Larry Zicklin ('57, LHD [Hon.] '99), former managing partner, Neuberger Berman, has often said, “No Baruch, No Zicklin.” Today, Zicklin is co-chair of his alma mater’s current $150-million fundraising campaign, Baruch Means Business: Reaching New Heights of Excellence.

Consider including Baruch in YOUR estate plans in honor of the impact Baruch has had on you and your family.

To learn more about life income through Charitable Gift Annuities to The Baruch College Fund, as well as the many other creative ways you can protect your own financial future while helping Baruch College students now, please contact David Shanton, Executive Director of Development, at 646-660-6065 or david.shanton@baruch.cuny.edu.
2 | Message from the President
Public higher education is more important than ever. Offering excellence, value, and relevance, Baruch College is uniquely qualified to thrive in the coming decade and century. President Altman shares with readers three College-wide initiatives devised to ensure that Baruch continues at the forefront of educating the next generation of leaders and practitioners.

3 | Baruch in Brief
More national honors and high rankings for Baruch College … Nobel Laureate Paul Krugman shares his insights … 17 Lex Society celebrates at the U.N. … leadership series welcomes Tommy Hilfiger and Craig Newmark … business and public affairs panels tackle economic woes … sports stats at a glance … CUNYTV and social media keep alumni current … and more.

22 | Faculty and Staff News
Underwater researcher David Gruber explores the unknown … market structure pioneer Robert Schwartz wins award … civil rights advocate Kenneth Marcus joins faculty … Provost James McCarthy named top Irish educator … Adjunct Professor Catherine Russell inducted into Guinness Book of World Records … new books by Baruch faculty … and more.

26 | Class Notes
Baruch Means Business: Access to Excellence fundraising campaign tops $102 million … Reunion 2009 and APO Reunion in words and pictures … WWII hero Stanley Cohen (’47) … Jolie Harris (MEd ’07) mobilizes BYAN for day of service … alumni entrepreneurs and writers … remembering George Weissman (’39, LLD [Hon.] ’82) and Eli Mason (’40, LHD [Hon.] ’78) … special alumni career services … plus other news from the Classes of ’39 through ’09.

37 | Backstory
There’s no arguing with champion debater Nicoleta Lupea (’10). Read about this 25-year-old Baruch College Provost Scholar and finance major and her successes in international competitions in Ireland, England, Estonia, and the United States.

Meet Tomorrow’s Leaders and Professionals
Learn how Baruch College supports its historic mission of preparing leaders and professionals. Key to its highly successful strategies are solid curricula; prestigious, meaningful internships; study abroad opportunities; laboratory classrooms that translate into real-world savvy; and a plan to renovate and expand the campus to meet current needs and ambitious goals.
Our entire society is beginning to realize that public higher education is more important than ever. It is imperative that higher education enter a new era of value, excellence, and relevance. Baruch College is uniquely qualified to step up in these times, but in order to do so, we must embrace change as we build upon our strong and storied heritage.

To reach our ambitious goals, members of the College, The Baruch College Fund, and alumni have worked together for months developing action plans around three initiatives:

**Academic Excellence, Leadership, and Diversity**
Above all, we are committed to making Baruch College an excellent place for students and faculty. The quality of our student body is steadily increasing: the mean SAT scores of first-time freshmen rose to 1182 in Fall ’09. We plan to raise that number to 1250 over the next four to five years. Student graduation rates are rising impressively as well. We intend to ensure these trends continue as we increase the size of the student body and the number of full-time faculty.

At the core of our excellence is our diversity. We are committed to a diversified student body and faculty not simply for the sake of statistics. Our diversity is more than that: it presents opportunities to break down communication barriers and exchange ideas and information about cultural norms and the varied ways people see the world.

**Professional and Executive Education**
Offered by our three schools and Continuing and Professional Studies, our professional development programs cut across and serve many industries. These cutting-edge, market-responsive programs ensure that Baruch College is at the forefront of educating the next generation of leaders and practitioners. Many are the result of the partnerships we have forged with academia, business, nonprofits, the arts, and government throughout New York City and the world. Our mission goes well beyond the boundaries of New York and requires that we move both professionally and educationally into the larger world.

**Campus Expansion**
High on our list of immediate tasks is the renovation of our flagship Lawrence and Eris Field Building at 17 Lexington Avenue. The Field Building—which just celebrated its 80th anniversary—stands on a sacred site, the corner where the Free Academy stood more than 160 years ago. To ensure the best education for today’s students, we need to reinvent 17 Lex for the 21st century.

At the same time, we are looking beyond improvement of our existing facilities to the acquisition of property to expand the campus. Expansion means we can create a student residential program and provide more space for classrooms, faculty offices, student activities, our growing professional and executive programs, research, business incubators, and student-faculty interaction.

I hope you enjoy reading about these initiatives in this issue’s feature. In the coming months, you will learn more about how we will implement the changes and strategies recommended by our working groups.

Over the years, I have come to appreciate the important role we all play as stewards of Baruch College, ensuring that the next generation receives the same opportunities that we did. Therefore, we call upon you to stand with us as we prepare students to take their rightful place as the future leaders of our great city, state, and country.

Thank you,

Stan Altman
A dynamic element of the MBA and MS student experience at Baruch College is the Zicklin Graduate Leadership Speaker Series. Since 2006 the series has welcomed more than 20 senior industry leaders from world-class corporations to share business insights with graduate students. The forum provides opportunities—through an extensive Q&A session and a post-event gathering—for students to engage in dialogue with top executives.

Last fall the series welcomed Craig Newmark, founder of craigslist, in October and Tommy Hilfiger, founder and principal designer of Tommy Hilfiger Group, in December.

“How does a new business make it past the first stage? Use social media. Be on Facebook and Twitter. Have blogs. Social media will be a big part of anything up-and-coming entrepreneurs will do. If you don’t have a social media strategy, you will be like that tree that falls in the forest.”

—Irolled up my sleeves and designed the best product line I could. I looked at everything: the buttons, the thread, the fabric. I knew I could build a better ‘mousetrap,’ and my business took off. We lived up to our promises. . . . We want to be here today and tomorrow, not here today and gone tomorrow.”

—TOMMY HILFIGER, founder and principal designer of the Tommy Hilfiger Group of Companies. A global brand, the Hilfiger Group focuses on designing and marketing high-quality menswear, womenswear, children’s apparel, and denim collections in its over 900 dedicated retail stores. It also offers a range of licensed products. The company went private in 2006, when Hilfiger sold it for $1.6 billion.

—CRAIG NEWMARK, Internet entrepreneur best known as the founder and active customer service representative of the consumer websites known as craigslist. Craigslist outranks Amazon, Twitter, and eBay in number of page views per month, receiving 20 billion, and has established itself in more than 700 cities in 70 countries.

Go to Baruch’s Digital Media Library at www.baruch.cuny.edu/dml/engine.php to experience the series for yourself.
Tackling New York’s Economic Woes

With the lethargic economy and high unemployment on everyone’s mind, the Lawrence N. Field Center for Entrepreneurship and the School of Public Affairs both recently held forums laying out pathways to New York’s economic recovery.

“Forging Ahead: Entrepreneurship and Small Business Strategies for the New Economy,” a panel discussion with workshops, was co-sponsored by the Field Center for Entrepreneurship and the Flatiron/23rd Street Partnership. The November event was aimed at helping small business proprietors access capital, improve their marketing strategies, and better allocate resources. The big news from the day, however, was the release of the 2009 Global Entrepreneurship Monitor report on entrepreneurial activity in New York State, co-authored by Management Chair and Lawrence N. Field Professor in Entrepreneurship Edward Rogoff and Lawrence N. Field Family Chair in Entrepreneurship Thomas Lyons.

Funded in part by Congresswoman Carolyn Maloney (D-NY), the GEM report yielded somber findings. “If entrepreneurship is the engine that drives the economy, New York State has run out of gas,” Rogoff bluntly declared. Compared to the national picture, entrepreneurs in New York are far more likely to launch “small, poorly funded ventures that quickly fail,” he added, citing a flurry of demographic data.

Other panelists Jonathan Bowles, director of the Center for Urban Futures; Steven Cohen, deputy commissioner of the Empire State Development Small Business Division; and Raymond Keating, chief economist at the Small Business & Entrepreneurship Council, agreed that New York State could do more to support small business growth. Easing the tax and regulatory burdens that inhibit robust growth of small businesses was cited as priority number one. Also noted was the fragmentation of business services. Bowles suggested that New York, unlike...
California, hasn’t successfully “harnessed universities” to help business growth and innovation.

Less than two weeks before “Forging Ahead,” a School of Public Affairs panel entitled “Unemployment Tops 10%: Where Can We Turn?” tackled New York City’s economic woes head-on. Moderated by Sarah Bartlett of the CUNY School of Journalism, the panel looked for glimmers of light in the prevailing gloom. David Jones, president and CEO of the Community Service Society, was the most pessimistic, pointing out that low-wage workers are hurting badly. “The stimulus isn’t trickling down to them,” he said. Robert C. Lieber, New York City’s deputy mayor for economic development, was the most upbeat, noting that “the financial sector is hiring again.” The city, he suggested, was better off than much of the country, with people migrating to New York in search of jobs.

—ZANE BERZINS

THE HONORS JUST KEEP COMING FOR BARUCH College, pushing it higher on the lists of most outstanding colleges and universities in the region. In fact, Forbes places Baruch above NYU and Fordham in the overall category of “America’s Best Colleges” and ranks Baruch at #35 nationally in “Best College Buys” and #59 among “Best Public Colleges.” The Princeton Review also names Baruch as one of the top colleges in the nation for the second year in a row. In a combined study, the Princeton Review and Entrepreneur magazine place Baruch at #9 in the nation for its undergraduate entrepreneurship program.

Moreover, U.S. News & World Report’s America’s Best Colleges, 2010 Edition granted Baruch a “gold badge” as one of the best colleges nationwide. It also ranked Baruch #36 overall in the list of best master’s-degree-granting institutions in the north and #6 among best master’s-degree-granting public colleges in the region. For the first time, Baruch was judged the most selective college in its region.

Much recognition is given to Baruch’s business students, who continue to excel. The Direct Marketing Educational Foundation honored Zicklin graduate students with two ECHO Awards, silver and bronze. Baruch College has won more Collegiate ECHO Awards than any other school since the competition was launched in 1986.

The Weissman School of Arts and Sciences reaps its share of accolades as well. The Master of Science in Financial Engineering Program ranked among the top 10 programs in North America for 2009 by QuantNetwork, a financial engineering news organization. Also in the top 10 were Columbia, Princeton, Stanford, and the University of Chicago.

Baruch College continues to lead the nation in attracting and retaining an ethnically diverse student body and is especially proud of honors conferred for its diversity. Minority Access, a nonprofit educational organization dedicated to the advancement of minorities, honored the College for its many diversity initiatives. In addition, for the 11th straight year, Baruch earned top rankings nationally for its ethnic diversity from U.S. News & World Report.

For a complete list of Baruch College’s recent honors and rankings, visit www.baruch.cuny.edu/about/bythenumbers/honors.html.

—TERRI CAMPION

Baruch College Rises Through the Ranks

Department of Management Chair EDWARD G. ROGOFF was named 2010 Entrepreneurship Educator of the Year by the United States Association for Small Business and Entrepreneurship (USASBE). Rogoff, whose award recognizes years of leadership in the field of entrepreneurship education, was recently named Lawrence N. Field Professor in Entrepreneurship.

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Baruch In Brief

Nobel Laureate Krugman Sees Signs of Change

A

N OVERFLOW CROWD was afforded a rare opportunity last December to hear a Nobel laureate share his thoughts about race, the economy, health care, and more. Delivering the 14th Annual Donald H. Smith Distinguished Lecture, author and columnist Paul Krugman asked—and answered—the question: “Are We Getting the Change We Need?” His answer was one of cautious optimism. “We are getting better as a country,” he said. “We have become more enlightened, more tolerant and open.” Although Krugman asserted that the U.S. still has a long way to go to overcome a centuries-old legacy of slavery and racism and achieve a more just and egalitarian society, he cited President Obama’s election, a watershed moment in U.S. history, as evidence of movement in the right direction.

“We are getting better as a country.”

While Krugman asserted that last year’s economic crisis has been “contained,” he predicted that “the next few years will be tough,” suggesting that the recovery will be slower and more painful than people think. On the other hand, he was relatively optimistic about the health care bill winding its way through Congress. “It will be a mess,” he said, but, even so, a vast improvement over what exists now. The current irony, he noted, is that “we spend a lot of money making sure people who need health care don’t get it.”

A professor of economics and international affairs at Princeton University’s Woodrow Wilson School of Public and International Affairs, Krugman is also a columnist for the New York Times and a prolific author, most recently of the best seller The Return of Depression Economics and the Crisis of 2008.

—Zane Berzins

How Tweet It Is: Social Media Update

The explosion of social media sites such as Facebook, LinkedIn, MySpace, and Twitter isn’t about to diminish anytime soon. People like to stay in touch with each other and keep up with what’s happening in their world.

One of the best places to do this is Baruch’s alumni Twitter page (www.twitter.com/baruchalumni), with posts of campus events, news, alumni gatherings, job fairs, and more. If you’re age 22 to 40-ish, look at the Baruch Young Alumni Network (BYAN) posts and mark your calendar for wine tastings, baseball games, concerts, and other social gatherings. “The ability to spread the word on College news and alumni celebrations and to give career help quickly to the most diverse audience possible is our goal,” says Lisa Pouillard-Burton (’90), director of alumni relations.

Also, consider friending us on Facebook (www.facebook.com/BaruchAlumni) and connecting with us on LinkedIn (www.linkedin.com/in/baruchcollegealumni).

TiVo This: Baruch College On CUNY TV

New Yorkers can now experience a wide range of Baruch College events from the comfort of their own homes. Thanks to CUNY TV, a variety of lectures, workshops, and conferences can be seen in the New York metropolitan area on channel 75. Currently Baruch programming airs on Mondays at 9 am, 3 pm, and 9 pm and on Saturdays at 4 pm.

Visit the website at www.baruch.cuny.edu/news/cunytv. Be sure to check out coverage of Fall ’09 and upcoming Spring ’10 programming.

Novelist Joseph O’Connor on CUNY TV
Harvard Prof Asks, “What’s the Right Thing to Do?”

H ARVARD PROFESSOR MICHAEL J. SANDEL wants to put an end to the ideological food fights that too often pass for political discourse on TV and elsewhere.

In his recent book *Justice: What’s the Right Thing to Do?* and the new PBS series based on the book, he offers an alternative, one he has shared with the more than 12,000 Harvard undergraduates who have taken his course *Justice*, an introduction to moral and political philosophy.

As part of a nationwide promotional tour last fall, Sandel challenged a Baruch audience to think through the hard moral challenges Americans confront and to listen to the moral reasoning of their fellow citizens. For 90 minutes, he presented ethical dilemmas and then asked audience members to decide on “the right thing to do.” They obliged, speaking up and defending their decisions, which led to a lively, insightful, and respectful debate covering such hot-button issues as same-sex marriage and affirmative action.

By the end of the evening, Sandel had proved his point: “People can disagree on deeply contested moral and political questions and still discuss those differences in a way that contributes to richer public debate.”

His appearance was part of the College’s Master Teacher Series, which brings extraordinary teachers and presenters to campus to explore issues related to—and techniques for—enhanced teaching and learning.

—DIANE HARRIGAN

WEISSMAN TALKS: Theodore Bikel

“In people thought that *Fiddler on the Roof* would only appeal to Jewish audiences, and once you ran out of Jews, that would be it—the play would be over in two months. But when something is good, it becomes universal.”

—THEODORE BIKEL on the success of *Fiddler on the Roof*

Acclaimed actor, singer, and orator Theodore Bikel was interviewed by Weissman School of Arts and Sciences Dean Jeffrey Peck in the latest installment of the series Weissman Talks, which focuses on the arts as a reflection of history and society. True to the series mission, Bikel’s and Peck’s candid conversation covered the gamut from Bikel’s flight from Nazi-invaded Austria when he was a teenager to behind-the-scenes tidbits from the showman’s four-decades-long career. Bikel—most famous for his portrayal of Teyve the milkman in the stage version of *Fiddler on the Roof*, a role he has reprised over 2,000 times—charmed Baruch Performing Arts Center (BPAC) audiences in the New York premiere of *Sholom Aleichem: Laughter Through Tears*, a one-man play that ran from Nov. 8 through Dec. 13.

—LEAH FAYE COOPER
Journey of Discovery
Hillel Visits Germany

Last June a group of 18 Hillel students—15 of them from Baruch College—experienced some of Europe’s most historic landmarks, including Berlin’s Brandenburg Gate (shown above). Visiting the 240-year-old structure, a symbol not only of Nazi Germany but of German reunification and the end of the Cold War, was one highlight of the nine-day trip to Germany. The learning experience, suggested by Weissman School Dean Jeffrey Peck, was organized by Hillel in partnership with Germany Close Up, an organization that provides Jewish American youth with an opportunity to experience modern Germany firsthand.

“The students had a different experience than one might have expected,” said Matthew Vogel, Baruch’s executive director of Hillel at Baruch. “Many students in the Baruch chapter are Russian speaking and come from the former Soviet Union,” Vogel noted. “Today 85 percent of Germany’s Jewish population is Russian. So some students actually visited with family members after the trip.”

Baruch students took away enduring lessons. “I learned about the socioeconomic problems in post-WWII Germany and how things outside a country can have significant impact on that country,” said Boris Kalendarev (’11). Kalendarev also praised the tour guides, who “made every activity not only fun but educational.”

The Germany Close Up trip is a perfect example of the varied and progressive mission of Hillel at Baruch. “The role of Hillel is to enrich the experience of Jewish students and to add value to the interfaith community on campus,” explained Vogel. “Hillel helps bridge the cultural gaps and diversity—especially true at a campus like Baruch’s—and highlight commonality.” Hillel expects to participate in the Germany Close Up program again in 2010. —DIANE HARRIGAN

For more information about Hillel at Baruch, please contact Matthew Vogel at matthew.vogel@baruch.cuny.edu or by calling 646-312-4760.

‘Cat Stats
Nothing goes together better than sports and statistics. With that in mind, here’s a numerical glimpse into Baruch College’s thriving intercollegiate sports program. —JOHN NEVES

20 # of total CUNY Athletic Conference (CUNYAC) championships won during the past five years

17 # of states to which Baruch’s varsity teams have traveled to compete during the past five years

449 # of NCAA Division III-affiliated schools

2,759 # of miles traveled by all teams during the 2009 fall semester

24 # of all-time honorees in Baruch College’s Athletics Hall of Fame

4 # of CUNYAC championships won by women’s basketball

10 # of CUNYAC-affiliated NCAA Division III schools

16 # of NCAA, intercollegiate men’s volleyball wins over Harvard and MIT

1 # of years each Baruch student-athlete commits every week to in-season practices and contests

2010 tournament MVP.

LEFT: Kalea Davis (’10),

SPORTS PHOTO BY GENE BOYARS
Mishkin Gallery at Baruch College

A key figure in the vibrant New York City art world of the 1940s and '50s, MERCEDES CARLES MATTER (1913–2001) was part of a new generation of American artists born in the beginning of the 20th century who became advocates of abstract art. These artists gradually translated European modernism and bridged the gap between the pre- and post-World War II avant-garde movements that defined abstract art in the U.S.

Last fall Baruch College’s Mishkin Gallery showcased 33 well-chosen paintings and drawings spanning seven decades of Matter’s work in Mercedes Matter: A Retrospective Exhibition. The show, which traveled to California and Iowa, was praised in a lengthy review in the Wall Street Journal.

Located at 135 East 22nd Street, the Mishkin Gallery mounts free exhibitions throughout the academic year. To learn more about the gallery and the current and upcoming shows, visit www.baruch.cuny.edu/mishkin or call 646-660-6652.

—WARREN SCHULTZ

TASTE OF BARUCH The World—One Appetizer at a Time

THE UNITED NATIONS DELEGATES DINING ROOM, with its riverside terrace and spectacular views of the New York City skyline, provided an elegant and appropriate setting last August for the 2009 Taste of Baruch, an annual event that celebrates the spirit and generosity of members of the 17 Lex Society. (The College’s leadership giving society recognizes those who give $1,000 or more annually.) More than 125 people attended this eventful gathering, the first for both Vice President for College Advancement Mark Gibbel and Baruch College President Stan Altman. President Altman enthusiastically thanked all in attendance for their generosity and relayed information about major new initiatives the College is undertaking. (For more information, see the Message from the President, page 2.)

The U.N., representing 192 nations, was an ideal venue for celebrating Baruch College, one of the most diverse colleges in the U.S. President Altman said: “Our diversity must be more than just a series of statistics; it must create opportunities for people to learn how to break down barriers of communication and exchange ideas and information about the cultural norms and the varied ways people see the world.” His remarks set the tone for a sparkling evening of camaraderie, accompanied by food and drinks from around the world.

—WARREN SCHULTZ

BCAA HONORS VP and DEAN BEN CORPUS

The Baruch College Alumni Association (BCAA) honored Dr. Ben Corpus with its 2009 Faculty Service Award. Corpus, who has been vice president for student affairs and enrollment management and dean of students at the College for more than four years, was given the award in recognition of his excellent work on behalf of Baruch’s students.

The award recognized the success of dozens of student-centered initiatives realized during his tenure. Accepting the award, Corpus thanked “the creative and diligent work of faculty and staff within the Division of Student Affairs and Enrollment Management, the administration, and The Baruch College Fund. “The BCAA’s award motivates me and my team to aspire higher than ever,” Corpus enthused. Their future plans include additional and improved facilities for student life; interactive, 24/7 web services; a nationally ranked athletics program; more academic and scholarship support; and improved student satisfaction. “We want a vibrant and exciting student culture that is engaging, enlightening, and memorable,” he said.

Corpus is the 33rd recipient of this award in the BCAA’s 41-year history. The award was conferred on Jun. 4 at the association’s annual meeting.
1. ACADEMIC EXCELLENCE, LEADERSHIP, and DIVERSITY

Presidential Internships Shape Tomorrow’s College

ON ANY GIVEN SCHOOL DAY, more than 1,700 canned and bottled beverages are sold in the Newman Vertical Campus through vending machines and the cafeteria. But only a tiny fraction of those containers are properly recycled, according to a study under way by the Baruch College Task Force on Sustainability. The study, part of a larger College initiative, is one of the projects developed for the new Bernard M. Baruch Presidential Leadership Program for Interns, which launched last fall.

The purpose of the Presidential Leadership Program, which is open to undergraduate and graduate students, is to help prepare tomorrow’s leaders by “engaging students in practical, real-world projects,” according to Baruch College President Stan Altman. “It’s critical training that benefits both student and College.”

Twenty students a year are chosen for the program, which requires 300 hours of work and pays a $5,000 stipend. Candidates apply through the College’s Internship Placement Program and are interviewed to assess their qualifications, interests, and suitability. Selection criteria include GPA, computer skills, academic level, and language proficiency.

Mindy Engle-Friedman, an associate professor of psychology and chair of the College’s Task Force on Sustainability, is working with one of this year’s interns, Varun Nelligg (MBA ’11), as part of the College’s recycling initiative. After researching the on-campus recycling habits of...
For those of you don’t know the facts about “Dr. Facts,” as Bernard Baruch was known in his lifetime, here’s a small primer:

When Bernard Mannes Baruch (1870–1965) saw his name given to our College in 1953, the 82-year-old alumnus could look back on a fabulously varied and successful career. For half a century, from World War I to the 1960s, Baruch was regarded as one of the nation’s premier citizens. His expertise ranged from finance to domestic politics to international policymaking.

Born in South Carolina to an aristocratic but not wealthy Spanish-Portuguese-Jewish family, Baruch moved to New York at 14 and enrolled in the City College of New York (the forerunner of today’s Baruch College). He graduated in 1889 and sought his fortune on Wall Street, where he began as a runner earning $3 a week and amassed his first million by age 30.

Baruch devoted much of his life and energy to public service. For President Woodrow Wilson, he was chairman of the WWI War Industries Board and economic advisor/delegate at the Versailles Peace Treaty; for FDR, he assisted the WWII war mobilization director and headed special fact-finding commissions; for President Truman, he was the U.S. delegate to the U.N. Atomic Energy Commission. Much beloved, Baruch was America’s legendary “park bench statesman” (famous for conducting business on a bench in Lafayette Square, across from the White House). He was at once a behind-the-scenes powerbroker and an independent voice of the people.

Always focused on making the American dream available to all, Baruch left the bulk of his estate—an $8 million endowment—to his alma mater. His magnanimous gesture began a tradition of alumni philanthropy that continues to this day.

—DIANE HARRIGAN

Baruchians, Nagpal is helping to create a proposal for President Altman that will identify ways to improve recycling methods. Nagpal will also help bring together students, faculty, administration, and staff to participate in the first-ever waste audit at the College.

Other Baruch offices and departments participating in the internship program include the Office of the President, the Affirmative Action Office, the Baruch Computing and Technology Center, and the Writing Center.

Professor Engle-Friedman extols the virtues of the new program: “The Presidential Leadership Program is important because it prepares students through focused engagement and skill building to make a contribution to society and the economy. Varun is an example of the Leadership Program’s value. His work will have an impact on the College and beyond.” —BARBARA LIPPMAN

One of the first Baruch Presidential Leadership interns, Varun Nagpal (MBA ’11) is working with key College stakeholders in the area of recycling.

BERNARD BARUCH’S LEGACY GUIDES NEW PROGRAMS

“THE NEW PRESIDENTIAL LEADERSHIP PROGRAM for Interns is very much in the spirit of our namesake, Bernard Baruch, who was a proponent of service to others as well as a champion of the young,” says Baruch College President Stan Altman, who created the internship program in Fall 2009. “Bernard Baruch is the epitome of what we are trying to produce at the College.”

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—DIANE HARRIGAN
NONPROFIT LEADERS: The Next Generation

In the few short years that Baruch College has maintained an academic partnership with the American Humanics (AH) program, Baruch students have made their mark. “Baruch students are very diverse, very smart, and very committed,” all fundamentals of AH, said Baruch College President Stan Altman, who serves as the program’s campus director. Founded in 1948, AH was created to give young adults the experience and training they need to become leaders in the nonprofit sector. Now a full-scale certificate program, AH holds partnerships with nearly 70 colleges and universities and more than 60 nonprofit organizations, including the American Red Cross, Big Brothers Big Sisters, and the YMCA.

Baruch’s success within AH can be measured by the number of NextGen awards won by its students. The NextGen award was created by AH and underwritten by a W.K. Kellogg Foundation grant to provide an ethnically diverse group of students with financial support as they complete the rigorous internship requirements of the program, which is often otherwise unpaid. NextGen awards are given to students within the AH program who best demonstrate leadership ability and a commitment to civic engagement via two written essays. Nearly 20 Baruch students have been chosen for the award since 2007. “This achievement,” said President Altman, “has given Baruch a strong standing within the program. An AH board member told me, ‘There are three categories of applicants for the NextGen award: a large, solid group; a smaller, very strong group; and then the Baruch group, in a class by itself.’”

And while Baruch students come from a host of different cultural, ethnic, and economic backgrounds, a common interest in capacity building of nonprofit leaders is present in all who take part in AH. “We’ve done very well at attracting students with diverse backgrounds from across the College, including those with arts and science and business backgrounds,” said President Altman.

This year, of the six Baruch College students who applied for the NextGen award, five came away winners. In addition to 300 hours of internship service, the chosen recipients, Harrison Adler (’10), Doran Chan (’11), Victoria Dedaj (’10), Gabriel Lopez (’10), and Sophia Zardiashvili (’10) were named 2009 American Humanics Next Generation Leaders as part of the NextGen Nonprofit Leaders scholarship program.

THE REAL AFRICA:
Uchenwa Njoku (’10) Flaunts Her Home

When confronted by negative stereotypes, one can either ignore them or try to change them. Nigerian-born Uchenwa Njoku (’10) boldly chose the latter. She launched Flaunt Africa, an organization dedicated to promoting an informed, educated, and positive attitude toward Africa.

“I actually started the organization out of anger,” Njoku admits. “I was angry at the way people perceived me as an African and wanted them to know the truth about where I come from.” When Njoku moved to New York five years ago, the public affairs major was met with some absurd questions about her homeland, among them ‘What’s it like living with all those wild animals walking around everywhere?’ and ‘Do you have cell phones in Africa?’ I was shocked—it was obvious that a lot of people don’t know anything about Africa,” she says.

The student-leader enlisted the help of friends, and they spent two years researching how a nonprofit group works. Last August the Flaunt Africa campaign was launched at the United Nations, where the youth-run group had been invited to share its mission with a global audience at a conference. “It was the first time that I saw Flaunt Africa’s potential,” Njoku recalls, explaining that the group attracted attention and support from African professionals.

Among the continent’s many attributes that the organization “flaunts” on its website are Africa’s eco-tourism business, its fashion week, and Nollywood, the Nigerian film industry. More than 800 people have joined Flaunt Africa’s Facebook page, which features videos depicting the accomplishments of African students, professionals, and sports teams.

A budding social entrepreneur, Njoku served as the treasurer of the Baruch College American Humanics Program prior to starting Flaunt Africa. She currently works part time at the Department of Veterans Affairs, helping discharged veterans navigate the benefits system. In the future, Njoku hopes to facilitate tours to Africa and arrange large-scale screenings of informational videos depicting the continent in a positive light. “It’s time to really put it out there and get more people involved.”

For additional information, visit www.flautafrica.org.

—LEAH FAYE COOPER

—ADRIENNE RAYSKI (’07)
Core Subjects, Skilled Professionals

General Education is Central to Baruch College’s Mission, and it shapes the experience that the College offers all undergraduates, whether they pursue a degree in business, arts and sciences, or public affairs. Also known as the Common Core Curriculum, general education courses reflect the College’s commitment to the ideal of education as a transformation of the whole person through study of the liberal arts. “The arts and sciences core nurtures the acquisition of superior communication and quantitative skills, the development of critical and analytical abilities, and the cultivation of aesthetic, ethical, civic, and cross-cultural awareness,” explains Weissman School Dean Jeffrey Peck. “The Weissman experience opens up new ideas and opportunities for students as educated citizens of the world.”

Speak Easy: Undergrads Master Public Speaking

Though many people fear public speaking more than death, Baruch undergraduates brave the podium daily in COM 1010, aka Speech Communication. This Department of Communication Studies course is part of Baruch’s Common Core Curriculum and is taken by upward of 2,600 students a year.

While undergraduates are able to select many courses at their own discretion, COM 1010 is among a distinct group of classes in the Weissman School of Arts and Sciences that everyone is required to take. These general education courses reflect Weissman’s core mission of arming students with practical skills and knowledge for the workplace. Combining skill and theory, COM 1010 focuses on corporate communication and preps students to express themselves clearly and concisely in the professional arena.

“Public speaking is enormously important in many lines of work, especially at the managerial level,” says Gary Hentzi, associate dean and director of graduate studies at the Weissman School. “Everyone has to address an issue publicly at some point in his or her career. Practicing in a controlled setting, like a classroom, often makes it easier to connect thoughts and hold an audience’s attention.”

New to several sections of the course last semester was the addition of a Video Oral Communication Assessment Tool (VOCAT), which was developed and is supported by the Bernard L. Schwartz Communication Institute. VOCAT enables instructors to provide feedback on oral presentations live or after they’ve been uploaded to the web.

Students also have access to the footage.

Communication Studies Coordinator Brian Householder notes that the speech requirement is challenging but also very beneficial. “There’s a common misconception that being outgoing and comfortable in front of an audience automatically makes someone a good public speaker—but that’s not true. Strong public speaking also entails being able to engage an audience while conveying very specific concepts.”

Thus far, VOCAT has been well received, prompting Householder to advocate for its use in more classes. “Oral communication doesn’t always get the same level of support as other core subjects, but it’s extremely important for students to graduate as strong public speakers.”

—Leah Faye Cooper

Read About It

Many Baruch graduates have overcome serious obstacles to achieve their dream, but Dorje Rmetchuk’s journey is truly remarkable. Over 20 years ago, the Tibet native trekked for 15 days across the Himalayas to Nepal to escape his Chinese-ruled homeland and make a better life for himself. He lived in a refugee camp and later found work in a tofu factory before coming to New York and eventually earning a BBA in finance last June. Read his story at www.baruch.cuny.edu/news/climbverymountain.htm.
Baruch’s overseas programs exist under three distinct groupings: international programs offering a Baruch degree to professionals in other countries; short-term and semester-long study abroad options for U.S. students; and the global component of New York–based executive-level business programs.

All are about academic excellence. International programs that offer Baruch degrees to professionals in other countries are for those seeking to add the prestige of the Baruch brand to their resumes. Study abroad options are directed primarily at Baruch’s undergraduates: mostly New York City–reared kids eager to travel beyond the pathways of the MTA. The global component of the Zicklin Executive MBA and MS degree programs ensures that program graduates have some understanding of financial and business practices beyond Wall Street.

Baruch College’s international programs, under the direction of Professor of Economics and Finance Avner Wolfe, have been operating since 1999 and are part of a broader effort to export U.S. business know-how to Asia, Eastern Europe, and elsewhere. Collectively, these programs graduate between 270 and 300 students a year. They are currently operating in Taipei, Singapore, Paris, and Rishon LeZion, Israel. Staffed by Baruch College faculty, classes are intensive, with a semester’s worth of curriculum compressed into 10 days.

Numerous faculty members from the Zicklin School of Business have gone abroad to teach these courses. Most get hooked—once they’ve been, they’re eager to return. Bill Heath, a longtime lecturer in the Department of Marketing and International Business, has even written a book, Some Kind of Plant, based on his teaching experiences in Hong Kong and Taiwan. He has participated in the program on eight separate occasions.

According to Richard Mitten, director of Baruch’s Study Abroad Office, between 250 and 300 Baruch undergraduates annually take advantage of the chance to study in a foreign country. Most opt for short-term courses offered during January Intersession or the summer. Because Baruch students can take advantage of the international affiliations of other CUNY institutions, student choices are legion: London, Berlin, Stockholm, Leipzig, Amsterdam, Tokyo, Copenhagen, and Vienna all have “partner universities” that offer for-credit study programs. Mitten emphasizes the rigor of these programs. “There’s no such thing as frivolous courses,” he noted.

Chris Koutsoutis, director of the Zicklin School’s Executive Programs, knows the benefits of global education firsthand. This March he leads a cohort of 60 to 70 executive master’s students to Warsaw and Amsterdam. In May a group working toward the Executive MS in Financial Statement Analysis will go to Milan and Zurich. Here, too, the experiences will be intense, with daily seminars and workshops supplemented by visits to banks, government offices, stock exchanges, and other institutions of commerce and policy. “So many people think the U.S. is the be-all and end-all when it comes to business,” Koutsoutis said. “These trips are an opportunity to think and analyze, to look beyond your immediate circumstances.” —ZANE BERZINS
Halls of Government Welcome SPA Grads

FROM CITY HALL TO THE WHITE HOUSE, Baruch College graduates are filling high-level government positions that shape policies worldwide. In the past year alone, three graduates from the School of Public Affairs have been appointed or elected to office.

Bronx Assemblywoman Vanessa Gibson (MPA ’09) was already working in public service when she enrolled at Baruch College in 2006. As an undergraduate in Albany, she began cutting her legislative teeth in then-Assemblywoman Aurelia Greene’s South Bronx district office, where she developed a passion for community service. District manager by day, Gibson attended graduate classes in the evening. Why Baruch? “I was looking for a CUNY school that focused on public policy,” she says.

Gibson barely had time to shed her cap and gown before taking over Greene’s 77th Assembly District seat in a special election held last June. Gibson’s win made her the youngest African American member of the assembly. “My Baruch MPA studies gave me the perspective needed to be an effective public official. Each class modeled creative ways to identify and deal with problems,” she says.

As the daughter of a Brazilian mother and Palestinian father, both immigrants, Fatima A. Shama (EMPA ’08) already knows the challenges facing immigrant New Yorkers and ways to improve the quality of their lives. Before being appointed as the city’s commissioner of immigrant affairs by Mayor Bloomberg last fall, Shama had held a variety of public service jobs working with New York’s immigrant population. Shama sees her current role as making it easier for new immigrants to access government services. “Immigrants are one of our city’s greatest assets,” she states.

The commissioner points to what she learned in her SPA classes as having a continuing positive impact on her work: “Courses focusing on leadership, managing agencies and staff, and finance have been particularly helpful. My policy classes prepared me to understand the realities of policy development.”

Michelle J. DePass (MPA/NUF ’99) has worked at all levels of government, including city and state posts. Now she’s a White House appointee. As assistant administrator for international activities at the Environmental Protection Agency (EPA), she’s responsible for developing and implementing the EPA’s international programs.

Though DePass already had an impressive resume when she entered Baruch, the skills and principles that she developed here have carried her well beyond the classroom. “I am a better manager because of my MPA classes. Baruch College is a real-world institution, focused on real-world problems and developing leaders who are prepared, upon graduation, to take on leadership roles in city, state, and national government,” she says. —BARBARA LIPPMAN
Real-World Environments Support Cutting-Edge Prep

MarkLab Turns Students into Marketing Pros

Students who want to hone their marketing skills and learn from practitioners are making a beeline for the Baruch Marketing Lab (MarkLab). Launched in 2004, this faculty-directed, student-run resource center focuses on advertising, public relations, marketing, and marketing research by giving students practical experience in solving real-world problems through independent study projects, consulting classes, and marketing competitions.

“We aim to be the liaison between Baruch College and the private marketing industry,” says David Luna, associate professor of marketing and faculty director of MarkLab. “Professionals help us train our students.”

MarkLab is fortunate to have one such key industry professional, Michael Lissauer, as its director of corporate partnerships. He brings to Baruch 35 years of experience in strategic planning, global branding, marketing, advertising, public relations, and product development, the last 17 years as an executive vice president for Business Wire.

In Fall 2008, Lissauer established the Park Bench Marketing Group, a fully integrated marketing firm housed in the lab. Named for Bernard Baruch, who was known as “the park bench statesman,” the group comprises undergraduate and graduate students who receive credit for designing and implementing marketing campaigns for various clients. “I’ve been amazed at the caliber of work the students have produced,” says Lissauer. To date, students have completed projects for Business Wire, La Scuola d’Italia, Kognito Interactive, New York City’s Office of the Mayor, and Timex. Upcoming assignments include marketing initiatives for the American Cancer Society and the Jamaica Center for Arts & Learning.

For students like Davide Majoli (‘10), MarkLab provides hands-on experience. “I’m an international student, so it’s not as easy for me to get experience through internships,” Majoli explains.

Using MarkLab resources, Baruch teams have brought home top national marketing awards. Last year graduate students won two prestigious Collegiate ECHO Awards—silver and bronze—from the Direct Marketing Educational Foundation. Their challenge was to create a $300,000 integrated multi-channel campaign targeting the parents of school-aged children, using web and viral marketing, blogs, social networks, and other media. Baruch has won more Collegiate ECHO awards than any other U.S. school, including five gold, five silver, and four bronze trophies, along with honorable mentions.

Additionally, special events and panels hosted by MarkLab have become a viable networking platform for students, alumni, and industry professionals. MarkLab earned industry and student acclaim for its 2009 conferences: “Yes We Can: Going Viral in a Social Marketing World” and “The Changing Dynamics of Public Relations.”

By combining traditional academics with professional marketing resources, MarkLab is creating a talented pool of industry-ready marketers. For more information about MarkLab, visit www.baruch.cuny.edu/zicklin/marklab or contact David Luna at david.luna@baruch.cuny.edu. —LEAH FAYE COOPER

Live, from New York, It’s STUDIO H

Training journalists is more important than ever before: Given the Internet, 24-hour news channels, and the seemingly endless creation of social networking platforms, gathering and disseminating news ethically and professionally are critical to the democratic process.

To help prepare tomorrow’s reporters and keep pace with journalism’s changing and evolving landscape, Baruch College’s Department of Journalism and the Writing Professions opened Studio H, a state-of-the-art classroom made possible by a generous $1 million gift from the Harnisch Family Philanthropies. Benefactors Ruth Ann and William F. Harnisch (‘68) said that the facility is a “bold investment” intended to “produce returns that we can’t yet imagine.”

Launched last year, Studio H was designed to create a newsroom-like atmosphere, including a big clock that counts down to deadline. Rimming the lab are 24 student workstations, each featuring a brand-new computer loaded with the latest productivity software. HD cameras are available for
Internship Success Story: Runa Bhattacharya ('09)

RUNA BHATTACHARYA ('09) IS ONE OF THE THOUSANDS OF SMART, HARDWORKING STUDENTS for which Baruch College is famous. A first-generation American, she lives with her family in Brooklyn. Both her parents were born and raised in India. When they married in 1979, they immigrated to the U.S., settling in Brooklyn to work and raise their family.

“Like many college students, I began freshman year ‘knowing’ what I wanted to do—finance—only to change my mind several times,” Bhattacharya says. “Writing has always been a passion of mine, so I finally decided to major in journalism and do something I love!”

Bhattacharya is a true internship success story. During her years at Baruch, she explored her career choice well—and, in the process, built a significant resume. She interned with five media outlets: Prevention, Self, Elle.com/Ellegirl.com, Teen Vogue, and BeautyBlitz.com (her graduation-semester internship).

“It was during my first internship that I fell in love with magazine journalism and knew I wanted to be a magazine editor someday,” she says. In her final semester at Baruch, Bhattacharya also held a part-time job at the College’s Field Center for Entrepreneurship.

Bhattacharya’s persistence and passion have paid off. Following her December graduation, she landed an editorial assistant position at Self magazine. “Monday, Jan. 5, was my first day. It’s been crazy and hectic, but I’m adjusting and learning so many new things. I can’t wait to be settled in and caught up with the rush of this new world.”

—DIANE HARRIGAN

Monday: Subway from Brooklyn to Baruch for morning chemistry lecture; work 6 hours at Baruch’s Lawrence N. Field Center for Entrepreneurship; check e-mails, work on projects for BeautyBlitz.com internship; coffee; business journalism and black studies classes; gym; home for TV, check style.com for latest industry news; bed

Tuesday: Full day interning at BeautyBlitz.com: testing beauty products, blogging, other projects; 5 pm to Baruch for 6 pm creative journalism class; gym; friends or finish assignments due next day

Wednesday: 9 am chemistry; 6 hours working at Field Center; cruise Internet for new job postings, research grad schools, read news; late afternoon, early evening classes; eat out with boyfriend; home to prep for internship

Thursday: Full day interning at BeautyBlitz.com: update editor on latest beauty news, write as many creative postings as possible for website; subway to Baruch for creative journalism class; gym; race home for The Office, my favorite show

Friday: Three-hour morning chemistry lab; check e-mails; grab lunch with friends; home to catch up on schoolwork and job hunt; evening out with friends!

Saturday: Wake late; exercise at home or, if sunny, run by bay; day with family; check e-mails, keep in touch with editors from previous internships; evening movies or dinner with boyfriend

Sunday: Job search, projects for BeautyBlitz.com, study for upcoming exams, time with family, maybe shopping with friends, early to bed to start next week!
CAPS: A Competitive Edge

When Ann Clarkson joined Baruch College’s Division of Continuing and Professional Studies (CAPS) as associate dean four years ago, part of her mission was to build up the professional offerings of the division. In order to increase CAPS’ relevance in this area, “We reached out to our corporate partners and now have advisory boards that meet regularly,” she says. “We discuss what’s going on in various fields, what courses will help workers be more prepared when applying for jobs, and what programs CAPS can offer to corporations’ employees to help them keep their jobs.”

Though these initiatives began before the current recession, they’ve proved to be especially valuable now. Says Clarkson, “Normally, when there’s a downturn in the economy, people immediately go back to school. It’s been a little bit slower this time around because the downturn’s been more severe. But people are returning to classes to change careers or gain skills and accreditations in their current fields. CAPS students want to ensure continued employment or even try that much harder for a promotion.”

Baruch College was one of the first CUNY schools (and the second-largest school in New York State) to participate in the Department of Labor’s National Emergency Grants program, which pays laid-off workers’ tuition for job-training courses.

“The fantastic thing about these funds is that they were not linked to lower-level, vocational-type positions,” Clarkson notes. “They’re for entry-level and mid-level professionals, which really targets CAPS’ population more effectively. We’re seeing people coming in for bookkeeping, project management, human resources, and IT training.”

CAPS offers over 700 courses geared to professional development, in addition to personal enrichment studies, including fitness and culinary classes.

As anyone with extensive work experience knows, “The more high-level you are, the longer it takes to get a job,” says Clarkson. “It takes a combination of skills, not just a certificate. That’s what we try to do at CAPS: offer direct certification training in a specific area, business communication courses to refine how you present yourself, and resume writing workshops. It’s an entire package.”

According to Clarkson, just because you have a degree doesn’t mean your school days are over. “Your education never ends these days. If you’re not continually learning, you’re stagnating, and it’s going to show. You have to be constantly considering when to go back to school, not if.”

Baruch alumni get a 15 percent discount on all CAPS classes.

NONPROFIT EXCELLENCE: Gary Bagley (EMPA ’05)

Gary Bagley (EMPA ’05) runs the city’s largest volunteer organization, New York Cares. As its executive director, Bagley oversees an annual budget of $5 million for an agency that works with more than 48,000 volunteers serving over 1,000 agencies citywide.

In 2009 his leadership success was recognized with a New York Times Company Nonprofit Excellence Award for “Overall Management Excellence.” The award factored in the agency’s strength in financial management, communications, human resources, use of technology, and new program management. It was the second straight year that a graduate from the School of Public Affairs Executive Master of Public Affairs Program earned the award; in 2008 Diane Gomez (EMPA ’01), executive director of Community Health Action of Staten Island, won the top award.

Bagley credits his Baruch education, in large part, for preparing him to effectively run such a prominent organization. “I feel, on a daily basis, that things I learned at Baruch come into play—everything from budgeting and operational issues to organizational structure, leadership skills, and thinking more strategically,” he noted.

After earning his bachelor’s degree, Bagley worked with various arts education organizations. Determined to advance his career, he applied to the executive program “to create more job possibilities.” Like so many Baruch students, he worked while studying for his graduate degree on weekends. “The program gave me skills to land a job in a new area,” he said, adding that it also provided him with a strong network of professional colleagues.

In 2004 Bagley began working at New York Cares as the senior director for programs. He was named executive director in 2008. One of his biggest accomplishments at the agency has been a more-than-10-fold increase in the number of Queens-based projects: from 100 in 2004 to 1,242 in 2008.

With no shortage of volunteers, Bagley is looking to increase the number of financial donations to New York Cares. “We’re putting a greater focus on individual contributors,” he revealed. The agency also works with corporate donors by creating volunteer opportunities for employees.

Baruch photo by Lyn Hughes; Gomez photo courtesy of CUNY
Since 2009 Lewis Kramer ('70) has taken up residence at Baruch as the Ernst & Young Executive-on-Campus. In this role, and over previous years, he has been a guest lecturer, advisor to the department’s audit conferences, and judge at the Ethics Bowl and other student competitions. These are all important roles, but Kramer’s most significant role may be as coach-mentor to current students. With almost 40 years experience in the field of public accounting, Kramer, a retired senior partner and member of the US Executive Board of Ernst & Young LLP, has a wealth of expertise to offer. And if that wasn’t enough, he exudes unparalleled common sense and people sense.

In 45-minute scheduled appointments, students speak one-on-one with the retired executive, who answers questions about the profession and the skills needed in today’s marketplace, and often evaluates the student’s resume. “The students know that I’m not a recruiter, so they relax around me.”

Much of Kramer’s advice focuses on effective and considerate communication. “I tell students, ‘If, before every communication, you think about how the other person will take it, you have a much better chance at being successful—both as a communicator and a professional,’” he says. “Interpersonal skills can’t be outsourced.”

What makes Kramer want to give back to the next generation of Baruch-educated accountants? “I see a lot of myself in them. Their background may be different—the city’s different—but Baruch still operates on the same basic model of educating students who want to succeed through hard work.”

“Setting Young Professionals on the Right Track: Lewis Kramer ('70)"

Do you ever think that if you had a smart, caring mentor when you were a student your professional life would have been more rewarding, especially in the early, post-college years? That’s a question that two dozen students and more in the Stan Ross Department of Accountancy needn’t ask.

Norman Thomas High School teacher Robert Almonte is eager to bring his class back to Baruch College after seeing the positive impact that the first workshops had on his students. Cesar Ayala, an 11th grader, agreed: “The MBA student-teachers were really fascinating. They did a great job, and it wasn’t all serious. They also made it fun.”

For their second workshop, FLY had the opportunity to build upon what volunteers learned from their first presentations. As Daniel Fischer (MBA ‘11) explained, “Evaluations are key. They help us learn how to stay engaged with the students and how to respect everyone’s unique style of teaching.”

This being organizer Chang’s last year in the MBA honors program, fall semester volunteer recruitment and training were focused especially on cultivating leaders who can take the reins and manage the FLY program in the coming years. —ADRIENNE RAYSKI ('07)
3. CAMPUS EXPANSION PLANS

Q&A with Vice President Gabriel Eszterhas

BY ZANE BERZINS

In recent months, there has been a great deal of talk about the possibility of expanding the Baruch College campus, renovating the College’s historic 17 Lexington Avenue site (today known as the Lawrence and Eris Field Building), and even adding student and faculty residences. To separate fact from rumor, BCAM interviewed Gabriel Eszterhas, the College’s vice president for administration and finance and co-chair of a campus expansion working group, to find out what plans are being put forward and how they relate to the College’s broader goals.

Q: What does campus expansion mean, exactly? And why now?
A: To put it simply, the College has run out of room. Right now, according to accepted guidelines, the Baruch campus is 108,000 square feet short of what we need for our current students and programs—that’s without even getting into any new programmatic initiatives. Our campus expansion initiative is integral to maintaining—and, ultimately, expanding upon—the value, relevance, and quality of Baruch’s educational offerings. To that end, we are actively looking for more space. We hope to buy a building, but if necessary we will lease one.

Q: How does Baruch compare to other CUNY schools?
A: We’re one of the few CUNY senior colleges with no residence space whatsoever. Brooklyn, Queens, Hunter, and CCNY all have dorms. This puts us at a disadvantage when it comes to recruiting the best and the brightest. Having some dorm space would also enable us to expand our geographical reach. Let me also say that we’re trying to model this dorm financially in a way that our students can afford. Because of the high cost of everything in Manhattan, even under the best-case scenario, the dorm would have to be subsidized. Private fundraising will be crucial to making this happen.

Q: What is the emphasis on residential life?
A: We’re one of the few CUNY senior colleges with no residence space whatsoever. Brooklyn, Queens, Hunter, and CCNY all have dorms. This puts us at a disadvantage when it comes to recruiting the best and the brightest. Having some dorm space would also enable us to expand our geographical reach. Let me also say that we’re trying to model this dorm financially in a way that our students can afford. Because of the high cost of everything in Manhattan, even under the best-case scenario, the dorm would have to be subsidized. Private fundraising will be crucial to making this happen.

Q: What are the specifics of Baruch’s campus expansion plan?
A: It’s a three-part plan. Ideally, we will (1) renovate the Field Building at 17 Lexington Avenue, which will give us more usable space; (2) buy a small building that’s approximately 50,000 square feet; and (3) acquire a modest-sized student residence.

Q: What kind of time frame are we talking about?
A: The 17 Lexington Avenue renovation design is almost complete, and our architects will shortly begin work on construction documents. If we are successful in getting more funds from the state in the capital budget, the first phase of renovation could start in less than 12 months.

Baruch College Fund members are working with us—lending us their expertise, time, and contacts—to create a strategy to acquire real estate either for residence life or academic space. We are discussing the merits of long-term leases versus purchases and financing mechanisms. We are also asking the state for funds to acquire a building. We hope to put in place some form of residential space opportunity for our students by Fall 2011.
Natural Sciences, but probably Psychology and Mathematics as well—and the Offices of the Provost and the President will also be moving in there. The renovation will also improve the overall classroom size distribution across all of Baruch. For example, we need more 20-person classrooms, and 17 Lex will give us that kind of space. The entire campus will benefit from these improvements.

Q: What will new space allow Baruch to do that the College can’t do now?
A: As things stand, we can’t add anything without compromising the quality of current facilities—and, by extension, the quality of the educational experience we offer. If we create a new office or lab for someone, we have to take existing space away from someone else. Expanding the campus will allow us to advance the College’s academic and professional excellence. For example, additional space will allow us to continue to attract superior faculty and students and to create new community partnerships, such as a small-business incubator. We would also like to grow our student population in a careful, controlled way. New space means new opportunity to better engage all our constituencies.

Since Fall 2009, under the leadership of President Stan Altman, the College has been taking a fresh look at how to stay true to its mission and priorities. Directing this exploration is a diverse cast of campus leaders, Baruch College Fund Trustees, and faculty and staff. Their findings are helping the College focus on priorities in three areas: Academic Excellence, Leadership, and Diversity; Professional and Executive Education; and Campus Expansion. We thank them.

The College would like to thank the members of the STRATEGIC WORKING GROUPS:

ACADEMIC EXCELLENCE, LEADERSHIP, AND DIVERSITY
Lawrence J. Simon (’65), co-chair; Ben Corpus, co-chair and Vice President for Student Affairs and Enrollment Management and Dean of Students; Robert J. Aquilina; Walter H. Barandiaran (’79); Irwin Engelman (’55, LLD [Hon.] ’00); Hedwig Feit; Amy Hagedorn (’58); Louis R. LaFore (’75)

PROFESSIONAL AND EXECUTIVE EDUCATION
Lawrence Zicklin (’57, LHD [Hon.] ’99), co-chair; James McCarthy, co-chair and Provost and Senior Vice President for Academic Affairs; Henry G. Jarecki; David Krell (MBA ’71); William E. Macaulay (’66, LHD [Hon.] ’07); Dov C. Schlein (’70, MBA ’75); Howard I. Smith (’65)

CAMPUS EXPANSION
Kevin Boyle (MBA ’90), co-chair; Gabriel Eszterhas, co-chair and Vice President for Administration and Finance; Lawrence N. Field (’52, DSc [Hon.] ’04); John G. Grifonetti (’90); Joseph Macrow (’67); Helen J. Mills; William Newman (’47, LLD [Hon.] ’97); Richard R. Pergolis (’60); Marshall Rose (’58); Gary N. Tannenbaum (’70)

We would also like to extend a special thank-you to the Baruch community members who have been invaluable to the ongoing success of these committees, including Deans David Birdsell, John Elliott, and Jeffrey Peck; Assistant VP James Lloyd; Newman Institute Director Jack Nyman; Professor and Weissman Center Director Terrence Martell; Real Estate Department Chair Ko Wang; and Professors Roslyn Bernstein and John Goering.
A Dialogue with DAVID GRUBER

By Bruce Felton

DAVID GRUBER CAN’T REMEMBER THE LAST TIME HE TOOK A REAL VACATION, but he’s not complaining. The deepwater research expeditions in which he participates as part of a three-member team “are more fun than any trip to the beach,” he says. An assistant professor of biology and environmental sciences, Gruber has dived to depths of 300 feet and more to study the biology of coral reefs. His specific interest is in collecting and cloning fluorescent proteins—eerily glowing chemicals found in jellyfish and other coral animals. With Vincent Pieribone, Gruber is the author of the 2007 book Aglow in the Dark: The Revolutionary Science of Biofluorescence.

Why are fluorescent proteins worth studying?
Primarily because of their transformative impact on biomedical research and the quest for cures to diseases like cancer, AIDS, and Alzheimer’s. In fact, the 2008 Nobel Prize in Chemistry was awarded to three scientists for their work in this area. Think of fluorescent proteins as tiny bicycle reflectors that can be attached to proteins in the body. This allows us to observe biological processes that would previously have been invisible. Once you can see how cancer cells are dividing or how the body’s proteins are functioning, you can target treatments more accurately. It’s no exaggeration to say that fluorescent proteins have become one of the most valuable tools in bioscience today.

Where do you do your research?
Just about anywhere in the world where there are coral reefs. My primary collaborators—Vincent Pieribone, a neuroscientist at Yale, and Hung-Teh Kao, a molecular biologist at Brown—and I have traveled to the Great Barrier Reef, the Cayman Islands, the Red Sea, and Belize. Collectively, coral reefs make up the world’s second-most-diverse ecosystem—rainforests being number one. They’re also seriously endangered. Hopefully, our research will encourage conservation efforts.

What’s it like 300 feet beneath the sea?
It’s very dark—which means you need to carry special underwater light equipment. We designed our own in a machine shop at Yale. It’s waterproof and relatively lightweight. We are also developing a motion picture camera that can take pictures under very low light with high clarity. It will be used in making an IMAX® film based on Aglow in the Dark.

How did you get interested in undersea exploration?
I was an oceanography major at the University of Rhode Island when I was invited to take part in a study on a five-acre island off the coast of Belize. It was my first experience on a coral reef—I lived there for about five months and was totally hooked.

What attracted you to Baruch College?
I came here in September 2008 to join the Department of Natural Sciences, which was actively hiring some very impressive talent. Being part of a new group is a lot more exciting than joining an established one. You can play a bigger role in developing programs. Another thing I love about Baruch is the cultural and academic diversity of the student body and the opportunity to introduce students to areas they may have had no exposure to.
PROVOST MCCARTHY IN IRISH TOP 100

I’m still not sure exactly how they got my name,” says Baruch College Provost and Senior Vice President for Academic Affairs James McCarthy. That mystery and his humility notwithstanding, the Irish Voice newspaper could not have chosen a more deserving honoree to include in its 2009 Irish Education 100 list. The list recognizes North America’s top 100 education professionals of Irish descent. (The publication also compiles annual “top” lists in the categories of business, finance, law, and women.)

Born in Waterbury, Connecticut, and earning bachelor’s, master’s, and doctoral degrees from distinguished U.S. universities, McCarthy easily traces his heritage back to Ireland: All four of his grandparents hailed from County Kerry, and several family members still live in Dublin. But McCarthy has more immediate ties to Ireland than heritage alone. He holds dual citizenship in the U.S. and Ireland and has conducted some of his most important research while a visiting academic at famed Trinity College, Dublin. He describes his year there as “one of the most enjoyable and productive of my life.”

An authority on adolescent and reproductive health care and on demography, McCarthy was Heilbrunn Professor of Public Health and director of the Heilbrunn Center for Population and Family Health at Columbia University in 1994 when he decided to take a sabbatical to work on a book project. He sought a visiting professorship at a university with a great library, located several time zones away from New York, and in a city with good, English-language public schools. Dublin was chosen because, as McCarthy explains, “it had all those attributes and, not importantly, our family had vacationed there and we all loved it.”

In Ireland, McCarthy continued the demographic and public health research he’d been conducting since the mid-1970s, focusing on the determinants of fertility and the development and evaluation of community health programs in disadvantaged communities.

While he doesn’t claim to be a cross-cultural expert, McCarthy has been a frequent visitor to and keen observer of Ireland for many years. “Before the current economic downturn, Ireland was among the most affluent countries in the world, with economic indicators considerably stronger, for example, than the U.K.’s. That economic boom brought a wave of immigration. People in the U.S. would be surprised to know that Ireland now has substantial populations of recent immigrants from Africa and Europe, especially Eastern Europe. It’s fairly easy to find Polish stores in central Dublin.”

Right now, back in the States, the provost is focusing on working with faculty, deans, and others at Baruch to fulfill the College’s mission to provide the best educational opportunities to all New Yorkers. At the same time, he maintains his professional linkages to Ireland. In September McCarthy presented the keynote address at a conference on aging, held at Queen’s University, Belfast. –Diane Harrigan
Guinness Book Cites Record-Breaking Run

Catherine Russell is a remarkable woman. A stage actress, theatre manager, producer, and Baruch adjunct professor, Russell has not missed a day of work since 1987. On Apr. 18, 2009—22 years to the day after the first performance of her Off Broadway show Perfect Crime—Russell was inducted into The Guinness Book of World Records in honor of her historic attendance record. She has acted in all but four of the 9,000-plus performances of Perfect Crime, the longest-running play in the history of New York theatre.

Russell’s professional life is a testament to surviving by wearing multiple hats. Not only has she been part of the Baruch English department faculty for 21 years (“I love teaching Baruch students,” she says), Russell attends to all aspects of the operation of the Snapple Theater Center, the multitheatre complex she built from scratch in 2006. Located at 50th Street and Broadway, the Snapple Theater Center is New York City’s only corporate-sponsored Off Broadway theatre.

IN MEMORIAM

David Dannenbring, one of the key administrators at the College for the last 20 years, died in September 2009. An expert in the field of operations management, Dannenbring joined the faculty of the Department of Management in 1985. In the latter part of his Baruch College career, he was called on to serve in a variety of essential administrative roles: associate dean and then acting dean of the Zicklin School of Business, provost and senior vice president for academic affairs, acting dean of the Weissman School of Arts and Sciences, and special advisor to the president. “David left his fingerprints everywhere: there are few programs (and few individuals) at Baruch that did not benefit from his sage counsel,” said his longtime colleague Associate Provost Dennis Slavin. “He was a smart, kind, warm friend who had the courage of his convictions and took pleasure in small things. He loved the Yankees, loved to collect children’s books, loved to talk about his family, and loved to have lunch with friends. We loved him and will miss him.” A College-wide memorial was held on Dec. 1.

Edwin Eames, who joined Baruch’s Department of Sociology and Anthropology in 1970 and retired in 1989, died in October. He was 80 years old. Eames helped establish the department and was its first anthropologist. Many will also remember his trusty companion, Perrier, a black Labrador retriever who served as his guide dog. “Ed Eames will be remembered not only for his studies of Indian culture and society and his vigorous teaching style,” said Glenn Petersen, chair of the Department of Sociology and Anthropology, “but for his indomitable spirit as he dealt with his gradual loss of sight.”

Shelf Life

Civil War Wives: The Lives and Times of Angelina Grimké Weld, Varina Howell Davis, and Julia Dent Grant
By Carol Berkin
(Department of History)

Angelina Grimké Weld, Varina Howell Davis, and Julia Dent Grant aren’t household names or even historical figures often discussed in America’s high school and college history classrooms. Yet Baruch Presidential Professor of History Carol Berkin makes a compelling case for the importance of their experiences to understanding the turbulent, transforming American 19th century in Civil War Wives. The 316-page book offers separate but interrelated biographies of the abolitionist crusader and feminist Grimké Weld, Confederate first lady Howell Davis (wife of Jefferson Davis), and first lady Dent Grant (wife of Ulysses S. Grant). Filled with little-known facts and shrewd insights, especially into marriage and the roles of women in this pre-modern era, Civil War Wives will delight women’s history, 19th-century history, and general American history buffs. —Diane Harrigan

Boardwalk Stories
By Roslynn Bernstein
(Department of Journalism and the Writing Professions)
With photographs by Dr. Kenneth S. Tydings

These 14 engaging stories linking several characters over two decades all take place in a seaside community where boardwalk, sand, and ocean are the backdrop to adolescent boredom, Cold War fears, and dreams of the struggling class. Bernstein’s obvious affection for her colorful, streetwise characters lends the book emotional substance, and Tydings’s vintage photos are the perfect complement to her evocative depiction of a bygone era.

Sometimes somber, often moving, Boardwalk Stories easily conjures up a less complicated time and a uniquely insular place that readers may find difficult to leave. —Marina Zogbi
Champion of Civil Rights KENNETH L. MARCUS

Kenneth L. Marcus has had a long career as an attorney and administrator in the area of civil rights and civil liberties. “I’ve always been concerned about issues of justice,” explains Marcus. “As a Jewish American, I grew up with an awareness of the histories of persecution that so many minorities have faced. I feel blessed to have opportunities to combat the various forms of bigotry that persist in the world today.”

Prior to arriving at Baruch College in 2008 (his first foray into higher education), Marcus fought for justice as the assistant secretary of education for civil rights in the U.S. Department of Education and staff director for the U.S. Commission on Civil Rights.

Marcus continues his crusade at Baruch College as Lillie and Nathan Ackerman Visiting Professor of Equality and Justice in America in the School of Public Affairs. The Ackerman chair is endowed by Rosalyn and Irwin Engelman (‘55, LLD [Hon.] ‘00) in honor of her immigrant parents, who escaped persecution in their homelands by coming to the U.S.

Says Marcus, “Baruch College is a place where issues of race, ethnicity, justice, and equality are a source of continual dialogue and enriching conversation.” As Ackerman Professor, Marcus not only conducts research focusing on anti-Semitism, race discrimination, and religious freedom, he also teaches such courses as Public Administration in Modern Society, Law for the Education Administrator, Diversity Management, and Anti-Semitism and Civil Rights Law. Additionally, he oversees the prestigious Ackerman Lecture Series.

The lecture series, which invites leading intellectuals and public figures to spur debate and new thinking on equality and social justice, is a highlight of the academic year. As part of the series, Marcus has already welcomed Princeton provost Christopher Eisgruber, U.S. Commission on Civil Rights chair Gerald Reynolds, Yale Law School professor Peter Schuck, and Zionist Organization of America (ZOA) Center for Law and Justice director Susan Tuchman.

But Marcus doesn’t need a classroom or conference podium to engage an audience. He also offers his expert insight on Twitter. Recently named one of the Top 100 Twitterers in Academia, Marcus is one of the most popular and influential professors on the social networking website. Follow him at klmarcus on www.twitter.com.

“Baruch College is a place where issues of race, ethnicity, justice, and equality are a source of continual dialogue and enriching conversation.”

Policing the World: The Practice of International and Transnational Policing

By JOHN CASEY (School of Public Affairs)

As crime extends into the global arena, an increasing number of police officers find themselves working with colleagues from other countries on transnational and international issues, such as terrorism, e-crime, and human trafficking. Policing the World: The Practice of International and Transnational Policing provides an extensive overview of the fast-changing, multifaceted world of international and transnational policing and peacekeeping in the 21st century. Using a wealth of diverse case studies, Public Affairs Associate Professor John Casey addresses the principles, implications, and challenges underlying the globalization of policing.

Group Purchasing Organizations: An Undisclosed Scandal in the U.S. Healthcare Industry

By S. PRakash SETHI (Department of Management)

In Group Purchasing Organizations: An Undisclosed Scandal in the U.S. Healthcare Industry, S. Prakash Sethi, CUNY Distinguished Professor of Management and president of the International Center for Corporate Accountability, exposes the corruption underlying group purchasing organizations, private companies that negotiate lower costs for health care supplies by buying for several hospitals at once. This book also examines the flaws of the GPO business model and the health industry’s history of practice, self-regulation, and voluntary compliance.

Readers should also investigate these recent books by Baruch faculty: Alien Neighbors, Foreign Friends: Asian Americans, Housing, and the Transformation of Urban California by Charlotte Brooks (History); Americans, Congress, and Democratic Responsiveness: Public Evaluations of Congress and Electoral Consequences by David R. Jones (Political Science) with Monika L. McDermott; Art at Lincoln Center by Charles A. Riley II (English); Some Kind of Plant: Learning While Teaching in Taiwan and Hong Kong, 2003–2009 by William Heath (Marketing and International Business); and Transnational Politics from a Transatlantic Perspective by Jean-Michel Lafleur (Public Affairs) with Marco Martiniello (eds.).
39 In October Sidney Harman (LHD [Hon.] ’09), founder of Baruch’s Sidney Harman Writer-in-Residence Program, received the Frederick R. Weisman Award for Philanthropy in the Arts.

47 CPA and attorney Jack Lichtenstein was recently honored for 22 years of service as a board member of Housing and Services, Inc. He has also been recognized by the New York State Assembly, the Pines Conservation Society, Lambda Legal, SAGE, and Temple Rodeph Sholom.

59 In May Stewart Kampel was inducted into the City College Communications Hall of Fame. A former New York Times journalist and editor, he also taught journalism at City College and NYU.

62 In July the Society for Human Resource Management presented Benjamin Schneider (MBA) with the $50,000 Michael R. Losey Human Resource Research Award. Schneider is a senior research fellow at Valtera Corporation in La Jolla, Calif., and professor emeritus at the University of Maryland.

63 Seymour Morgenstern is a California-based producer involved in the development and financing of dramatic material for stage, television, and films. Baruch College Fund Trustee Martin Shafiroff welcomed Baruch SEEK Program students to his home for a private tour of his personal art collection. Presidential Life appointed William M. Trust, Jr. (MBA ’70) to the newly established position of lead independent director on the company’s board. He has been a company director since 2008 and currently chairs the finance and investment committee.

64 Jerome Allan Landau, an international mediator and arbitrator based in Scottsdale, Ariz., co-chaired for the fourth consecutive year the Advanced Commercial Mediation Institute’s two-day mediation conference.

APO Gamma Delta Chapter: The Legacy Continues

In 1939 a small group of young men spearheaded the formation of the Gamma Delta Chapter of the national service fraternity Alpha Phi Omega (APO) on the Baruch (then City College) campus. Their goal was to help each member develop leadership skills, experience friendship, and provide service to others. Their experiment was hugely successful, and the fraternity was a vibrant part of student life at 17 Lexington Avenue for three decades. And, although APO no longer has an active student chapter at Baruch College, the fraternity continues to play a vital role not only in the lives of its alumni but, through its Alpha Phi Omega Memorial Scholarship, in the lives of today’s most deserving students.

Last October, 23 APO brothers met on campus for their annual reunion, at which time they also had the chance to meet current scholarship recipient Holdyn Brand (’10). A senior majoring in political science and journalism, Brand has a near-perfect academic average and they also had the chance to meet current scholarship recipient Holdyn Brand (’10). A senior majoring in political science and journalism, Brand has a near-perfect academic average and

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Each year, APO’s scholarship endowment—which now exceeds $150,000—supports a top student by paying a full year’s tuition. Nearly 70 APO alumni and their wives have contributed to the fund to date.

—Diane Harrigan

Jack Ross (’59) delighted his APO brothers at the 2009 reunion with his original fraternity sweater.

Scholarship committee member Ed Ruzinsky (’54) (right) with 2009–10 Alpha Phi Omega Memorial Scholarship recipient Holdyn Brand (’10).

In 2005 the APO brothers decided to create a scholarship fund. Within a year, they realized that to endow it in perpetuity a minimum of $125,000 was needed. Taking the lead, Dick Meyers (’53) challenged his brothers to match his $20,000 gift with five-figure gifts of their own. “His leadership sparked the success of the endowment campaign,” said Ed Ruzinsky (’54).

“Dick took great pride in helping worthy students further their academic dreams without incurring a financial burden. The fraternity honors his leadership and mourns his passing.”
WWII VET STANLEY COHEN (’47) HONORED BY FRENCH

was flabbergasted,” says Stanley Cohen (’47) regarding the letter he received in late 2007 from the French Consulate informing him that he was under consideration for the French National Order of the Legion of Honor, Chevalier class. “I had no way of knowing how and why it came about.”

Others had obviously remembered his actions during World War II, when, as a sergeant with the 75th Infantry Division, he fought in several European conflicts, including the notorious Battle of the Bulge and at Colmar in France, where he dispatched a German machine-gun nest with a bazooka. (His hand was badly damaged by shrapnel during one skirmish.) “I didn’t hear from the consulate for about a year,” he says, before finally receiving another letter stating that he had indeed been awarded the medal. It’s a nice addition to his collection, which includes three Purple Hearts, two Bronze Stars, and a Combat Infantry Badge.

Cohen dismisses any talk of bravery. “I did my job. I was an infantry sergeant, I had my assignments, and sometimes I lost some of my men, unfortunately . . . I tried to do the best I could to stay alive.”

The decorated veteran was 18 years old and studying accounting at City College Downtown (now Baruch) in 1943, when he enlisted. At the time, he had just begun dating Sonia Auerbach (’45), a fellow student from French class. Once the war ended, Cohen came back home to Brooklyn, finished his accounting degree, and married Sonia. They have four children, seven grandchildren, and three great-grandchildren.

Cohen has had a very successful accounting career. He apprenticed for three years with CPA Sidney Spero before becoming a CPA himself and, eventually, a partner in the firm. In the 1950s, Cohen moved to Florida with his family to serve the company’s clients there, later opening his own office. He then merged with another local practitioner to form Rachlin and Cohen, the largest non-national accounting firm in Florida. Cohen chairs a local veterans’ group and has spoken with current servicemen and -women who are involved in a very different situation than WWII. “We knew why we were in the war,” he says. “There was no argument, no questioning.”

He recalls speaking with a sergeant who’d just gotten back from Iraq. “He said, ‘I don’t know what I’m doing there.’ That breaks your heart. We knew who our enemy was; they don’t. Makes a big difference.”

Stanley Cohen isn’t the only Baruchian to have recently received the French Legion of Honor medal. Stephen Sussna (’49), who taught law at Baruch from 1979 to 1999, was so honored in June. Sussna served in the Navy during WWII, as helmsman of amphibious landing craft LST 1012, which participated in Operation Dragoon. His book, Defeat and Triumph, examines the circumstances surrounding the event, from his own role in it to the war in general.

The College Thanks Kathleen Waldron

FROM AUGUST 2004 THROUGH AUGUST 2009, Baruch College grew under the stewardship of Kathleen Waldron, its 10th president. Her five years of presidential service were marked by dedication, energy, and accomplishments and a deep commitment to excellence.

During her presidency, honors too numerous to name enhanced the College’s reputation. “Best” rankings from the Aspen Institute, Consumers Digest, Entrepreneurship magazine, Forbes magazine, Newsweek, U.S. News & World Report, the Wall Street Journal, and others were frequent.

Increased recognition brought top students to the College. SAT scores for regularly enrolled freshmen rose dramatically, and graduation rates increased across the board. Academic renewal also brought top faculty. Waldron oversaw the hiring of more than 100 new faculty members and the creation of 26 new faculty lines. Two new departments were created: Real Estate and Journalism and the Writing Professions. A Center for Nonprofit Strategy and Management and the New York Census Research Data Center were established in the School of Public Affairs.

Understanding the key role alumni play in the continuing vitality of a university, Waldron established the Office of Alumni Relations. Baruchians responded to the increased outreach and services with participation in programs and fundraising, including the new campaign, Baruch Means Business, Reaching New Heights of Excellence, begun in April 2009. During her presidency, the assets of The Baruch College Fund grew substantially.

The College wishes Kathleen Waldron well as she begins her presidency of William Paterson University in New Jersey.
HITTING THE RIGHT NOTE:
Erica Feidner
(MBA ’92)

She’s called the Piano Matchmaker™, but Erica vanderLinde Feidner (MBA ’92) is more than that. She’s also a mom, former concert pianist, former Miss America contestant, inventor, entrepreneur, and astute businesswoman who wants to revolutionize the world of music video games by showing people how to play the piano and read music in less time than it takes to cook a three-minute egg.

By combining her entrepreneurial instinct and musical expertise, Feidner developed a prototype for an interactive video game that enables users, ages five and up, to experience playing a piano or a keyboard without having to spend money to buy the real thing. The game can be played on any platform or mobile device equipped with a standard keyboard setup.

Never played the piano before? Don’t worry. Feidner’s one-minute tutorial will have you performing some Beethoven in no time. Her mission: to eliminate whatever fears people have about playing and reading music. “The ease of the game will give them the courage to jump in and see that they can do it,” she says.

In the world of pianos, Feidner’s name is almost as recognizable as Steinway & Sons. For 13 years, she sold pianos for the venerated retailer, generating record-breaking sales totaling $42 million and owning the title of leading sales rep worldwide for eight years in a row. There she earned the nickname “Piano Matchmaker” because of her innate ability to figure out which piano is right for each purchaser. A true connoisseur, when describing pianos, Feidner uses a variety of unexpected adjectives: extroverted, fiery, shy, nasal, cheerful.

Feidner grew up with pianos (there were 26 in her home) and began playing when she was three years old. After earning a bachelor’s degree in piano performance and running her own piano studio, she decided to return to school. “I applied to only one school, and that was Baruch,” she says. She describes herself when she began her MBA program as “knowing nothing but piano and music. Earning my MBA was one of the most challenging and rewarding things I have ever done.” Baruch’s program gave her the foundation and confidence to productively communicate with clients—and to write an effective business proposal.

Feidner hopes that her piano video game will be on the market by the end of 2010, but she first needs to partner with a video game publisher who has licensed a vast number of songs that could be included in the product. Should the piano game take off, Feidner is ready with versions for other instruments, so that everyone can learn how to read and play music. —BARBARA LIPPMAN

Educational Foundation (MTAEF) Library, housed at Baruch.

Allan M. Goldberg (MPA ’79) has joined the Institute of Allied Medical Professions as director of the Long Island campus. He is also the president of the Coalition of New York Career Schools.

Martin A. Bieber is the new president and CEO of the Kennedy Health System, which includes hospitals in Washington Township, Cherry Hill, and Stratford, N.J. He was previously the company’s executive VP. Spire Corporation, a global solar company, has named Robert Lieberman corporate controller. He previously served as senior VP and CFO for Millbrook Distribution Services, Inc., a division of United Natural Foods.

Baruch College Fund Trustee Jeffrey Bauml and his staff have joined R.J. O’Brien & Associates. Previously he served as managing director of soft commodities trading at BNP Paribas. Allan P. Dekaye (MBA) is president and CEO of DEKAYE Consulting, Inc., a firm specializing in accounts receivable management and medical records coding. Author of The Patient Accounts Management Handbook and articles for various industry publications, DeKaye also created PFS Power RankingsSM, a national benchmarking system for hospital patient financial services departments. The latest book from photographer Harry Haralambou (MPA), North Fork Living, was recently published by Harry N. Abrams. In May Kenneth Wyse (MBA) was appointed president of the board of directors of the Fashion Scholarship Fund. He is currently president of licensing and public relations at Phillips–Van Heusen brands.

Eric Popkoff (MBA ’79) has published The Expert’s Guide to Internet Search & Research: The Guide to Superlative Searches for Both Work & Personal Success! Popkoff has worked in
analysis of online information delivery systems for over 30 years and has designed, developed, and taught college-level courses on Internet research.

ROBERT N. ALTOLZ is treasurer and VP for finance at Long Island University. Previously he was treasurer and VP for business and finance at Saint Louis University, St. Louis, Mo.

BARBARA ANN LOGAN became principal of St. John Villa Roman Catholic High School in Arrochar, Staten Island, in August. Logan, the first layperson to be appointed to that position, was previously principal of St. Rita’s School in Meiers Corners.

In July FRANK J. BESEIGNANO was named business development manager at Signature Bank’s private client banking office on Staten Island. He previously served as a retail market executive at Sovereign Bank.

The State University of New York’s board of trustees appointed JOHANNA DUNCAN-POTIER (MPA) the chancellor’s deputy for the education pipeline. She will serve as SUNY’s representative to P–12 education leaders and liaison with representatives of other higher education sectors. Previously she was senior deputy commissioner of education P–16 for the New York State Education Department.

JAMES LAM, president of risk management consulting firm James Lam & Associates, Inc., was appointed to the board of directors of Covarity, Inc., a Canadian commercial loan portfolio management software company.

HERO DOUCAS is human resources manager for Family Care International in New York. LEON SHIVAMBER, a Baruch College Fund Trustee, is leading Harris Corporation’s newly launched international business development team in Abu Dhabi, United Arab Emirates. Formerly a consultant with McKinsey and Company, Shivamber was recognized with a 2009 AMR Research Leadership Award for leading the transformation of Harris’s supply chain capabilities.

Biotechnology analyst MICHAEL KING was hired by Merriman

**Alumni Career Services**

Did you know that Baruch College’s Starr Career Development Center (SCDC) offers alumni a wide range of career services? During 2009 the SCDC:

- Organized 15 alumni-specific events
- Hosted the first-ever multischool alumni career fair (nearly 100 Baruch alumni attended; over 60 employers!)
- Ran two separate Alumni Job Clubs*

Over 100 alumni attended SCDC alumni-specific events (not including the job clubs or fair) last semester. To find out more about alumni services, including a schedule of events, please visit www.baruch.cuny.edu/careers/alumni, call 646-312-4674, or stop by the Starr Career Development Center in the Newman Vertical Campus, 55 Lexington Avenue at 24th Street, Room 2-150.

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*Alumni in the job clubs meet twice weekly to share information, advice, and support regarding the job search. One group welcomes alumni who graduated within the past three years; the other is for alumni who graduated four or more years ago.

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BYAN (Baruch Young Alumni Network) will soon add community service to its list of activities aimed at keeping Baruchians connected to each other and the College. BYAN board member Jolie Harris (MSEd ’07) is spearheading the effort to mobilize a BYAN team for Hands On New York Day in April. The annual day of service draws thousands of volunteers to revitalize city parks and neighborhoods. “BYAN offers a lot of activities at bars and restaurants, so this will be a great opportunity for alumni to interact in a different way,” Harris says.

BYAN’s participation in Hands On New York Day will be the first official service project for the group, which hosts the popular Third Thursdays alumni mixer each month. For members like Harris, BYAN has been instrumental in fostering a sense of community. “I was a part-time student, so my involvement on campus was somewhat limited,” Harris says. “BYAN has given me an opportunity to be involved as an alumna in ways I wasn’t able to be as a student.”

Details of BYAN’s involvement with Hands On New York will be available on the group’s website as the event draws near. Harris, a career counselor at Cooper Union, has volunteered with New York Cares for over three years and is looking forward to rolling up her sleeves alongside fellow alumni. “The last time I participated, I helped clean Prospect Park in Brooklyn,” she recalls. “It’s important to give back to the city, because it’s given us—and Baruch—so much.”

BYAN welcomes graduates from the Classes of ’96 through the present. To find out about upcoming events, contact Derek Carroll, assistant director of alumni relations, at 646-660-6097 or derek.carroll@baruch.cuny.edu.
YES, THEY SHARED A PRIVATE language until the age of three, and no, Frank won’t feel physical pain if you punch Mike (but Frank strongly prefers you don’t). Identical twins Frank and Michael Antonucci have more in common than not: Both are proud graduates of the Class of ’85, are committed family men, and deejay (on their own and together). When telephoning their spouses and family, both identify themselves off the bat—their voices are that much alike. And both make having an identical twin look like life’s greatest blessing. “If we both make having an identical twin more common than not: Both are proud and Michael Antonucci have more in common than not: Both are proud and Michael Antonucci have more in common than not: Both are proud...” says Frank.

The Antonuccis’ similarities are more than skin deep. The experience of being twins has developed in both men a deep commitment to teamwork (“Twins grow up looking out for each other,” Mike explains). The Brooklyn natives enrolled at Baruch College on the advice of their older brother and his wife, who recommended they pursue careers in business. They majored in computer information systems, but neither was suited to spend most of his time writing code and debugging programs. Their strength is customer service. Ironically (but not unexpectedly), Frank and Mike have both become professional project managers—juggling hundreds of details, staying positive, and establishing diverse, optimistic, family-like project teams.

While an undergraduate, Frank landed a part-time job at Baruch’s Office of Campus Facilities. Almost 30 years later, he is the College’s director of administration for campus operations. His priority project: managing the long-awaited renovation of the Field Building at 17 Lexington Avenue (aka 17 Lex). Offering a sneak preview, Frank says, “The renovation will retain the historic value of the original 1929 building while addressing such concerns as elevator congestion, HVAC and electrical system limitations, classroom conditions, ADA compliance, and technology upgrades. Our goal is to achieve LEED silver certification. 17 Lex will be more student friendly,” he adds happily.

While an undergraduate, Mike landed a part-time job at Kidder, Peabody with the help of Baruch’s career office. For the last 15 years, he has managed projects and programs in the banking, brokerage, and cable sectors. Currently, he is an IT project technology specialist for the U.S. Retail Division of Citigroup. A certified Professional Project Manager with the Project Management Institute (PMI), Mike is responsible for leading project post-implementation reviews with an eye toward gathering and sharing lessons learned, best practices, and opportunities for improvement. Mike is also a mentoring program manager with PMI’s Long Island Chapter.

Being back together at Baruch for this interview inspired the Antonuccis. Frank turned to Mike, “We should consider teaming up to conduct a Freshman Orientation session or advertise the Starr Career Development Center—which started both our careers.” Then they high-fived. Speaking almost as one, they said, “You never forget where you grew up, and you never forget where you want to college. We’re Baruch alumni forever.”

—DIANE HARRIGAN

Curhan Ford Group, Inc., as a senior equity research analyst. He was formerly director of research and head of health care at Rodman & Renshaw.

86 Adekunle Adeosun has been appointed executive director of Union Bank by the Central Bank of Nigeria.

87 In July Jonathan Zauderer was named director of equity product strategies at Wedbush Morgan Securities. Previously he was managing director at Citigroup Global Markets.

90 In July Juan M. Merchan was reappointed as judge of the Court of Claims by the New York State Senate.

91 Michelle J. Dyett-Welcome has published Excuse Me! Let Me Speak! A Young Person’s Guide to Public Speaking. She and her husband developed the public speaking program that is the basis of the book. Mark Woodbine was appointed assistant bursar at Rockland Community College. Previously he was a budget analyst at Bronx Community College.

92 Washington Adventist Hospital VP and CFO Paul Nicholson (MBA) has been appointed chairman of the board of trustees for Montgomery Hospice in Maryland. Mary Beth Reilly (MSEd) is the new assistant VP of enrollment management at CUNY’s College of Staten Island. She had been serving as interim assistant VP.

93 In May Lingxiao Dai (MS ’96) was appointed VP of finance for China Agritech, Inc. She was previously CFO of the American Yellowstone Power Co. Ltd.’s branch in China. Annette Esliker-Kabia became a Florida Supreme Court certified mediator in 2007. She passed the February 2009 New Jersey Bar and was admitted to both the state and federal courts of that state in May.
In September Joseph Conniglio and Lisa Ferrante were married in Eltingville, Staten Island. He is a VP of global mortgage products with Bank of America; she is a business unit manager of emerging markets with Citigroup. Paul McDade (MBA) has joined Corinith Marketing and Public Relations as a full partner, in charge of managing and growing the company’s New York office. Prior to this, he was director of Hill & Knowlton’s Worldwide Health Care Practice and director of Ruder Finn Healthcare. Mohammed M. Zaman is the director of Savvis, Inc., a provider of various information technology services. He has worked in the IT sector for over 15 years.

Lawrence Del Casale (MSEd), pictured below, is a classical guitarist who performed with Carlos Barbosa-Lima at BPAC (Baruch Performing Arts Center) in October. He has been a music teacher for 22 years, currently in Peekskill, N.Y. In October Moody's Corporation elected Anthony Mirenda (MBA) VP, global communications. Sinobiopharma, Inc., has appointed Xinje (James) Mu (MBA) CFO and director on the company's board. Most recently he was an independent consultant for China-based U.S. companies. Rich Paul is a partner in the accounting standards and communications group of Deloitte AER's national office.

In August Konstantinos (Dean) Efkarpidis joined Pivot, Inc., a provider of liquidity management and collaboration software to the financial markets, as VP of finance and administration. He previously served as senior VP of finance and administration at Send Word Now. In October Sombat Jwariyavej (MBA) was appointed head of debt capital markets, global capital financing, for HSBC Thailand. He was previously VP in the global investment division of Siam Commercial Bank. Gail Tieu Monaco (MBA ’00) was named VP, services delivery, for twenty6 New York, a consulting firm specializing in custom technology solutions. Davi Tserpelis joined Franklin Capital Network as director of business development in February 2009. Prior to that, she was a senior business development officer at CapitalSource.

Mayor Michael Bloomberg has appointed Thomas Kever (EMPA) to serve on the New York City Commission for Lesbian, Gay, Bisexual, Transgender and Questioning (LGBTQ) Runaway and Homeless Youth. Kever is executive director of the Hetrick-Martin Institute. Air France KLM recently named...

---continued on page 33---

For many of us, wine appreciation means dropping in to our local wine shop to buy a bottle with a pretty label. But for Jared Skolnick (MBA ’08) and his wife, Tracy Ellen Kamens, wine is a joyful and complicated avocation that is fast becoming a serious business.

The couple approaches their love of wine with the dedication of scholars, teaching the history and art of wine to visitors at their renovated barn in Mattituck, on Long Island’s North Fork. As Skolnick tells it, Kamens is the CEO (“Chief Education Officer”) and he the COO (“Cork Opening Officer”) of their enterprise, Grand Cru Classes.

Each weekend, from April through November, the couple offers public seminars that delve into the what, why, and how of wine. To support these classes, Skolnick cultivates a small teaching vineyard next to the barn. Until this vineyard bears fruit, he is using a neighbor’s grapes to make basement wine, the first of which was bottled Labor Day weekend 2009. But Grand Cru Classes isn’t Skolnick’s only focus: by day, he works in online advertising. When the couple began Grand Cru Classes, he was also a part-time MBA student.

From Baruch to “Bordeaux” was not that long a trip. “In hindsight, writing a business plan was the easy first step,” says Skolnick. “Keeping to the core plan and staying focused were major challenges.” In 2004 he invested in a former goat farm and spent the business’s first year converting manure and mud to vines and grass. With help from family and friends and support from the local business community, Grand Cru Classes launched in 2006. The only professional help Skolnick sought was from an accountant.

What began with public wine classes now includes customized private events, staff training for high-end restaurants, synergies with local B&Bs, gift certificates, merchandise, and an evolving series of seminars. The couple plans to engage in commercial wine-making in the long term.

As to lessons learned, Skolnick emphasizes the importance of understanding the basic premise of a business before taking it in new directions. Marketing the business is a particular challenge, he explains. Knowledge gained from his Baruch marketing classes is being put to good use.

---ELAINE BERNSTEIN, Graduate Academic Services, Zicklin School of Business---

To learn more about this business, visit www.GrandCruClasses.com.
GEORGE WEISSMAN (‘39, LLD [Hon.] ’82)
A distinguished business leader and arts advocate, George Weissman was among a handful of alumni who changed the landscape of philanthropy at Baruch College. He is remembered by the outside world as the retired chairman and CEO of Philip Morris Companies and retired chairman of Lincoln Center for the Performing Arts. At Baruch College, he is also honored as a devoted alumnus whose generosity, vision, counsel, and unassuming leadership helped advance the College to the next level of excellence. Weissman, who was 90 years old, died in July.

For four decades, Weissman was a devoted supporter of the College and its mission. In 1969 he became a founding Trustee of The Baruch College Fund. In 1996 he was instrumental in providing major support to the Weissman Center for International Business; two years later, he endowed the College’s School of Liberal Arts and Sciences (later renamed the Mildred and George Weissman School of Arts and Sciences). In thanks, his alma mater awarded him an honorary Doctor of Laws degree in 1982 and a Distinguished Alumnus Award in 1988. In 2008 he and his wife, Mildred, were the recipients of the William and Anita Newman Medal for Philanthropy.

In 1996 he was instrumental in providing major support to the Weissman Center for International Business; two years later, he endowed the College’s School of Liberal Arts and Sciences (later renamed the Mildred and George Weissman School of Arts and Sciences). In thanks, his alma mater awarded him an honorary Doctor of Laws degree in 1982 and a Distinguished Alumnus Award in 1988. In 2008 he and his wife, Mildred, were the recipients of the William and Anita Newman Medal for Philanthropy.

A true Renaissance man, Weissman had friends throughout the City University of New York (CUNY) system. “George exemplified what is best about Baruch College. His focus was always the students. It was a great privilege to know him, and it has been an honor to help carry out the vision that he originally articulated and directed,” said Saxe Distinguished Professor of Finance Terrence Martell, director of the Weissman Center for International Business. Weissman worked with Martell and the center to prepare students to compete and prosper in the increasingly global business world. Journalism professor Roslyn Bernstein remembers Weissman as an enthusiastic reader of student publications, especially the Ticker and Dollars and Sense. “George began his career in business journalism and public relations, and he was a great believer in the power and importance of journalism, specifically, and the arts, universally,” she observed.

CUNY Chancellor Matthew Goldstein noted, “George Weissman believed deeply that college should prepare students for life, not simply how to be a marketing executive or an accountant. He wanted every student to succeed, to have the chance to live life fully, and better understand the world we inhabit. His extraordinary vision and generosity will have a lasting and profound impact on generations of Baruch students.”

Morton Morrison ‘33
Benjamin Satzman ‘33
Alfred Gross ‘36, MBA ‘39
William Silverman ‘37, MS ‘46
Nicholas Bagnato ‘38
Elbert T. Hovey ‘38
Norman Garmezy ‘39
Lawrence Ravitz ‘39
Martin W. Tranen ‘40
Sol Steyer ‘41
John S. Wolf ‘41
Morris Danzger ‘42
Melvin S. Zuckerman ‘42
Anthony A. Anzalone ‘43
Frank H. Tiedemann ‘43
Malvina B. Phillips ‘44
Melvin Forman ‘45
Francis J. Eberle ‘47
Israel Lemo ‘47
Bernard P. Rosenberg ‘48
William H. Shron ‘48

Murray I. Solomon ‘48
Hyman L. Levitan ‘49
Walter Macnoll ‘49
Arthur Peterman ‘49
Murray A. Ritzner ‘49
Melvin Simon ‘49, MBA ‘83
Murray J. Firestone ‘50
Bernard D. Gelbord ‘50
Saul Glazer ‘50
Marvin Rosmairin ‘50
Julius Sosnoff ‘50
Harold Sussman ‘50
Harold I. Baida ‘51
Richard J. Dutto ‘51
Charles L. Jacobson ‘52
David Woli ‘52
Murray Carlin ‘53
Richard N. Meyers ‘53
Joan Bergmann Wilson ‘53
Walter Matzner ‘55
Alan Silverman ‘55

William J. Taylor ‘55
Arnold F. Golieb ‘56
Joan M. Durante ‘57
Marvin Narz ‘57
Richard Hyse ‘58
David I. Bernstein ‘59
Harold Brown ‘59
Arthur S. Kirschenbaum ‘59
Michael Tauber ‘59
Robert Andrew Vella ‘59
Daniel J. Kelly ‘60
Burton Engel ‘61
Lawrence E. Gould ‘61
Ronald Kerstein ‘61
Norman K. Samnick ‘62
Sidney Spiel ‘64
Harvey B. Goldberg ‘65
Arthur J. McNevin ‘65
Anthony J. Petriccione MPA ‘65
Alexander J. Adams ‘66, MBA ‘69
Barry Sweedler ‘66

Leonard Gerstein ‘67
Rinaldo Carmeli ‘68
Max Mittelmann ‘69
Frank G. Rudden ‘70
Ernest A. Gans MBA ‘71
Joseph Meilan ‘71
Michael A. Karmelin ‘72
Martin Cianciaruso ‘74
Frank J. Longto MBA ‘77
Stuart E. Werke ‘78
Karnig Berberian ‘79
Judith Cantor ‘79
Diane B. Levy ‘84
Emanuel M. Brumant ‘85
Stanley Barbot ‘88
Sydney Baxter MBA ‘88
Florence Blau ‘88
Geraldine (Joseph) Philip MBA ‘96
ELI MASON ('40, LHD [Hon.] '78)
Eli Mason, a pillar of integrity in the accounting profession and one of Baruch College’s most distinguished alumni, passed away in August. Mason was repeatedly named to Accounting Today’s list of the Top 100 Most Influential People in the Profession. Among his many honors, he was past president of the New York State Society of Certified Public Accountants, past president of the Foundation for Accounting Education, and past chairman of the New York State Board for Public Accountancy. Baruch College’s Distinguished Professor of Accountancy Douglas Carmichael, himself three times named to Accounting Today’s Top 100, said, “Eli’s contributions to the profession are too numerous to recount here, but one demands special mention: he forced the business community to respect the competence and independence of CPA firms of all sizes and to acknowledge that bigger is not necessarily better.”

A generous and steadfast supporter of his alma mater, Mason was elected the first president of The Baruch College Fund in 1968. In 1992 he endowed the Eli Mason Chair in Accountancy, and in 1996, together with his wife, Claire (‘40), funded the restoration of the 17 Lex auditorium (renamed Mason Hall). Baruch College honored him with an Honorary Doctor of Humane Letters in 1978, and in 1987 he received the Distinguished Alumnus Award at the annual Bernard Baruch Dinner. Last year, he gave another generous gift to establish the Claire Mason Distinguished Women’s Lecture Series, a tribute to his lifetime partner of 67 years.

Zicklin School of Business Dean John Elliott said, “Eli Mason was an extraordinary man. He was appropriately dubbed the ‘Conscience of the Profession’; but, from Baruch’s perspective, he was also the conscience of our alumni—a man who encouraged so many graduates to support the College enthusiastically as donors and friends.”

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CHLOÉ MARCHAND (MBA) commercial director for Singapore, Indonesia, Australia, and New Zealand. Previously she was the e-acquisition manager for the airline group.

Chairman of the Center for Wound Healing, Inc. (CFWH), JOHN CAPOTORTO (MBA) was recently elected secretary of the American Association for Wound Care Management. Prior to joining CFWH, he served as VP of American Hyperbaric, Inc. THÉRESE HOWARD (MBA) is a copywriter for Crispin Porter + Bogusky, New York. Previously she was consumer marketing and advertising reporter for USA Today.

JODI BROCKINGTON is the founder of NIARA Consulting, a full-service company that provides marketing and business development services. Her article on job search success strategies appeared in the August/September issue of NV magazine. AMANDA L. NELSON is an associate with Cozen O’Connor’s downtown New York office, in the firm’s Real Estate/Landlord Tenant Litigation Group.

ERIC ANSAH AMANOFOH and Lauren Brooke Haas were married in August in Cleveland, Ohio. He is a senior accountant at Lincoln Center for the Performing Arts; she is an associate in the fundraising department of Young Concert Artists.

SHAWN ARNONE (EMBA) has joined Direct Capital as VP of business development. He was most recently senior VP at US Express Leasing and CIT. Brooklyn Borough President Marty Markowitz appointed GBUBEMI OKOTIEURO (MPA) Brooklyn representative to the New York City Panel for Educational Policy. Okotieuro is the associate dean for governmental and external relations at Medgar Evers College. ANTHONY SENA (MBA), chairman of the Department of Restorative Dentistry at CUNY’s New York City College of Technology, has co-designed and constructed a new version of an existing dental appliance called an obturator. The appliance is used for facial restoration in cancer patients.

In November ANTONAKOPOULOS ESTATHIOS welcomed the members of BYAN (Baruch Young Alumni Network) for a Greek Thanksgiving dinner and historical/culinary presentation at his Manhattan restaurant, Kellari’s Parea Bistro.

NOGUÉSE AGBOGON owns Allen & Fifth, a New York–based T-shirt company that incorporates Nigerian culture in its designs. Since 2006 JESSICA BERG (MPA) has been executive director of the Lodestar Day Resource Center, a one-stop service center for the homeless in Phoenix, Ariz. MICHAEL CAPOBIANCO (MPA) was promoted to national director of EPIC programs at New Leaders for New Schools, which recognizes educators who inspire dramatic gains in student achievement. In July THOMAS CONGDON (MPA) was appointed deputy secretary for energy by New York State Governor David Paterson. Technology entrepreneur MARK DAVIS (MPA) is CEO and founder of New York–based Digitize My Life, Inc., which helps consumers transfer their old photo albums and videos to their computers. In June DOMINIC MASCARA and Andrea Trovello were married at the Venetian Hotel in Las Vegas. He is a junior estimator with Citadel Construction Corp. in Manhattan; she is a senior software systems engineer with MetLife. SARAH MOORE (MBA) was named director of development and membership of the Rosamund Gifford Zoo in Syracuse, N.Y. In May the Commerce Department named WILLIAM A. RAMOS (MPA) director of intergovernmental affairs. He was previously director of the Washington, D.C., office of the National Association of Latino Elected and Appointed Officials Educational Fund.
Leonid Shvartsman recently launched jobmound.com, a website connecting users to company job listings.

Jeremy Block recently published the book Embracing the Occupiers: Conversations with the Future Leaders of Afghanistan and Iraq. Adrienne Rayski, a former editor in chief of the Ticker, returned to Baruch as web marketing specialist. Previously she was on the editorial team at EverydayHealth.com, a consumer health website. Juliya Rozenfeld has joined Frank Crystal & Co., Inc., as a financial analyst.

Daniel Golyanov was hired by Carbon360° as a research analyst in July. He was previously a fund associate at Citi Managed Futures. ZiJuan Wang (MBA) offered tips on preparing for the CPA examinations to current Baruch students at a Q&A session in November hosted by Graduate Beta Alpha Psi, the Korean Association of Baruch Graduate Students, and Becker Professional Education.

Vanessa Gibson (MPA), whose studies focused on policy analysis and evaluation, was recently elected to the New York State Assembly. Daniel Levent is currently playing professional volleyball in Finland for the Sun Volley team. From 2005 through 2009, Levent played on the Baruch men’s varsity team and was a three-time CUNY Athletic Conference Tournament MVP. Matt Soja, CUNYAC 2006 cross-country individual champion and member of the Baruch team from 2005 through 2008, was named head coach of the Bearcats’ men’s cross-country team in August. His wife and fellow former Bearcat runner Mercedes Zegarra-Soja (’08) works for an accounting firm. Cara Unowsky (EMBA), JHL’s senior manager of strategic planning and Upper West Side resident, received a 2009 WESTY Award for her leadership and dedication to training and educating the next generation of health care providers.

Lauren Weber (MA ’02): Champion of Cheap

One of 2009’s most talked-about nonfiction books was In Cheap We Trust: The Story of a Misunderstood American Virtue by Baruch alumna Lauren Weber. In this exceptionally engaging tome, Weber discusses the tradition of “cheapness” in her family (her dad used hand signals rather than wear out his car’s signal lights) and tracks the intermittent popularity of frugality in the U.S. in general. From the Quakers to the freegan movement, Weber emphasizes, thrift has always been about more than spending less. “It’s really about making the choice to live a simpler, less material-focused life.”

Weber, who was a staff reporter at Reuters and Newsday, began writing the book a few years ago, before the current economic downturn. It couldn’t have been published at a more appropriate time given the current mood of thriftiness and the general focus on simpler, more sustainable living. For those of us who already have the thrift gene, it’s also a sort of validation. “I’ve received many e-mails from readers who are thrilled to see cheapness getting some respect,” says Weber.

After receiving a BA in history and women’s studies from Wesleyan, Weber planned to pursue graduate studies in economics but switched to business journalism. “What really interested me was telling stories,” she says. “And since the economy touches on so many important parts of our lives and identities, I felt confident I’d find rich, important stories in business journalism.”

She chose Baruch College after a conversation with journalism professor Josh Mills. “I was so impressed with Josh, and, yes, Baruch was also a terrific bargain.” (Additionally, she received a Kobren Fellowship, which completely covered tuition.) “I was also continuing a CUNY family tradition—both my parents went to Queens College.”

Adman Takes on Mad Men: Richard L. Gilbert (’42)

Remarkably, we span millions of miles in our satellite links, yet true communication comes down to inches and feet—the eighteen inches that separate the reader from the printed page, the few feet of the viewer from the TV screen or museum wall,” writes retired advertising executive Richard Gilbert (’42) in his book Marching Up Madison Avenue: How I Beat the Entrepreneurial Odds Armed with a Pencil and My Imagination.

There’s a lot to like about Gilbert’s book. Two things in particular come to mind: his passionate, conscientious pursuit of excellence and his sincere appreciation for the art, industry, and history of the products his award-winning boutique advertising agency, Gilbert Advertising, represented. For three decades—from the fifties through the seventies—Gilbert helmed one of the only independent New York ad agencies. He and his team had their hands in (or almost in) such diverse accounts as luxury-brand Movado watches and Silly Putty™.

So one can’t expect that a man who used his WWII Army terminal leave pay to underwrite his own agency would remain silent when hit show Mad Men got the facts wrong, as it did in the case of London Fog’s advertising (a Gilbert Advertising account in the sixties). Respected trade journal Advertising Age published Gilbert’s op-ed. “The show’s producers claim that they did meticulous research, and they obviously did—on girdles, cigarettes, clothing, furnishings, artwork, etc. But they seem to have done little or none on advertising,” he noted.
ACTIVIST EMPOWERS YOUTH

“The College was different in some ways from when I attended, yet it was also the same—the same great students. Being invited back before my 50th class reunion was eye opening,” says Amy Hagedorn ('58), who donated $1 million to the Baruch Means Business campaign in spring 2009. “There’s a vibrancy and excitement here,” she enthuses.

Hagedorn chose to direct her gift to the School of Public Affairs (SPA). “My impetus was to create scholarships to encourage kids to become engaged civically with the city and their neighborhoods. This isn’t always easy for students who come from backgrounds where there’s need,” she explains.

That Hagedorn chose to direct her gift to support education and community involvement is not surprising. A community activist, especially since retiring from a two-decades-long career in early childhood education, she sits on the boards of several Long Island nonprofit groups and is the past president of Sustainable Long Island.

DEDICATED COUPLE SUPPORTS STUDENT LIFE

Baruch student organizations welcome alumni involvement. Hillel at Baruch found a wonderfully receptive and generous audience in Ruth Cohen Perelson ('58) and Samuel Perelson ('56). Both know from experience the value of engagement in extracurricular activities. Each had a tenure as editor in chief of the Ticker, and both were involved in other organizations as well. “People skills and leadership ability are what develop when you are involved in extracurricular activities,” says Ruth.

The Perelsons, not active in the Jewish club when students, have become stalwart Hillel supporters. “This year I went to Hillel’s Sukkot celebration,” recalls Ruth. “The community built a traditional sukkah, or hut, and invited all students—not just the Jewish students. I saw Asian students and African American students enjoying themselves. I was so moved. It made me optimistic about interfaith reconciliation.”

The couple devotes much of their time and energy to civic involvement at the leadership level. Following a career in a variety of for-profit and nonprofit settings, Ruth volunteers through UJA-Federation of Jewish Philanthropies. A managing partner of Perelson Weiner LLP, CPAs, Sam volunteers with the New York School of Hebrew Union College, among other organizations.

Their Impact: With their Class Act gift—which will help ensure the vibrancy of student life on campus—the Perelsons have been commemorated by the naming in perpetuity of the Hillel club site “Hillel at Baruch—The Ruth and Sam Perelson Suite.” A minimum unrestricted Class Act gift of $100,000 enables donors to name a classroom.

Recent Alumnus Joins 17 Lex Society

“My MBA program provided me with a strong foundation in business, finance, accounting, and marketing; allowed me to develop leadership skills; and helped me establish lifelong connections,” says Benjamin M. Polen (MBA ’08), entrepreneur and co-founder of Allied Legal Funding. “To show my appreciation for the opportunities the College gave me—and to ensure that those opportunities are provided to others—I donate to The Baruch College Fund.”

His Impact: Polen’s gift, combined with hundreds of gifts from the other 17 Lex Society members, supports scholarships, faculty, career development services, improved facilities and technology, and new academic initiatives and programs. Individuals whose annual contributions are between $1,000 and $25,000 automatically become members.
Baruch graduates who lived such disparate iconic moments as the 1939 New York World’s Fair, the Yankees’ ’49 World Series championship, Castro’s overthrow of Batista, Woodstock, and the launch of the Apple Macintosh converged on the College to reminisce at Baruch’s Alumni Reunion 2009, whose theme was “New York Through the Years.” Reunion activities filled the weekend of Oct. 16-18 and included the Athletics Hall of Fame Dinner; Saturday night cocktails, dinner, and dancing; Sunday brunch; awards presentations; and campus tours. This year’s Reunion was marked by record-breaking alumni generosity, with Class Gifts totaling over $2 million.

Baruch President Stan Altman with Class of ’59 honoree and Baruch College Fund Trustee and secretary Barbara Kent (’59). Also a reunion participation chair, Kent was one of 16 alumni honored.


Volunteers needed

ABOVE LEFT: Bennet Susser (’84), Class Gift chair, in front of the Honor Roll banner. The Class of ’84 increased class participation twofold and delivered the largest 25th reunion class gift in College history! RIGHT: Susan Wong (’84), Reunion committee member and hostess for her class’s special Reunion Eve dinner.

ABOVE: Bennet Susser (’84), Class Gift chair, in front of the Honor Roll banner. The Class of ’84 increased class participation twofold and delivered the largest 25th reunion class gift in College history! RIGHT: Susan Wong (’84), Reunion committee member and hostess for her class’s special Reunion Eve dinner.

Baruch thanks Robert S. Nadel (’59), Reunion 2009 chairman.

ABOVE RIGHT: Nelson Ellentuck (’49) and his wife.

BELOW: Norman Golub (’59) and his daughter, Political Science Professor Stephanie Golob, at last year’s Commencement, where the Jubilee Reunion Class celebration begins.
There’s no arguing with Nicoleta Lupea (’10). By her own admission, she doesn’t take “no” for an answer. This might explain her success as a champion debater, despite English being her second language.

Ever since high school, back in her native Romania, this 25-year-old Baruch College Provost Scholar and finance major has had a knack for persuading people to see things her way. She joined forces with a high school chum, Dan Cristea, and, in college, they expanded their sphere by entering international competitions.

Even after Lupea transferred to Baruch in 2006, she and her teammate continued competing together, ultimately winning the English as a Second Language category in such prominent events as the 2009 World Debate Championship, Ireland; the 2008 Oxford University IV (Intervarsity), England (Best Speaker and Team Champion titles); and the European Debate Championship in Estonia in 2008. They also made it to the finals at Yale University in 2008.

The team’s successes caught the eye of some high-level Pepsi executives back in Romania, who then tapped the duo for a commercial campaign called “I Can” (available for viewing at YouTube). Said Lupea, “They wanted young endorsers who have achieved something great in their field of work.”

—BARBARA LIPPMAN
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without...

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