Reaching New Heights of EXCELLENCE

Baruch ALUMNI

Baruch Strong Career Services
New Course Initiatives
Zicklin's 5-Focus Strategy
Nation's Fastest-Growing Public Affairs Program
21st Century Literacy Tools
Fundraising Campaign
Improved Eco Friendly Facilities

How the ENTIRE College Community Contributes!
THE 2009 COMMENCEMENT was a day of celebration and triumph. Its theme was one every Baruchian can relate to: perseverance. Special guest speaker New York City Mayor Michael Bloomberg (center, right) told the crowd, “Nothing ever happens without hard work.” Echoing those same sentiments and advice were speakers Sidney Harman (’39) (above, left) and Baruch College President Kathleen Waldron (above, right). Harman, founder and chairman emeritus of Harman International Industries and the creator of the College’s prestigious Harman Writer-in-Residence Program, was awarded an honorary Doctor of Humane Letters (LHD). Also exemplifying the Baruch College ethic and drive was alumnus Milton Cooper (’49) (inset, far right), chairman, CEO, and co-founder of Kimco Realty Company, who received an honorary LHD degree.

More photos online at www.baruch.cuny.edu/commencement.
Baruch College Alumni Magazine

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Contending with a difficult job market, many of the best students are continuing their education postgraduation. Meet one of them: José Bayona (’09), winner of a prestigious business journalism scholarship.

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Reaching New Heights of EXCELLENCE

Baruch College is reaping the benefits of more than a decade of strategic planning and implementation. Go behind the scenes and learn how we are reaching new heights of excellence with innovative curricula, insightful conferences, targeted research initiatives, modern facilities and technology, student and alumni services, and a new fundraising campaign. Read about how alumni play a crucial role in Baruch College’s steady rise.
PRAISE FOR “GOING GREEN” ISSUE
I love the special magazine edition on green integration and like that it included profiles of individuals who demonstrate the entrepreneurial spirit needed to deal with sustainability.

The article on alumna Amy Hagedorn (’58) and her revitalization initiative, Sustainable Long Island, inspired me to think about application of her work and model to other towns. I will visit Sustainable Long Island’s website.

I want to learn more about what Baruch is doing to go green and see if there is anything I can do to further the effort. Baruch’s leading this trend among universities is great.

TARRIL ROBERTS MBA ’03

Read the latest magazine update on sustainability at the College on page 8.

Also, you can keep up with what’s going green and greener at Baruch College by visiting www.baruch.cuny.edu/sustainability.

I am thrilled to know that my alma mater is “going green”! As the co-owner of a green business, Bio-Botanicals™, I can appreciate the challenges the university is facing.

Bio-Botanicals’ all-natural products are made with the philosophy that life sustains life: if we are good to our bodies, our bodies will be good to us; if we are good to the planet, it will be good to us. Bio-Botanicals’ products are maintained to benefit our customers and our planet. So I can really relate to Baruch’s new Styrofoam-less cafeteria and service-oriented Freshman Seminar, for example.

I am confident in Baruch’s ability to not only achieve Mayor Bloomberg’s “30 in 10” challenge but to go above and beyond by developing environmentally conscious students who will turn into trailblazing alumni! I should know—I’m one of them.

STEPHANIE DAVE ’06

We at Hobcaw Barony were thrilled with your idea of linking an article on our preservation with the magazine’s issue on sustainability [“The Baruchs’ Natural Legacy,” BCAM Winter 2009, page 14]. I enjoyed reading the other articles in this issue as well and will want to follow Mindy Engle-Friedman’s research on change—what will make people change their behavior and attitudes toward the environment. Reading about Timothy Hoellein’s dolphin training, prairie dogs, ferrets, and fungi made me want to start my career all over again!

LEE G. BROCKINGTON
Senior Interpreter, Hobcaw Barony

BEARCAT WHO?
Bearcats? Bearcats? I’ve visited the zoos in five boroughs and have never seen a “bearcat.” Baruch’s new mascot has the color, facial markings, and teeth of a white tiger (BCAM Winter 2009, Backstory, page 37), but he’s not Benny the Beaver. I was quite happy with our sports teams being the Beavers. The beaver is a hardworking, industrious creature. We students could identify with it. Perhaps Baruch’s teams should be the “Alley Cats”?

As the departing beaver said to his wife, “Frankly, my dear, I do give a dam!”

EDWIN K. SPERLING ’55

For the record: Today’s City College still uses the beaver for its mascot. When Baruch was “City Downtown,” before it became a senior college within the City University of New York system in the late 1960s, it shared the beaver mascot with other City College schools.

BE HEARD: Support Baruch College/CUNY
Do you care about the future quality and affordability of public higher education in New York City?
It’s no secret that 2009 is a very difficult budget year—and 2010 may be even harder. It’s also no secret that CUNY colleges annually provide higher education to 244,000 New Yorkers (82,000 of them degree-credit students). Baruch College’s student body alone numbers 16,000.

Don’t let shortfalls in support limit the opportunities your alma mater can provide. Communicate your views in favor of funding Baruch College to city, state, and federal legislators and officials by visiting www.supportcuny.org today. Thank you for your support.
BARUCH COLLEGE was ranked as one of the 50 best value public colleges in the nation for 2009, according to a Princeton Review/USA Today survey. The organizations released their list of the 100 “best value” colleges at the beginning of the year, dividing the honorees equally into public and private categories.

“Baruch’s Gramercy Park neighborhood location puts students in the middle of Manhattan’s shopping, dining, and culture. The location also offers endless opportunities for networking and internships,” wrote the Princeton Review’s editors in their profile of the College. “Baruch’s Zicklin School of Business—housed in a brand-new state-of-the-art facility—is home to one of the best public schools for accounting in the world,” they added.

The “best value” survey polled administrators and students from more than 650 public and private institutions across the country. Schools were rated according to more than 30 criteria, including academics, cost, and financial aid. USA Today described the purpose of the survey as “shining a light on schools that provide high-quality academics at a reasonable price.”

This distinction has been added to the College’s growing list of accolades. A list of Baruch’s recent honors and rankings can be found on the College’s website at www.baruch.cuny.edu/about/glance.html#tophonors.

—OLAYINKA FADAHUNSI

Undergrads Come of Political Age

“T he U.S. economy is in bad shape but is resilient and will bounce back” was the message delivered by New York State Congressmen Charles Rangel and Anthony Weiner during the first of three student-oriented seminars held at Baruch College last semester. Titled “Government for the New Generation,” the seminars were developed by Baruch’s Undergraduate Student Government (USG). Also featured were former New York Governor Mario Cuomo and Daniel Doktori, director of higher education for Governor David Paterson.

Ben Guttmann (‘10), USG’s former vice president, said the talks were created to help students gain a greater understanding of today’s global problems. “This is a pivotal moment in history, and bringing people to campus to discuss key issues is an important service,” he said, adding that the “reputation of the College also benefits.”

A more politically attuned student body learned facts and weighed opinions. Weiner told the crowd, “The time of small government is over. We are in the process of re-establishing the marketplace and mopping up the mistakes made in the economic foundation.” Rangel urged people to think about “what we have to do and where we have to go in order to continue to be the great leader of our world.”

Cuomo, who zeroed in on President Barack Obama’s role in shaping the future while confronting problems such as terrorism, said that the president “has a unique chance to influence not only our nation’s future but the world’s future for better or for worse.”

—BARBARA LIPPMAN

Baruch’s Quants Take on the World AND WIN!

In a competition open to undergraduate and graduate students from the entire world, to have 10 percent of the winners come from only one program is a remarkable achievement and a testimony to the strength of Baruch’s students,” said Dan Stefanica, director of the College’s MS program in financial engineering, upon learning the results of the 2009 Interactive Brokers Collegiate Trading Olympiad. “Six of our students were in the Top 62, the prize seats.”

The students competing in the financial olympiad created and implemented a real-time program-trading application. Those whose trading technology generated the highest profits earned cash prizes.

With a 73 percent strategy return, Vladimir Toshchevikov (’08, MS ’10) ranked seventh in the competition and received a $10,000 prize. With rankings ranging from 14th to 53rd, John Jurcevic (MS ’10), Eugene Krel (’08, MS ’10), Rachit Lahoti (MS ’10), Carl Schmidt (MS ’10), and Shlomi Ben Shoshan (MS ’10) received $1,000 prizes. Students from 12 other countries were among the top contestants.

This isn’t the first time that the Weissman School of Arts and Sciences graduate students have outperformed the competition. In the year the contest began, 2006, Baruch’s Bharath Govindarajan (MS ’06) took second place. In 2007 Gus Tsahas (MS ’07) took second place. Andy Nguyen (MS ’08) and Alain Ledon (MS ’08) won prizes in 2007 and 2008, respectively.

Interactive Brokers Group, a worldwide leader in market-making and broker-dealer services, sponsors the contest to highlight the need for tech-savvy students in the financial industry.

—DIANE HARRIGAN

Views from the Corner Office
WILLIAM E. MACAULAY (’66)

“Energy self-sufficiency in the U.S.? It’s a nice idea, but it’s not possible,” said William E. Macaulay (’66), chairman and CEO of First Reserve, one of the 10 largest private equity firms in the world. Macaulay was interviewed by Larry Zicklin (’57), former chairman and managing partner of Neuberger Berman, LLC, at the spring 2009 launch of the Zicklin Graduate Leadership Speaker Series. The two treated a capacity crowd to a candid conversation on a wide range of topics, including career planning, leadership, and the energy industry. Here are some highlights. For more, go to the College’s Digital Media Library at www.baruch.cuny.edu/dml to watch the entire conversation. —DIANE HARRIGAN

His career path: “A lot of it wasn’t planned.” Macaulay’s first encounter with the energy industry came at Oppenheimer Funds, his second job after graduate school. “It was an arbitrary decision that took a kid from the Bronx and put him in energy.”

How he makes business decisions: “I’m like a big sponge, taking in information. I read three to four newspapers a day. I read books. I do my own research—not necessarily Wall Street research.”

Where he acquired his most important skills: “As an undergraduate in art appreciation, literature, and English courses. But I didn’t think so at the time.”

Picking companies/business partners: “I’ll pick a very good management team over a very good asset (ideally you’d want both). And how do you know a good management team when you see it? Sometimes you don’t. And, remember, a team is not one person.”

Where the U.S. stands in energy savvy in relation to other countries: “We are the biggest and most important economy in the world, but we’re not the only economy, and we’re not always the most advanced in terms of our thinking. In a number of areas in energy, the rest of the world is ahead of us.”

Developing alternative energy: “Alternative energy is expensive energy: it requires enormous amounts of funding.”

What the U.S. should do to safeguard its energy needs: “We need to diversify geography and diversify source. We need it all: oil, gas, coal, solar, nuclear, and wind. We also need to encourage efficiency, like driving smaller cars and insulating our homes better.”

In 2007 Macaulay and his wife, Linda, donated $30 million to City University’s Honors College (since renamed the William E. Macaulay Honors College). Both Macaulay and Zicklin have been awarded honorary doctorates from Baruch College in recognition of their philanthropy and business achievements.
MATHEMATICS SUPPORTED BY NATIONAL GRID FOUNDATION

As part of its commitment to support advancements in education, the National Grid Foundation awarded Baruch College a $15,000 grant to fund a pilot program aimed at improving students’ mastery of mathematics. The program consists of a series of video tutorials developed by Baruch mathematics faculty to address specific areas in the students’ overall mathematics experience. Approximately 80 percent of Baruch’s undergraduates pursue majors in the College’s Zicklin School of Business, studies for which highly developed quantitative reasoning and math skills are essential.

The tutorials will be available to students online 24/7. “It’s a bit like virtual office hours,” says Mathematics Professor Walter Wang, coordinator of the new tutorial program. “We’re teaching students how to take advantage of technology to enhance their learning experience.”

National Grid Foundation Executive Director Robert G. Keller said, “This initiative will motivate students to better understand higher-level mathematics and more aptly prepare them in a world of economic challenge.”

—ZANE BERZINS

BPAC, Incubator for the Arts

ON A THURSDAY AFTERNOON LAST spring, the “green room” on Level B3 of Baruch College’s Newman Vertical Campus was filled with several members of the Acting Company resting, eating, and making technical adjustments between their matinee and evening performances of Henry V. It was a busy, though typical, week for BPAC (Baruch Performing Arts Center) and for John Malatesta, BPAC’s managing director. That week BPAC hosted the Milt Hinton Jazz Perspectives Series; the Modern Dance Company Chase Brock Experience; the Alexander String Quartet, BPAC’s resident chamber music group; and the Acting Company, which was in residence.

Still to come that week was The Spy, a dramatic adaptation of James Fenimore Cooper’s novel, with a pre-show onstage dialogue about the author. Among those attending were Henry Cooper, the great-great-grandson of the 19th-century author.

“Incubator for the Arts” has been BPAC’s signature tagline since its opening in 2002, and the center continues to excel in its mission to bring the performing arts to the Baruch College community and New Yorkers alike. BPAC’s catalog of events and programs is daunting.

Year round BPAC hosts an extensive array of musicians, dancers, and theatre companies, originating from Gramercy Park to Manipur, South Asia.

Last fall Irena’s Vow, Dan Gordon’s one-act play, starring acclaimed actress Tovah Feldshuh, debuted at BPAC’s Rose Nagelberg Theatre. The play dramatizes the true story of Irena Gut Opdyke, a Polish Catholic nursing student who housed 12 Jews in the basement of the home of a Nazi major. Irena’s Vow went on to open at the Walter Kerr Theater on Broadway. The three-month run at BPAC sold out and successfully raised the money and notice needed to transition to Broadway.

“Incubating” events continue to be in the works. In preparation for a possible residency for the National Yiddish Theatre, Theodore Bikel will be performing his solo show in November. Recently Malatesta instituted 55 UnderGround, a concert series for local musicians on the rise. He also maintains relationships with international consulates that provide contacts with global artists for the World Music Series.

—TERRI CAMPION

To learn more about upcoming performances, visit BPAC online at www.baruch.cuny.edu/bpac.
Global Affiliation for Master’s Program

“Given the current turmoil in the financial markets, the need for individuals trained in the preparation and analysis of financial statements and the valuation of securities has never been more acute,” said Professor of Accountancy Aloke Ghosh, director of the Zicklin School’s Executive Master of Science Program in Financial Statement Analysis (EMS-FSA). Just one year old, the EMS-FSA Program earned impressive international recognition this spring when it became a program partner with the CFA Institute. The institute, a global association of investment professionals, awards the prestigious Chartered Financial Analyst (CFA) designation.

Baruch College’s EMS-FSA Program is the only tri-state graduate academic program to be granted a CFA partnership, making Baruch one of only 27 colleges and universities in North America to enjoy a professional affiliation with the institute.

“The CFA imprimatur tells the world that Baruch College runs a premier program, one that will help students advance their career in the analysis of financial documents,” said Zicklin School Dean John Elliott. “Regulatory agencies such as FASB and the SEC urgently need people with this expertise.”

With an interdisciplinary approach to the study of financial markets and the valuation of assets, the EMS-FSA Program prepares executives for positions in commercial and investment banks, hedge funds, insurance companies, and brokerage firms.

Details of the program are available at www.baruch.cuny.edu/zicklin/programs/exec.

—ZANE BERZINS

Our Own Smithsonian Celebrates a Life Worth Remembering

For over a century, the Smithsonian Institution has been collecting artifacts that mirror American history and enrich cultural understanding. Many of its “relics” are personal belongings and symbolic items, from Thomas Edison’s first light bulb to Archie Bunker’s chair. For 22 years, Baruch College has been adding items to its own Smithsonian, the Baruch Archives. These collegiate treasures allow Baruchians to reflect on how our legacy has evolved. Not surprisingly, many items directly relate to Bernard Baruch, the College’s namesake.

A chemistry textbook owned first by Dr. Simon Baruch and later given to his son Bernard was donated last year by science librarian and book collector Bob Michaelson. Michaelson noticed the Baruch names inscribed on his copy of A manual of chemistry on the basis of Turner’s Elements of Chemistry (published in 1857). “Presumably physician Simon bought the book as a medical student and passed it to Bernard when he entered college,” said the Illinois collector.

College Archivist Sandra Roff is equally excited about another recent gift. Awaiting authentication is one of Mr. Baruch’s conference room chairs. The chair is part of a multi-item gift from the Museum of American Finance and its founder and chairman of the board of trustees, John Herzog.

—DIANE HARRIGAN
The response to Baruch College Alumni Magazine’s last feature, “Going Green: What Baruch Is Doing Behind the Scenes to Become More Environmentally Friendly,” was so positive that we thought readers would enjoy a green update.

Baruch College continues to develop a wide range of initiatives to become more environmentally sound, from working to resolve on-campus recycling issues with specially designed bins to planning for the renovation of the Field Building at 17 Lex, with a goal of LEED silver certification.

Last spring Baruch celebrated its first Green Week, during which the College community and guests gained insight into sustainability issues. A highlight was the daylong conference hosted by the Robert Zicklin Center for Corporate Integrity entitled “Greenwashing: The Realities of Promoting Green Business Practices in the Corporate World.” The event, which featured guest speakers from the Federal Trade Commission, BusinessWeek, and Greenpeace, explored how companies brand themselves as environmentally friendly while still resorting to wasteful practices (the ecological equivalent of “whitewashing”).

The College’s curricula are also getting greener. Come Fall 2009, undergraduates will be able to minor in environmental sustainability. The interdisciplinary minor was developed jointly by the Weissman School of Arts and Sciences, the Zicklin School of Business, and the School of Public Affairs.

Students, too, remain on the forefront of sustainability with the new student club ECO (Environmental Cooperation Organization) founded last semester. Freshman and operations management major Joe Roberts (‘12) launched the club. “Greening is the future, so it really doesn’t matter what industry you end up in after you graduate. Sustainability is going to be a part of every industry in some shape, size, and form.”

—HEATHER SCHULTZ (‘08)
When Danial Levent graduated in May, he left Baruch College with not only a bachelor's degree in international marketing but also the honor of being the finest player in the history of the men's volleyball program.

Levent, a three-time City University of New York Athletic Conference (CUNYAC) Tournament MVP, led the Bearcats to an average of 27 wins during each of his four years on the varsity volleyball team. In addition, he has been a member of three CUNYAC championship teams and led the Bearcats to four postseason appearances in the North East Collegiate Volleyball Association (NECVA) Tournament.

This past spring season, in what is widely considered the finest in the 23-year history of Baruch’s volleyball program, the team had a 35-10 record and was ranked the 11th best in NCAA Division III. That ranking is unprecedented for the volleyball team and marks the highest final ranking for any Baruch varsity team since the athletic program was started in 1968.

Levent plans to relocate to Europe this summer to pursue his dream of playing professional volleyball. The 6’4” right-side hitter will try out for various European clubs. If life on the professional circuit does not work out, he plans to spend time living abroad and enjoying Europe before returning home to pursue a career in business.

“I have enjoyed a wonderful four years at Baruch College,” says Levent. “The volleyball program has ascended to new heights, and I have made so many close friends on the team and around campus. The script could not have been written any better for me at Baruch College.”

—JOHN NEVES

TEAM MBA SHOWS TEENS FINANCIAL ROPEs

Cindy Chang (MBA ’10) (bottom row, right) organized Team MBA with the motto “The Business of Giving Back.” The group helped high schoolers learn about finances.

More than 15 Baruch MBA students from the Class of 2010 led informational sessions on insurance, personal investment, personal credit, identity theft, and budgeting. The daylong event, held in the Newman Vertical Campus, attracted 34 students from Manhattan’s Norman Thomas High School and Murry Bergtraum High School. Presented through a partnership between the Junior Achievement Organization of New York and the National Endowment for Financial Education, the workshop was part of a privately funded citywide program targeting financial literacy in high school students.

Event organizer Cindy Chang (MBA ’10) said the program’s purposes were twofold: to enable high schoolers to take charge of their finances when they graduate and to provide a leadership development platform for the MBAs. “I hope the core value of giving back to the community becomes ingrained in my fellow MBAs,” Chang said. Chang’s own commitment to community service is the result of her family’s having received much outside help when she was growing up in her native Taiwan.

This year marks the 10th anniversary of the first graduating class of Baruch’s Full-Time Honors MBA Program. With an admittance rate of 31.7 percent for the 2010 graduating class and an average GMAT score of 639 (out of 800), Baruch’s program is one of the most sought-after nationwide. —BARTBARA LIPPMAN

COMMUNITY SERVICE

Baruch College, but a group of Full-Time Honors MBA students put it to the test last March when they volunteered to teach basic financial skills to high school students.

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Event organizer Cindy Chang (MBA ’10) said the program’s purposes were twofold: to enable high schoolers to take charge of their finances when they graduate and to provide a leadership development platform for the MBAs. “I hope the core value of giving back to the community becomes ingrained in my fellow MBAs,” Chang said. Chang’s own commitment to community service is the result of her family’s having received much outside help when she was growing up in her native Taiwan.

This year marks the 10th anniversary of the first graduating class of Baruch’s Full-Time Honors MBA Program. With an admittance rate of 31.7 percent for the 2010 graduating class and an average GMAT score of 639 (out of 800), Baruch’s program is one of the most sought-after nationwide. —BARTBARA LIPPMAN

COMMUNITY SERVICE

Baruch College, but a group of Full-Time Honors MBA students put it to the test last March when they volunteered to teach basic financial skills to high school students.

Community service is a term that resonates throughout Baruch College, but a group of Full-Time Honors MBA students put it to the test last March when they volunteered to teach basic financial skills to high school students.
Former dinner honoree Marvin Schwartz (’62, LHD [Hon.] ’02) joined Baruch College President Kathleen Waldron in presenting current honoree Larry Zicklin (’57, LHD [Hon.] ’99) with his award plaque.

President Waldron, center, congratulated honorees Larry Zicklin and David Krell as well as the evening’s special student guests.

Dinner honoree David Krell (MBA ’71) posed with his proud son and father.

Former honoree and current Baruch College Fund President Larry Simon (’65) welcomed members of the Baruch community.

At the dinner, President Waldron announced the public phase of the $150-million campaign to benefit Baruch College.

The 2009 honorees, (from left) David Krell (MBA ’71) and Larry Zicklin (’57, LHD [Hon.] ’99), received Distinguished Alumnus Awards.

Baruch College Fund Trustee Sandra Wasserman (’55) (left) with CUNY Chancellor Matthew Goldstein (’63) and his wife, Maggi (right).
BaruchInBrief

More than 450 alumni and guests left their workaday concerns at the door of Cipriani 42nd Street, elegant site of the 20th Annual Bernard Baruch Dinner on the evening of Apr. 28.

The enthusiastic group came out to celebrate two of Baruch College’s most devoted and illustrious alumni, Larry Zicklin (’57, LHD [Hon.] ’99) and David Krell (MBA ’71). During the festivities, both men received a Distinguished Alumnus Award. By all measures, the evening was a great success, with the dinner raising more than $1 million in support of the College.

Recognizing that the annual dinner serves not only as an occasion to pay tribute to individuals devoted to the College but as an opportunity to take measure of Baruch’s institutional past, present, and future, the honorees spoke eloquently about Baruch, its mission, and its ongoing importance. “I am just one of about 100,000 living Baruch graduates who owe their life to this college,” said Larry Zicklin during his acceptance speech. “We alumni know that at Baruch College the American Dream still works.” Testifying to the accuracy of his words were a number of current, high-achieving Baruch College students, guests at the dinner and exemplars of the College’s vital mission.

During the evening, Baruch College President Kathleen Waldron and Larry Simon (’65), president of The Baruch College Fund, announced the launch of the public phase of the $150-million campaign, Baruch Means Business: Reaching New Heights of Excellence. The announcement was accompanied by the news that the campaign was well on the way to reaching its goal, having already raised $95 million. To find out more, go to www.baruch.cuny.edu/campaign.

School of Public Affairs Lecture RETHINKS CIVIL RIGHTS

CIVIL RIGHTS ISSUES in the 21st century are dramatically different from the days of segregation and voter registration drives in the South. Back then race determined one’s future. But now fate is decided primarily by a person’s level of education, according to the Hon. Gerald A. Reynolds, chairman of the U.S. Commission on Civil Rights and guest lecturer in March at the School of Public Affairs’ Lillie and Nathan Ackerman Lecture on Equality and Justice in America.

A graduate of York College, Reynolds delivered a talk titled “Civil Rights in the 21st Century.” In it he held the inadequate educational system responsible for turning out youth ill equipped to compete in the global marketplace. He also faulted the lack of public policy to help felons find viable employment when they are released from prison.

Said Reynolds, “If you are 26 years old, read on a third-grade level, and have three felony convictions, your fate has been decided. What you can do in life has been drastically limited.” He suggested creating programs to retrain prisoners in various types of manual labor. He also proposed constructing neighborhood settlement houses where kids can be tutored and parents can get vital information on issues that affect the lives of their family.

Kenneth L. Marcus, the Lillie and Nathan Ackerman Visiting Professor of Equality and Justice in America, also participated in the event. The Ackerman Lecture Series is designed to provoke debate and new thinking toward extending the promise of democracy and opportunity to all. The Ackerman Chair and Lectures are supported by Irwin Engelman (’55, LLD [Hon.] ’00) and his wife, Rosalyn.

PRESIDENT WINS ELLIS ISLAND MEDAL

Baruch College President Kathleen Waldron was awarded a 2009 Ellis Island Medal of Honor by the National Ethnic Coalition (NECO) last May. The medal celebrates “the richness and pluralism of American life,” pays homage to the immigrant experience, and recognizes outstanding individual achievement. Waldron’s selection honors her commitment to cultural diversity and to the decades-long CUNY tradition of providing educational opportunities to immigrants and the children of immigrants. She joins an outstanding group of prior medalists, including former Mayor Rudolph Giuliani, Daily News publisher Mort Zuckerman, and golfing legend Arnold Palmer.
The Zicklin School of Business stays competitive by excelling in:

ACCOUNTANCY

ENTREPRENEURSHIP

FINANCE

INTERNATIONAL BUSINESS

REAL ESTATE

From Soup to Nuts, Field Center Supports Entrepreneurs

Born and raised in Jakarta, Indonesia, Cyrilla Suwarsa came to the U.S. to earn a degree in graphic design from the Rhode Island School of Design. However, her passion for food and her desire to help Indonesian cashew farmers motivated her to partner with her sister, Cecielia, to create a gourmet cashew nut company, Nuts+Nuts. For the past two years, Suwarsa has directed the company’s branding and creative efforts and led the U.S. market, while sister Cecielia directs production and distribution and leads the Asian market.

With the assistance of a business advisor at the Baruch College Small Business Development Center (SBDC)/Lawrence N. Field Center for Entrepreneurship, Suwarsa developed financial projection and marketing strategies and established food industry contacts. “Working with the Field Center at the start of my business was essential,” says Suwarsa.

The sisters’ work has paid off. Food & Wine magazine featured Nuts+Nuts as “100 Tastes to Try in 2008.” The products are available online at www.nutsplusnuts.com and at www.amazon.com.

Suwarsa is just one of over 13,000 entrepreneurs the Field Center and the Baruch-based SBDC have helped in the last 15 years. Through the generosity and vision of alumnus Lawrence N. Field...
WHERE STUDENT WRITERS GET CENTERED

If you count the results per minute per square foot, there may be no more productive space on the Baruch College campus than the Writing Center. Located near the eighth floor atrium in the Newman Vertical Campus, this small but airy space is bustling with students on a mission to learn communication skills that are vital to their success, whichever career path they choose.

New Writing Center Director Keri Bertino emphasizes that the center is not an assignment repair shop where students bring their papers to have someone fix them. “We want students to learn skills that they can practice in future assignments,” she explains. “It’s about making better writing and making better writers. We help them gain their independence from us.”

Student initiative is key to how the center works, with students, who usually come of their own volition, scheduling appointments online. Each one-hour session begins with the student and Writing Center consultant negotiating a plan of action—“like creating a lesson plan on the fly,” Bertino says. “Our consultants are professional writers.”

21st-Century Literacy Tools

You may remember the famous catchphrase from the movie Cool Hand Luke: “What we have here is a failure to communicate.” Baruch College is working hard to make sure no student or faculty member can make that claim. Awareness that all students—whether studying arts and science, business, or public affairs—need to be able to write, speak, and think clearly and creatively has led to the establishment of special communications programs across the College curriculum.

‘52, DCSc [Hon.] ‘04), the Field Programs in Entrepreneurship have become an important engine for business and job creation in the region. With the SBDC, the center has secured over $86 million in economic impact loans and helped in creating or preserving 4,500 jobs. The Eris and Larry Field Foundation gift of $10 million in 2007 placed Baruch College among the top 5 percent of institutions globally with significant endowments devoted to entrepreneurship. In 2008 Entrepreneur magazine ranked Baruch as the home of one of the nation’s top 25 graduate programs for entrepreneurship.

The Field Programs are currently undergoing an expansion, working toward the goal of international recognition for Baruch as a center of excellence in research, teaching, and outreach in entrepreneurship. Ramona Kay Zachary, academic director for the Field Programs and Jonas Chair of Entrepreneurship, is enthusiastic: “In 2008–2009 we doubled course offerings within the current degree programs as well as proposed a new MS in entrepreneurship. Our research in minority and later-life entrepreneurship has been internationally recognized, and our research partnership with Babson College is growing. And, of course, we remain an innovative, vibrant resource for entrepreneurs throughout the city and surrounding areas.”

—Diane Harrigan
and writing teachers,” she notes. “Every one has an advanced degree. There’s at least one novelist; a lot teach in the CUNY system.”

Students value the service. The schedule is consistently packed with up to 154 appointments per week. “A $60,000 grant from the Joseph Drown Foundation allowed us to hire more consultants and fund more hours,” Bertino says.

Students can also avail themselves of regularly scheduled workshops. Current topics include Grammar, Maximizing Revision, Organization, and APA Citation. Bertino is contemplating adding a session on writing professional e-mails.

The results of the Writing Center’s efforts to make better writers can now be seen online with the launch of a new e-magazine, I Magazine, at www.baruch.cuny.edu/writingcenter/imagazine.

**COMMUNICATION-INTENSIVE CENTERS ON CAMPUS**

The Writing Center is not the only place where Baruch students can improve their writing skills. The Bernard L. Schwartz Communication Institute, created through a grant from alumnus Bernard L. Schwartz (’48) in 1997, encourages the integration of oral, written, and computer-mediated communication across the curriculum. Among its initiatives are communication-intensive courses, seminars, workshops, and blogs.

The new Department of Journalism and the Writing Professions, founded in 2008 with the support of a grant from the Harnisch Foundation, has much to offer students beyond those majoring in the program. A minor in journalism allows students to explore a variety of writing genres and to develop writing skills, says Department Chair Geanne Rosenberg. “In addition, we have just won approval for a new minor in business writing that will help graduates in the workplace. We encourage students who wish to become better writers or simply enjoy writing to consider our courses.” —WARREN SCHULTZ

**SPA Treatment for the City’s Nonprofits**

The reputation of the School of Public Affairs is largely driven by its research. SPA has six research centers and institutes that focus on census studies; city government: politics and policy; demographic research; polling and analysis; social justice; and supporting nonprofit leadership. Read on to learn more about SPA’s efforts in building and assisting leaders for nonprofit organizations.

New York City’s 30,000 nonprofit organizations touch the lives of its 8 million residents on a daily basis. These organizations—whether hospitals, educational institutions, daycare facilities, or nonprofit radio and television stations—are pivotal to the city’s quality of life and contribute significantly to the economy. But who helps the nonprofits that help us all, especially in these tougher economic times?

Answer: Baruch College’s School of Public Affairs (aka SPA). SPA’s mission is to enhance the ability of government and nonprofit institutions to deliver effective public service and create equitable public policy. Through for-credit and outreach programs, SPA is preparing the next generation of responsive, accountable leaders in government, education, health care, and the nonprofit sectors, instilling in graduates managerial, creative problem solving, and analytical expertise. As the only public affairs school based at a public institution in New York, SPA is uniquely positioned to impact administrative and policy decisions in New York City and beyond.

All this sounds like a tall order for the College’s youngest school. But like so much of Baruch College, SPA is older than its “official” years. This fall SPA will celebrate its 15th anniversary, but its legacy dates back to 1919, when City College’s School of Business and Civic Administration (precursor to Baruch College) began educating New York’s civic leadership. When the School of Public Affairs opened its doors in 1994, it had 27 faculty members and fewer than 300 graduate students. Today it has 44 faculty members and more than 1,000 undergraduate and graduate students and is the fourth-largest school of public affairs in the country, as well as one of the most diverse.
The school also serves, in the words of its dean, David Birdsell, as a “leading site for debate and reflection on issues of public importance to New York and the world.” It has earned this reputation, in part, through the uncompromising research and programming of its progressive centers and institutes.

A wonderful example is SPA’s Center for Nonprofit Strategy and Management (CNSM). Established in 2007, CNSM was launched to address the needs of nonprofit organizations and practitioners. Almost 2,000 New York City nonprofit organizations have taken advantage of CNSM’s many programs and events over the past several years, with the numbers of participants growing every year. “We want to assist people working in the nonprofit sector by providing public seminars on timely issues, current research about what leaders are thinking and doing to run their organizations, and a place for discussion of tough issues,” says Jack Krauskopf, the center’s director.

Krauskopf is joined by an outstanding, interdisciplinary team of professors and practitioners committed to exploring and expanding the relationships between theory and practice and undertaking real-world challenges. CNSM’s affiliated faculty numbers 22 and includes Baruch College professors from SPA as well as from the Zicklin and Weissman Schools.

The center sponsors workshops and policy discussions featuring leaders in New York’s civic and governmental communities. Last year’s roster included “Attracting Today’s Philanthropists”; “Managing Capacity Building in Times of Financial Stress”; “Food, Hunger, and Democracy”; “Managing Arts and Cultural Organizations”; and “Nonprofit Technology Challenges in the New Economy.”

Additionally, each spring CNSM offers a free Consulting Day. Senior professionals provide advice on the challenges facing nonprofit organizations in one-on-one consulting sessions and lead expert workshops. Networking is another key draw, with over 100 leading nonprofit organizations represented.

One of CNSM’s most valuable contributions is its annual Nonprofit Executive Outlook Survey, in which more than 150 of New York’s executive directors of human services organizations comment on overall conditions in New York City. “These surveys give nonprofits an overview and help them develop effective advocacy,” says Krauskopf. (To view past surveys, visit www.baruch.cuny.edu/spa/researchcenters/nonprofitstrategy/reports.php.)

What does Dean Birdsell see on the horizon for CNSM and SPA graduates? “New York is the nation’s nonprofit capital and one of its government centers. The size of those two sectors—together with the proximity of large international institutions—offers a steady stream of internships and employment opportunities.” He adds, “There has never been a more exciting, or more relevant, time to pursue public service.”

—DIANE HARRIGAN

Visit www.baruch.cuny.edu/spa to learn more.
continued from page 15

the city maintained its faith in business education, understanding that solid business leaders are crucial to rebuilding an economy. Today, 80 years later, that faith is expressed by widespread support for 17 Lex’s imminent renovation. Sustainability is a key element of the project, with the goal of attaining a LEED silver designation from the U.S. Green Building Council. The building may become CUNY’s first green building.

It’s clear that the Commerce Building, aka 17 Lex, aka the Lawrence and Eris Field Building, remains a vital part of New York, as important to the character of the city as it was in 1929.

—MARINA ZOGBI

Safe Passage

Day and night, students, faculty, and staff stream into and out of the Newman Vertical Campus, Baruch College’s hub academic building, whose main entrance faces the corner of East 24th Street and Lexington Avenue. Pedestrian safety has been an issue at this intersection.

To address this problem, Baruch College partnered with Community Board 6 in a successful advocacy campaign that resulted in the Department of Transportation’s commitment for greater safety measures at the intersection: high-visibility crosswalks and a split-phase signal for south- and east-bound traffic.

Baruch Conferences: Timely and Topical

Conferences provide an opportunity for Baruch College to share its expertise and generate an exchange of ideas about what matters most to our city, nation, and world. In the last year, conferences based at each of Baruch’s three schools and 16 centers and institutes offered these events, among dozens of others: “For Whom the Bridges Toll,” “How to Recession-Proof Your Career,” “The Longest Revolution,” “Kilowatts to Cash: A Sustainability Shoptalk Event,” and “Is the Constitution Obsolete?” (See a complete schedule of Baruch College events online at events.cuny.edu.)

Alumna Shares How to Roll with the Economic Punches

Small businesses are taking a financial hit these days. Many are closing, and others are trying to figure out how to stay afloat.

Enter Baruch College, which hosted the Flatiron Partnership program “Rolling with the Punches: Small Business Survival for 2009,” a one-day forum focusing on how small businesses can navigate evolving challenges and plan for the future. Almost 150 members of the Flatiron community attended.

Alumna Martha Soffer (MBA ’84), a business development specialist for the New York district office of the U.S. Small Business Administration (SBA) who has also worked in

News anchor Annika Pergament of NY1’s Fortune Business Report, moderator for “Rolling with the Punches.”

Conference photos by Jerry Speier

16 BARUCH COLLEGE ALUMNI MAGAZINE
TIMELY CONFERENCES DOMINATED THIS YEAR’S OUTREACH


B Zicklin Center for Corporate Integrity’s “Greenwashing” conference on green practices in the corporate world. Shown: Ben Elgin and Ana Paula Tavares (left); Kert Davies (below).

C The Ravitch Commission’s Peter Goldmark, one of the panelists for “For Whom the Bridges Toll,” which explored financing options for the MTA.

Baruch’s Small Business Development Center, was one of the panelists. Discussing the effects on the SBA of the recently passed American Recovery and Reinvestment Act, she highlighted some of the plan’s features, which could boost existing businesses and help those trying to get off the ground.

- Elimination of all fees associated with an SBA loan through 2009.
- Application for SBA-based bank loans directly at the bank.
- Borrowable amounts ranging from $25,000 to $2 million.
- A 99 percent guarantee on loans from banks.
- Five-year interest-free loans, up to $35,000, for struggling businesses in operation at least two years.

Interviewed this June, Soffer offered additional advice on the current business landscape. “Entrepreneurs should produce newsletters and e-mails so that you stay visible,” she said. The hottest small businesses now? Technology and web-based businesses. “All indications show that the economy is turning around,” Soffer added. B3 –BARBARA LIPPMAN

THE STUDY OF ETHICS IS AN ESSENTIAL COMPONENT IN THE COLLEGE’S CURRICULA


ON MAY 7, HEAVY HITTERS FROM FINANCE AND ACADEMIA offered some insight into the causes of the recent economic collapse at the panel discussion “Ethics and Finance Town Hall: We Got What We Deserved,” sponsored by the Robert Zicklin Center for Corporate Integrity. The roundtable was moderated by Robert Schwartz, Baruch’s Marvin M. Speiser Professor of Finance and University Distinguished Professor of Finance, who framed the discussion: “Finance is the life blood of our economy, but that’s not enough. We also need oxygen, and ethics is the oxygen.”

LARRY ZICKLIN (’57, LHD [Hon.] ’99), former chairman of the board of Neuberger Berman and current clinical professor at the Stern School of Business at NYU, noted: “Banks couldn’t lend money fast enough. They required very few covenants from individual borrowers, who took advantage of the situation, demanding lower terms.” With rating agencies operating with insufficient information and outdated models in an industry rife with conflicts of interest, “the gatekeepers became the gate openers,” he explained. “In addition, the government wanted increased home ownership and applied political pressure.”

ARTHUR ZEIKEL (’54), adjunct professor of finance at the Stern School and former chairman, president, and chief investment officer of Merrill Lynch Asset Management, stressed that “you cannot develop an ethical culture through mission statements. We must inculcate, through action, that doing the right thing is not dangerous to your health.”

Homing in on religion as a vehicle to reinforce ethics, EDWARD ZINBARG (’54) noted that all faiths “insist that professional people have to be worthy of the special trust clients place in them.” Zinbarg, an author, religious scholar, and former executive vice president of Prudential Insurance Company, said that “ethics should be built into the fabric of economic studies” in order to translate the ideas into the reality of the business world. B3 –TERRI CAMPION
FINANCING EXCELLENCE:
A New Campaign Launched

In 2005 Baruch College President Kathleen Waldron, alumni leaders, and top-level administrators met to strategize ways to advance the College’s mission of excellence and opportunity. A key component of the resulting five-year plan was building the College’s financial foundation. To that end, in July 2006, a multiyear, $150-million campaign named Baruch Means Business: Reaching New Heights of Excellence was initiated. When the campaign was publicly launched in April 2009, $95 million had already been raised. “In these times, this is a remarkable beginning,” said President Waldron.

Led by an executive committee of alumni and co-chaired by Lawrence J. Simon (’65) and Lawrence Zicklin (’57, LHD [Hon.] ’99), the campaign seeks support for student scholarships and services, faculty development, key academic programs (especially the flagship business programs), and library and technology enhancements. Baruch Means Business aims to raise the College’s private philanthropic support to more than $30 million a year, while doubling the assets of the fundraising arm, The Baruch College Fund, from $100 million to $200 million.

Announcement of the campaign comes at a time of economic stress for the nation’s public and private colleges; state support for CUNY’s senior colleges continues to decline. Fortunately, Baruch College—a pioneer in seeking private philanthropic support for public higher education—calls upon a history of fundraising success. “We have the vision, the programs, and the heritage to transform the lives of students and contribute significantly to the future of New York City as a top international talent pool,” says President Waldron.

In the following pages, read more about Baruch Means Business: Reaching New Heights of Excellence, our new campaign, and consider joining us.

What Your Campaign Dollars Can Do

$2,500,000 Endow a faculty chair
$1,000,000 Endow a junior faculty position
$500,000 Endow five full scholarships
$250,000 Endow a lecture series
$100,000 Name a classroom
$25,000 Fund a partial scholarship
$1,000+ Become a member of the 17 Lex Society

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

Highlighting Donors:
Alumni Give Back

Extracurriculars Get Their Due

ALLEN G. AARONSON (’48) and his sons have ties to Harvard, MIT, Columbia, and Stanford—schools with endowments that dwarf the resources available to Baruch College. But Aaronson’s first allegiance is to Baruch, which he calls the “cornerstone of my education.” His very generous recent gift to the College was made to support the expansion of student activities.

“I was determined to inject funds into what I believe is a critically underserved area—Student Life,” says Aaronson, a member of Baruch’s 17 Lex Society and the Benchmark Society. His undergraduate experiences on the Alumni Board of Trustees, Centennial Fund, Interclub Board, Student Council, AVC Chapter, Franklin Society, National Student Association, and The Ticker “were key to my maturation and educational development and served me well for the rest of my life,” he notes. A management major at Baruch, Aaronson earned a master’s degree from Columbia University and is currently CEO and president of AVRS, Inc., a management company.

Aaronson’s gift reflects “a deep understanding of how campus activities outside of class develop habits of character and mind,” says Ben Corpus, Baruch’s vice president for student affairs and enrollment management. “For his vision and his generosity, we are immensely grateful.”

Aaronson hopes his gift inspires others to support extracurricular activities: “It would be great if every Baruch graduate who took part in student activities made a contribution to the Student Life Fund.”
**Scholarships Lighten Financial Burden**

NADJA FIDELIA (’02) never had the luxury of going to school full time. So she took classes at Baruch College while holding a succession of increasingly demanding jobs. It took her eight years to earn a bachelor’s degree in political science and international relations; by then she was a vice president at Lehman Brothers.

Remembering her own struggle and hoping to alleviate some of the financial burden for future Baruch students, Fidelia last year created a family foundation and committed $100,000 to the Baruch Means Business campaign. The gift, which will fund scholarships, “is intended to help make college accessible to deserving students and enhance their educational experience,” says Fidelia, a Baruch College Fund Trustee and member of the Campaign Executive Committee.

Adds Baruch College Financial Aid Director Nancy West, “This gift reflects a profound understanding of the realities so many of our students face.”

Fidelia joined Lehman Brothers in 1989, retiring as a managing director last year. While there, she founded the Partnership Solutions Group, which developed business opportunities with women- and minority-owned financial services firms. Earlier this year, she received a Master of Divinity degree from New York Theological Seminary (NYTS). Says Fidelia, who began attending NYTS at night four years ago, “My degree represents a new chapter in my life—and will enable me to use my background and skills in new ways to help my community and the College I feel so deeply about.”

**Happy Returns: Gift Aids Tax Assistance Program**

Not all alumni gifts are monetary. CPA JANE BERNARDINI (’71), a partner with Anchin Block & Anchin LLP, orchestrated the donation of five laptop computers from her company to Baruch’s Volunteer Income Tax Assistance (VITA) program (see page 8). “Baruch gave me a wonderful education and great preparation for my career,” says Bernardini, who mentors students in the College’s Financial Women’s Association program. “This seemed an ideal way to give back.” Adds Masako Darrough, chair of the Stan Ross Department of Accountancy, “VITA depends on the hard work and volunteer spirit of Baruch students. This gift will help make their job easier—and enhance their effectiveness.”

**Student Shares Winnings with Classmates**

VLADIMIR TOSHCHEVIKOV (’08, MS ’10) faced off against stiff competition at this year’s Interactive Brokers Collegiate Trading Olympiad. Up against 500 financial engineers in training from around the world, Toshchevikov placed seventh with his real-time program-trading application and won $10,000 (see page 5). From that, he donated $1,000 to The Baruch College Fund. “I am sure that my modest donation will be used to benefit all students in the MS in Financial Engineering Program,” he said. Professor Dan Stefanica, who runs the program, said the money will “promote the financial engineering program to future students who will, hopefully, rise to the level that Vladimir has set.”

—BRUCE FELTON/DIANE HARRIGAN
A Dialogue with Mark Gibbel

By BRUCE FELTON

He’s worked in publishing, authored a children’s book, and even milked cows, but for as long as he can remember, Mark Gibbel’s passion has been academia. Gibbel, who joined Baruch College earlier this year as vice president for college advancement, most recently spent 15 years at New York University. While there he oversaw fundraising for six colleges and divisions of NYU and figured indispensably in its development activities. Now Baruch College benefits from his expertise.

Many colleges are funded, in part, through philanthropy. What’s unique about Baruch College’s efforts in this area?

For one thing, The Baruch College Fund (BCF) covers an incredible 10 percent of the College’s total operating budget. That’s virtually unheard of among public colleges and comparable to what you’d find at private institutions with reputations as fundraising powerhouses. Drawing so much support from philanthropy puts us in a stronger position to recruit top-tier faculty and students, provide an outstanding educational experience, and fund key projects.

Philanthropy aside, don’t the BCF trustees contribute to the daily life of the College in other ways?

No question. The trustees mentor and open career doors for students, participate actively in our Executives On Campus program, and help identify and recruit faculty. They’ve brought in guest lecturers and served as lecturers themselves. It’s fair to say that the quality of daily life at Baruch College, both within and outside the classroom, owes a lot to the BCF Trustees.

At NYU, you oversaw a highly successful $479 million capital campaign. Are there strategies you applied that could be adapted or replicated at Baruch College?

Successful philanthropy is less a matter of strategy and technique than one of increased confidence. When a campaign succeeds, that inevitably gives you the desire to go out and do it again with greater self-assurance and conviction.

As a relative newcomer to Baruch College, what would you say has been the most satisfying aspect of your job so far?

It’s the opportunity to witness the inspiring drive and determination of the students and the commitment of the faculty and staff. At other academic institutions where I’ve worked, the emphasis was on striving for individual excellence. That’s certainly a major factor at Baruch College, but what sets this college apart is a collective, mission-driven mindset—a focus on the greater good of the institution.

And the most challenging?

The biggest challenge is trying to run a successful fundraising campaign in a struggling economy and amidst declining financial support from the state. More than ever, we need to create an effective funding model that supplements public financing with the flexibility and reach of private philanthropy.

Where do Annual Fund gifts fit into that model?

They’re absolutely critical. Effective philanthropy is about having the broadest possible base of support. It means reaching out to all our alumni, regardless of the size of the gifts they can contribute. Unrestricted Annual Fund giving enables us to hire faculty, expand academic offerings, pay the light bill—become a better institution, which benefits alumni by making their own degrees more valuable.

Career management isn’t just about finding a job when you don’t have one; it’s also about job satisfaction and success. Consider these eight tips to help you get the most out of your 9 to 5.

1. SET GOALS. Ask yourself: How will I achieve my goals? Which skills and competencies do I wish to acquire or enhance? Who can help? Revisit these questions once a year to keep your job challenging and rewarding.

2. MAKE NEW FRIENDS. Find ways to meet people outside your department: Join the company softball team. Seek out company-wide volunteer opportunities. Help with recruiting efforts (especially recruiting Baruch students!). The more you are exposed to new ideas and people, the more you will learn.

3. FIND A MENTOR. Identify at least one individual to serve as your mentor. Ask yourself: From whom can I learn? Who seems well respected within the organization?

4. BE A MENTOR. Share your experiences with those moving up the ranks. Serving as a resource to others is the most effective way to forge relationships.

5. LEAVE THE OFFICE. Take yourself beyond the confines of your cubicle or office walls to learn about the people and trends in your industry. Join a professional organization. Attend a local networking or Baruch alumni happy hour.
Whether trying to stay on top or keep in touch, Baruch College students, faculty, and alumni can stay up to date and connected through Facebook, LinkedIn, and Twitter. The College also hosts blogs on teaching and writing and in support of specific courses.

You don't have to be tech obsessed; it's easy to connect. Faculty and students who use Baruch's social networking groups say they support course work as well as bonding; alumni say social networks keep college friendships and memories alive. Another important bonus: the potential for finding jobs and business opportunities through these sites.

The College and revitalized friendships are a click away at www.baruch.cuny.edu/socialmedia.htm, where you'll find a webpage listing and linking Baruch's social networking communities—and the list keeps growing.

6. GET ONLINE. LinkedIn, Facebook, and Twitter are among numerous sites to help you connect with colleagues and industry leaders.

7. BE RESUME READY. Always have your resume ready to go. Make updates easier by maintaining a running list of what you learn and accomplish.

8. DON'T SUCCUMB TO BURNOUT. Understand your limits and be sure to take time away from work to recharge and refuel.

Zicklin alumni are welcome to use the services of the Graduate Career Management Center. Visit zicklin.baruch.cuny.edu/gcmc or call 646-312-1330 for more information. Interested in recruiting a Zicklin MBA/MS student for an internship or full-time job? Contact Ellen King, assistant director of employer relations, at 646-312-1342 or at ellen.king@baruch.cuny.edu.

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Get career counseling, take a course in a field you never took in college (maybe in the arts and sciences!), or seek advice from friends who work in diverse fields. In short, stay put, get more information and skills, and explore your options. A bit of patience doesn’t hurt either.

JOHN ELLIOTT, Dean, Zicklin School of Business

Changing careers will almost certainly involve changing yourself in some ways: your knowledge base, your skill set, even your perspective on life. Education is certainly one of the natural and efficient ways to do these things. Sometimes what you should study will be quite clear because your goals are quite clear. Sometimes not. My advice is to commit to begin. One step will lead to another.

In any economy, changing careers or jobs should be about finding work that’s fulfilling. At a Stanford commencement, Apple founder Steve Jobs advised, “The only way to do great work is to love what you do.” He was right.

All three Baruch College school deans celebrate at Commencement 2009 (from left): Jeffrey Peck, David Birdsell, and John Elliott.

ASK THE DEANS

Q: WITH THE DIFFICULT ECONOMY AND TIGHT JOB MARKET, PEOPLE ARE FOCUSING EVEN MORE ON CAREERS. WHAT ADVICE WOULD YOU OFFER SOMEONE LOOKING FOR CAREER CHANGE?

DAVID BIRDSELL, Dean, School of Public Affairs

Over the long run, the employment outlook in the public sector is encouraging. Retiring Boomers, changing government policies, and the evolving needs of government and nonprofit organizations will create many opportunities for people who are well educated and prepared to deal with a rapidly changing environment. Now is a great time to hone new skills in management, analysis, and interorganizational cooperation. Look for workshops, public presentations, and other networking opportunities in areas that interest you. The people you meet will help you absorb the culture of public service along with the best practices in institutional leadership.

JEFFREY PECK, Weissman School of Arts and Sciences

I would suggest, particularly in this economic environment, to avoid rash decisions while educating yourself. Stay in your job, get some new skills, while looking around for other opportunities. Think about potential in areas you never thought of before.
GROWING UP IN THE BRONX, Chester Zarnoch had a passion for aquaculture. When he was a boy, it took the form of fishing. Today Zarnoch pursues his research interests in shellfish biology, aquaculture, and marine ecology as one of a new wave of young environmental scientists in Baruch’s Department of Natural Sciences.

Zarnoch, an assistant professor of environmental science who joined the Baruch faculty in 2007, holds an undergraduate degree in biology/marine science from Long Island University and a PhD in biology from the CUNY Graduate Center.

“My research has primarily focused on bivalve aquaculture and restoration,” Zarnoch explains. Bivalves are a class of mollusks with two-part shells. Of 30,000 bivalve species, the best known are clams, oysters, scallops, and mussels. “I study their physiological ecology in order to address issues hindering the success of restoration efforts as well as bottlenecks in the aquaculture industry.”

But why should the average person care about bivalves? The two main reasons, explains Zarnoch, are ecology and economics. First off, bivalves provide a good snapshot of ecosystems and environmental conditions. They are benthos, organisms that live on, in, or near the bottom of bodies of water, and they play a major role in nutrient cycling.

Benthic organisms are the link between organisms at the base of the food chain and those higher up: to wit, bivalves consume phytoplankton, and larger species—like fish and crabs—consume bivalves. Of course, bivalves aren’t only an important food source for fish. Humans love them too. Today the clam aquaculture (farming) industry alone is a $50 million operation.

In his role as educator, Zarnoch is a firm believer in the classic field trip, and New York City’s 585 miles of land-water interface provide ample opportunities for use as a marine classroom. “Students need to be aware of the environment around them; getting them out there is the best way to achieve that.” In 2007 Zarnoch took more than 50 Baruch students to a 24-hour Jamaica Bay Bioblitz, during which they catalogued the diversity of local flora and fauna. In 2008 he took his Freshman Learning Community aboard the sloop Clearwater to learn about the natural history of the Hudson River.

But perhaps Zarnoch’s greatest early impact at Baruch has been in curriculum development. Already he has worked with fellow natural sciences junior faculty member Jason Munshi-South to develop a minor in sustainability. “The minor is not simply about being ‘green.’ It is largely about preparing students—especially business students—to critically analyze and effectively communicate the science behind environmental issues,” Zarnoch says. “These issues are magnified in urban areas with large populations. So it’s important to understand the dynamic interactions between people and...
Of course, the real question on everyone's mind is whether Zarnoch eats shellfish—and if he does, does it come from local waters? "I love shellfish," he beams. "I live on the south shore of Long Island and frequent many of the great restaurants there. However, I’d suggest a trip to the Bronx to the Hunt's Point Market. The diversity of seafood, the hustle and bustle of the businesses, and the opportunity to pick up some of the freshest seafood available make it worth the trip."

Learn more about Zarnoch’s research at faculty.baruch.cuny.edu/czarnoch.

KYRA GAUNT BRAINSTORMS ACROSS BORDERS

“TED (Technology, Entertainment, Design) is an annual conference like no other. It is a collaborative forum and initiative for changing attitudes, lives, and, ultimately, the world,” says Baruch College ethnomusicologist/anthropologist Kyra Gaunt. Last February Gaunt joined the TED community in California as one of 40 amazing and eclectic inaugural TED Fellows from around the world. “TED defines its mission as ‘ideas worth spreading,’ and the immersive four-day event allows attendees and speakers to cross-fertilize ideas and take away inspiration from unlikely places,” she explains.

The conference, billed by some as “the ultimate brain spa,” features fifty 3- to 20-minute talks and also includes diverse performances. Past presenters include former U.S. President Bill Clinton on rebuilding Rwanda and Microsoft co-founder Bill Gates on preventing malaria, as well as musicians Herbie Hancock and Regina Spektor.

“These gatherings celebrate the interconnectedness of all knowledge and inspire out-of-the-box collaboration,” says Gaunt, herself both a scholar and recording artist. Gaunt challenged this year’s conference attendees to rethink racism in a talk based on workshops she conducts called “Agree to Be Offended: Curious Connections in Conversations of Race.” “What if racism were a resource, like an opportunity we often avoid, to be courageous?” Gaunt asked the group. Displaying her versatility, she also sang two original songs at the Fellows Conference, which marked TED’s 25th anniversary.

An offshoot of the conference, the international TED Fellows Program, to which Gaunt was invited, aims to attract candidates worldwide who are focused on innovation in technology, entertainment, design, the sciences, the humanities, the arts, nongovernment organizations (NGOs), and business.

“Becoming a TED Fellow was life changing for me in ways that are still unfolding,” said Gaunt, who met Bill Gates, Tony Robbins, and philanthropists Ruth Ann and Bill (’68) Harnisch (who provide support not only for the TED Fellows but for Baruch’s new journalism department). In Spring 2009, the Harnisches visited and spoke to Gaunt’s Introduction to Cultural Anthropology class. “My students were captivated. They brought a little of the TED magic to the classroom.”

—DIANE HARRIGAN

“Natural sciences research is being conducted at Baruch. Our students and graduates have opportunities here to work in the field and the laboratory,” says Zarnoch.

“Natural sciences research is being conducted at Baruch. Our students and graduates have opportunities here to work in the field and the laboratory,” says Zarnoch.
GUGGENHEIM FELLOW AT SCHOOL OF PUBLIC AFFAIRS

Robert Courtney Smith, associate professor at Baruch College’s School of Public Affairs and the CUNY Graduate Center, is a 2009 Guggenheim Fellowship winner. Smith, a political scientist by training and a sociologist in practice, is among six CUNY professors to be so honored in 2009. This year the City University of New York system tied Princeton and Johns Hopkins Universities for first place in the nation for highest number of winners.

School of Public Affairs Associate Dean Jonathan Engel said, “The Guggenheim Fellowship is merely the latest of numerous honors that have been bestowed upon Rob Smith for his decade of work on Mexican migration and immigration, which culminated in Mexican New York: Transnational Worlds of New Immigrants.” The book garnered two awards from the American Sociological Association (ASA): the W.I. Thomas and Florian Zaniecki Prize for best book on migration and the Robert Park Award for best book from ASA’s Urban and Community Sociology Section. Smith was also recognized with a President’s Scholarship Award from Baruch College. Associate Dean Engel also noted: “The School of Public Affairs feels extremely fortunate to have Rob on our faculty. In a school dedicated to educating the next generation of leaders and public servants of the most internationally diverse city in the world, I cannot over-emphasize how important it is for us to have an immigration scholar of Rob’s acuity and stature.”

Guggenheim Fellowships have been awarded annually since 1925 by the John Simon Guggenheim Memorial Foundation to those “who have demonstrated exceptional capacity for productive scholarship or exceptional creative ability in the arts.”

As a Guggenheim honoree, Smith joins Baruch History Professor Alfonso W. Quiroz, who received a Guggenheim Fellowship in 2008 for his project entitled “Constitutional Debates in the Hispanic World.”

IN MEMORIAM

Stephen Goldberg, who retired from the directorship of Baruch College’s International Student Service Center in November 2006, died in March 2009. Goldberg, who had worked at the College for 20 years, was 66 years old. Phyllis Proctor from the CUNY Division of Student Affairs remembered Goldberg as “one of the most knowledgeable and dedicated foreign student advisors in the field. I miss him, especially his chutzpah. I know that wherever he is now he’s reading somebody the regs, righting wrongs, and making a difference, just as always.”

Murray Greenberg, who taught in the Department of Management for over 15 years, died in January. Greenberg retired in 1993 and spent many years as a photographer, often working with his wife, Dr. Pearl Greenberg, editing the photographs for her books. Professor Greenberg was 82 years old. He leaves behind his wife of 61 years; a son, Ken; and a daughter-in-law, Clara.

BOOK NOTICES

History of Modern Iran
By Ervand Abrahamian
(Department of History)

“One should never underestimate the role of stupidity in history.” Ervand Abrahamian writes in this trenchant, highly readable history of modern Iran. Similarly, it would be a mistake to underestimate the arrogance of power that led directly to the overthrow of the shah and the establishment of the Islamic Republic. Abrahamian, who has a deep and empathetic understanding of his subject, narrates Iran’s “traumatic” history from the turn of the 20th century to the uncertain present. Abrahamian notes that throughout history there have been few theocracies and so the Islamic Republic was not expected to survive. That it did is in large part due to the constant expansion of state power and nationalist identity as well as genuine economic gains for Iran’s expanding middle class. —Zane Berzins

Business Database Systems
By Richard Holowczak
(Statistics and Computer Information Systems & Wasserman Trading Floor/Subotnick Financial Services Center) with Thomas Connolly and Carolyn Begg

Databases are the underlying framework of any information system. As such, the fortunes of any business or organization, in no small way, rest upon their efficacy and efficiency. Business Database Systems provides the reader with the knowledge to analyze, design, and implement effective, robust, and successful databases. Using a tried and tested three-phase methodology, the authors lucidly describe each facet of the database development lifecycle. This book offers a highly practical focus with numerous examples and a running real-world case study. —Diane Harrigan

When Mayors Take Charge: School Governance in the City
By Joseph Viteritti (editor)
With an essay by Dorothy Shipp
(School of Public Affairs)

Large urban school systems have been a weak link in American education, causing middle-
Language Professor’s Work TRANSLATES TO RECOGNITION

Esther Allen, who has been a Baruch College professor since the fall of 2007, will spend the academic year in a prestigious fellowship program at the New York Public Library (NYPL).

An assistant professor in the Department of Modern Languages and Comparative Literature, Allen is one of more than a dozen people, and the first Baruch faculty member, to be appointed a fellow at the Dorothy and Lewis B. Cullman Center for Scholars and Writers. Her project, already begun, is the English translation of the Spanish book Borges by Adolfo Bioy Casares. Borges is an in-depth diary that Casares kept about his best friend, Jorge Luis Borges, hailed as one of the 20th century’s great literary voices.

The writer, Allen says, is her personal favorite. More than 1,500 pages, Borges was originally published in 2006. Allen’s work will involve restructuring and re-annotating the text. For her research, she’ll have full use of the library’s vast collection of rare documents, pamphlets, books, and other items that came out of the longtime collaboration between Casares and Borges. The fellowship includes a stipend of $65,000, a computer, full access to all of the NYPL’s resources, and an office in the library’s Beaux Arts building on 42nd Street, home of the famed marble lions.

Allen said that being awarded such a prestigious grant is a vindication of sorts for translators, whose work is often little understood or valued. “Getting the fellowship is incredibly important. The Cullman Center confirmed that a translator is a scholar and writer.”

Other recent achievements for this working mother include giving the keynote lecture about the importance of translation at the 461st Salzburg Global Seminar in Austria and moderating a panel discussion at the annual PEN World Voices festival, which she helped found in 2004. Additionally, Grove Press published Rex, Allen’s English translation of a novel written by her friend José Manuel Prieto, a prior Cullman Fellow. Publisher’s Weekly described the book as steeped “in the rich and allusive depth of world literature and language.”

—BARBARA LIPPMAN

class flight and contributing to the country’s racial learning divide. In key cities, activist mayors have responded by taking control of public schools. But what has been the result? When Mayors Take Charge: School Governance in the City brings together the leading experts, including Associate Professor of Public Affairs Dorothy Shipps, to analyze the phenomenon. In “Updating Tradition: The Institutional Underpinnings of Modern Mayoral Control in Chicago’s Public Schools,” Shipps explores Mayor Daley’s controversial policy that bases student grade promotion on test scores. Using 17 years of research, she discusses the pros and cons of greater mayoral authority and Daley’s drive to attract a tax-paying middle class to the city and revitalize economic growth.

Graffiti Lives: Beyond the Tag in New York’s Urban Underground
By GREGORY SNYDER
(Department of Sociology and Anthropology)

In his first book, Graffiti Lives: Beyond the Tag in New York’s Urban Underground, Gregory Snyder, assistant professor of sociology and anthropology, examines the history and future of graffiti culture and the association of graffiti artists with criminal activity. Spanning 10 years of extensive research and photographs of 60 works, Snyder discovers that some graffiti writers have incorporated their craft and risky lifestyle into the professional fields of tattooing, studio art, magazine production, fashion, and guerilla marketing.

—HEATHER SCHULTZ (‘08)

Readers should also investigate these other books by Baruch faculty: Carol Berkin, Clio in the Classroom; Stanley Buder, Capitalizing on Change: A Social History of American Business; Julie Des Jardins, Women in American Science; Ora Frishberg Saloman, Listening Well: On Beethoven, Berlioz, and Other Music Criticism in Paris, Boston, and New York, 1764–1890; Bert Hansen, Picturing Medical Progress from Pasteur to Polio; Thomas Heinrich, Siren Song: Preventive War from Hitler to Bush; Katherine Pence, Rations to Fashions: Gender and Consumer Politics in Cold War Germany; Michael Plekon, Hidden Holiness; and Alfonso Quiroz, Corrupt Circles: A History of Unbound Graft in Peru.
JAMES C. SARAYIOTES (MBA ’71) has received the Golden Deeds Award from the Exchange Club of Raleigh, N.C.

DAVID RIBET, partner in Ribet & Gordon LLP, met his wife PEARL (GNESSIN) RIBET (’46), Miss City College, in a business administration class. They were engaged in 1945, married in 1946, and, according to a recent note, are “still in love in 2009!”

In December World War II veteran STANLEY COHEN received the French National Order of the Legion of Honor, Chevalier class, for his actions during a 1945 battle in Colmar, France. He is married to SONIA (AUERBACH) COHEN (’45), whom he met in French class at Baruch.

MELVIN LUBIN has created the Sarah Guttesman Lubin Memorial Scholarship, which will be awarded each spring to a Baruch undergraduate studying 19th-century British and/or American literature. The scholarship is named in honor of Lubin’s late wife.

SIDNEY AZRILIAN, president of S&E Azriliant PC, practices law with his son Evan. They specialize in income and estate taxes.

WILLIAM SEGAL serves on the board of directors of the Huntington Arts Council and has been a volunteer at Huntington Hospital for the past nine years.

LILA R. (FRANK) MUSSMAN and her husband, Jerry, received a certificate of recognition from the American Red Cross Legacy Society, Tampa Bay Chapter, in recognition of their contributions.

CARL HEASTIE (MBA ’07): Bronx Democratic Party Chairman, State Assembly Member

New York State Assembly Member Carl Heastie (MBA ’07, D-83rd AD) recently won a highly charged election for Bronx Democratic Party chairman. As insiders have noted, his calm demeanor and quiet intelligence no doubt aided in his success. Those attributes will also help him overcome the challenges of the job. “Sometimes when there’s an ascension or a struggle, people dig in to their positions,” says Heastie. “But you have to reach out and show people who didn’t initially support you that you’re willing to work with everybody who’s willing to work with you.”

Heastie, who has lived in his assembly district his entire life, has simple goals as party chairman: “I want to make a bigger impact on the Bronx; I want to foster a new generation of elected leaders in the borough.”

After obtaining an undergraduate degree in applied mathematics and statistics from SUNY Stony Brook, he worked in the Office of the New York City Comptroller and became an assembly member. He also pursued an MBA at Baruch. “I wanted to hone a skill so that, if and when I decided to leave the legislative branch, I could do something other than be an elected official,” he explains. “It let me feel that I could stay grounded with my convictions and if staying in this job meant that I would have to become someone I’m not, I could just walk away.”

Heastie’s found that his grad work has helped with his legislative duties. “Some of the management courses I took addressed how to become a leader. For example, how do you get people to be motivated to work?” His answer: incentives. “I don’t believe in coercion . . . I’ve had virtually no turnover in my staff in nine years. I’ve never had to fire anyone. A lot of those leadership styles I learned at Baruch.”

By petitioning the State Assembly last year, Heastie was instrumental in obtaining funds for the renovation of Baruch’s Lawrence and Eris Field Building at 17 Lex. “A lot of us are CUNY and SUNY alumni,” he says of local politicians. “We lived the same experience as many of today’s students. I can easily understand what Baruch needs because Baruch was part of me for eight years.”

—MARINA ZOGBI

MATT KRAKOWER, who received his MBA from Michigan State University, is currently serving as treasurer for both the Chesapeake, Va., Crime Line Board and the Hampton Roads MSU Alumni Club. He is also a commissioner on the Chesapeake Traffic Safety Commission and a member of the Chesapeake Medical Reserve Corps.

In February Baruch dedicated its first green classroom, the richard pergolis Sustainable Classroom for Real Estate Education, for the alumnus who underwrote its design and construction. President of Pergolis Swartz Associates, Pergolis also serves as co-chair of the advisory board of the Steven L. Newman Real Estate Institute at Baruch.

LEW ALTFEST, president of L.J. Altfest & Co., was included in Barron’s list of “100 Top Independent...
Financial Advisers” as well as Worth magazine’s list of “The Top 250 Wealth Advisors” for 2008. He was also one of six advisors included in the January 2009 Money magazine article “Secrets of America’s Top Advisors.”

Carol (Udoff) Lehrer has been a professor of computer business applications at Santa Ana College in Orange County, Calif., for 30 years.

Gerry and Henry Goldhammer, members of the Baruch Benchmark Society, recently endowed a lecture hall in the Newman Vertical Campus. Henry, now retired, volunteers in the Florida school where Gerry reaches. Alan Levine sells long-term care insurance in New York City. Drew Industries Incorporated has appointed company president Fred Zinn as CEO; he will continue to serve on its board of directors.

Sandi Pedun met her husband Richard at Baruch; they have three daughters and nine grandchildren.

Charles R. Dreifus (MBA ’73), portfolio manager and principal of Royce & Associates, LLC, won the Morningstar Domestic-Stock Fund Manager of the Year award for 2008. Dreifus is a Baruch College Fund president and longtime supporter. His Ethics-Across-the-Curriculum Initiative is a co-sponsor of the College’s annual Ethics Week programming. Art Shulman (MBA), marketing professor at California State University, has his own market research consulting company. He is also a playwright.

Max Berger is a senior partner with Bernstein Litowitz Berger & Grossman, which was again named one of the nation’s leading litigation firms by both Benchmark: Litigation and the

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FROM NBA TO NVC: BARUCH BASKETBALL

Jerseys Earn Student NBA Stardom

Tim Ahmed (’12) sat behind a computer for three days before putting the finishing touches on his NBA jersey designs. Ahmed was one of 12,000 contestants nationwide to participate in the EA Sports Jersey Creator Contest, which challenged designers and basketball fans alike to create designs for jerseys to be worn by rookie and sophomore players during the February NBA All-Star Rookie Challenge Game.

As the winner, Ahmed, along with a guest (he chose his father, a Manhattan concierge), traveled to Phoenix for the All-Star Weekend. During the rookies-versus-sophomores game, the young Knicks fan was thrilled to see the players sporting his jerseys and more thrilled to be asked to take a bow as game jersey designer. He also walked away with a jersey signed by every player on both teams.

Ahmed, who hasn’t chosen a major yet, calls designing “just a hobby.” “It’s too early to put Armani and Ahmed in the same sentence,” he jokes. “But it’s a good feeling knowing that I was able to create something that people all over the world had a chance to see.”

Basketball Alumni Shoot Hoops

Ray Rankis has been coaching varsity basketball at Baruch College for 26 years. For the last 10, Rankis has organized a men’s alumni varsity basketball game. Last January about 30 former players came to Baruch’s Athletics and Recreation Center (ARC), some to play and others to cheer from the bench. “All former players are invited to return and hit the court for two 15-minute-running-time games,” explains Rankis. If you would like to be among fellow basketball alumni and glisten with some well-earned sweat of your own, please contact Rankis at ray.rankis@baruch.cuny.edu.

B ELOW LEFT: Bearcat pride is displayed by (from left) Anwar Baptiste (’07), coach Ray Rankis, and John Alesi (’03). B ELOW RIGHT: The Bearcats have a famous fan in Steve Schirripa (The Sopranos) (right), who was coached by Rankis when the actor played JV basketball for CUNY’s John Jay College in the mid-seventies.

Alumni basketball photos by John Neves and Neftalie Danier
Getting There Is Half the Fun

STUDENT COMMUTING STORIES

GETTING WHERE WE WANT TO GET in life isn’t always easy. This was certainly the case—both metaphorically and in actuality—for so many Baruch alumni, who years later, can recount in detail the complications of getting to and from classes.

So what do their stories tell us? In short, these tales reinforce a message essential to the tradition of the university: “Nothing was handed to me,” “I was committed to improving my life,” “I am proud of where I came from,” and “I am proud of what I’ve accomplished.”

NOT EXACTLY THE QUEEN MARY
As a Staten Islander (both then and now), I had a unique commute: I took the ferry on the way in every morning. Of course, I would take a local bus to reach the ferry terminal, then the old RR Broadway local from Whitehall Street to 23rd and Broadway. If I made every connection, I could get to Baruch in an hour. But the commute was usually at least 90 minutes. I often had early classes, so I would take the 6:30 am boat, which rewarded me with the sunrise over Brooklyn, the old Williamsburg Savings Bank building bathed in colorful rays. My classmates thought the boat ride sounded wonderful. But it wasn’t exactly the Queen Mary. Often, the captain would slam the boat into the docks. One day, a number of commuters tumbled down staircases. Fortunately, there were no serious injuries.

—SYLVIA CSUROS CLARK (’79, PhD ’94)

KISSING HIS BABIES GOODNIGHT
When I was a night student at Baruch, I was also a husband and then a father. Working full time and running a side business as well, I was always looking for ways to save time. When classes got out late, I was sure to hurry to the subway at Madison Square Park. If I missed the train to Brooklyn, I then missed my connection at DeKalb. When I missed the last Brighton Express at about 9 pm, the train would stop at every single station to Sheepshead Bay. That was always a killer, because there was a bus ride after that. If I was lucky, I could kiss the children goodnight before they went to sleep and then eat and study. Today I am a college graduate, and one “baby” is in medical school and the other a junior at the University of Pittsburgh.

—MARC LANDMAN (’90)

TWIN COMMUTES
My student commuting days began in 1941, when my twin brother, Lester, and I traveled from Tottenville, Staten Island, to City College Downtown. The trip began on a Staten Island Transit train. We traveled the entire length of the island to St. George, which took about 45 minutes. Next was the Staten Island Ferry for the trip across New York Bay to South Ferry in Manhattan, which took about half an hour. We then walked a few blocks to the IRT Lexington Avenue line and rode the subway to 23rd Street. Another 25 minutes. By the time we arrived at college, we had spent about 1 hour 45 minutes traveling.

—BURTON SHER (’48)

RETURNING G.I.’S
From 1947 to 1950, I attended CCNY Downtown (Baruch) at night. I worked in the men’s garment industry at 105 5th Avenue (18th Street), and every Monday,
Wednesday, and Friday I would leave my office at 5 pm and walk to 17 Lex, rain, snow, or shine. When classes ended at 9, I would take the Lexington Avenue subway to Grand Central Station and change for the Flushing line. At the last stop, I would get a bus to Flushing and get off at 150th Street and Horace Harding Boulevard (now the Long Island Expressway) and walk home to my basement apartment, where my new wife was waiting for me. Incidentally, my wife attended Queens College, and she simply had to walk across the boulevard to attend classes.

This might seem like an arduous schedule, but thousands of returning veterans like myself were doing it. Under the G.I. Bill, I could have attended any college. But I will always be thankful for the fantastic education I received under the G.I. Bill. I could not have afforded the education I received. After practice I returned home by subway and invariably fell asleep, awaking just as the train came to my station. Instinctively I jumped up and darted out of the car before the doors closed, often leaving my baseball equipment and books on the train. When this happened, I had to get back on the train and go to the Coney Island stop. They were always turned in by someone; those were the days!

—JEROME (JIM) COHEN ('55)

TIME AND TIDE
Like most Baruch students, I had a subway ride to class. Actually, it was three subways and one bus for about an hour and 15 minutes each direction. On occasion, if my parents were on vacation, I used my mom’s car. During my last semester, I found what would be considered a unique method to get to class.

I had worked odd jobs for my father’s business since I was 10. During my senior year, I was able to buy a boat. It wasn’t big, but it represented a long-held dream.

One morning two classmates and I met at a marina in Port Washington and took the boat to the marina on East 23rd. It was a beautiful day and quite a pleasant ride. As a new mariner, I did not get the timing right, and we were a few minutes late to class. Professor Max Zimmering scolded us. I tried to explain that we encountered traffic, but the professor said he had been listening to the traffic reports, which reported few problems that morning. “We got into trouble around the 59th Street Bridge,” I said. He responded, “Nonsense,” having heard specifically that traffic was moving well on the bridge. I said, “No, not on the bridge. Under the bridge, there was a tugboat maneuvering with a barge that really slowed us down.” At that point, Zimmering said, “How did you get here?” I answered, “By boat!” He was not the same for the rest of the class. —MICHAEL POTACK ('66)

SUMMER 2009 29
EOC Celebrates Active Alumni

Raise your glass to the next generation by contributing your unique experience and insights to their success.

The Baruch Executives on Campus (EOC) program connects successful leaders in business, government, and nonprofits with ambitious Baruch students to create inspiring, mutually rewarding, and life-changing relationships. Currently, more than 450 alumni and friends of the College actively participate in EOC.

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

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

If you would like to take part in this important and satisfying program, please contact Yvell Stanford at 646-660-6098 or at yvell.stanford@baruch.cuny.edu. Information about EOC can also be found on the College’s website at www.baruch.cuny.edu/eoc.

Senior executives from America’s top companies participate in Baruch’s Executives On Campus (EOC) program. We would like to thank the following companies, among others:

- Bank of America
- Business Wire
- Cahill Associates
- Carnegie Corporation
- CitiGroup
- Credit Suisse
- Deloitte
- Deutsche Bank
- Eisner LLP
- Ernst & Young
- Goldman Sachs
- HSBC Bank USA
- JPMorgan Chase
- KPMG
- Morgan Stanley
- PricewaterhouseCoopers
- Time, Inc.

Brooklyn. He has worked for the New York City Department of Education for 29 years. Jeffrey Kaufman has joined the equity institutional sales group at Morgan Joseph & Co. Inc. as managing director. Previously he was managing director of institutional sales at Kaufman Brothers. Julian Leff is a VP with Deutsche Bank in Totowa, N.J.

In March Nicole Yarling directed the You Are Beautiful Jazz Concert, presented by the Old Dillard Museum in Fort Lauderdale, Fla., in conjunction with Women in Distress of Broward County and the Broward County Commission on the Status of Women. Yarling, a vocalist and violinist, is Florida Memorial University’s director of popular music.

In March Annette Catino (MBA), president and CEO of QualCare, Inc., was honored at the 2009 Distinguished Business Leaders Award Dinner at Monmouth University. Catino has 29 years of experience in the health care industry. Wendy Mohammed Derzaph has been deputy district attorney in the Los Angeles District Attorney’s Office for 20 years. She and her husband, Elliott, have an 11-year-old son, Ethan.

Joanne Muro is VP of Global International; she started the company in 1987. Nancy Stoll has been named director of community engagement and evaluation at Berkshire United Way. She is an officer of Lenox Affordable Housing Corporation and serves in various volunteer roles with the Jewish Federation of the Berkshires and the Crohn’s and Colitis Foundation of New England.

Ellen Aschendorf is president of Egg Electric Inc., a New York-based electrical contractor specializing in materials procurement, installation, and maintenance for the commercial and industrial sectors. Alex Blasenheim is owner and CEO of Blasenheim Solutions,
a five-year-old consulting firm for JD Edwards software, based in Hollywood, Fla. (www.blasenheimsolutions.com). **Vincent Loacono** has joined TerreStar Networks, Inc., a satellite-terrestrial mobile broadband network, as chief accounting officer. Previously he was senior VP and corporate controller of WorldSpace, Inc. **George A. Nurisso** (MBA) has joined Rockville Bank (Connecticut) as VP-commercial real estate credit officer. Most recently he was VP–senior real estate underwriter at Bank of America in Hartford. **Sean O’Loughlin** was recently featured in *National Underwriter* magazine for his work as president of Global Biomechanical Solutions in helping change how the insurance industry fights fraudulent claims. **Alfred (Fred) Wilkowski** (MBA ’91) is president of Interstate Envelope Manufacturing Co.

**84** **Bruce Lilker** (MBA) heads 24-year-old engineering firm Lilker Associates, which has been involved in projects including the USS *Intrepid*, the Irish Hunger Museum, and New York’s first LEED-certified health care facility in Monticello.

**85** **Luz D. Liebeskind** (EMS ’08) has been named CFO of the Hebrew Home at Riverdale; previously she was deputy controller of the Metropolitan Museum of Art in New York. In January **Edwin J. Ortiz** was named VP, customer operations, for Orange and Rockland Utilities, Inc. Previously Ortiz worked at Con Edison of New York for 33 years.

**86** In February **Sarah Lange** (EMBA) was hired as managing director at Guggenheim Partners Asset Management, Inc., based in New York. She was previously managing director at TCW.

**87** **Ann Glickman**, director of finance for the Birch Wathen Lenox School, has worked in nonprofit accounting for 30 years.

**Meet Susan Wong (’84) at Reunion 2009**

Susan Wong came to Baruch College more than 30 years ago as a nontraditional student: she was married to a Baruch double alumnus, and the couple (both born in Hong Kong) had two young sons. “Baruch was very welcoming to me,” she says. Part of that welcome included the services of the College’s SEEK Program.

SEEK offers a supportive educational opportunity to high-potential students who lack the educational foundation and economic resources necessary to pursue a degree. The acronym stands for “Search for Education, Elevation and Knowledge.” Wong, the daughter of non-English-speaking immigrants, credits a high school teacher with giving her the mentoring she needed to formulate life goals, including earning a college education. That experience created in her a lifelong belief in mentoring intervention.

Fast-forward three decades, which include a highly successful 25-year career with the New York City Medicaid Program. Wong is back at Baruch as a SEEK Program counselor. When SEEK offered me the job, I didn’t ask how much it paid. I wanted to repay the program that gave me my start,” she says. In the past two years, Wong has counseled 60 students, mostly Chinese immigrants, few born in the U.S. “My students represent some of the most motivated students at Baruch—and that’s saying something. Over 57 percent have a GPA of at least 3.0 (a traditional B).”

So what inspired this alumna and Baruch counselor to join a Reunion 2009 committee? “As a Baruch student, I was very focused on class work and also on my family. I had no time to join extracurricular groups. I missed a lot as an undergraduate, didn’t I?” she says. Wong plans to address that deficiency this October. “Today I realize the importance of social networking. At Reunion I plan to see old friends and make new ones.” To Wong, SEEK and Reunion have a lot in common: “Both are a team concept, and teamwork really works.”

*The Reunion 2009 committee will produce an all-class MEMORY BOOK. A collection of autobiographical pages, the book will be published electronically as well as distributed as a CD at Reunion on Oct. 17, 2009.*

Fill out your submission online at www.baruch.cuny.edu/alumni/memorybook. You may also choose to write your story (no longer than a single typed page) and send it with an optional photo to Office of Alumni Relations, Baruch College, One Bernard Baruch Way, Box A-1603, New York, NY 10010-5585. The deadline is Aug. 1, 2009.
“As a former member of Baruch’s men’s swim team, I wanted to continue swimming after college,” says Joel Abreu (’05), who searched for masters swim teams in his area but found none that were also socially oriented. “I wanted to swim and be healthy but also wanted to have a social life and keep in touch with my College friends,” he says. Thus motivated, Abreu and friends created a masters swim team of their own. The Bearcat Masters started with eight swimmers in December 2007; today the team has over 80 registered members, including 15 Baruchians. (The team is open to non-alumni as well.)

The Bearcat Masters, part of the alumni group BYAN (Baruch Young Alumni Network), work out in the College’s Athletics and Recreation Complex, the ARC. “Every Friday night, the team goes out for dinner and drinks after practice,” says Abreu, the hardworking president and founder of LandSeAir Real Estate Group, Inc. Bearcat Masters also travel throughout the country for competitions. “Last March, we participated in the New England Masters championship and came in sixth place in our division,” says the proud captain. Abreu predicts the number of alumni swimmers will grow as athletes graduate from the current swimming program.

“BYAN was started to provide a social environment for the young Baruch alumni community,” says Abreu, who currently sits on BYAN’s board of directors. “The masters swim team is no different. It creates and promotes a healthy environment where BYAN members can exercise, meet new people, catch up with friends, and socialize.” Learn more about the Bearcat Swim Masters at www.bearcatmasters.org.  

BYAN welcomes graduates from the Classes of ’96 through the present. To find out about the upcoming schedule of events, contact Derek Carroll, assistant director of alumni relations and BYAN point person, at 646-660-6097 or derek.carroll@baruch.cuny.edu.

BYAN Makes a Splash:
JOEL ABREU (’05) STARTS ALUMNI SWIM TEAM

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88 | ROB LIKOFF is CEO of Group DCA, which he founded 10 years ago.

89 | JEAN HASTINGS, former project manager of the Primary Education Support Programme in Jamaica’s Ministry of Education, has been appointed project director of the Education Transformation Team. ROBERT PASSARELLA has joined Dow Jones Sales & Trading Solutions as global director of strategy solutions management. Most recently he was managing director and product manager for equity research at Bear Stearns.

90 | New York’s Governor Paterson has nominated JUAN MERCHANT to fill a Court of Claims vacancy. He is currently a judge in the Family Court of New York City as well as an adjunct faculty member of the Hofstra University School of Law.

91 | Marine Lt. Col. VINCENT CAMPBELL (MBA), a member of NATO’s International Security and Assistance Force, is chief liaison officer to a team of 10 international officers in Afghanistan who are working with the Afghan government and nongovernment organizations to reconstruct and develop the country. In June he will resume work as senior VP for Citi Private Bank.

92 | ERICA VANDERLINDE FEIDNER (MBA), founder and president of The Piano Matchmaker LLC, pairs clients with “the piano they were meant to own.” The former concert pianist was a sales representative for Steinway & Sons for 14 years before launching her own business. She has also designed the Piano Player Video Game, which teaches people to learn how to play quickly. PETER TYNDALE was named VP of finance and CFO of the Brooklyn Botanic Garden.

93 | EGEKAN BAGIS, deputy chairman of Turkey’s Justice and Development (AK) Party, has been named...
The space shuttle Discovery and its seven-member crew lifted off from NASA’s Kennedy Space Center on Mar. 15, 2009, at 7:43 pm. Its mission: to deliver the final set of power-generating solar array wings and a new crew member to the International Space Station.

Cheering on the spectacular launch from their vantage point at Neptune Beach were more than a dozen members of the Baruch-In-Florida/Jacksonville alumni group. Their mission: to join together at Sun Dog Steak and Seafood Restaurant for a special alumni gathering. And although that night’s Discovery launch represented the 125th shuttle flight, the Baruch alumni dinner was the first of its kind for Baruchians in and around the Jacksonville area.

At the meet-and-greet, members of the Classes of ’64 through ’06 bonded over tales of Baruch College days, conversing like long-time friends and promising to keep in touch after the event. “Jacksonville represents an ideal scenario from the perspective of alumni events,” said alumna Lisa Poullard-Burton (’90), director of Baruch’s Office of Alumni Relations, who joined the group. “Alumni from across the years came together with the purpose of meeting one another and re-establishing ties to their alma mater. The result was a successful launch—no pun intended.”

Lew Belkin (’74), one of the organizers, said, “I can’t believe that our group and this event are the result of my reading the alumni magazine and calling the New York alumni office to ask if there were enough Baruchians in the area to support alumni activities.” He is already envisioning future events. “We’re trying to organize an outing at the local baseball stadium.” Belkin welcomes alumni in northeastern Florida to join with fellow Baruchians.

To find out more about Baruch’s many regional alumni organizations, please visit the College website at www.baruch.cuny.edu/alumni/organizations.html.

—Diane Harrigan

WE HAVE LIFTOFF: Baruch-In-Florida/Jacksonville Launches

Terry Kirchner (MBA) has been appointed executive director of the Westchester Library System. He was previously director of access services at Columbia University Libraries.

Max Calicchio is pastry chef and co-owner of Es-Ca Restaurant in Dongan Hills, Staten Island. He served as a judge for the 36th annual (Staten Island) Advance Cookbook Recipe Contest in February.

In March President Obama nominated Michelle J. DePass (MPA) to the post of assistant administrator for international affairs at the Environmental Protection Agency. She was previously a program officer at the Ford Foundation, managing the initiative on environmental justice and healthy communities. Ari Kagan is a community assistant for Congressman Michael McMahon (D-Staten Island, Brooklyn) as well as senior editor and marketing director for Russian-language newspaper Vecherniy New York. Christian Lazo is pursuing a second bachelor’s degree, in accounting, at Queens College. David Sitt, lecturer in Baruch’s Department of Psychology, was ranked the eighth-hottest professor in the nation, according to users of Ratemyprofessors.com. The survey site generated its 2008 rankings from more than 75 million student ratings of over 1 million college professors. The debut novel by Altaf Tyrewala, No God in Sight (Penguin India), has been translated into Marathi, German, French, Spanish, Italian, and Dutch. His short stories have been included in several anthologies, and he is currently editing Mumbai Noir (Akashic Books). He lives in Mumbai with his wife and is working on his second book.

Priscilla Hernandez, who obtained a graduate degree from NYU in speech-language pathology...
Wanting to give back to their profession, graduates of Cohort 12 of Baruch College’s Master of Science in Industrial and Labor Relations (MSILR) Program established a scholarship fund for future MSILR students. Explaining the motivation behind the scholarship fund, Donna Cahill (MSILR ’08) said, “It was a way for Cohort 12 to extend our wonderful educational experience beyond Baruch through a shared vision and goal.” She added, “Baruch’s MSILR is one of the best programs in the country.”

The first scholarship was awarded to Margarita Munoz (MSILR ’12). “Margarita was chosen as the inaugural recipient of the scholarship because she possesses a tenacious spirit and resiliency and shows great promise to become a future leader in the field,” said Nancy Fullerton (MSILR ’08).

Also in attendance at the ceremony were members of MSILR Cohorts 13, 14, and 15 as well as several of the MSILR faculty.

Anthony J. Fazzino, UNICEF/Save the Children’s techie (on left), and Dr. Daniel Yergin, Nobel Prize winner and independent consultant (on right).

ClassNotes

New MSILR Scholarship

01 Amanda L. Nelson has joined Cozen O’Connor’s New York office as litigation associate; previously she was an associate with Belkin, Burden, Wenig & Goldman LLP. The disability law firm Kazmierczak & Kazmierczak, LLP, has hired attorney Darren Suelto (MBA) to handle Social Security disability cases as well as those involving long-term disability.

02 Kognito Interactive, founded by CEO Ron Goldman, was chosen to receive the Bersin & Associates Learning Leader Award for its workplace investigations training simulation, The Investigator. This is the second year in a row that Kognito has won this distinction.

03 Kimberly DiVita and David James Smith were married in February in New York City. She is an advertising account executive who sells commercial airtime for MyNetworkTV, a unit of the News Corporation. He is a VP and strategy supervisor at J3, an advertising division of Universal McCann. In January Christopher Mengler was appointed president of Global Pharmaceuticals at IMPAX Laboratories, the company’s generic pharmaceutical division. He was previously executive VP, global strategic planning, at Barr Laboratories, Inc.

04 In January Alexander X. Wang (MS) was named partner at accounting firm Mark Paneth & Shron LLP. A member of the company’s corporate tax group, Wang provides tax consulting, planning, and compliance services to publicly traded and privately held multinational companies in a range of industries.

Alumni Author: IRVING SILVERMAN (’41)

TALE OF LOVES LOST AND MEANING FOUND

“One of us is a celebrity. But we were and are important to each other and to our family and a small circle of friends,” says Irving Silverman (’41) of the trio profiled in his book A Trilogy: Three Hearts... One Soul, The Life Stories of Three Non-Celebrities. Trilogy documents the author’s early years of poverty and physical disability on the Lower East Side to his rise to entrepreneurial success and commitment to social activism.

In essence Trilogy is the tale of family and connection, an unusual love story that offers moving accounts of two wives loved and lost. Silverman’s first wife, Henrietta, died at the age of 35 and left behind two children, and Nancy, his second wife, died in 2002 at the age of 83.

Today, 89 years young, Silverman memorizes and rejoices in marital love and life by conducting dozens of wedding ceremonies in his Maine lighthouse. Trilogy is a testament to his philosophy of passionate and compassionate living. —Diane Harrigan

—Diane Harrigan

TRILOGY
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The first scholarship was awarded to Margarita Munoz (MSILR ’12). “Margarita was chosen as the inaugural recipient of the scholarship because she possesses a tenacious spirit and resiliency and shows great promise to become a future leader in the field,” said Nancy Fullerton (MSILR ’08).

Also in attendance at the ceremony were members of MSILR Cohorts 13, 14, and 15 as well as several of the MSILR faculty.

WANTING TO GIVE BACK TO THEIR PROFESSION, GRADUATES OF COHORT 12 OF BARUCH COLLEGE’S MASTER OF SCIENCE IN INDUSTRIAL AND LABOR RELATIONS (MSILR) PROGRAM ESTABLISHED A SCHOLARSHIP FUND FOR FUTURE MSILR STUDENTS. EXPLAINING THE MOTIVATION BEHIND THE SCHOLARSHIP FUND, DONNA CAHILL (MSILR ’08) SAID, “IT WAS A WAY FOR COHORT 12 TO EXTEND OUR WONDERFUL EDUCATIONAL EXPERIENCE BEYOND BARUCH THROUGH A SHARED VISION AND GOAL.” SHE ADDED, “BARUCH’S MSILR IS ONE OF THE BEST PROGRAMS IN THE COUNTRY.”


ALSO IN ATTENDANCE AT THE CEREMONY WERE MEMBERS OF MSILR COHORTS 13, 14, AND 15 AS WELL AS SEVERAL OF THE MSILR FACULTY.

NEW MSILR SCHOLARSHIP

01 AMANDA L. NELSON HAS JOINED COZEN O’CONNOR’S NEW YORK OFFICE AS LITIGATION ASSOCIATE; PREVIOUSLY SHE WAS AN ASSOCIATE WITH BELKIN, BURDEN, WENIG & GOLDMAN LLP. THE DISABILITY LAW FIRM KAZMIERZAK & KAZMIERZAK, LLP, HAS HIRED ATTORNEY DARREN SUELTO (MBA) TO HANDLE SOCIAL SECURITY DISABILITY CASES AS WELL AS THOSE INVOLVING LONG-TERM DISABILITY.

02 KOGNITO INTERACTIVE, FOUNDED BY CEO RON GOLDMAN, WAS CHOSEN TO RECEIVE THE BERSIN & ASSOCIATES LEARNING LEADER AWARD FOR ITS WORKPLACE INVESTIGATIONS TRAINING SIMULATION, THE INVESTIGATOR. THIS IS THE SECOND YEAR IN A ROW THAT KOGNITO HAS WON THIS DISTINCTION.

03 KIMBERLY DİVİTA AND DAVID JAMES SMITH WERE MARRIED IN FEBRUARY IN NEW YORK CITY. SHE IS AN ADVERTISING ACCOUNT EXECUTIVE WHO SELLS COMMERCIAL AIRTIME FOR MYNETWORKTV, A UNIT OF THE NEWS CORPORATION. HE IS A VP AND STRATEGY SUPERVISOR AT J3, AN ADVERTISING DIVISION OF UNIVERSAL MCCANN. IN JANUARY CHRISTOPHER MENGLER WAS APPOINTED PRESIDENT OF GLOBAL PHARMACEUTICALS AT IMPAX LABORATORIES, THE COMPANY’S GENERIC PHARMACEUTICAL DIVISION. HE WAS PREVIOUSLY EXECUTIVE VP, GLOBAL STRATEGIC PLANNING, AT BARR LABORATORIES, INC.

04 IN JANUARY ALEXANDER X. WANG (MS) WAS NAMED PARTNER AT ACCOUNTING FIRM MARK PANETH & SHRON LLP. A MEMBER OF THE COMPANY’S CORPORATE TAX GROUP, WANG PROVIDES TAX CONSULTING, PLANNING, AND COMPLIANCE SERVICES TO PUBLICLY TRADED AND PRIVATELY HELD MULTINATIONAL COMPANIES IN A RANGE OF INDUSTRIES.

ALUMNI AUTHOR: IRVING SILVERMAN (’41)

TALE OF LOVES LOST AND MEANING FOUND

“ONE OF US IS A CELEBRITY. BUT WE WERE AND ARE IMPORTANT TO EACH OTHER AND TO OUR FAMILY AND A SMALL CIRCLE OF FRIENDS,” SAYS IRVING SILVERMAN (’41) OF THE TRIO PROFILESD IN HIS BOOK A TRILOGY: THREE HEARTS... ONE SOUL, THE LIFE STORIES OF THREE NON-CELEBRITIES. TRILOGY DOCUMENTS THE AUTHOR’S EARLY YEARS OF POVERTY AND PHYSICAL DISABILITY ON THE LOWER EAST SIDE TO HIS RISE TO ENTREPRENEURIAL SUCCESS AND COMMITMENT TO SOCIAL ACTIVISM.

IN ESSENCE TRILOGY IS THE TALE OF FAMILY AND CONNECTION, AN UNUSUAL LOVE STORY THAT OFFERS MOVING ACCOUNTS OF TWO WIVES LOVED AND LOST. SILVERMAN’S FIRST WIFE, HENRIETTA, DIED AT THE AGE OF 35 AND LEFT BEHIND TWO CHILDREN, AND NANCY, HIS SECOND WIFE, DIED IN 2002 AT THE AGE OF 83.

TODAY, 89 YEARS YOUNG, SILVERMAN MEMORIALIZES AND REJOICES IN MARRITAL LOVE AND LIFE BY CONDUCTING DOZENS OF WEDDING CEREMONIES IN HIS MAINE LIGHTHOUSE. TRILOGY IS A TESTAMENT TO HIS PHILOSOPHY OF PASSIONATE AND COMPASSIONATE LIVING. —DIANE HARRIGAN
Polo, anyone? One of America’s most accomplished fashion designers, Ralph Lauren (born Ralph Lifshitz) never went to fashion school. This self-taught designer, who built a billion-dollar clothing and home-furnishings empire from a small necktie store, is a Baruch alumnus, having pursued a BBA for two years in the sixties.

### DID YOU KNOW . . .

**Famous Baruchians**

Thoroughly having been drawing since he was a child, Bobby Travieso (’86) believed he was putting his art career behind him when he enrolled in Baruch’s BBA program in advertising. However, thanks to the program’s broad-based curriculum, Travieso was, unbeknownst to himself, laying the groundwork for a career as a comic artist with a shrewd business sense. Art history classes exposed him to the likes of Picasso and Andy Warhol, and his psychology minor to the study of the human psyche and behavior. As for the business side, Travieso learned the value of diligent self-promotion, pumping out query letters every day and connecting with businesses that display original artwork on their premises.

Travieso hails from Washington Heights, but after graduation moved to Greenwich Village. The setting proved inspirational and integral to his growth, both as an artist and a person. Soon he was exhibiting and selling his work on the streets of SoHo and the East Village.

Travieso’s canon of work includes cartoons à la Gary Larson, comic cereal boxes, greeting cards, and “phobia art.” There is also a series of “abstract body imprint paintings”—art that he literally throws himself into, covering himself in body paint and hurling himself onto the canvas. The effect is impressionistic, at once beautiful and haunting.

For the past 11 years, Travieso has lived in Secaucus, New Jersey. The location has inspired a series of posters that spoof the B-movie genre and also address the horror of overdevelopment in the Meadowlands. Travieso is all for development that puts the natural habitat to educational use, but suggest putting up another sports stadium or mall? “You’re nuts!” he cries.

—TERRI CAMPION

### MARK GOLDSMITH (MBA ’66) Wins $100,000 Purpose Prize for Rikers Program

Fifteen years ago, Mark Goldsmith (MBA ’66) retired after a long career as an executive in the cosmetics industry. His more flexible schedule as a consultant enabled him to participate in the annual, nationwide Principal for a Day program, in which leaders in business, public service, and the arts spend one day shadowing a school principal. Goldsmith asked for a tough assignment, expecting perhaps a school in the Bronx. Instead, he was sent to Rikers Island.

He spoke with inmates at Rikers’ Horizon Academy, a high school for 18- to 24-year-old inmates. “The wardens told me, ‘We don’t know why they’re listening to a white guy in a suit, but they are,’” Goldsmith recalls. “It was because I was offering them hope.”

This experience led Goldsmith to found Getting Out and Staying Out (GO/SO), which provides young Rikers prisoners with education, coaching, life skills instruction, and other support both during and after incarceration. The program’s success since its 2003 inception is striking. Though the general recidivism rate for Rikers inmates is 66 percent, less than 10 percent of GO/SO participants have returned on new charges.

Goldsmith explains, “The program is based on a business model, not a social service model. We tell inmates, ‘We’re investing in you. Will you invest in yourself so that there will be a return on investment?’” Inmates have to write an essay to get into GO/SO and accomplish goals to remain.

“Everything they get they earn,” he emphasizes. On an inmate’s first day out of prison, he receives a toolkit that includes a new resume, alarm clock, Metro Card, subway map, and daily diary. “We want to get them up and running,” Goldsmith says.

Goldsmith is proud of the fact that 75 percent of those in the program who take the GED pass it. “They find out they’re not stupid but come from inadequate schools.” His efforts were additionally rewarded last year with a $100,000 Purpose Prize. He was one of six nationally to win the award, given annually to social entrepreneurs over 60 who are taking on society’s biggest challenges.

Says Goldsmith of his second career, “When I volunteered for Principal for a Day, I never expected to start a nonprofit. This has turned into a real passion for me. Every day there’s a reward.”

—MARINA ZOGBI
07 | **LINDA GHARIB** (MBA) spearheaded the Microsoft Advertising Digital Challenge at Baruch College. Launched as a pilot in 2008, the challenge was made a reality with the help of several other Baruch alumni now working at Microsoft. In 2009 the competition was scaled internationally with the help of Caitlin O’Halloran (’08), who came in first place in last year’s challenge, as well as many other Microsoft volunteers. **MELISSA LOUIE** (MPA) and Andre Duterte were married in December in Florida. She is a founder of Opt2Care Senior Services in Eatontown, N.J. The company provides home care, massage therapy, music therapy, and acupuncture. He is a VP and senior design director at Jack Morton/PGD, a New York design studio.

08 | **NURYS Z. CAMARGO** (MPA) has joined Massachusetts Bay Community College as President Carole Berotte Joseph’s special assistant and policy advisor. Previously she was a National Urban Fellow at the New York State Health Foundation. **EUGENE KREL** ranked 30th in the 2009 Interactive Brokers Trading Olympiad, winning a $1,000 prize. **VLADIMIR TOSCHEVIKOV** ranked seventh in the same contest, winning a $10,000 prize. **MARISSE VISCOMI** and Lance Cohen were married in September in East Meadow, Long Island. She is a consultant coordinator in Manhattan, and he is a sales manager for the family business. They live in Hicksville.

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**ERIS M. FIELD**

“Eris Field was one of the finest and most philanthropic friends Baruch College ever had. She was a devoted wife and mother and the proudest grandmother I knew,” said Baruch College Fund Trustee Daniel Clivner (’85) of this committed and generous alma mater by naming its landmark building at 17 Lexington Avenue the Lawrence and Eris Field Building. Eris was not a Baruch College alumna, but, as Clivner says, “We were part of her adopted family. Building. Eris was not a Baruch College alumna, but, as Clivner says, “We were part of her adopted family.

For over 49 years, Eris was married to Baruch alumnus Lawrence N. Field (’52, DCSc [Hon.] ’04), and together they built a legacy at Baruch that emphasized their support for entrepreneurship education, including endowing, most recently, the Field Programs for Entrepreneurship and the Larry and Eris Field Family Chair in Entrepreneurship. The College recognized their devotion to Larry’s alma mater by naming its landmark building at 17 Lexington Avenue the Lawrence and Eris Field Building. Eris was not a Baruch College alumna, but, as Clivner says, “We were part of her adopted family. We will miss her.”

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**IN MEMORIAM**

- Harry A. Mark ’34
- Israel Brockner ’40
- Joseph P. Redling ’40
- Leon W. Zucker ’40
- Eugene Kocin ’41
- Irving Rubenstein ’41
- Samuel Scher ’41
- Milton Finkelstein ’42
- Murray Klein ’42
- Walter Bilsky ’43
- Melvin Bund ’43
- William Markell ’43
- Julia Gitomer ’45
- Seymour S. Wertheim ’45, MBA ’68
- Pearl J. Ansell ’47
- Franklin F. Feld ’47
- Aaron Hochberg ’47
- Bernard Schwartz ’47
- Maurice H. Nast ’48
- Benj Silverstein ’48
- Gerald Bilsky ’49
- Nathan Freedman ’49
- Murray Glassman ’49
- Allan G. Green ’49
- Stanley Halpern ’49
- Marvin L. Korobow ’49
- Janine C. Rigaut ’49
- Earl Sussman ’49
- Lester I. Wolosoff ’49, MBA ’68
- Norman Reibstein ’50
- Stanley Sorkin ’50
- George Levine ’51
- David L. Miller ’51
- Albert Reinach ’51
- Alvin Weissman ’51
- Walter P. Guenther ’52
- Stanley Pilchik ’52
- Fred Aginsky ’53
- Seymour Bauman ’53
- Seymour D. Kramer ’53
- William P. O’Shaughnessy ’53
- Ronald J. Geraghty ’54
- Arthur Kreisberg ’55
- Andrew Baham ’56
- Jack M. Roth ’56
- Milton S. Heller ’57
- Erich M. Ebert ’58
- Bernard Masters ’58
- Arthur Andreucci ’59
- Edward J. Lopez MBA ’60
- Walter M. Falencki ’61
- Edward J. Tooze ’61
- Michael Blechman ’62
- William J. O’Rourke ’62
- Norman Glaeberman ’63
- Dominic LoCicero ’63
- Martin Margolis ’63
- Joel I. Gensler ’64
- Sarah M. Lannen ’65, MBA ’85
- Samuel Silverstein ’65
- Melvin S. Katz ’66
- James Furtis MBA ’69
- Robert D. Sadlier MBA ’69
- Alicia Malca-Algee ’73
- Ira Miller ’73
- Barry A. Finkelstein ’74
- Barry R. Hafter ’75
- Floyd G. Denison MBA ’76
- Randolph D. Drakes ’76
- Thomas F. Izzo ’76
- Anthony Saia ’76
- Gary Topchin MBA ’78
- Melissa R. Berthel ’79, MSED ’85
- Howard Sckalor ’84
- Donald E. Codrington ’85
- Sally S. Eaton ’87
- Linda L. Hill ’88
- Vivini Bookal ’91
- Anthea F. Maitre ’99
- Ronald Gonzalez MPA ’07

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**BARUCH COLLEGE ALUMNI MAGAZINE**
JOSE BAYONA (’09), a senior double majoring in business journalism and political science through the CUNY baccalaureate program, was one of eight students to win a $4,000 scholarship from the Donald W. Reynolds National Center for Business Journalism. Launched in 2003, the Reynolds Center, located in the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, provides free daylong business journalism workshops and online seminars.

“Baruch changed my life,” said the married father of a two-year-old son. “It gave me a new perspective about my professional opportunities. I have more tools to achieve what I want.”

In 1996 the now-40-year-old student moved to the U.S. from Venezuela with a bachelor’s degree in theater. After Bayona earned a film production certificate from NYU, he produced and directed three short films and four plays. Bayona became interested in journalism when a friend asked him to write a review of The Motorcycle Diaries for Hora Hispana, a weekly Spanish publication of the New York Daily News.

Before becoming a full-time Baruch student, Bayona worked as an assistant editor at Hora Hispana, leaving the publication to finish his Baruch degree. Once Bayona graduates in December, he hopes to earn a master’s degree at Columbia University or the CUNY Graduate School of Journalism. —HEATHER SCHULTZ (’08)