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Baruch College Alumni Magazine
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Baruch College Alumni Magazine

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Planet Baruch

Be an armchair traveler and read the stories of alumni who have circled the globe in pursuit of business, humanitarian causes, and enlightenment. And see how Baruch embodies globalization in the 21st century with news of faculty and College programs.

ON THE BACK COVER: The College has created a new advertising tagline, “Baruch College Is My Springboard.” The tone for the new image ad is energetic and exuberant; its message is about success and opportunity. A version of the new Baruch ad first appeared in the New York Times Magazine on Sunday, Sept. 30, in a specially themed college issue.

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Baruch College Alumni Magazine
WINTER 2008

WINTER 2008 | Contents
“I tell students that taking an overseas assignment can be a little intimidating but to think of it as an adventure. Working and living internationally makes you more tolerant, especially if you do not judge the new culture by your own.”

I
have the privilege of welcoming the heads of state of Israel, the Dominican Republic, and Rwanda to Baruch College, which is an honor for anyone but was special for me because of my deep love for foreign cultures, travel, and history. I have been extraordinarily fortunate to study abroad, speak another language fluently, work overseas, and vacation everywhere from Australia to Morocco. I love Baruch because it is so international. For me, the only place more international than Baruch was CibaBank, where I spent 13 years in positions with global responsibilities, traveling overseas one week out of six. Both are great environments because their mix of people makes them fun, interesting, and challenging.

The international themes that have characterized my life are at the core of this issue of the magazine. I tell students that taking an overseas assignment can be a little intimidating but to think of it as an adventure. Working and living internationally makes you more tolerant, especially if you do not judge the new culture by your own. I am proud of Baruch’s international linkages and will continue to develop them.

Currently, we offer academic programs affiliated with 11 foreign universities. Baruch also offers international executive master’s degrees in Hong Kong, Israel, Paris, Singapore, and Taiwan. Additionally, we offer our students opportunities for paid internships in Korea and Spain.

Baruch has a wonderful track record recruiting international faculty: over a third of our tenured and tenured-track faculty come from abroad. But whether they are born in this country or not, many choose research topics with international angles and bring that perspective into the classroom. Faculty are attracted to Baruch because of the international quality of our students and of our tenured and tenure-track faculty.

One of my favorite e-mails as president came from the Japanese alumni group, which sent me an announcement of their formation. Baruch also has alumni chapters in China, Hong Kong, Israel, Singapore, and Taiwan. During my CibaBank tenure, I hired many people from other countries, bringing them to the U.S. for their first overseas assignment. It was a great blending of people, and I have kept in touch with many of them.

The THE INTERNATIONAL EXPERIENCE THAT BARUCH

Our students should have as many experiences studying abroad, doing internships and other professional assignments abroad, and traveling as I have had. I am grateful that we’ve been able to allocate money for students to travel overseas. I tell students that taking an overseas assignment can be a little intimidating but to think of it as an adventure. Working and living internationally makes you more tolerant, especially if you do not judge the new culture by your own.

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BaruchInBrief

Student Interns at White House

A be Goldschmidt ('07) is just 22 years old, but by the time he became a White House intern, he was already a seasoned veteran of the electoral process. Goldschmidt had worked in the second Bloomberg mayoral campaign and in the ill-fated gubernatorial campaign of former State Assembyman John Faou (defeated by Eliot Spitzer in 2006) by the time the White House phone phoned. Currently, he's pitching in to help the presidential campaign of Rudy Giuliani. "Obviously, I'm a Republican and proud of it," he says. A personable young man who likes golf and talk radio, Goldschmidt grew up in Brooklyn's Midwood section in a close-knit conservative family. Two of his three brothers also attended Baruch College, which Abe praises for the "flexible schedule and evening hours" that enabled him to take advantage of a variety of internships, mostly unpaid, mostly in politics. At Baruch, he found that what he was saying was the College's first undergraduate Republican Club. "I was surprised to learn there had never been one," he says but he is hesitant to declare himself a candidate for future political office. According to Abe, applying for the prestigious and highly competitive White House internship was "straightforward" if not exactly easy. Last August he downloaded the application from the White House website, filled it out, and faxed it in. Later, there was an interview, letters of reference, and a background check. "E mail! A month or so later he got a call. Shortly after that, he was on his way, dispatched to the Eisenhower Executive Office Building to work in the Office of Political Affairs. To his surprise, White House interns weren't used to fetch coffee. "I would go through 23 to 27 newspapers every day," he recalls. Abe describes the brief he drafted on a variety of domestic issues as "substantive." Abe considers himself very lucky to have had the White House internship experience. A "New York kid, all the way," he found himself making friends with students from Tennessee, North Carolina, and Alabama. "It gave me a whole new perspective," he says. Though not wholly sure what graduation will bring, Abe is studying for the LSAT. "Law school is definite," he says. —ZANE BIRKIN

SCHOLAR-ATHLETE OF THE YEAR

T he Baruch Athletics Program has many things to cheer about. Greg Waldkogal ('07) is among them. The men's volleyball player was named the 2007 Male Scholar-Athlete of the Year by the City University of New York Athletic Conference. The native of West Hempstead, New York, has won every available athletic award in CUNY: in 2007, he was named Scholar-Athlete; in 2006, Most Valuable Player; and in 2004, Rookie of the Year. He is also a two-time men's volleyball champion for the Baruch Bearcats. Greg, who is currently employed in Manhattan's District Attorney's Office as an investigative analyst in the financial crimes bureau, graduated with a BBA in finance and investments and a 3.61 GPA. —

C O N G R A T U L A T I O N S Baruch's First Presidential Professors

"The presence of these three faculty members makes the College a better place to study, learn, and teach," said Baruch President Kathleen Waldron of the College's first Presidential Professors, chosen last spring. President Waldron has inaugurated this new faculty distinction in order to honor funding full-time faculty members who have produced exceptional, internationally significant scholarship and been recognized for their classrooms teaching and service to the College and University over a long period of time. Professor of Finance Linda Allen, Professor of History at Baruch and the CUNY Graduate Center Carol Berkin, and Professor of Public Affairs Steve Savas were chosen for the five-year appointments, which carry with them research support and release time for scholarly activity. Linda Allen is well known in the world of banking and finance: Carol Berkin is a scholar of early U.S. history and women's history and is well known to the public as a frequent commentator for televised historical documentaries. Steve Savas is an internationally renowned expert on privatization. "Presidential Professors recognize the extraordinary achievements of our faculty. Our first three honorees—who have distinguished themselves on campus, in the CUNY system, and in the world at large—enrich our faculty's commitment to excellence and service. Their contributions have added distinction and lustre to Baruch College," remarked President Waldron. "I look forward to honoring more deserving faculty in the coming years." —

At the Mishkin Gallery

T he Mishkin Gallery presents a variety of small, museum-quality exhibitions that emphasize original scholarship, multicultural issues, and interdisciplinary topics. Miniature Worlds: Art from India from the 15th to 19th Centuries, last fall's exhibition, admirably continued this tradition. Miniature World featured watercolors, drawings, and sculpture spanning 400 years of Indian history and illuminating various aspects of religion and history. Three additional shows are scheduled for 2008: Still Aparthei: Painterly Graphics; Feminist Masterworks: Their Role in the Women's Movement; and Suitcase Paintings—Small Scale Work by Abstract Expressionists. For more information about the gallery and current exhibitions, call 646-660-6652.

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Anastasiya Gorak ('07) and the Phony Money Trail: U.S. Secret Service Intern

“I WAS RIDING ON AN ESCALATOR in the New York Vertical Campus,” says Anastasiya Gorak, “and I saw this flyer for an internship with the Secret Service.”

Anastasiya, who’s harbored a lifelong dream of one day becoming an FBI investigator, jumped at the chance. The only child of Ukrainian immigrants, Anastasiya, a 23-year-old publishing major, is a transfer student from Kingsborough Community College who has worked full time since coming to Baruch in 2005.

To apply for a Secret Service internship, Anastasiya filled out nine forms, including “advance sweeps” and “close attention to detail.” As to the manufacture of phony money, Anastasiya reports that there is “a whole melting pot of people who counterfeit money.”

Though she did other work with the Secret Service, including “advance sweeps” for visiting VIPs and what she refers to as “some cloak-and-dagger stuff,” Anastasiya knows “it’s nothing like the Bowery, an unusual job and one that demands close attention to detail. As to the manufacture of phony money, Anastasiya reports that there is “a whole melting pot of people who counterfeit money.”

CHAOs! Advertising: Anything But

N APRIL, the Baruch College team that competed in the American Advertising Federation’s annual National Student Advertising Competition (NSAC) placed ahead of 11 other colleges to win its regional district, a first for the College. Baruch advanced to compete at the federation’s national conference in June, held this year in Louisville, Kentucky.

Baruch is no stranger to American Advertising Federation (AAF) accolades: Baruch won the AAF’s 2007 District Two Diversity Achievement Award for an Educator. The annual award program honors individuals, companies, and institutions for their multicultural marketing efforts in the advertising industry. Although the team of Baruch students

Baruch In Brief

CHAOS! Advertising: Anything But

Baruch's annual student advertising competition, CHAOS! Advertising, kicked off for the first time this year. The team faced direct competition from 15 colleges and universities during the national round in Kentucky. The judges were especially impressed with the level of marketing integration the CHAOS! campaign offered in its bid to make Coca-Cola® Classic more relevant to the 13- to 24-year-old multicultural generation by positioning Coke as young and refreshing.

Anastasiya Gorak (third from right) poses with other Secret Service interns at a benefit reception. She’s in the photo (also in the photo: George Bush, Sr., Bill Clinton, and Colin Powell with his wife.

CHAOS! Advertising stands in for their multicultural marketing efforts in the advertising industry. Although the team of Baruch students

Anastasiya Gorak worked primarily on “tracking counterfeit money—a job for which she was well qualified due to her daytime work as diamond grader.”

BIOBLITZ: Another Type of Diversity

O N SEP. 7-8, more than 50 Baruch environmental studies students spent time in the “field” working side by side with expert scientists, naturalists, and members of the interested public. Their mission: sampling fish, marine invertebrates, birds, plants, moths, butterflies, and other life-forms for the first-ever Jamaica Bay BioBlitz.

A BioBlitz is a 24-hour event aimed at cataloging the diversity of organisms in a particular area and is part contest (racing against the clock), part educational event, and part scientific endeavor. The goal is to increase the public’s awareness of the diversity in their own “backyard,” while highlighting the need to protect sensitive ecosystems, like Jamaica Bay.

The more than 250 participants, who live just a short distance from Jamaica Bay, were shocked that they have lived so close to such a beautiful habitat with diverse organisms and never even knew it existed. Many students commented on how important it is to have a natural resource like Jamaica Bay within the urban environment. "The most exciting aspect of this event was the participation of Baruch College students enrolled in courses in environmental studies," said Natural Sciences Assistant Professor Chester Zarnoch. "The students worked through harsh conditions at all hours, day and night, to learn about the diverse organisms. Many of the students, who live just a short distance from Jamaica Bay, were shocked that they have lived so close to such a beautiful habitat with diverse organisms and never even knew it existed. Many students commented on how important it is to have a natural resource like Jamaica Bay within the urban environment."
**Planet Baruch**

**FOR THE PAST NINE YEARS, BARUCH COLLEGE HAS TOPPED THE LIST of the most ethnically diverse colleges in the United States according to U.S. News & World Report. One hundred sixty countries are represented in our student body of 15,700. But “Planet Baruch” is more than this. Our community also includes Baruchians establishing international and cross-cultural bonds through business, service, and shared academic research.**

Whether they come to this campus from Nigeria by way of New Orleans or from Myanmar to Uzbekistan and back, Baruchians have some serious international credentials. Like the institution’s namesake, Bernard Baruch, they are truly global citizens.

What follows are exceptional stories that—at our unique institution—are not the exception. Baruch College’s mission has always been to serve the needs and dreams of ambitious immigrants, children of immigrants, foreign students, and native New Yorkers with the sense and daring to explore beyond the boundaries of their highly cosmopolitan hometown. Baruchians are truly the face of the globalized 21st century.

**What’s it like to teach kids at one of America’s most diverse universities?**

"It is a remarkable experience to teach kids at one of America’s most diverse universities. The diversity of the classroom also keeps class discussions grounded and extremely honest; there is no danger of falling into an implicit or explicit discussion of "us" and "them." More generally, I have found that the range of perspective and approaches expressed in a diverse classroom makes students more aware of the limits and assumptions of their habitual approaches—and thus more able to objectively evaluate their own attitudes and approaches."

In this way, I believe that Baruch students’ experiences of diversity in the classroom will ultimately serve them well in their future careers and perhaps give them a significant advantage over their peers from less diverse institutions.

Professor Bellamy at the abandoned Indian city of Mandu, the location of palaces, mosques, and other fine architectures.

CARA BELLAMY is an assistant professor in the Department of Sociology and Anthropology. Her major areas of interest include the construction of religious identity in India, religion and healing, and religion and the body. She holds degrees from St. Olaf College, Harvard University, and Columbia University.

**A GLOBAL ADVANTAGE**

**STUDENTS WHO OPT TO STUDY ABROAD SELECT FROM AMONG 30 COUNTRIES, INCLUDING ARGENTINA, CHINA, ENGLAND, FRANCE, INDIA, ITALY, NEW ZEALAND, SPAIN, AND VIETNAM.**

Now, about 300 Baruch students a year study around the globe. “Three hundred may not seem like a lot,” program director Richard Mitten says, “but, by CUNY standards, it’s very good.” According to Mitten, there are a number of reasons Baruch students think twice about studying abroad. First, they are in New York, the most cosmopolitan city in the world. Second, many are sons and daughters of immigrants; their parents came to America and they believe their sons and daughters should stay here. Others have the misconception that studying abroad will delay their graduation. And, in almost every case, money is a factor. Through quite reasonable, studying abroad is more expensive than living at home. "Helping out, recently has been the Starr Foundation, which has provided endowment funds for study abroad fellowships for Baruch students across the campus. Alumnus Howard Smith (’05), a member of the Weissman Center’s advisory board, is a director of the Starr Foundation. "Howard Smith has been a champion of international education at Baruch College. His vision and commitment have made it possible for Baruch students to pursue their dream of studying abroad," commented Terry Martel, Weissman Center director. Students who opt to study abroad select from among 30 countries, including Argentina, China, England, France, India, Italy, New Zealand, Spain, and Vietnam. Most programs are offered through other CUNY or SUNY schools. Mitten says, but the program in Salamanca, Spain—by far our most popular destination—is run by Baruch. Students attend classes for a month during winter or summer intercession and earn 4 credits in Spanish. As a matter of fact, 75 percent of study abroad participants choose to take advantage of briefer stays packed with learning experiences. "In the China program, which is short term, students visit six cities, get 6 credits, and pay well under $3,000," Mitten says. Also, students don’t need to speak a second language in order to participate. "Scuola Lorenzo de’ Medici in Florence offers an enormously wide range of courses in business, studio arts, and language, for example," Mitten says, "and offers regular university classes in English." Or students can study in English in Lyon, France, or Seoul, Korea. Each program offers a self-contained academic unit—one that meets rigorous Baruch standards. "We are quite keen to maintain academic quality. We really focus on the part study part of study abroad," Mitten says. That sets the program—and its participants—apart and helps students tremendously in the job market. "In the past, many firms offered training in languages and cultures," the director notes, "but now they expect that new employees should have had this training already." That expectation puts Baruch study abroad graduates ahead of the employment curve.

—WARREN SCHULZ

**THE FACT THAT THE DRIVE FOR GREATER DIVERSITY IS SHARED BY MANY OF the most prestigious institutions in the country makes Baruch College’s exceptionally diverse student body all the more notable. If other colleges’ struggle to diversify is any indication of the value of diversity in undergraduate education, Baruch has an enviable and powerful resource in its students.**

I teach both anthropology and religion and culture classes at Baruch, and while I am a relative newcomer to CUNY, it is already clear to me that my students benefit from the diversity of Baruch’s student body. In my course on Hinduism, Buddhism, and Islam in South Asia and my course on the Islamic tradition, I have been pleased to see students with backgrounds in one of these religious traditions learn through conversation with their peers that what they had taken as a universal of their particular tradition is actually understood very differently by other members of their tradition who come from different cultural backgrounds. Through these conversations, students have the benefit of seeing that tremendous diversity of opinion exists in any religious tradition.

—TIMOTHY BELLAMY
PAMELA BOLTON (MBA ’07):
Her Mission Is the Global Health Care Agenda

PAMELA BOLTON RECEIVED AN MBA from Baruch last spring and now has an excellent job in the corporate world. She is an associate consultant for Strategyx, a company that provides strategic guidance to pharmaceutical and biotechnology companies. She is pleased by the turn of events but just a little bemused. The corporate world is not her natural environment.

For the last 15 years, Africa has been her spiritual home, and her professional commitment has been increasing health-care access for Africa’s millions of poor people, especially its women. Even when she was not actually in Mali, Niger, Burkina Faso, Ghana, Senegal, or Kenya, Bolton was wrestling with the enormous difficulties of providing reproductive care and HIV prevention and treatment to people in remote African villages.

For seven years, she served as director of Family Care International (FCI) for francophone Africa, striving to provide medical assistance to women, especially its women. Even when she was not actually in Mali, Niger, Burkina Faso, Ghana, Senegal, or Kenya, Bolton was wrestling with the enormous difficulties of providing reproductive care and HIV prevention and treatment to people in remote African villages.

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“Corporate Responses to HIV/AIDS: Experience and Leadership from South Africa.” Here was more evidence that big business could be a force for ameliorating human misery on a large scale. Bolton presented her research last spring at a Baruch College conference organized by the International Center for Corporate Accountability (ICCA).

What Bolton discovered was that South Africa’s biggest corporations were fast becoming exemplars of good corporate citizenship. In South Africa, HIV infection is a serious threat to economic growth, helping to combat it makes good bottom-line sense. By taking aggressive measures against this public health menace and providing antiretroviral medications to HIV-positive employees, South African corporations were able to cut down on absenteeism, improve productivity, and develop a best-practices model for dealing with a disease that was sapping its workforce.

Whatever job she holds, now or in the future, Bolton is committed to “advancing the global health agenda.” She doesn’t much care whether leadership comes from NGOs, big business, government, or philanthropy. She is a pragmatic idealist: whatever works.

—ZANE BERZINS

INTERNATIONAL EXECUTIVE PROGRAMS Bring Baruch to Distant Off-Campus Sites

Baruch College’s overseas executive programs are only eight years old—the first one was launched in Israel in 1999—but in just a short time they have grown and multiplied. Today, Baruch offers Executive Master of Science degrees to students in Taiwan, Singapore, China, Israel, and Paris, France.

“THESE PROGRAMS GIVE BARUCH COLLEGE international visibility and enhance its reputation abroad,” says Professor of Finance Avner Wolf, who initiated the overseas programs and has served as executive director since their inception. Anyone who does business globally knows that there exists a great demand for U.S. business expertise, particularly in Asia, and Wolf has helped the Zicklin School tap into that demand.

Executive MS degrees are offered in four subject areas: finance, marketing, computer information systems, and human resource leadership and management. The last one is offered in conjunction with the psychology department in the Weissman School of Arts and Sciences. Not every program is offered at each location, but so far some 750 overseas students have received a Baruch degree. The market is huge with possibilities, but Wolf is cautious about plans for expansion. “Right now we want to consolidate where we are,” he says. “Later we may consider plans for expansion.”

Alumni, according to Wolf, are key to keeping these overseas programs flourishing. Taiwan, Baruch’s largest and most successful site, has some 1,700 Baruch alumni, some who obtained their degrees in New York, others who earned them without ever leaving home. Taiwanese alumni of the Zicklin School now hold high-level positions, such as CEO, CFO, and president of banks and corporations. Wolf says he makes it a point to visit these “very committed” alumni groups during the overseas trips his job necessitates each year.

Since the programs began, approximately 30 faculty members, some adjuncts, some tenured, have taught at these Baruch satellites. Among those who have gone aboard for the “very intensive” two-week class schedules are Professors Tiran Bah, Christopher Heisel, Armen Hovakimian, and Kenneth Mischel from the Department of Economics and Finance; Andreas Greim, Thomas Kramer, Myung-Soo Lee, David Luau, Liahah Nachum, and Sankar Sen from Marketing and International Business; and Albert Croker and Bill Ferns from Statistics and Computer Information Systems.

Alumni who’ve taught courses include Baruch College Fund President Larry Zicklin (’57, LHD [Hon.] ’99), who taught Business Ethics and Professional Responsibility in Taiwan during two separate teaching stints.

“Exciting, exhilarating” was his description. “I learned as much from my students as they did from me,” Zicklin said of his teaching experience. “They were also the nicest people on earth,” he added. “I went out to lunch with them every day.”

That kind of closeness builds lasting relationships. In addition to overseas graduation ceremonies, to further strengthen bonds between Baruch’s far-flung Executive MS students and the Baruch family, the International Executive Programs leadership invites graduates of these one-year, overseas programs to join each year’s commencement ceremony held in New York. “We have a dinner for them and their families,” Wolf notes. “We take them on field trips and show them important New York businesses—such as Bloomberg, Inc., Citigroup Inc., and the New York Stock Exchange. We treat them like VIPs or, better yet, like a part of our family.”

—ZANE BERZINS

Baruch with its colleagues Dynjaba Diale, a midwife, in Burkina Faso. The two are standing in a partially built maternity waiting house, where women from distant villages will come to await childbirth at the local health center.

“Myrna Chase (second from left), Weissman School of Arts and Sciences Dean Business Dean John Elliott (left) and Alumni, according to Wolf, are key to keeping these overseas programs flourishing. Taiwan, Baruch’s largest and most successful site, has some 1,700 Baruch alumni, some who obtained their degrees in New York, others who earned them without ever leaving home. Taiwanese alumni of the Zicklin School now hold high-level positions, such as CEO, CFO, and president of banks and corporations. Wolf says he makes it a point to visit these "very committed" alumni groups during the overseas trips his job necessitates each year.

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—ZANE BERZINS
Baruch's International Business Alumni Association picked a winner when they selected Norman Vale ('52) as a senior advisor for their group two years ago. Vale stresses the importance of giving back to the next generation of international entrepreneurs. He lectures at dozens of universities throughout the world and is an active participant in Baruch's Executives on Campus program. "Mentoring is the core of the College. I'm happy to help current students with the benefit of my perspective," Vale says.

His 53-year career has played out on a global stage since he graduated from Baruch at the height of the Korean War with a degree in retailing and advertising. "When I went to Baruch, it was mostly working-class white students, and now the student body is representative of the tremendous diversity of the city itself." After serving in Stuttgart as a counterintelligence agent during the war, he invested the next 45 years of his professional life in international management and never looked back. "Opportunities were vast in Europe, and successful multinationals in other countries provided a unique perspective on the global marketplace," Vale says.

Currently, he is the president of Vale International Ltd, his namesake international marketing firm that serves clients in over 75 countries. He previously served as managing director of Grey International, playing an instrumental role in catapulting the advertising giant into the earnings stratosphere. During his 22-year tenure, the company's annual international revenue rose from $150 million to $2 billion.

Vale joined the International Advertising Association (IAA) in 1990 as director-general, a newly created position within the organization, which has since provided increased global leadership to a growing number of world-class advertisers, agencies, and media and other marketing communications professionals. "Listen to the thousands of alums who have contributed: They all say if it hadn't been for Baruch they would never have been able to get where they are now." --OLAYINKA FADAHUNSI

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N THE FALL OF 1982, Ellsworth John stood on the steps of 17 Lexington Avenue about to begin his undergraduate education at Baruch College. He had recently arrived from Saint Vincent and the Grenadines. In fact, he had been in New York only about a week before the start of the fall semester and was unsure what his future would hold. He only knew that he wanted a solid business education.

"What appealed to me about Baruch was its reputation as one of the best business schools in New York City," he says. "What I appreciated about Baruch was that he wanted a solid business education. In the end, he says, "It will be good to have access to things I would normally not have access to. I have been to the White House. I met many times with Colin Powell and Condoleezza Rice. Secretary of Housing and Urban Development Alphonso Jackson is a good friend of mine."

John has enjoyed his time in Washington: he even hosted a Baruch D.C. area alumni event at the embassy in 2006. But right now he's making plans to leave the embassy. He will soon return home to work in the prime minister's office on regional integration and Diaspora issues," he says. Though he may miss the glamour, the state dinners, and the balls, in the end, he says, "It will be good to be back home." --MARK SCHULTZ

BRANKO RISTIC FOSTERED A LOVE OF painting and sketching as a child in Serbia but found little encouragement from teachers under the old Communist regime in which he grew up. However, his recent fourth-place win in Creative Quarterly’s ninth national Quarterly Graphic Design student competition is proof that his aesthetic flair can take him far.

"In my country, design was not considered a great career," says the married father, who moved to New York after receiving a U.S. permanent resident permit six years ago. Arriving in the city with what he describes as “only a bagel-and-coffee level of English,” Branko went to work full time and attended classes at Baruch College after work. "This is my last semester, so I'm really happy to have been able to participate in the contest."

The Creative Quarterly competition garnered submissions from graphic design students at some of the nation’s most prestigious art and design schools. Branko based his winning concept on an advertising campaign for the city of Rome as the host of the 2016 Olympics. His entry included a poster, two postage stamps, and a logo for the event. The designs combined the bright colors of Olympic medalion ribbons with the iconic image of the Colosseum, where ancient gladiatorial battles and athletic contests drew thousands of cheering Roman spectators.

Branko—who studied medicine and forestry and even flirted with a stint in film school while living in Serbia—says that he regained his passion for graphic design at Baruch after taking a class with Professor Terry Berkowitz of the Department of Fine and Performing Arts, who served as his mentor on the project. "She sent an e-mail to the white class but personally encouraged me to enter." He also credits Berkowitz with teaching him about the different career opportunities available in the business communications industry. While he would prefer to work in logo development and packaging design after graduation, Branko says he is open to all possibilities. "I really like the educational concept at Baruch—the classes combine marketing and design, so, theoretically, you will be a machine for selling products. I like that branding and corporate identity aspect." --OLAYINKA FADAHUNSI

Creativity Key for Serbian American Branko Ristic ('07)

Rome 2016 Senior Branko Ristic’s award-winning logos and poster were part of a speculative advertising campaign for the 2016 Olympics in Rome.

Global marketing guru Norman Vale ('52), senior advisor to Baruch’s International Business Alumni Association,
The GLOBAL STUDENT CERTIFICATE Program

“The GSC Program had me participate in numerous intellectual activities that helped mold my opinions on international policies.”

— NOLASCO (’08)

GSC UNDERGRADS participate in a series of international business, international affairs, and artistic/cultural events as well as globalization seminars. They also acquire practical intercultural business, leadership, and communication skills through training in multinational teamwork, cross-cultural negotiations, networking, and effective presentation skills. The GSC Program also offers a host of networking opportunities for students to connect with international business professionals. GSC graduate Christopher Garner (’08) says, “The program empowered me to become a global citizen. The workshops, lectures, and other events were eye-opening and gave me a unique perspective on my place in the international landscape.”

“The program is ideal for students interested in studying abroad or who have recently returned from studying abroad as well as for those who might be unable to spend a semester away but wish to explore other cultures,” says Coordinator Yen. The impetus for the Global Student Certificate came from Emanuel Saxe Distinguished Professor of Finance Terrence Martell, the director of the Weissman Center, and has been actively supported by Baruch alumni, including the late Victor Besco (’47), Howard Smith (’65), and Norman Vale (’52).

Upon completion of the program, students are awarded a Global Student Certificate from the Weissman Center, a nice addition to their resumes. To earn a certificate, students are required to attend a minimum of 10 designated GSC events during the academic year and complete a Capstone Project.

“The GSC Program had me participate in numerous intellectual activities that helped mold my opinions on international policies.”

— NOLASCO (’08)

In today’s global economy, the skills needed to work in different cultures are becoming indispensable,” explains Baruch’s Global Student Certificate (GSC) Program Coordinator Lancia Yan. To encourage the development of those skills and to leverage Baruch’s diversity, the Weissman Center for International Business began offering the GSC Program in 2005. This interdisciplinary, co-curricular program for undergraduates builds appreciation for various cultures and for their idiosyncratic business practices.

IN TODAY’S GLOBAL ECONOMY, THE SKILLS NEEDED TO WORK IN DIFFERENT CULTURES ARE BECOMING INDISPENSABLE.”

— BARUCH’S GLOBAL STUDENT CERTIFICATE PROGRAM COORDINATOR LANCIA YAN.

The GLOBAL STUDENT CERTIFICATE Program

“The GSC Program had me participate in numerous intellectual activities that helped mold my opinions on international policies.”

— NOLASCO (’08)
Fecci’s passion for documenting the lives of civilians in the midst of armed conflict has taken her to some of the world’s most notorious war zones.

That experience and others like it inspired her to try her hand at focusing on the issue of families separated by war, a subject she explored in-depth in a documentary film entitled Western Sahara: Africa’s Last Colony. Working with friends and co-producer Shantia Blommen, Fecci created a film that follows the trail of Amna Didi, a Sahrawi woman separated from her daughter for more than 30 years by Morocco’s occupation of her tiny birth country. With 160,000 Sahrawis living in refugee camps and a struggle for independence that was all-but-known to the outside world, Fecci says she was inspired to tell the story in a way that would prompt action.

“One of the most memorable encounters as a photojournalist occurred in that region, where she met a father and son who were both part of an Irish army unit posted in the region for more than 30 years. “They had a very good relationship with the Lebanese community, and they were able to bridge so many gaps because of their own Irish history of conflict,” she recalls.

That observation, and others like it, inspired her to become a filmmaker and to tell untold stories so that no one would say, “We didn’t know,” says Fecci of her reasons for getting involved in photojournalism. But she became frustrated with the field, feeling that her work “didn’t make much of a difference.” So she switched to documentary filmmaking. “You’ve got enough time, and you’re not constrained by someone telling you who can speak and who can’t speak,”

With Justice for Darfur, a new docu-

When Joseph Onochie was a young man in Nigeria, he dreamed of becoming wealthy in his country’s booming oil industry. As a first step, he earned a bachelor’s degree in petroleum engineering from the University of Ibadan, one of Africa’s premier institutions of higher learning. “The last thing I wanted was to teach,” he says, gazing around his book-strewn office.

The road he took to becoming an associate professor of finance and academic director of the Zicklin School’s Executive MBA Program was a circuitous one, to say the least. It passed through New Orleans, where he lived for 11 years and attended Tulane, earning an MBA, and the University of New Orleans, where he earned a PhD in financial economics.

These days, Onochie teaches investments, risk management, and asset strategy to students pursuing Wall Street careers. “These are students who are tough and pragmatic,” he says of Zicklin’s Executive MBA candidates. “They don’t have patience. It’s not for the faint-hearted. We have to teach them things on Saturday that they can use on Monday.”

Onochie is also interested in economic development. He would like to see African nations emerge from poverty and dependence on international loans and subsidies.

Onochie would like to see African nations emerge from poverty and dependence on international loans and subsidies.

Tackling International Economic Development FINANCE PROFESSOR JOSEPH ONOCHIE

Onochie argues, African nations have much to gain from rethinking what Wall Street does. All over the world, he says, there is “a lot of money out there looking for a home.” With better functioning capital markets, more of it would flow to African nations.”

“Mozambique started a bond market, but it’s not working.” As a first step, Onochie is planning to take a look at the factors that promote the success of fledging capital markets versus those that retard their growth. He thinks there is plenty of data available at the World Bank and the UN. “I’d like to jumpstart something,” he says.

“My job is to synthesize informa-

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Dean Birdsell explains that the trip came from a series of inquiries from foreign academics. It became apparent that international students and what might be of most interest to China.

“With all the official business, there wasn’t much time for sightseeing during the trip. But Birdsell visited and marveled at the centuries-old Yu Yuan Gardens with its bridges, ponds, rosewood tearooms, and the corridor was lined with pinstriped diplomats gesturing graciously toward a full military color guard in formation in head-of-state-style formation.” The Baruchians met with former Deputy Mayor Jiang, now chairman of the People’s Consultative Committee, one of the top half-dozen positions in the Chinese government. “This was a big deal meeting,” Birdsell says. “We were even on the Shanghai evening news.” This trip was just the first step in Baruch’s emerging relationship with Chinese institutions. In Spring 2008, the College will host SJTU faculty for a conference addressing urban services for the elderly in Shanghai and New York. “We are exploring student and faculty exchanges in an active way as well,” Birdsell says.

The Peace Corps also changed the life of Elizabeth Chow (’97), who served in Uzbekistan as a community health educator. Chow became deeply attached to her host family and still keeps in touch with them. Chow first came to the U.S. at the age of 15 from Myanmar. She “felt very fortunate to be in America,” she says, and joined the Peace Corps in part because she wanted to give something back to her new homeland. For Chow, service to others has become a habit and a way of life. After the Peace Corps, she became a crisis coordinator in the post-9/11 effort and, after that, joined the AmeriCorps VISTA program, working for the New York City Coalition Against Hunger. “I have a hippie mentality,” she says with a smile. “I care about the human condition.”

Elizabeth Chow (’97, far right), who served in Uzbekistan as a community health educator, working side by side with the locals on farm chores.

“PEACE CORPS ALUMNAE: Out to Change the World

The Peace Corps is a transformative experience for everyone who serves in it, and Baruch alumni are no exception. Regardless of how their paths diverged in later years, Baruch graduates who spent two years as Peace Corps volunteers will tell you that the experience affected them profoundly.

CARMENZA CESPEDES (’96) is today a senior manager in Barclays Bank, based in London. She completed an MBA in 2005 and has ascended the corporate ladder quickly. Currently, she is launching a new product—a football-affinity credit card—for the bank. And yet, Cespedes’ Peace Corps days in Panama are anything but remote. “It was a major influence in my life,” she said via transatlantic phone. She is very interested in economic development. “Both poor and middle-class people need access to credit formation,” Cespedes says. “That means mortgages, business loans, credit cards. Economic growth depends on the movement of capital.”

AN MARITZEN (‘98), herself the child of immigrants, reports that her family “thought I was crazy” when she joined the Peace Corps in 2002 to work in El Salvador as a municipal development officer. “They thought I should be going out and making money,” she says. But she is proud of her service, strong to have been a role model to young women who had fewer options and less independence in life than she did. Martinez, now working as a management analyst at the Mt. Sinai School of Medicine, says the Peace Corps changed her. “I’m less concerned with my shoes, my hair, my makeup,” she says.

PEACE AND CHINA EMERGES from centuries of international isolation, Baruch College is poised to play a prominent role in the country’s academic future. Last spring, a contingent of eight Baruch faculty members, led by School of Public Affairs Dean David Birdsell, traveled to China to present papers at several of Shanghai’s leading universities.

Dean Birdsell explains that the trip came about from a series of inquiries from foreign academics. It became apparent that Baruch faculty shared a great many interests with their counterparts at Shanghai Jiao Tong University (SJTU). “So we began talking with them about a joint conference on municipal services,” Birdsell says. “We met with our counterparts and presented papers that described a portion of public regulation, public management, human service delivery, and nonprofit organizations and tried to make comparisons to what was happening in other nations and what might be of most interest to China.”

Needless to say, it was a busy week. “We arrived on Wednesday and had the conference at SJTU on Thursday and Friday,” Birdsell says. Some of the contingent had the weekend off, but Birdsell, along with Professors Doug Muzzio and Bin Chen, went to Tongji University and then Shanghai University of Finance and Economics. Birdsell lectured at both institutions. “We also spoke with administrators and faculty of the School of Public Affairs at Fudan University and East China Normal University,” he says.

“We are exploring student and faculty exchanges in an active way,” —Dean David Birdsell
What’s His Line? Queueing Theorist WILL MILLHISER

ESPN would have viewers believe that among life’s greatest thrills are extreme skiing at New Hampshire’s Tuckerman Ravine and hiking the Continental Divide Trail. Assistant Professor of Management Will Millhiser wouldn’t disagree (he’s done both), although he’d add one other: teaching at Baruch.

“There’s an energy in the Baruch classroom—I’ve never experienced before. It’s what I’d always hoped teaching could be but never had quite attained,” says Millhiser. An expert in queueing theory as well as an avid outdoorsman, Millhiser has taken an unusual path to the college classroom.

As an engineering undergrad at Lehigh University, Millhiser discovered both his fascination for queueing theory and his love of teaching. “Industrial engineering students were required to take Stochastic Models. And it was the queueing theory unit in this class that changed my life. Suddenly, I started seeing queues everywhere: the registrar’s office, the bookstore, the ATM machine. I became obsessed with queue design. My buddies—mostly engineers—listened to long orations about queueing theory as we stood in lines at dining halls and ski resorts.” A stint as drum major of the university’s marching band soon planted in his mind the idea of a career in teaching.

But Millhiser decided to do “the right thing”—pursue his expensive education—by putting it to use in corporate America where he graduated. He became a systems analyst for AT&T. “For rate America when he graduated. He got a double major of the university’s mathematics. When academic ambition returned, he signed on to a PhD program at Case Western Reserve University to study operations research.

Today, Millhiser is a recognized expert in the field of queueing networks. So what’s queueing all about? It’s the mathematical study of queueing networks and dynamic pricing (what airlines have been doing for years) to improve the responsiveness and efficiency of health care delivery. Their research may one day offer answers to fast-approaching health care dilemmas, as Baby Boomers demand these limited services at greater rates.

But are cutting-edge research and cutting-edge teaching enough for Millhiser? “It’s hard to sit still sometimes. But there are no two days in the classroom that are the same, and the research is always evolving. . . . There are the Donald Trumps of this world, and they are all about the dollars. And then there are the Will Millhisers, and they want to explore life and keep learning and keep growing.” —SUNE HARISAN

Baruch College has been both Briloff’s home and launching pad into the public arena since the 1930s, when he was the prize pupil of the revered Emanuel Saxe (‘23). Briloff was appointed to the faculty full time in 1944; he was named Emanuel Saxe Distinguished Professor of Accountancy in 1976; and, in 1987, he officially retired. But his has been an extremely active retirement. Though he is 90 years old and clinically blind, Briloff publishes his observations regularly in Accounting Today and other periodicals. He is best known for his book\n
Basic queueing models used in industry have been known for 50 years,” explains Millhiser. “But the area of the economics of queues is still being explored. . . . What prices should be charged to optimize the revenue to a company? There’s not only a mathematical side to this research but psychological and marketing sides.” Millhiser and his Baruch colleagues are right now exploring the intersection of queueing theory, scheduling theory; and dynamic pricing (what airlines have been doing for years) to improve the responsiveness and efficiency of health care delivery. Their research may one day offer answers to fast-approaching health care dilemmas, as Baby Boomers demand these limited services at greater rates. But are cutting-edge research and cutting-edge teaching enough for Millhiser? “It’s hard to sit still sometimes. But there are no two days in the classroom that are the same, and the research is always evolving. . . . There are the Donald Trumps of this world, and they are all about the dollars. And then there are the Will Millhisers, and they want to explore life and keep learning and keep growing.” —SUNE HARISAN

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Effects of Dynamic Pricing on Customer Value and Revenue (1992); Enhancing Customer Value with Dynamic Pricing (1999); and, most recently, Dynamic Pricing, Dynamic Demand, and Dynamic Revenue Management (2006). His most recent book, Dynamic Pricing, Dynamic Demand, and Dynamic Revenue Management, was published in 2010.

There are the Will Millhisers, and they want to explore life and keep learning and keep growing.” —SUNE HARISAN
Climate change is a global problem. But, in the coming decades, it is likely to wreak havoc on the regions where the world’s fastest population growth is taking place. Deborah Balk, associate professor in Baruch’s School of Public Affairs and associate director of CUNY’s Institute for Demographic Research, is the co-author of a new study that examines the situation through the lens of demographics, earth science, and the environment.

According to your research, a tenth of the world’s population lives in coastal areas 10 meters or less above sea level. Why is that a concern? Those areas are highly vulnerable to the rising sea levels and cyclones linked to climate change. They are also urban and densely populated. We live in the urban century, so we can expect more coastal city dwellers.

People are migrating coastalward? Yes. Coastal environments are extremely attractive to human settlement and have been historically, which is why they are disproportionately urban. China is a good recent example: its explosive economic growth has been accompanied by huge migrations of people from the interior to low-lying coastal cities. But the problem goes far beyond China. Three-quarters of the world’s countries with more than 100,000 people have some part of their largest city in low-elevation coastal zones. Almost two-thirds of urban settlements with populations greater than 100,000 people have some part of their largest city in low-elevation coastal zones. Most future urban growth will occur in Africa and Asia, but we can’t say for sure which cities will grow fastest or exactly where the migration patterns will originate. We can’t even say which cities are growing primarily from migration and which from the fertility of the existing population. But some things are certain: climate change has been brought about largely by the behaviors of the industrialized nations, and it’s the poorer nations that may have a greater burden from its consequences.

What are the specific dangers? Flooding, storm surges, erosion of the coast—these are all damage done by climate change. And as more people settle in these urban coastal areas, the population will likely place an increasing burden on local ecosystems, which are potentially protective against climate-related hazards, such as flooding.

What can be done to mitigate the risks? One obvious approach would be to encourage movement away from the coast in the most risk-prone areas. Yet more important may be modifications to the urban settlements themselves: making new investments in appropriate infrastructure and services, enforceable regulations, and economic incentives to attract population and businesses to safer ground. Cities are vibrant and dynamic. It’s time to view them—and their built environments—as offering new types of solutions and then implementing those solutions.

But isn’t climate change a greater concern for rural areas than for cities? It depends. Many people associate climate change with islands sinking into the ocean or farmlands becoming less arable—all expected, in many localities. But there are also serious implications for urban areas because they are densely populated and coastal and some deltaic. Look what occurred recently in Katrina.

Climate change is a long-term concern requiring a long-term solution. But the planning horizon of cities tends to be very short.

Are certain regions more vulnerable than others? Most future urban growth will occur in Africa and Asia, but we can’t say for sure which cities will grow fastest or exactly where the migration patterns will originate. We can’t even say which cities are growing primarily from migration and which from the fertility of the existing population. But some things are certain: climate change has been brought about largely by the behaviors of the industrialized nations, and it’s the poorer nations that may have a greater burden from its consequences.

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M. more than 400 alumni and graduates attended Baruch’s Honor and Alumnus Career Fair last June. By all accounts, the event, sponsored by Baruch’s Office of Alumni Relations, was an unqualified success. Amongst from about 40 companies collected resumes, met with candidates, and discussed their employment needs. According to Darryl Layna from the public accounting firm Grant Thornton, his company was there to hire, “It’s good to see people taking advantage of the opportunity,” he said. Most participants met with five to 20 companies, spending an average of five to 10 minutes with each. There were no reports of anyone landing a job on the spot, but participants were enthusiastic. Most said that owning a business (‘05) majored in human resources management and also serves on the board of directors for Newman Real Estate Institute at Baruch.

60 ANN (SIGMUND) CANN cites her experience as editor in chief of The Ticker as the start of her career franchishing. After holding editorial positions at Crown Publishers, William Morrow, and HarperCollins, she is retired and works freelance for several book publishers. Richard Perigolski, a partner in the real estate brokerage and finance firm Perigolski Swartz Associates, Inc., has been named co-chair of the institutional board of directors of the Northeast L. Newman Real Estate Institute at Baruch. He has been a board member since 2000 and also serves on the board of directors for Pathways to Housing, which provides housing and other services to the homeless.

61 Retired as city manager of New Rochelle, N.Y. Peter A. Knox is a hearing officer for Westchester County, Westchester Medical Center, and the N.Y.C. Hospitals Corp. Personnel Review Board. Richard Savo and his wife, Harriet, recently retired to Tampa, Fla.

63 Sandeep Bhatz owns Evesueh Associates, which helps public and private institutions get government grants and loans and oversaw economic development. In October he was appointed regional administrator of the U.S. Small Business Administration in New York. Richard R. Randall was appointed as an independent member of the board of directors of the House Systems Group, a manufacturer and distributor of home appliance products, as well as the chair of its new audit committee. He is currently chairman of the audit committee for Steve Madden Ltd.

65 Jeff Danowitz recently accepted the position of director of marketing for Baruch College. Danowitz has had over 25 years of experience at major advertising firms overseeing client direct marketing efforts. He has also held leadership positions at the Direct Marketing Association and Direct Marketing Club of New York.

66 George W. Fina, president of Michael C. Fina Co., is a recipient of the 2007 Ernst & Young Entrepreneur of the Year Award. In February Neil J. Motto, CPA, was elected to the board of directors of Micel Inc., a provider of communications IC solutions. He is a retired assurance partner in KPMG LLP and served as a SEC reviewing partner.

67 Global management consultant Barry Howard Minkin MBA has just published The Great Lie: The Threatened Western Civilization. His other books include Future In Sight: 100 Trends: Implications and Predictions That Will Most Impact Business in the 21st Century and Economopk: How to Survive and Prosper in the Coming Global Depression. He has been featured on Larry King Live, Smart Money, and Money Talk and quoted in the Wall Street Journal, The New York Times, and Fortune. He was formerly with the Stanford Research Institute and has been a board member since 2000 and also serves on the board of directors for Pathways to Housing, which provides housing and other services to the homeless. For decades the student Lamport Leaders were crucial to student life, first to the management of City Downtown’s House Plan system (known colloquially as “the poor man’s fraternity”—and sorority) and later, when the institution became particularly dependent of City College, as the Lamport Leaders Society. The student group was named after the first official Downtown City student center, Arthur M. Lamport House, a five-story brownstone mansion located off campus. When the Baruch College building, Lamport House was dedicated for student use in 1944.}

Speaker of the “House”: House Plan and Lamport Legend Irving “Greg” Greger

“My wife was jealous of the Lamport Leaders,” says Dr. Irving Greger, executive director of House Plan and Lamport House from 1951 to 1960 and head of the Lamport Leaders Society from 1960 to 1974. 

“I met with the student Lamport Leaders every Friday night for 25 years as part of leadership training. Sometimes I wouldn’t get home until after 2 a.m.”

A member of the staff and faculty from 1947 through 1986, Greger had a 39-year career at the College that straddled the institutional incarnations “City Downtown” and Baruch College. Each position, including his initial job as central treasurer, had a student relations component if not primary focus.

If Greg—a his friends know him—was devoted to the students, the students themselves were no less devoted to the institution, the city, and him. “Baruch has always been characterized by student service,” he says. For decades the student Lamport Leaders were crucial to student life, first to the management of City Downtown’s House Plan system (known colloquially as “the poor man’s fraternity”—and sorority) and later, when the institution became particularly dependent of City College, as the Lamport Leaders Society. The student group was named after the first official Downtown City student center, Arthur M. Lamport House, a five-story brownstone mansion located off campus. When the Baruch College building, Lamport House was dedicated for student use in 1944.

Famous for boweties, an ever-present pipe, and a wild egalitarian streak, Greg led the Lamport Leaders. By training and inclination, he’s an applied psychologist and an expert in group dynamics. But the students taught him as well: His teacher’s College doctoral thesis analyzed their training. Throughout the years, Greg devised innovative ways and venues to train and re-train student leaders—for their benefit and the benefit of the students at large. Anyone recall Freshman Camp? “There were any stand-out Lamport Leaders?” Greg is asked. The 68-year-old struggles to name a few notable leaders then shakes his head, dismissing the notion. “All the leaders were outstanding.” For him the Lamport Leaders demonstrate what is best about the Baruch student. Not unexpectedly, Greg remains in close contact with many former students and welcomes their correspondence. You can e-mail him at gregerplain@verizon.net.

“Greg says, ‘Stories beget stories.’ To learn more about this wonderful man, House Plan, and Lamport Leaders, look to the House Plan feature in an upcoming issue of BCAM.

Photo by Mario Morgado

Photo by Jerry Speier

“Greg says, ‘Stories beget stories.’ To learn more about this wonderful man, House Plan, and Lamport Leaders, look to the House Plan feature in an upcoming issue of BCAM.

Photo by Mario Morgado

Photo by Jerry Speier
26 BARUCH COLLEGE ALUMNI MAGAZINE

PHOTOGRAPHER

ELIOTT

LANDY

(‘64)

27 WINTER 2008

ClassNotes

Photograph By: Andy Katz

Noel Reitmeister

MBA

Noel Reitmeister (MBA), who received his MBA at Virginia Commonwealth University in 1986, worked with investment firms for a number of years. In 1993, he joined Credit Markets LLC, an important brokerage firm. With his background in finance and his experience implementing accounting systems for wholesale distribution and manufacturing enterprises, Mr. Reitmeister has become a leader in the development of computer systems for his firm.

Eli Mason

‘40

Eli Mason (‘40) remains an active member of the New York State Society of CPAs and is currently serving as Chairman of the New York State Board for Public Accountancy. Mr. Mason is a respected professional and has received many honors in recognition of his contributions to the profession.

DURING SIX DECADES AS AN OBSERVER, I have met and known a myriad of accountants—in public practice, as corporate executives, in government positions, as teachers, and in our national and state accounting organizations. To me, some are unforgettable and admirable.

Dr. Emanuel Saxe

Baruch College was tough and had strict standards. It was on the nominating committee. When I was appointed to the State Board for Public Accountancy by the New York State Board of Regents, Emanuel Saxe was already on the state board. When I was nominated for the presidency of the New York State Society of CPAs, Emanuel Saxe was on the nominating committee.

In November 1977, I was designated co-chairman of the Third Jerusalem Accounting Conference. I phoned Emanuel Saxe and told him, “You must come to the meeting and sit at my right hand.”

In his quiet manner, he asked, “Why must I go with you?” I replied, “Because I’m losing my eyesight, and I would like you to deliver a paper on malpractice suits against accountants.”

The meeting was attended by several thousand accountants from all parts of the world. The co-chairman was Lord Hirstfeld, the queen’s personal accountant. On the opening morning, Lord Hirstfeld was seated in the front row. I turned to my right and said, “Manny, have you addressed Lord Hirstfeld?”

1937, I registered for Accountancy, but did not stand exams. Seniors majoring in accounting were required to write a baccalaureate thesis on a topic approved by a thesis advisor. I had an evening job with RCA Communications, a subsidiary of Radio Corp. of America, and I requested permission to write my thesis on Accounting and Commercial Aspects of a Radiotelegraph Company.

In September 1942, I was drafted into the army, and after a year and a half, I was discharged. I had been a student of Emanuel Saxe, who had my thesis in his possession.

On May 21, 2007, I was honored by Baruch College with the William E. Schenck Distinguished Alumnus Award. I received a degree in accounting, and took a job teaching English in the New York public schools to help support his family. Dr. Saxe learned of an opening for a teaching assistantship at the State University of New York at Binghamton. He phoned Palker, who took the position. In time he became chairman of the accounting department and established a CPA firm, Palker & Lyons.

One of Professor Saxe’s bright students was Michael Del Guidice (‘64), who graduated from Baruch with a 4.0 average. Saxe learned of an opening for a technical assistant with the New York State Assembly Ways & Means Committee and recommended Palker, who got the job. Del Guidice worked his way up the legislative ladder and at the pinnacle of his ascent, he became secretary to Governor Mario Cuomo. After leaving government posts, Del Guidice became senior partner of Millennium Credit Markets LLC, an important brokerage firm.

Palker, Del Guidice, myself, and of course, the brilliant Abraham J. Brilloff [‘37, MS’41], as well as scores of other Saxe students, were mentored by him for his sincerity, integrity, and warmth. He was our teacher, advisor, and friend.

As a senior partner of Mason and Company, I/LP an accounting and tax firm formed in 1946, merged with J.H. Cohn. Eli Mason has held numerous influential positions in professional organizations, including the New York State Board for Public Accountancy, the American Institute of CPAs, the National Conference of CPA Practitioners, the Foundation for Accounting Education, and the New York State Society of CPAs. He and his wife are extremely active in their life of alma mater. He was the first President of the Baruch College Fund and subsequently named president emeritus of the BCF Board of Trustees. The main auditorium in the Field Building (also known as 17 Lexington Avenue) is named Mason Hall in honor of Eli and Claire, both Class of 1934. The couple supports the Claire and Eli Mason Professorship in Accounting, and the conference room on the third floor of the Administrative Building is named the Eli Mason Conference Room.

Philip Palker [‘42], who came from a working-class family in New York, attended Baruch College, received a degree in accounting, and took a job teaching English in the New York public schools to help support his family. Dr. Saxe learned of an opening for a teaching assistantship at the State University of New York at Binghamton. He phoned Palker, who took the position. In time he became chairman of the accounting department and established a CPA firm, Palker & Lyons.

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ClassNotes
operates Himalayan Herbs for Help, an herbal-distribution company based in Old Bridge, N.J. He has previously taught physics at the University of Ohio in Cleveland, worked as an engineering associate and a marketing manager, and owned a beauty salon. He is the founder of the Joint Committee of Indian Organizations (today known as the Federation of Indian Organizations). CRAIG R. MORRIS, a principal in the Syosset, N.Y., firm Craig Morris & Co., was elected secretary of the Nassau chapter of the New York State Society of Certified Public Accountants.

75 | Michael Fishoff (MBA) has been CFO of Cozy Inc., the fragrance company, since 2002. In February Barry F. Schip has joined Verasun Energy Corporation as senior VP logistics. Prior to this, he was general manager, planning and portfolio strategy, of Motiva Enterprises, LLC. STEVE YAMADA (MBA), CEO and founder of the Mayorgo Group, a global supplier of nutraceutical and specialty ingredients, was honored with the Lifetime Achievement Award at the 2007 NBIA Newport Summit, an annual event for leaders in the health and nutrition industry.

76 | In June Anthony F. Motoza (MBA) published the humorous Memoirs of a New York City Guy Bumping My Way Through 40 Years of Publishing. The former director of marketing services at People magazine, Motoza retired as senior VP of Mendelsohn Media Research in 2004. His autobiography details growing up in the neighborhood he calls “the nick-name capital of the world,” his days as a Brooklyn Dodgers fan, army life, surviving cancer, and dealing with retirement, among other subjects.

77 | RUTHE A. ACKER (MBA) was elected president of the Women’s City Collegian Club, a nonprofit educational and advocacy organization that helps shape public policy in the city. After 20 years as a classroom business and technology teacher at Clark County School District in Las Vegas, Nev., ROBERT BENVENIGA accepted a position as human resources recruitment coordinator for that school district.

78 | VICTOR O. BRAXTON (MBA) was appointed assistant VP of Selective Insurance Group. Previously he was VP and property service team leader for Willis of New York, Inc.

79 | The Public Company Accounting Oversight Board (PCAOB) has selected MARTIN F. BAUMANN as director of its Office of Research and Analysis. He had been deputy director of the office since joining the PCAOB in 2006. Prior to that he was executive VP and CFO of Freddie Mac. After years working for the Sony Corp. and Arthur Young (now Deloitte), JEFFREY O. DIAMOND opened a landscape and tree business, which has expanded into a full-service cleaning and demolition company with offices throughout Pennsylvania. FRANK MUSTO has been elected VP/chief financial officer of Franklin Electronic Publishers. Inc. Previously he was CFO of Polasome International, Inc., a manufacturer and distributor of flavor and fragrance ingredients. He resides in River Edge, N.J., with his wife and two children. In May the Kastlersk Gallery at Columbia-Greene Community College (SUNY) featured a retrospective of multimedia works by MARLENE VIDIBOR (MBA). She recently won an award from the New Jersey Center for Visual Arts and first prize in mixed-media from the Columbus County Council on the Arts 2006 Juried Show. Vidibor, who has taught courses in public administration at various colleges (including CUNY colleges), is based in Grafton, N.Y., and offers workshops in libraries, schools, and homes.

80 | RODNEY LOFTON, superintendent of the Trenton (N.J.) School District, was appointed to the Clark County School District in Las Vegas, Nev., ROBERT BENVENIGA accepted a position as human resources recruitment coordinator for that school district.

81 | A giving families the opportunity to explore the museum after dark and sleep among its exhibits—Martinez was their choice to run the program. Martinez renews the opportunity to spark children’s interests in history, science, and culture through the interactive programming she devises. She coordinates a program that brings more than 300 overnight visitors to the museum has helped Martinez hone her career interests.

83 | ELIZABETH N. LEADINGHAM holds a degree in French from Barnard College. LCAT was elected president of the Women’s City Collegian Club, a nonprofit educational and advocacy organization that helps shape public policy in the city. After 20 years as a classroom business and technology teacher at Clark County School District in Las Vegas, Nev., ROBERT BENVENIGA accepted a position as human resources recruitment coordinator for that school district.
The EXECUTIVES ON CAMPUS (EOC) program is dedicated to enhancing the quality of Baruch students' educational experience and career development. EOC members provide practical, real-world experience and help students develop a better understanding of their goals, the professional environment in which they will work, and the world in which they live.

EOC provides numerous opportunities for experienced, successful alumni to share their professional expertise with Baruch students. Activities include:
- One-on-one mentoring through the Executive-Student Partnership
- Classroom lectures
- JobSmart Career Hour panel discussions
- 2007 EOC Marketing Competition
- Baruch Entrepreneurial Network
- Baruch College and Merrill Lynch pro bono Entrepreneurship Challenge
- Financial Women's Association Mentoring Program
- Club presentations
- Interview opportunities
- Small-group industry briefings

For more information on participating in the EOC program, please contact the EOC office at 646-660-6098, yrelli_walker@baruch.cuny.edu, or visit www.baruch.cuny.edu/eco.

promoted to first VP/bunch coordinator of City and Suburban Federal Savings Bank. She joined the bank in 2000 as VP/bunch coordinator.

85 FRANK S. FRANKLIN (MS) was honored by the United Negro College Fund, along with former U.S. Presidents George H.W. Bush and Bill Clinton, at the organization's 63rd anniversary dinner in March. Franklin, who received UNCF's Greater New York Inter-Alumni Council's Distinguished Alumni Award, has served since 2001 as assistant to the provost/director of the SEEK program at Queens College. In his three decades at the college, he has served in a variety of positions, in addition to playing an active role in his community. Waterman Interests, LLC, a commercial real estate investment and operating company, has appointed ERIC HERLANS director of investments. Previously he worked at Reckson Associates Realty Corp. Winn-Dixie Stores, Inc., has named DAN PORTNOY (MBA) senior VP and chief merchandising and marketing officer. He most recently served as president and CEO of Kings Super Market in Parsippany, N.J. GERARD H. SCHMITT (MBA) has been named VP of marketing, Bethpage Federal Credit Union. He was previously VP for strategic marketing at Austin & Williams Advertising. He serves on the board of Tomorrow's Hope Foundation.

86 JOAN CHIN was named senior manager of talk channel operations at Sirius Satellite Radio. She has been at Sirius for seven years and in the radio business nearly 24 years. HOMER KREMER (MS) is licensed and active in New York real estate. A member of the Real Estate Board of New York and the National Association of Realtors, she specializes in commercial retail food properties.

87 BARBARA BREITER is owner of the Great Frame Up, a custom framing store and art gallery in Livingston, N.J. FABIAN VILLEGAS was named media supervisor at ID Media, the digital and direct media services company. With 20 years of experience in advertising, direct mail, telephone marketing, and DRTV, Villegas is the founder of LatinoDirect, Inc., a company specializing in marketing products and services to the U.S. Hispanic market.

88 TheStreet.com, the financial website, appointed STEVEN ELKES (MBA) its first chief revenue officer and executive VP of mergers and acquisitions. He most recently served as the CFO of Azoog. This fall FRED PALM (MBA) was named senior VP and controller at John Jay College of Criminal Justice. He is a member of the research team from John Jay that conducted the United Nations Crime Rate Data Study in 2005. In addition to teaching at the college since 1994, he has held positions within the Office of the New York City Comptroller.

89 In May EDWARD RUBIN was named president of holding at Entrust Financial Services, Inc. Rubin, who has also been appointed to the company's board of directors, was previously a director of holding. JEAN M. SAVITSKY, senior VP of Jones Lang LaSalle, was promoted to director for tenant services. Jones Lang LaSalle, a real estate management and services firm, has approximately 160 offices worldwide and operates in more than 450 cities in over 50 countries.

90 Judge JUAN MERCHEM was appointed to New York City’s Family Court in August 2006. He previously served in the New York State Office of the Attorney General, most recently as deputy assistant attorney general in charge of the Nassau County office. SUZANNE THOMAS QUINTERO was promoted to assistant VP and special counsel of tax, insurance, and privacy for Baptist Health South Florida. She has been special counsel and director at the company since 2003.

91 CHERYL GAGNE (MBA) was promoted to associate VP of patient care services at Southern New Hampshire Medical Center. She had been division director of the medical-surgical and intensive care units since 2000. HILARY JM TOPPER (EMBA) is CEO and president of HJM Communications, a full-service public relations, marketing, and advertising agency she founded in 1992. She is the recipient of numerous awards and has given many speeches and seminars about her field.

92 EVAN K. CAMPBELL was promoted to regional VP of the Landlord, Maryland/Washington, D.C., area Enterprise Rent-A-Car. Financial services company BB&T has promoted TIM COCHRANE (MBA) to senior VP. He is the seventh public relations, marketing, and advertising agency she founded in 1992. She is the recipient of numerous awards and has given many speeches and seminars about her field. YVEILL WALKER STANFORD (MBA ’99) has joined Baruch’s Office of College Advancement as director of the Executives on Campus program. She most recently served as a business manager with the Port Authority of New York and New Jersey.

93 In March KAREN BOWEN-TOWNS (MBA) was named senior VP of Touchstone Investments as an external investment research provider. She previously served as the Director of Research for the New York State Teachers’ Retirement System.

94 JOHN DU is a partner at Jun He Law Offices, a PRC-based firm with a heavy presence in China. He is a member of the New York State Bar Association and the New York City Bar Association.

95 STEPHEN M. SHIELA has joined Jefferies & Company, Inc., as senior VP and sales trader in the equity department. Previously he was an account executive at Sanford C. Bernstein & Co., LLC.

96 PEREZKAZ ROZARMA (MBA) is a Bollywood actress who also does strategic marketing for her family’s poultry business.

97 GARY BELL was married in 1999 and has two daughters, Juliet and Jena. In July MICHAEL A. FOX joined Touchstone Investments as an external wholesaler. Previously he was senior specialist in the Global Transaction Services Group at Touchstone Investments (MSEd) was recently appointed principal of Manhattan’s High School of Economics and Finance. In September PATRICIA YONGCHEN WANG and Gordon Lee were married in Great Neck, N.Y. She is the senior financial accountant in the finance department at WABC-TV. He is an assistant engineer for the New York State Transportation Department.

NEW BCAA President DOUMER ISAAC (’78)

TEAFASTINITY characterizes the Baruch College Alumni Association’s newest president, Doumer Isaac. Isaac has been an active member of the Baruch College Alumni Association (BCAA) for over 20 years, an employee of the New York State Department of Taxation and Finance for the past 33 years, and married for 37 years. When he says that during his presidency he will accomplish our goals, we can be confident that he will talk the talk and walk the walk. As the BCAA’s newest president, we encourage our registered members to become more involved, and, of course, we want to contribute to the conversation.

New York's first tax examiner, he joined the BCAA in 1962 and is a member of the New York State Society of Certified Public Accountants. The new president has many goals for himself and the BCAA. "I will work hard to make the committees more active—to reflect our vibrant organization and accomplish our business. I will encourage our registered members to become more involved, and, of course, we encourage our members. The BCAA offers a vast array of networking, social, and volunteer opportunities. Each year over 5,000 members support the BCAA’s mission to serve the Baruch community, and to learn more about the BCAA, log on to www.baruch.cuny.edu/BCAA.

DIANE HARRIGAN
An Opaque War
By FREDERICK HARRISON ('55)

"The belief that 'Intelligence' knows or should know everything, as it does in the movies and on TV, is a delusion. 'Cold War shillers, ignorance reality," explains Hannah Crossman, the main character in Harrison’s first novel. In Opaque War, Harrison tells the story of a CIA analyst who discovers that the U.S. government has been deceiving the American public. The novel is set in the 1980s, during the height of the Cold War, and follows the career of a young analyst named Thomas Leland, who is tasked with uncovering the truth behind the government’s lies.

Marketing from the Trenches: Your Guide to Retail Success
By RUDY WALDNER ('88)

In Marketing from the Trenches, Rudy Waldner ('88) offers important marketing tips backed by commonsense principles, hands-on experience, and a contagious positive outlook and sense of fun. Waldner has grown profits in single-unit businesses as well as multi-unit, nationwide companies and has held positions at every level, from car-wash attendant to vice-president of operations and marketing. "Success in every business is anchored by only one thing — a happy customer," Waldner writes. "Customer service and location drive 90% of your business. That's the point. So put your customers first, and you'll be all right." So what can a business owner do? Waldner’s three-step approach is self-contained and self-sufficient (no big marketing budgets required): 1) keep your business pristine and welcoming; 2) hire the right people and treat them well; and 3) create lasting business partnerships using common sense, manners, and follow-through. (The fourth tip might be, "Buy this book.") Packed with cartoons and graphs, Marketing from the Trenches is fun, informative, and very readable. —DH

In August New York City Police Commissioner Raymond Kelly announced the appointment of ANTHONY J. GARY (MS) as executive director of the New York City Police Pension Fund. Lieutenant Gary, who was previously president of the Lieutenants Benevolent Association, began his career with the N.Y.C. Police Department in 1973.

Married in 1998, KARA LEWIS ('88) has two children, Burnham and Macy. She teaches fifth grade at the Friends School in Locust Valley, N.Y. DAVE MANN ('88) graduated from the Orlando, Fla., Sheriff Academy, and has married and is now a detective. RICK NARDIS (MBA) was named deputy chief investment officer of Alternative Investment Solutions, a multi-manager provider within UBS Global Asset Management’s Alternative and Quantitative Investments platform. ROY WERN '92 was one of 25 students honored in May by the East Stroudsburg University of Pennsylvania chapter of Sigma Xi, the international scientific research honor society. She completed a BS in applied mathematics at ESU and hopes to pursure a career as an actuary. JEFFREY WOO ('92) passed the Bar exam with the New York State Bar Association, and has also joined a six-year career in security. —GM

In July ROBERT ARBITRIO and Melissa D’Antonio were married in Willowbrook, Staten Island. He is a senior financial analyst at New York University and she is a grade-school teacher. The couple lives in Westerleigh.

This fall entrepreneur TANAKA DARES is launching mYard-usa.com, a city guide and search engine featuring businesses owned by Caribbean Americans, African Americans, and Latino Americans. ROMENA ROUH ('93) has been a teacher with the N.Y.C. Department of Education since 2003.

CPA OREN FRANKS has been with Veterinary Advisors since January 2006. Previously he was senior auditor at Ernst & Young LLP. Army Reserve Spec. SIEGEL M. GIANTO-BONNE graduated from basic combat training at Fort Jackson in Columbia, S.C. MELANIE SACKHEIM has a new position as account executive with Alice + Olivia Fashion Company.

AARON RUSSELL (MS) and Pattison McDermott were married in April during the 12th semester of education. He is the executive director for the Donald and Paul Smith Family Foundation, a nonprofit that sponsors public policy debates, and is studying for a law degree at Fordham. She is the president of the online division of Avon Products in New York.

In May MARY-ALICE ELIZABETH GRECO (MS) and Daniel Paul Guralchuk were married in Rosebank, Staten Island. She is an operations manager with Integrate Finance Limited; he is pursuing an MBA at Baruch and is a project manager and electrical engineer with Con Ed. LEE HAYES (MBA) has continued on page 35.
Entrepreneurial alumni in all disciplines have been followed in Bernard Baruch’s footsteps over the years, and, as the recent sales of two companies founded by Baruchians attest, alumni have achieved success in industries from real estate to finance. Bill Newman (’47, LLD ’97), founder of New Plan Excel Realty Trust Inc. (bottom right), and David Krell (MBA ’71), co-founder, president and CEO of the International Securities Exchange Holdings Inc. (top left), each recently sold companies that they built from the ground up.

Newman, New Plan Excel Realty Trust, one of the nation’s largest real estate investment firms with a national portfolio of 467 shopping centers, was acquired in April by Empire Properties Group in a deal valued at $6.2 billion. The resulting firm, now named Centro, will be one of the nation’s largest and the first all-electronic real estate investment firms with a national portfolio of 467 shopping centers, was acquired in April by Empire Properties Group in a deal valued at $6.2 billion.

Bill Newman and David Krell are self-made men in the best Baruch tradition.
—PRESIDENT KATHLEEN WALDRON

Baruch College’s traditional roots in financial education supplied David Krell with the tools to launch International Securities Exchange Holdings, one of the nation’s largest and the first all-electronic U.S. options exchange, which began trading in 2000. Krell, who has taught graduate students at Baruch and Rutgers as an adjunct professor, brokered a deal to sell the company for $2.8 billion to Eurex, which is jointly owned by the German stock exchange Deutsche Bourse and SWX Swiss Exchange, in May and announced his plan to retire in January 2008. Krell will become chairman of the ISE Board of Directors at that time. Krell has funded the David Krell Chair in Finance at Baruch College, which is held by Professor Turan Bali. “Bill Newman and David Krell are self-made men in the best Baruch tradition,” said President Kathleen Waldron.

Newman and Krell are Trustees of the Baruch College Fund.

Baruch Alums Build Value

In Memoriam

ALBERT ELLIS (’34), an influential and provocative figure in psychotherapy, died in July at the age of 93. The founder of the Institute for Rational Living, now the Albert Ellis Institute, he developed an approach called rational emotive behavior therapy in the 1950s. This short-term treatment, which focused on the patient’s current situation and encouraged making immediate changes, challenged psychoanalysis, the popular treatment of the day. His methods helped provide the basis for cognitive behavior therapy and paved the way for the type of straightforward counseling provided by television personalities such as Dr. Phil. After graduating from what was then called CCNY Downtown with a degree in psychology, Ellis pursued a career as an entrepreneur and fiction writer. In 1940 he obtained a doctorate in clinical psychology from Columbia University. According to the New York Times, Ellis was inept and charismatic, “the Lenny Bruce of psychotherapy.” In addition to collaboration with Dr. Alfred C. Kinsey in his groundbreaking research on sexual behavior, Ellis was the author or co-author of more than 75 books, several of them best sellers. In 1985 the American Psychological Association presented Ellis with an award for “distinguished professional contributions.” He is survived by his wife, Debbie Jeffer Ellis, a psychologist and former assistant. ERWIN H. EZZES (’38) died in June. During World War II, he served as lieutenant colonel, secretary to the general staff, under General Eisenhower. Later he was president and CEO of United Artists Television Corp. and a consultant to 20th Century Fox. He is survived by his wife, Marylin, and two sons, Steven and James. Gifts in his memory can be made to the Erwin H. Ezzes Scholarship Fund, c/o The Baruch College Fund.

SIDNEY L. GROSSFIELD (’63) passed away in April in California. A retired CPA, he volun- teered with the Carlsbad Police Department and with the Jewish Family Services First Five Program, mentoring preschool children.

ClassNotes

PHILIP R. GERARD ’35
Sylvia Wilmer Morrison ’35
Abraham Pass ’35
Morris Zinm ’35
Miriam B. Fournester ’37
Philip Defliese ’38
Irwin A. Schapio ’38
H. Richard Davis ’40
Arthur Fox ’40
Arthur L. Kenny ’52
Benjamin L. Lubitz ’40
Irving Luckman ’40
Jerome Silberberg ’41
Sylvia Kornar ’42
Alexander Samuels ’42
Harvey Rosenzweig ’42
Samuel H. Kaplan ’43
Jacqueline Paveres ’46
Jerome Rosen ’47
Charles D. Bodin ’48
Sidney H. Firestone ’48
Paul W. Miller ’48
Victor Pachter ’48
Joseph C. Gilbert ’49
Harvey Hoffman ’49
Milton K. Rosenberg ’49
Justin S. Tannenbaum ’49
Lester Fredel ’50
Norman Getlan ’50
Davon L. Levy ’50
Joshua Grouer ’54
Daniel Klingenhofer ’54
Harvey A. Isaacs ’57
James. Gifts in his memory can be made to the Erwin H. Ezzes Scholarship Fund, c/o The Baruch College Fund.

Terry Schenkman ’67
Raymond E. Morzan ’70
Harold J. Pohl MBA ’74
Stanley Pomerance ’74
George A. Means ’76
Daniel M. Postman ’76
William W. Lord MBA ’77
Richard E. McLoughlin ’78
Glenn J. Ghezzi ’80
Carry Kalish ’80
Eric Minta MBA ’80
Hugh Payne ’80
Edwin Garcia ’80
Edith F. Mannes ’88
Lila Hughes ’87
Kyle J. Beard ’90
Danielle Bemine ’91
Leonardo Deluca ’92
Simon A. Rogers ’96
Elena Kasymyra ’06
NYONE FAMILIAR with the FOX hit show So You Think You Can Dance knows how much hard work and sheer talent it takes for a contestant to become a finalist. Once they’re chosen from thousands of hopefuls, these young performers must then learn new choreography every week and compete in a variety of dance styles on live television, with very little rehearsal.

For Baruch junior Faina Savich, who was part of this elite group in the show’s third season, the experience was unparalleled. “I’ve never been in an environment with so many people with a dance background,” she marvels. “I learned so much working with different choreographers. It was amazing!”

Faina, who was born and raised in Moscow, is no newcomer to the art. She began studying Russian folk dancing at the age of nine, later switching to Latin ballroom. She and her brother, Stanislav (a finalist on last season’s SYTYCD), have been partners for over 10 years, dancing in competitions internationally.

After moving to New York with her family seven years ago, Faina attended Edward R. Murrow High School in Brooklyn. For college, “I decided to study business because it’s something I can use in whatever I do,” she says. Baruch was her first choice.

After her televised crash course in various forms of dance, Faina signed with an agency to line up performing engagements. The business management major (her GPA is 3.6) also gives Latin ballroom lessons to children, teens, and adults. “I never realized how much all people like to dance,” she says of her students. “And how much it means to people who never danced before.” They, like many television viewers, are no doubt inspired by this gifted performer.

—MARINA ZOGBI
I am driven by a passion to succeed.
I am investing in my future.
New York City is my campus.

BARUCH COLLEGE
IS MY SPRINGBOARD.