absent from her previous degree programs. She retired in 1988.

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The mother concurs: “Years ago and also today, the students really want an education; they set their sights high.”

—Diane Harrigan
79 In May Arturo Ronderos was appointed VP, international and domestic life insurance operations, at Pan-American Life Insurance Company. Previously he was an independent consultant. In April Howard Tanney, CPA, was appointed managing director of the NIR Group, a private investment in public equity (PIPE) fund manager.

81 George Blume has been named senior VP of the Fidelity business unit of HCC Insurance Holdings’ newly formed Professional Indemnity Agency, Inc., Property Division, after 16 years with American International Group (AIG) and 27 years in the insurance profession. Wayne J. Vaughan, who lives in Brooklyn, N.Y., is the author of The Student Success Plan: Living and Growing Your Faith Through the College Years. He is a member and CFO of the Concord Baptist Church of Christ, where he teaches Sunday school.

82 Debra Frazier-Howe (MPA), founder of the National Black Leadership Commission on AIDS, is a VP with OraSure Technologies. The company manufactures oral devices often used to test for HIV. The U.S. Department of Housing and Urban Development has selected Robert Graham as the new executive director of its Virgin Islands Housing Authority. A certified property management consultant, Graham was previously principal of APM Property Management, Development and Consulting Services.

83 In June James Lam, president of risk management consulting firm James Lam & Associates, Inc., was named one of the “100 Most Influential People in Finance” by Treasury & Risk magazine.

85 After graduation, Michael Arce attended New York Law School and currently practices law in the Bronx with his wife of 21 years. They hope their two sons will one day take over the firm. In October Michael G. King, Jr., was named head of health care at Rodman & Renshaw Capital Group, Inc.; he was formerly director of research.

86 Odette Murat has published Cheat Sheet for the Working World: Insights and Experiences of an Operations Manager, a book for personnel managers, business students, and employees. She served for a decade as chief of operations and advisor at the United Nations.

87 Steven Kietz (MBA) is EVP, growth ventures and innovation, for Citibank’s Global Consumer Group, as well as CEO of Mobile Money Ventures, a joint venture between Citibank and South Korea’s SK Telecom. In July Barry M. Sliedstein (MBA) became VP and controller of RPM International Inc. Previously he served as VP of finance, CFO, and treasurer of RPM’s DAP Products Inc. operating group. In October Neeraj Vohra joined Baltimore-based Signal Hill as managing director of its investment banking team.

Getting There Is Half the Fun

Whether it’s juggling jobs and school or riding crowded elevators to class, Baruch students throughout the decades share more than one might expect. Part of that universal Baruch College experience is how students make their way to class. Some tell stories of impossibly complicated bus and subway commutes (no one says our students aren’t persevering). The commute was a hassle then, but, be honest, isn’t it fun to recall today? Please share with your fellow Baruchians the story of your commute. And to start us off . . .

Jeff Danowitz (’65) writes:

“I generally took two buses and a subway to school and back. I improvised, but I might take the Q44a to the E or F at Union Turnpike and then the Lexington IRT to 23rd. (I don’t think that line was called the Number 6 in the 1960s.) I usually did assignments on the train ride home and studied on the train coming in. The bus portion of my trip was for relaxing: reading the sports pages coming in and, after telling the bus driver my stop, sleeping on the ride home. On a good day, a one-way trip would take an hour and 15 minutes door to door; but on a bad day, it could take two hours.”

What’s your story? Send the saga of your commute to the magazine editors at communications@baruch.cuny.edu or to Baruch College Alumni Magazine, Office of Communications and Marketing, One Bernard Baruch Way, Box A-1503, New York, NY 10010-5585.
"I’VE DONE WELL, FEEL INDEBTED TO BARUCH, AND WANT TO DO something more than just write a check," says Harvey Mallement (’62, MBA ’68), principal and co-founder of Harvest Partners, a private equity investment firm. "That’s why I’ve jumped at every chance to come back to help students connect their studies to the real world of mergers and acquisitions and private equity. In the classroom, I’ve shared case studies of actual deals I’ve done to bring corporate finance to life." In Fall 2008, Mallement became a one-on-one mentor to Full-Time Honors MBA student Tom Quinlan (’10) through the Baruch Executives On Campus (EOC) Executive-Student Partnership Program. Mallement and his partner and firm co-founder, Harvey Wertheim (’62), also spoke with students at EOC’s weekly Job$mart Career Hour. The two answered questions about co-founding their firm Harvest Partners, the best paths to break into the highly competitive field of private equity investment, and how Harvest Partners is weathering the current economic storm.

Mallement and Wertheim are just two of EOC’s alumni partners. EOC’s programs connect successful leaders in business, government, and nonprofits with ambitious Baruch students to create inspiring, mutually rewarding, and life-changing relationships.

To experience the kind of personal satisfaction that keeps EOC alumni coming back, e-mail EOC director Yvell Walker-Stanford (yvell.walker-stanford@baruch.cuny.edu), call 646-660-6120, or visit www.baruch.cuny.edu/eoc for more details. Join EOC and help the next generation as they make their way from then to now.  

—RUTH PATKIN

Previously he was managing director of the technology investment banking group at Friedman, Billings, Ramsey & Co.

88 | In September Richard J. Immesberger was named executive VP at WSFS Financial Corporation, where he leads the company’s Wealth Strategies Group. Previously he was senior VP at U.S. Trust Bank of America Private Wealth Management. In July Tariq Khan was appointed senior VP, head of market development and multicultural initiatives, for the U.S. Wealth Management Wholesale Distribution Division of ING. Robert Meringolo has joined FBR Capital Markets Corporation as managing director. He previously served as senior managing director of the convertible securities sales team at Bear Stearns. Bruce Silverman (MBA) is senior VP, claims and customer service, at Delta Dental of New Jersey, a dental benefits carrier in Parsippany. He and his wife, Robin, live in Randolph and have two daughters.

89 | Hugh Panero (EMBA), co-founder and former CEO of XM Satellite Radio, has joined New Enterprise Associates, Inc., as a venture partner. In September Steven Edward Solinsky (MPA) and Evie Morrow were married in Central Park. He is the director of finance and administration for the U.S. division of Doctors Without Borders, the medical relief organization; she is a project manager for business development at the Visiting Nurse Service of New York. Lou Trapani (MPA) has been the artistic and managing director of the Center for Performing Arts at Rhinebeck since 1999. He has acted in, produced, designed, directed, and/or stage managed more than 68 productions at the center and has coached students in theater at Rhinebeck High School and Haviland Middle School in Hyde Park. Fletcher Anderson Vredenburg and Hallie Smith DiLiberto were married in April in Richmond Valley, Staten Island. He is a college assistant with the College of
Hitting the Pavement for a Good Cause: DC-Area Alumni

BARUCH ALUMNI MET ON NOV. 22 AT THE NATIONAL MALL in Washington, D.C., to participate in the 21st Annual Help the Homeless Walkathon, sponsored by Fannie Mae. It’s the third year that Baruch’s National Capital Region Chapter alumni organization fielded a team. “Participation in this walkathon was a cornerstone of my chapter presidency,” says John Richards (’88), walkathon co-coordinator and former chapter president (2005–2007).

Richards worked for Fannie Mae for over 17 years as associate general counsel, and those who join him are guaranteed a donation of $50 from Fannie Mae because of that affiliation. “We think of ourselves not merely as a networking group but as a group actively interested in giving back. There’s always an opportunity to participate in meaningful fundraising programs,” says Richards. “Not coincidentally, we are pleased to advance the Baruch brand at this and other events.”

Current Chapter President Becky Williams (’82) concurs: “It’s important for us to be involved, and we plan to continue to be involved in future community events.” An active, multigenerational group, the National Capital Region alumni are looking to sponsor a Baruch College scholarship in the near future.

The National Capital Region Chapter offers Washington, D.C.-, Maryland-, and Virginia-based alumni a variety of activities. To find out more, visit the College’s website at www.baruch.cuny.edu/alumni or contact Becky Williams (’82), chapter president, at bwtraveler@comcast.net or Loren Ganoe, events coordinator, at lganoe@yahoo.com. —DIANE HARRIGAN

Alumni Benefit: Library Privileges

ID YOU KNOW that an Alumni ID Card can be used to access Baruch College’s award-winning, nationally recognized William and Anita Newman Library? Maciek Andrzejewski (’07) knows and reminded us of that valuable privilege:

“I graduated May 2007 and have never made more use of the Baruch library than I do now, studying for the CPA exam. When I was a freshman, I always wondered about all the people I saw in the library.

“Currently it’s summer, and the library is not as packed as it is during midterms or finals, but nevertheless I see the same faces every day. Right now, out of the six people I see studying on the fifth floor, five are preparing for various parts of the CPA exam. (I can tell by the materials in front of them.)

“I just find it interesting see how Baruch College resources continue to help students achieve their goals even after graduation! And I want to say thanks.” —MACIEK ANDRZEJEWSKI (’07)

All Baruch graduates are eligible to receive a Baruch College Alumni ID Card. Recent graduates may turn in their Student ID Card to obtain an Alumni ID. Graduates of prior years may obtain or reactivate an Alumni ID by making a gift of any amount to The Baruch College Fund. You must make your gift in person at the Office of Alumni Relations, located in the Field Building at 17 Lexington Avenue, Room 1504. You will be given a letter verifying your donation, which you must bring to the Baruch College ID Center, located on the ground floor of the William and Anita Newman Library, where you will have your photo taken and receive your updated Alumni ID Card. All Alumni ID Cards expire on June 30 each year.

Still have questions? Direct them to alumni@baruch.cuny.edu or call the Office of Alumni Relations at 646-660-6097. Your contributions to The Baruch College Fund are fully tax deductible.
IN MEMORIAM

Russell Banks (‘40), former adjunct professor of management at Baruch, died in September. In 1996 the Banks Family Foundation, Inc., created the Russell Banks CEO Leadership Lecture Series, through which distinguished speakers regularly appear at the College, under the sponsorship of Baruch’s Executives On Campus program. A lawyer, accountant, and leader in the business community, Banks was president and CEO of Grow Group, Inc., from 1962 to 1995.

According to Yvell Walker-Stanford (‘91, MPA ‘99), director of Executives On Campus, “The Russell Banks lecture series has allowed Mr. Banks’s knowledge of business and management to enter the minds of so many of our students. The Executives On Campus program takes pride in providing the highest caliber of executives through his thoughtfulness and giving philosophy.”

Banks is survived by his wife, Janice, and son, Gordon.

Jerome Berg (‘49), former CUNY trustee (1994–97), business leader, and developer, died in July. He started his career by designing home lighting systems and selling lamps with his brother in West Brighton, Staten Island. Their Eastern Coast Lighting and Electrical Supply Co., which became a major lighting design company in the New York area, was selected as electrical contractor for the 1973 renovation of Yankee Stadium.

Berg was also a lawyer and president of JahJah Realty. He served as a president of the United Way and the Staten Island Community Chest and Council and as vice president of the Staten Island Chamber of Commerce. He had been a Baruch College Fund fellow since 2001.

He is survived by his wife, Helene, and three children.

Lawrence Chong (‘68) passed away in September. Most recently a managing director of Princeton Strategic Management Inc., he served as chair of the Baruch Entrepreneurial Network and on the Executives On Campus steering committee. He led the effort to form a partnership between Baruch and SCORE, a nonprofit association dedicated to educating entrepreneurs. He also served as a mentor in Baruch’s Entrepreneurship Competition and was part of the Executive-Student Partnership Mentoring Program.

He and his wife recently established the Lawrence and Barbara Chong Family Scholarship for Innovation. Chong was posthumously awarded Baruch’s Alumni Allegiance Award. He has held executive management positions at the Industrial Bank of Japan and the British bank Schroders plc.

David Mamberg (‘56) passed away in Florida in July at the age of 73. When a Baruch student, Mamberg was extremely active, especially in House Plan. He was the editor of The Planet, the official Lamport House newsletter, and was instrumental in initiating Mardi Gras. Mamberg was also an ardent basketball player and helped lead Post ‘56 to the Lamport House Championship in 1954.

In his career in advertising and marketing, Mamberg served as an executive for major toiletries and cosmetic companies, including Clairol, Max Factor, and Fabergé, and later created the toiletries company Secret Gardens. He is survived by his wife, Sally; children, Michelle and Tod; and daughter-in-law, Wendy.

Jack Nash (‘53, LHD [Hon.] ‘98) passed away in July. He worked for Oppenheimer & Co., the mutual fund management and investment banking firm, from the 1950s through 1982, rising to the position of chairman. In 1982 he cofounded hedge fund Odyssey Partners. He also served as vice chairman of the American Stock Exchange in the 1970s. Nash was born in Germany and emigrated to the United States before World War II.

He is survived by his wife, Helen Englander; his children, Joshua and Pamela; and six grandchildren. An honorary trustee of The Baruch College Fund, Nash established the Jack Nash Honors MBA Program, which has helped hundreds of students further their education.

Sheldon Simon ‘39
Kenneth Grabel ‘42
Ned L. Margulies ‘43
Milton Brown ‘48
Allen D. Fine ‘48, MPA ‘50
Morris D. Tillman ‘48
Robert L. Fisk ‘49
Robert W. Bella ‘50
Martin J. Marans ‘50
Meyer Cooperberg ‘51
Alfred R. Ryan ‘51
Harry S. Tsucalas ‘51
Daniel Valk ‘53
Richard E. Rustin ‘56
Sylvia Edith Landers ‘59
David Strassler ‘59
Alan Carus ‘60
Kenneth Tumulty ‘62
John C. Wanamaker ‘62
Ralph A. Baum ‘63
George W. Butkier ‘63
Albert Porfilio ‘63
Ervin R. Veg ‘63
Richard Goldman ‘64
Robert M. Lawrence ‘64
Ira S. Stoller ‘67
Aaron Michaels ‘68
Harvey Ira Houtkin ‘71, MBA ‘73
Anna Ein Sofer ‘72
Pierre E. Jacques ‘73
Robert Weston ‘73
Calixto J. Herrera ‘76
Maureen Kirsch ‘76
Roberta (Rosenberg) Cohen MBA ‘78
Matthew Poullis ‘78
Thomas G. Heintz ‘81
Randy Cohen ‘82
Ralph R. Palmer ‘83, MPA ‘92
Cheryl L. Hylton ‘86
Leonard Gerald Knight ‘91
Daniel A. Epstein MBA ‘93
Angela S. Barrett ‘00
Chieftain Burke ‘08
Fahad Zahidi ‘08

ClassNotes

BARUCH COLLEGE ALUMNI MAGAZINE
In August Vincent Conti and Catherine Fusci were married in Bulls Head, Staten Island. He is a manager with United Health Care in Iselin, N.J.; she teaches third grade in Castleton Corners, Staten Island. Kenneth Epstein (MBA) was appointed senior VP, institutional sales, by Maxim Group LLC, an investment banking, securities, and wealth management firm. Previously he was a VP in institutional equities at Janney Montgomery Scott. Susan Hirshman (MBA), who left her practice management post at JPMorgan Chase & Co. last spring, has returned to the firm as a wealth advisor. Sylvia F. Patrel is an AVP at Citigroup; previously she was an associate at J.P. Morgan. Bennett Theiman (MBA) was appointed senior VP and chief procurement officer at Hachette Filipacchi Media (HFM) U.S. Previously he was responsible for managing the finances of the U.S. division of Cellfish Media, the international mobile entertainment division of Lagardère Active, the parent company of HFM U.S.

Egemen Bagis was elected to the Turkish Grand National Assembly as a deputy of Istanbul in 2002. He is the AK Party vice chairman in charge of foreign affairs and a member of the AK Party executive board. He previously served as a foreign policy advisor to Prime Minister Recep Tayyip Erdogan and as the chairman of the Turkey-USA Inter-Parliamentary Friendship Caucus, among other duties. His complete bio can be found at www.egemenbagis.com. Daphne Leroy is VP of marketing and communications for the National Association for Multi-ethnicity in Communications. Prior to joining the organization in 2006, she worked in corporate relations for CBS and Viacom, Inc. In May Sam Somech (MBA) was named chairman of the board of directors for GigaSpaces Technologies. Previously he was CEO and cofounder of Itemfield and president, CTO, and cofounder of Level 8, which was acquired by Microsoft. Former Brooklyn Assistant District Attorney Judith Vargas has opened a law practice.

A Course to Stay
By FREDERICK HARRISON ('55)

A terrorist plot may have been foiled at the end of Frederick Harrison’s first novel, An Opaque War, but American safety is by no means assured at the opening of his sequel, A Course to Stay. The threat remains Islamic fundamentalists determined to conduct terrorist strikes against the West, especially the United States and its citizens abroad. But, whereas An Opaque War was concerned with intelligence gathering and analysis to prevent a specific 9/11-like disaster, A Course to Stay is focused on the long-range strategies and policies formulated at the highest levels nationally and internationally.

Front and center is new Director of National Intelligence Admiral Philip Bergen, an honorable, lifelong military man and former director of the CIA. Most urgent among his current responsibilities is briefing the president and Congress on the political realities in Pakistan, where the spread of hostile fundamentalist Islam threatens stability in the region. As the novel unfolds, the reader sees how the political system and the media work to distort—nearly undermine—the intelligence community’s role of collecting, analyzing, and interpreting data. How Bergen and other top-level members of the international community determine the most effective course of action is the substance of the ironically titled A Course to Stay.

Harrison’s acute understanding of the geopolitical complexities of the war on terrorism—bolstered by over 30 years working for the CIA, the Office of Naval Intelligence, and the National Security Agency— informs the novel. In fact Harrison’s plotline was so prescient that he had to rush to release A Course to Stay. “I didn’t want to be accused of copying from the newspapers,” he says. Read about this and his upcoming novel at www.harrisonnovels.com.

The HuMORbid Book
By ED WINKS, AKA EDWIN K. SPERLING ('53)

For years alumnus-CPA Ed Sperling collected sayings and stories related to death. Yet friends and family would never describe him as morbid, rather the exact opposite. So it’s no wonder that his curious, fearless, and fun-loving spirit shines through in the pages of The HuMORbid Book, a compendium of humor/jokes, facts, and quotations regarding death. Some of the hundreds of entries will make you think, others will make you smile or even shake your head, and some (like the wording on a sign in an assembly plant—“If you don’t believe that people return from the dead, you should be here at quitting time”) will make you laugh out loud.

Sperling decided to publish his “research” first for the amusement and edification of his children and later for the general reading public. “The ‘author’ does not consider himself an author,” he writes; “there is little original material in this book. He gathered the material and put it together in organized form... pretty much like an accountant preparing a financial statement.” And, yes, there’s plenty of accountant-related humor and even a mention or two of Baruch College.

—Diane Harrigan
specializing in federal criminal defense, white-collar investigations, and federal appeals. She has offices in New York City and San Juan, Puerto Rico.

95 In July Bruno Fellin (EMBA) was appointed managing director of First Republic Wealth Advisors, a division of First Republic Bank. Previously he was an investment strategist for Wachovia Securities of First Republic Bank. Previously he had worked at NYU Hospitals Center.

96 Orange (N.Y.) Regional Medical Center has appointed Sandra Berger (MBA) VP, operations/Horton Campus. She was previously VP, operations, at NYU Hospitals Center.

01 Sarrina R. Banks is a support manager for the Bronx gas operation at Con Edison. In May she was given the 2008 Con Edison Living Our Values Award, the highest honor the company bestows upon its employees. Katira Cepeña is an account executive in sales for North American Media Group. Sasha (Gelpi) Tomaszynski has co-written a novel, Dark Waters, under the pseudonym Gabriella Hewitt, as well as the short novel Heart of the Nile. She and her husband, Konrad ('03), have three children and live in Merrick, N.Y. Sasha is a world language teacher at Riverhead Charter School, and Konrad is a retail planner for Phillips–Van Heusen. Captain John Yun, who has been a member of the military for almost nine years, is teaching Army ROTC at Georgia State University.

02 Yoselis De La Cruz, a staffer with Community Board 1 in Brooklyn, was honored by the City Council during a celebration commemorating the 165th anniversary of the restoration of the Dominican Republic. She joined the community board in 1997.

03 Bryan Evans (MBA) has joined Select Greater Philadelphia, a not-for-profit economic development organization, as director of public relations and publications. Previously he served as account supervisor at Dicicco Battista Communications. Susan M. Hacker (MBA) has been named internal auditor at Armstrong Atlantic State University. Since 2004 she has served as associate and senior associate at KPMG. Adrian F. Lally is an account executive at Hudson Land Company, LLC, a title insurance company specializing in commercial property transactions, tax-deferred exchanges, and art title insurance. He was previously a member of the military for almost nine years, is teaching Army ROTC at Georgia State University.

FIVE DECADES’ COMMITMENT TO ALUMNI
David H. Olin (’53, MBA ’59)

After graduating in 1953 with a degree in accounting and being drafted to serve in the Korean War, David Olin (’53, MBA ’59) landed his first postcollege job, with Western Electric, a major subsidiary of AT&T. Serendipitously, this job leveraged his military knowledge of business procedures and Western Electric’s electronic equipment. AT&T turned out to be a perfect fit for him, and he remained with the corporation for 31 years, serving in various capacities in high-profile assignments—among these, pioneer Equal Employment Opportunity recruiting at historically black college campuses.

Olin may have graduated in 1953, but he never really left the university behind. Not only did he continue his education, earning an MBA in industrial management in 1959, he became an active member of the City College of New York (CCNY) alumni association in 1955. Then, 13 years later, when Baruch College was established as a separate entity within the City University, Olin faced a decision: Should he continue working with the alumni association at predecessor school CCNY or transfer his allegiance and knowledge to Baruch College? Baruch is happy to report that he chose the latter and has never looked back.

Olin was present at the beginning of Baruch’s efforts to reach out, establishing the first mailing list of business graduates, without which the fledgling Baruch College Alumni Association (BCAA) could not have succeeded. His founding role quickly became a leadership one: He served as the BCAA’s president from 1972 to 1974 (he remains a life director). Olin is particularly proud of “important firsts” during his tenure. “Seed money was granted to publish the award-winning student magazine Dollars & Sense; funds were granted to the Chess Club to allow members to participate in a national tournament; and support was offered to the Marketing Club to prepare for a national competition,” recounts Olin. It is no coincidence that all of these initiatives are student centered, as are the several dinners Olin has held in his home at which he briefs groups of students on such topics as Motivation and the Job Interview. He has even conducted an on-campus student seminar for 90 entitled “From the World of College to the World of Work.”

So what keeps Olin motivated? “Giving back to my college is part of my lifestyle,” he says. “Today’s students and other alumni should be able to benefit from your experiences and guidance. That’s what an alumni association is all about.” It’s not surprising that with this level of commitment Olin was selected to be the BCAA Alumnus of the Year in 2008. –Diane Harrigan
Partying the Baruch Way: REUNION 2008

EARLY 200 PEOPLE returned to their alma mater for the festive Reunion Weekend, held Oct. 24-26, 2008. This year’s activities included receptions, dinners, an awards brunch, campus tours, and a dance party. A Memorabilia Room displaying yearbooks, scrapbooks, and mementos from student days was also a great hit.


Annual Athletics Hall of Fame Dinner

Baruch’s legendary athletes came back to the College for one of the most thrilling evenings on the Athletics Department’s roster, the Annual Athletics Hall of Fame Dinner. Baruch President Kathleen Waldron (photo left, center) helped induct new members (from left) Jimmy Resvanis (’96), Stanley Barbot (’88), Bobby Francis (’79), and Maria Epp Caltabiano (’91).

Past superstars were honored with portraits.

Honored by special request of the Class of ’58 and surrounded here by a dozen of its members was beloved Professor Emeritus Irving “Greg” Greger (seated, bottom right), executive director of Lamport House and House Plan and head of the Lamport Leaders Society. Greger was on staff at Baruch for 39 years.

NEXT GENERATIONS
Today’s top athletes were both inspired by and inspiring to the honorees. Family members joined in the fun too.

‘58ers GO WILD
Reunion chair Ruth Cohen-Perelson and Thelma Rosenblum Weiner show a young, wacky class spirit at their 50th jubilee anniversary celebration.

PLEASE SIGN IN
Tom Zanardi (’83) makes his presence known on his decade’s sign-in easel.

Members of the Class of ’68 smile for the roving photographer.
commercial lease administrator at Swig Equities. Edwin Veléz and Basia Irzyk were married in Paris in October. He is a senior financial analyst specializing in multifamily acquisitions at Cushman and Wakefield; she is a senior account manager for the Susan Magrino Agency.

04 | Amir Elbaz (MBA) was appointed to the board of directors of Global Energy, the alternative energy company. He serves as the executive VP and CFO of the Lithium Technology Corporation. Maria Luisa LoPresti and Anthony Vincent Rivelli were married in August in Great Kills, Staten Island. She is a recruiter with Lehman Brothers; he is a studio technician with Fox News Channel. Alex Zablocki, executive assistant to State Senator Andrew Lanza (R-Staten Island), is planning to run for New York City public advocate next year.

05 | Christine Klusko (MA ’07), Baruch adjunct professor and college assistant in the College’s Office of Communications and Marketing, gave birth to a daughter, Charlotte Millie, in June. Lendynette Pacheco and Ariel Jorge (MS ’08) were married in October. Pacheco, a business advisor for the Lawrence N. Field Center for Entrepreneurship at Baruch, is pursuing a Master of Science in Industrial and Labor Relations; he is an assistant VP in the private equity division of Citi. Sharon Tang (EMBA) has been appointed CFO of EFT BioTech Holdings. She previously served as CFO of an alternative energy company. Robert Travis and Jaclyn Giordano were married in August on Staten Island. He is a director of construction and development at Metroloft Management in New York. She is a school psychologist at Edison (N.J.) High School. Dana Meredith Weisberg (MS) was married in May to Steven Lee Zeller. She is senior manager of the corporate loan services division of Morgan Stanley; he is a manager of large accounts at LogicWorks Managed Hosting, a technology services company.

06 | In June Raymond S. Mann (MBA) was named director of interactive strategy at Doremus; previously he was senior digital marketing strategist at Icon Nicholson. Sheng (Henry) Yang is manager of Amber, a pan-Asian restaurant on Third Avenue between 27th and 28th Streets in Manhattan. After working as a financial analyst in Deutsche Bank’s global corporate finance division, Steven L. Yang has become a consultant.

07 | Roman Matveyev was the recipient of a Foreign Student Language and Area Studies Fellowship from NYU. The award will cover tuition, fees, and health insurance for his two-year master’s program in Middle Eastern studies, in addition to providing a yearly stipend. Kana Nakajima is a client service associate at Smith Barney. In April the Women’s Research and Education Institute selected Anh Phan (MPA) to be a Women and Public Policy Fellow. A Congressional fellow in the office of Representative Lucille Roybal-Allard (D-Calif.), Phan is also a member of the National Asian Pacific American Women’s Forum. In June Eric Donnelly Southard (MS) and Katharine Meghan Shaughnessy were married in Garden City, N.Y. He is a trader of stocks at Platinum Partners, a Manhattan hedge fund; she is an intern for Judge Charles P. Sifton of the U.S. District Court in Brooklyn.

08 | Ismoil Ali-Balogun, currently a student at the Renaissance Academy in Moscow, will join the school’s parent organization, Renaissance Capital (Russia’s leading investment bank), as an investment banking analyst, based in Lagos, Nigeria. William Daks is currently attending New York Law School full time. Cynthia P. Gonzalez is program assistant, major gifts and stewardship, at the University of San Francisco. She previously worked in the Office of College Advancement at Baruch. Jolie Harris (MEd) joined the Cooper Union for the Advancement of Science and Art as a career counselor for engineering students after over two years with the Executives On Campus program at Baruch. Ato Kasymov, currently a student at the Renaissance Academy in Moscow, will join Renaissance Capital as an investment banking analyst, based in Kazakhstan. Tiffany A. Thomas is manager of the United Way of Central Indiana’s ReadUP program, an initiative to raise students’ reading levels. She was previously a National Urban Fellow. Mercedes Zegarra and Matt Soja (‘09) were married in Queens in July. Both are former Baruch College cross-country team runners.

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: 
Office of Alumni Relations, Baruch College, One Bernard Baruch Way, Box A-1603, New York, NY 10010-5585

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LOOKING BACK ON THEIR STUDENT DAYS, many Baruch alumni may recall the College’s teams as the Beavers or the Statesmen. But since 2002, Baruch’s teams have been known as the Bearcats (by student vote).

The name change coincided with the opening of the College’s newest building, the Newman Vertical Campus. “It felt like the moment for a fresh start, especially given the wonderful facilities of the Athletics and Recreation Complex, or ARC, as it is known,” says Baruch Director of Athletics Bill Eng. Baruch athletes no longer had to struggle with inferior space and rental facilities.

It was a pivotal moment for athletics. The teams began a steady improvement. By 2007–2008, the Bearcats won three conference championships and finished second in four others. The College was especially proud to report that 56 students were named CUNYAC Scholar-Athletes last year.

An essential factor in Bearcats fever is the mascot, which was unveiled in Fall 2005. In a short time, the Bearcat has become beloved. “Over the past year, the mascot has made a significant number of appearances at athletic contests, including conference tournaments,” says Eng. “He has helped give Baruch one of the top fan bases in the tristate region.”

To sum up: Baruch athletes have a cool new identity (the Bearcats), phenomenal facilities (the ARC), and a stellar record (two CUNY Commissioner’s Cups in the last three years). But what they need right now is YOU! Come out and support your teams. For a complete Bearcats schedule, go to BaruchAthletics.com.

—DIANE HARRIGAN
Miss seeing your college friends? Join us for REUNION 2009.

October 17, 2009

Celebrating the Classes of ’39, ’49, ’59, ’69, and ’84

www.baruch.cuny.edu