

FALL 2020/WINTER 2021

BARUCH

ALUMNI MAGAZINE



President S. David Wu

OUR LEADER FOR EXTRAORDINARY TIMES



MESSAGE FROM THE PRESIDENT

Dear Baruch Alumni,

I feel incredibly honored and privileged to join the Baruch community at a pivotal moment in the College's history. As the nation grapples with the pandemic, the resulting economic damage, and the reckoning to end systemic racism, the entire Baruch community unified and overcame unimaginable challenges to continue core College operations and deliver distance learning while supporting our students to keep pace with their education. I have been impressed not only with Baruch's remarkable, resilient students, faculty, and staff but with the alumni community. Your welcome has been genuine and heartfelt, your connection to your alma mater strong, and your appreciation for the value and impact of your Baruch education has been an inspiration for me.

My first 100 days were illuminating and productive. I stood up the Task Force for the Future—a group of 23 thought leaders across the College to help me envision our immediate and long-term future. Despite the pandemic, I was able to reach out and connect with key stakeholders of the College, including alumni, business/civic leaders, and student leaders. I hosted or joined a wide range of virtual events, such as college town halls, student and faculty convocations, and meetings of the 17 Lex Society, the President's Forum, corporate alumni receptions, and various other alumni gatherings.

Given the fast-changing and uncertain nature of our current environment, human contact and community connections are more important than ever. I have therefore prioritized direct and frequent communications: steady essential updates to the Baruch community, balanced by my monthly blog, where I share my personal perspectives.

From an operational standpoint, my team and I have completed and started executing our Academic Year 2020–21 remote instruction plan and our Safe Campus Reopening Plan. The College's top priority continues to be protecting the health and safety of our students, faculty, and staff while preserving academic and business continuity. Our focus is to ensure that students maintain academic momentum and continue to access needed financial resources as they work toward their professional goals. Many of you helped to fund emergency relief for our students and for that I am immensely grateful.

From the stakeholder engagement and concrete recommendations from the Task Force for the Future, I was able to formulate a set of key priorities building on our Strategic Plan while taking into account the new realities of our world. A few highlights that may be of interest:

- Launch an institutional transformation to elevate equity, diversity, and inclusion
- Create an Integrated Student Success Center for in-person and remote services
- Develop an efficient infrastructure to expand high-quality online and hybrid instruction
- Enhance Baruch's visibility and national standing while strengthening external partnerships

Succeeding at that last goal, in particular, will require marshalling our talented alumni base. I intend to engage alumni with programs that range from career networking, to student mentoring, to visibility enhancement, and more. We have an incredibly talented alumni base, and I plan to mobilize it to the fullest extent possible.

How can you help right now?

At a time when the pandemic has disrupted or eliminated many jobs and internships, please make sure that your colleagues, organizations, and networks know about Baruch's talented, diverse, hardworking students and alumni for any professional opportunities. Also consider supporting our urgent 2020–21 fundraising initiative, Stand Up for Baruch.

Alumni support and vision are the hallmarks of every outstanding institution of higher learning. Baruch College is no exception: the enthusiasm and participation of our almost 160,000 alumni are integral to shaping and realizing our goals. Please read my monthly blog at presidentsblog.baruch.cuny.edu and feel free to share your thoughts at president@baruch.cuny.edu.

I wish you and your loved ones a safe and healthy holiday season and new year.

Sincerely,
S. DAVID WU
President, Baruch College



President Wu with members of Baruch's Public Safety staff. "The College's top priority has been to protect the health and safety of our students, faculty, and staff while preserving academic and business continuity," says the president.

Photos of President Wu on the cover, inside front cover and feature by Elena Olivo.

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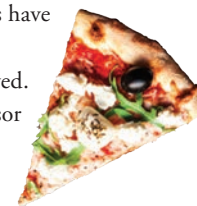
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Baruch Alumni Magazine

Cheryl de Jong-Lambert
Director of Communications

EDITOR IN CHIEF: Diane Harrigan

SENIOR EDITOR: Gregory M. Leporati

GRAPHIC DESIGN: Vanguard

OFFICE OF ALUMNI RELATIONS
AND VOLUNTEER ENGAGEMENT

Janet B. Rossbach, Director of Alumni
Relations and Volunteer Engagement

David Shanton, Vice President of College
Advancement

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Please address all editorial
correspondence to:

Baruch Alumni Magazine
Office of Communications, Marketing
& Public Affairs
One Bernard Baruch Way, Box A-1503
New York, NY 10010-5585
email: communications@baruch.cuny.edu

Please send all inquiries about
the Baruch College Fund, as well as
address changes, to:

The Baruch College Fund
Office of College Advancement
One Bernard Baruch Way, Box A-1603
New York, NY 10010-5585
phone: 646-660-6060
email: bcbf@baruch.cuny.edu

For information about alumni programs
and activities, please contact:

Baruch College Office of Alumni Relations
and Volunteer Engagement
One Bernard Baruch Way, Box A-1603
New York, NY 10010-5585
phone: 646-660-6097
email: alumni@baruch.cuny.edu
online: alumni.baruch.cuny.edu



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Best in Class: Baruch Scores Top Rankings



With its distinctive combination of strong academics, affordability, low student debt, and student and alumni success, Baruch College continues to earn top national and regional rankings.

The Fall 2020 semester kicked off with top rankings from *Money* magazine. In its “Best Colleges in America, Ranked by Value,” Baruch earned the #1 spot for “Best Colleges for Business Majors” and was named the best school overall in New York State.

Washington Monthly named Baruch #1 among “Best Bang for Your Buck Colleges” in New York (and #2 in the Northeast), while the *Wall Street Journal*/Times Higher Education “College Rankings 2021” placed Baruch #1 among 340 public institutions nationwide for value.

Kudos were also forthcoming from Brookings Institution (#1 engine of economic mobility

among four-year public colleges nationwide) and CNBC (#2 “Best Public Institution for Return on Investment”). In *U.S. News & World Report*’s “2021 Best Regional Universities–North” listing, Baruch secured #2 honors for social mobility, #3 for least student loan debt at graduation, and the #4 position overall among public institutions. Princeton Review’s *Best 386 Colleges* guidebook praised Baruch’s academics, career service programs, and campus life.

“As I begin my presidency, I am thrilled and inspired by the amazing recognition Baruch continues to receive, which validates our commitment to our core mission of providing an inclusive, transformational education to students,” says President S. David Wu, PhD. “I am excited to build on this momentum.”

The Zoom Where It Happened: Lawrence Zicklin (’57) Leads New Webinar Series

In March, shortly after the College had transitioned to distance learning mode in response to the coronavirus pandemic, H. Fenwick Huss, PhD, Willem Kooyker Dean of the Zicklin School of Business, and school benefactor and namesake Lawrence Zicklin (shown) discussed the challenges confronting not only the Zicklin School but the business world as a whole. Out of these talks grew an idea for a Zicklin webinar series, *The New Normal in Business: 2020 & Beyond*, which launched on May 6.

The webinars feature discussions among various industry experts, drawn from both the school and the business community, with Mr. Zicklin serving as moderator. “Larry is a natural for this format,” says Dean Huss. “The conversations he leads with the guests are always lively and engaging.”

The debut webinar, “Is This the New Economy?,” addressed topics including how best to stimulate economic recovery and the outlook for fiscal policy. Since then, the series has included sessions on crisis management, cybersecurity, vaccine distribution, real estate, and more, with Mr. Zicklin moderating all but one.



In June, Michael Roth (’67), chairman and CEO of Interpublic Group, discussed the pandemic’s effect on advertising, and Lara Abrash (MBA ’94), chairman and CEO of Deloitte & Touche LLP, talked about how cloud technology and other tools are helping Deloitte adjust to what she called the “next normal.” The most recent episode, “The Price of Being Unprepared: Covid-19 and Healthcare,” featured JC Alejandre (EMBA ’18) (profiled on page 11), a frontline healthcare worker at NewYork-Presbyterian Hospital, alongside associate professor Alex Mills, PhD, who is academic director of the Zicklin School’s Executive MBA program in healthcare administration.

Each discussion is followed by a question-and-answer session, moderated by Gwendolyn Webb, PhD, associate dean for Zicklin’s Executive Programs and professor in the Bert W. Wasserman Department of Economics and Finance.

What’s next for the webinars? “Among other things, we will certainly discuss the new normal in telemedicine, retailing, education, and a possible permanent reduction in business commuting and travel,” says Mr. Zicklin. Stay tuned! —SARA J. WELCH

NYC photo by Mark Litwa; Zicklin photo by Elena Olivo

Davis photo by Nina Subin



An impressive number of MPA professionals from the Austin W. Marxe School of Public and International Affairs earned a place on *City & State*’s lists of New York’s rising stars and policy leaders.

Included on *City & State*’s “40 Under 40: The Rising Stars in NYC Food Policy” list, which highlights leaders working to create healthy, sustainable food environments, were two alumni of the school’s MPA program as well as a current Marxe student.

As deputy director of policy in the Office of the Manhattan Borough President, Hally Chu (MPA-NUF ’13) manages the Fresh Food Box program in partnership with GrowNYC and works on vital zero-waste issues with the NYC Department of Sanitation and members of the Manhattan Solid Waste Advisory Board. André Thompson (MPA-NUF ’13), director of food programs at New York Common Pantry, works in service of reducing hunger and food insecurity, in hopes of developing solutions to flawed policies that cause inequities in vulnerable communities. MPA candidate Joshua Thomas-Serrano is a senior marketing and development manager at Teens for Food Justice, where his efforts include recruiting young changemakers to lead their communities in the fight against hunger and food injustice.

Ron Kim (MPA ’06) and Yuh-Line Niou (MPA ’11) were cited among *City & State*’s “Power of Diversity: Asian 100,” which celebrates the most influential Asian Americans in New York politics and policy. The alumni, who are both New York State assembly members, were recognized for their community work and for adding to the diversity of representation in Albany. Joining them on the list was Baruch President S. David Wu, PhD, recognized as one of the city’s most influential Asian leaders in higher education.

“Lists such as these are a clear indication that our alumni—and among the awardees we celebrate here, even our current students—make their mark well beyond the campus,” says Marxe Dean David S. Birdsell, PhD. “They are leaders, innovators, and achievers. They shape the fields in which they work and show the virtue of energy, perseverance, and commitment. We’re very proud of each and every one.” —JASON M. EPSTEIN

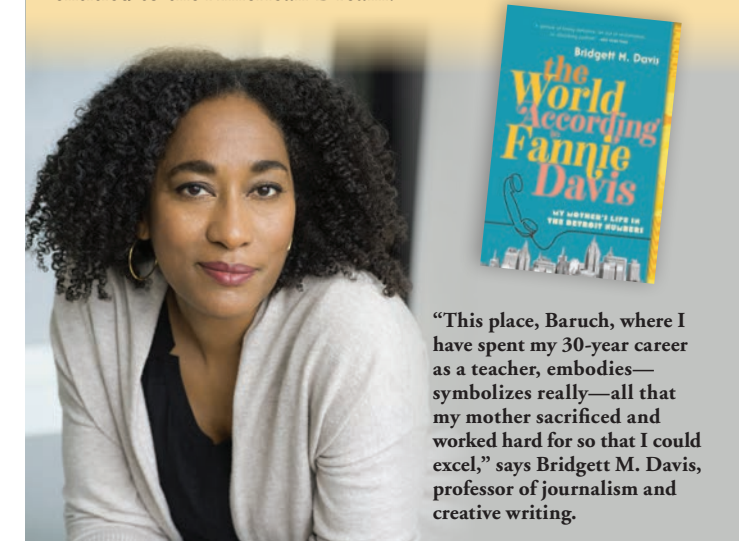
Weissman Professor’s Memoir to Become Feature Film

Searchlight Pictures, the Disney-owned arthouse studio, and Brad Pitt’s production company, Plan B Entertainment, have optioned Bridgett M. Davis’s 2019 memoir, *The World According to Fannie Davis: My Mother’s Life in the Detroit Numbers*, for a feature film. Ms. Davis, a professor of journalism and creative writing at Baruch’s Weissman School of Arts and Sciences, will write the screenplay, expected to be completed by 2021, with assistance from Pulitzer Prize-winning playwright Lynn Nottage.

“My memoir chronicles one Black woman’s story as a way of illuminating what millions of Black Americans have endured and fought against and worked around just to survive—and, in my mom’s case, thrive,” explains Davis. “My mom made ‘a way out of no way.’ But she should not have had to launch an underground, illegal lottery business in order to give us a middle class life.”

Fannie Davis, which received widespread praise—including a *New York Times* Editors’ Choice and Best Book of the Year recognition from Kirkus Reviews—was selected as this year’s First Year Text, the common summer reading assignment for Baruch’s incoming Class of 2024. As its author, Davis gave the keynote speech at the Fall 2020 Virtual Student Convocation.

Davis sees her mother’s story as especially relevant for today’s students. “Given the moment we’re in, given the country’s renewed interest in racial justice, my mother’s story is a timely one,” says Davis, adding, “By adapting the memoir for film, the story will reach a wide audience, showcasing the ingenuity of Black folks like my mother, who always believed she, too, was entitled to the American Dream.”



“This place, Baruch, where I have spent my 30-year career as a teacher, embodies—symbolizes really—all that my mother sacrificed and worked hard for so that I could excel,” says Bridgett M. Davis, professor of journalism and creative writing.

New Weissman Dean Committed to Student Success

“Ask any Weissman School of Arts and Sciences faculty or staff member what makes Weissman so special and you will hear about our students—their authenticity, their determination, their engagement with their courses of study,” says Jessica Lang, PhD. The former English department chair and professor was appointed to a two-year term as the school’s interim dean in July.

Dr. Lang brings a wealth of academic, scholarly, and administrative experience to this position. Not only has she served as chair of one of the College’s largest departments, she has taught undergraduates at every stage of their Baruch careers. In 2017, the interim dean was recognized with a Presidential Excellence Award for Distinguished Teaching, among her many honors. She is also the founding William Newman Director of Baruch’s Sandra Kahn

Wasserman Jewish Studies Center.

Lang is especially proud of the school’s faculty: “Many institutions establish their identities as either research based or teaching based. Weissman faculty are teacher-scholars who model the power, excitement, and relevance of knowledge in connection with the broader world.”

In her new role, Lang has taken on a number of critical initiatives, foremost among them ensuring the delivery of high-quality academic programming and students’ progress toward timely graduation. Longer-term projects include working closely with the school’s department chairs to identify and address areas in need of support and reinvigoration.

“This is an extraordinary and extraordinarily challenging time for institutions of higher education,” says the interim dean. “It is also enormously clarifying. Our mission has never



“The Weissman School is a remarkable place,” says Jessica Lang, PhD, appointed the school’s interim dean in July.

been more relevant or more important—and this is part of what excites me not only about my role but about our collective role.”

Seeds of Change: Baruch’s Climate Scholars

Every first-year student at Baruch is now talking about climate change as part of their introduction to the College—all “because of five undergraduate Climate Scholars,” says Mindy Engle-Friedman, PhD, chair of the Baruch College Task Force on Sustainability and associate professor of psychology.

Dr. Engle-Friedman and seven other members of the Baruch Climate Change Faculty Seminar (BCCS)—which represents all three of Baruch’s schools—were instrumental in getting a \$40,000 CUNY Interdisciplinary Climate Crisis Research Grant to fund the intensive nine-month Baruch Climate Scholars Program. Each Climate Scholar receives a \$5,000 stipend and a \$900 conference travel allowance.

The Climate Scholars participate in twice-weekly faculty- and guest-led seminars, three months of cross-disciplinary research in one of five climate research labs, and a two-month internship. They also present their scholarship and engage students in conversation about local climate impacts and strategies for mitigation and resilience. So far the scholars have reached out to Baruch’s First Year Seminar classes as well as middle and high school students in the Baruch STEP (Science and Technology Entry Program) Academy. That outreach helps prepare the next generation of students to have conversations about climate change in their classrooms and begin to think about climate careers.

For its first cohort, the BCCS chose students based on academics, diversity, and commitment to climate change education and careers. The undergraduates, who are majoring in economics, entrepreneurship, finance, journalism, and public policy, explore climate issues through the lens of the natural sciences, psychology, business, public policy, migration, and communication.

Four of the five Climate Scholars are students of color. “We know that the climate change professions lack diversity. That’s really a problem,” explains Engle-Friedman, “because we want to be sure all students have access to the opportunities that climate change poses and because communities of color will be maximally disadvantaged by climate change impacts.”

Engle-Friedman praises the “magnificent group” that comprises the Climate Scholars cohort, adding that she hopes to scale up the program. “It is a model for what can be done at Baruch, CUNY, and beyond.”



Talent Pool: Bearcat Swimmer Named Scholar-Athlete of the Year

Asimina Hamakiotes (’20), a four-year Bearcat swimmer and Macaulay Honors student, was named The City University of New York Athletic Conference (CUNYAC) Female Scholar-Athlete of the Year for the 2019–20 season. The three-time CUNYAC Swimming All-Star graduated this spring with a 3.7 GPA, having earned a bachelor’s degree in mathematics with double minors in philosophy and interdisciplinary studies.

In her first two years on the team, Ms. Hamakiotes helped Baruch win back-to-back CUNYAC Championships. In 2016 she took gold in the 800 freestyle relay and silver in the 200 individual medley. In 2019 she continued to make waves, collecting five medals: one gold and four silver. She finished her last season by qualifying for the Eastern College Athletic Conference (ECAC) Open Championships and breaking a school record.

The star swimmer also excelled on dry land. She interned at the New York Stock Exchange, received research grants from the National Science Foundation, traveled to compete at trade events, and studied abroad at one of the best mathematics programs in the world, the Budapest Semesters in Mathematics.

Hamakiotes says she owes a big part of her success as a student-athlete to head swimming coach Charles Lampasso. “He’s always been there for me,” she says, adding that her coach was “always supportive when it came to my academics.” Her future academic endeavors include pursuing a PhD in mathematics at the University of Connecticut. —JOHN NEVES



NEW ATHLETICS ALUMNI NETWORK

New alumna Hamakiotes, as well as generations of other Baruch athletics alumni, have a new way of keeping connected: the Baruch Athletics Alumni Network on LinkedIn. Former student-athletes from across all sports can now network and keep up-to-date on the latest in the Bearcat sports alumni community.



Pandemic Pizza: An Even Bigger Slice of the Pie



From small establishments to restaurant chains, the pandemic has badly hurt many food service industry businesses. But one segment has notably bucked the trend: Americans are eating more pizza.

When called upon by *Forbes* magazine to offer expert business insight into the current pizza boom, Shan Li, PhD, says she had to “do her homework.” An assistant professor in the Zicklin School’s Narendra Paul Loomba Department of Management, Dr. Li studies operations management with an emphasis on how human behavior, including that of managers and customers, impacts firms’ operational decisions. “So it was my natural instinct to pursue the customer-behavioral angle when I started to look at the pizza industry,” she explains.

Li, who earned a PhD in industrial engineering and operations research at the University of California, Berkeley, and worked for Amazon, Philips Research, and American Express before joining Baruch in 2013, proved to be a quick pizza study.

According to the professor, the rise in demand for food delivery in the lockdown should come as no surprise and neither should pizza’s capitalizing on this moment. “The pizza industry has been equipped to deliver and fulfill carryout service for decades,” she says. Add the pandemic’s impacts to the economy, employment, and customers’ constrained budgets: “It’s natural that customers sought out pizza. It’s a top choice for feeding a family at low cost.”

But not all pizzerias and pizza chains have benefited equally. According to Li, before the pandemic Pizza Hut and Papa John’s were struggling, with Domino’s the strongest of the big three. “With the growing opportunity provided by the lockdown, Domino’s winner advantage, which was brought about by its long-term investment in advancing its delivery capabilities, has been accelerated.”

Will pizza’s gain—especially Domino’s—stick once the virus is under control? Yes, predicts Li. “Whenever the pandemic winds down, the focus on health, safety, and convenience is going to remain.”

As for Li, she’ll likely be enjoying her own favorite: “The Thai chicken pizza from California Pizza Kitchen, because of its unique flavor and toppings. I like its pleasingly sweet and spicy taste.”

“I have always wanted others to be offered the same opportunities I was given when I came to America almost 40 years ago,” says S. David Wu, PhD, Baruch’s new president. “Unfortunately, that American dream is slipping away for far too many people.”

Meet President S. David Wu

BY DIANE HARRIGAN

On July 1, S. David Wu became Baruch College’s eighth president and the first Asian American to lead a CUNY college. With a career spanning more than 30 years at major private and public institutions, President Wu is an accomplished scholar, a technology innovator, and a bold and visionary academic leader.

His journey to the Baruch presidency began in Taipei, Taiwan, where his parents, having fled the Communist Revolution in mainland China, built a new life and a family. After earning his undergraduate degree at Tunghai University and completing his mandatory two years of military service in the Taiwanese Navy, he came to the U.S. to pursue his master’s and PhD degrees in systems engineering at the Pennsylvania State University.

Dr. Wu practiced as a systems engineer before embarking on an academic career that included the Iacocca Professorship and deanship at Lehigh University’s Rossin College of Engineering and Applied Science and, most recently, the role of provost and executive vice president at George Mason University, the largest public university in Virginia, which achieved Carnegie tier-one research (R1) status under his leadership. His spirit of innovation will help move Baruch forward as a national model in higher education.

LEARN MORE ABOUT PRESIDENT WU IN OUR Q&A ➡



S. David Wu’s journey to the Baruch College presidency began in Taipei, Taiwan. The youngest of four children, he is shown here with his family circa 1960.

WELCOME! WHAT WAS YOUR FIRST IMPRESSION OF BARUCH COLLEGE?

Dynamic and energetic. I first came to Baruch last winter, before the pandemic, and the campus was full of students, faculty, and staff. I was instantly infatuated with the place.

HOW DO YOU VIEW BARUCH AS AN EDUCATOR?

Baruch should stand as a model for public higher education in the U.S. To be frank, we would all hope that a place like Baruch—that delivers top-quality academic programs while serving as an engine for social mobility for a wide spectrum of students—would not be so unique. *That’s what public higher education is supposed to do.*

Baruch shows what is possible at a time when our country desperately needs a more robust and more inclusive system of public higher education. That’s critical not only for our economic prosperity but also for social justice and the long-term health of our democracy.

TELL US ABOUT YOUR EARLY YEARS.

Following WWII and the Communist Revolution, many intellectuals fled to Taiwan, including my parents. We lived in conditions that were not much better than today’s refugee camps. But my parents had everything they needed—an education, books, and ideals—and our home was filled with love and support.

DOES THIS BACKGROUND HELP YOU CONNECT WITH BARUCH STUDENTS?

Coming from a modest background helps me to appreciate what’s important in life and to never take anything for granted. For me, it’s about being able to do something that has impact. I see those same values in many of our students and alumni.

WHAT WAS IT LIKE COMING TO THE U.S. AS AN INTERNATIONAL GRADUATE STUDENT?

The education that I had in Taiwan, though excellent, did not always support independent thinking. In the U.S., creativity and intellectual independence were encouraged, and I had a sense of total liberation.

I also experienced firsthand the openness and generosity of everyday people. For me, that’s the true spirit of America.

YOU’RE A SYSTEMS ENGINEER. HOW DOES THAT AFFECT YOUR PERSPECTIVE AND APPROACH TO PROBLEM SOLVING?

Systems engineers try to solve problems by understanding how actors relate and interconnect in large, complex environments. So being trained as a systems engineer gives me a useful lens to approach data, uncertainty, and complexity—all of which helps in making thoughtful and informed decisions.

WHAT ADDITIONAL CHALLENGES HAS THE CURRENT STATE OF SOCIETY IMPOSED ON YOUR FIRST MONTHS AS PRESIDENT?

The pandemic and its economic impacts—combined with the national reckoning of social justice issues—has put our society at a crossroad. I believe these challenges and opportunities highlight the role of higher education as not only a private good but also a public good. We’re not only helping our students to be successful; we are also helping to solve much larger societal challenges.

WHAT ARE YOUR TOP INITIATIVES?

In a nutshell, three things:

I want us to reimagine college education—Baruch style—in the new normal. Drawing on our unique heritage and accomplishments, I want to raise these questions: How do we empower our people to innovate in the post-pandemic environment? How do we systemize our student-centric culture with even better, more sophisticated structure and technology sensitive to students’ diverse needs and help them advance their career success?

Second, to revitalize, build, and reshape Baruch’s reputation with new energy, new ideas, and a boldness to lead. We should be in the forefront of keeping our curriculum at the cutting edge, while expanding our instructional modalities (in-person, hybrid, and online classes) to reach more students. As a national brand, Baruch can have an even broader impact on higher education.

Third, to truly leverage our location as one of our distinctive characteristics. At Baruch, the world is right around us, literally. So how do we integrate New York City in the education of our students, so that they can benefit from it and the city can in turn benefit from us? We already have plans to enhance our corporate, alumni, and community relations.

AT THIS POINT YOU’VE MET, ALBEIT VIRTUALLY, MANY ALUMNI. WHAT’S YOUR SENSE OF THIS GROUP AND THEIR ROLE IN BUILDING BARUCH’S BRAND?

I enjoy meeting Baruch alumni. They are inspiring. I hear their stories, and each of them resonates with me on a very fundamental level. They are the essence of the Baruch story.

As proud graduates of Baruch, and owners of the Baruch story, alumni can share their

passion for Baruch with their colleagues and employers, helping to showcase Baruch as a powerhouse for new talent. Given the quality and reputation of this institution and the diversity of our student body, this should be an increasingly easy sell—if we launch a concerted effort to do it intentionally and persistently.

Read more about President Wu’s ideas, philosophy, and plans for Baruch College at presidentsblog.baruch.cuny.edu.

About President Wu

Describes himself as “curious,” “passionate,” “sincere,” “open and open-minded,” “active, fun-loving”

A Family Man: Married for 38 years; has known his wife since first grade. Two children: a grown daughter and son, both living and working in New York City.

Favorite Book: *Consilience: The Unity of Knowledge* by E.O. Wilson

NYC Favs: Cultural attractions, restaurants/ethnic cuisines, farmer’s markets

Unwinds by running, swimming, tennis, golf, Citi Bikes. Highlight: His daily morning run along the East River.



Motorcycling is one of the ways President Wu unplugs. For that, he prefers the backcountry roads of Pennsylvania.

An Up-Close Look at Distance Learning

Innovation, Challenges, and the Future of Higher Education



As a result of Covid-19, “distance learning” has become a familiar phrase at schools and universities across the globe. It’s been in place at Baruch since March, when the College quickly shifted to remote teaching, and the vast majority of courses remain online-only.

But what exactly is distance learning, and how have faculty adjusted to this new, fully online environment? Three Baruch professors share their experiences with the new paradigm and discuss what it could mean for the future of higher education.

ZOOM BOOM

For Don Waisanen, PhD, professor of communication at Baruch’s Marxe School of Public and International Affairs, teaching this semester has occurred entirely on Zoom, the online video-conference platform that became ubiquitous during the pandemic. Using a tripod, laptop, and iPad, Dr. Waisanen is able to view and speak with all of his students as he shares his tablet’s screen, which faces a whiteboard. “Having two screens makes it feel a bit more like you’re all together in a real classroom,” notes Waisanen, who teaches political communication and public advocacy.

Of paramount importance, Waisanen says, is keeping students engaged by using all of Zoom’s interactive capabilities, including polls, quizzes, and the platform’s chat bar. His favorite feature is the virtual “breakout rooms,” where he can send students for small-group discussions that often involve role-playing and listening exercises.

“When we were on campus, I’d be running around the halls before class looking for

empty rooms to send student groups to, since I don’t want them to be influenced by what they hear other groups say during role plays,” he explains, adding, “I’ve been blown away by how well this all translates to Zoom.”

SMALL WORLD, BIG IDEAS

The Fall 2020 semester truly put the “distance” in distance learning for Maria Halbinger, PhD, assistant professor of innovation, entrepreneurship, and creativity in the Narendra Paul Loomba Department of Management of the Zicklin School of Business. “On the first day of class, I did a survey and found that my students were joining me from four different continents!” she says.

Like Waisanen, Dr. Halbinger uses Zoom to conduct her class’s “synchronous” meetings, in which everyone is logged in at the same time. But she also incorporates “asynchronous” elements hosted on a website she created through Blogs@Baruch, a WordPress-based platform for the Baruch community maintained by the College’s

Center for Teaching and Learning. Her website includes a homepage for her class that features course materials, blog posts, and a forum where students interact and respond to her prompts between classes.

“Since I teach innovation and creativity—a social process—it is important to me that students still have a community,” she says. “Students who wouldn’t raise their voices in a physical classroom now have more time to think about these topics and make valuable, thoughtful contributions.”

The website also serves as the home for the class’s Innovation Competition, in which teams develop and pitch a creative small business idea, much like the popular TV show *Shark Tank*. This year, students worked remotely to produce polished videos and other multimedia promoting their businesses, which they posted to the website, and graded each other’s pitches using Google Forms. The online format “actually saved valuable class time,” Halbinger explains. “And the students were able to think more critically about their evaluations, so the entire experience was improved.”

REPORTING REMOTELY

In March 2020, Andrea Gabor, the Bloomberg Professor of Business Journalism at Baruch’s Weissman School of Arts and Sciences, was making final preparations for an eight-day trip to the Texas–New Mexico border with her political reporting class, which she co-teaches with Associate Professor of Journalism Vera Haller. The students were eager to tackle the politically charged Southwest and “had been doing all sorts of research on state legislative elections, voter suppression, environmental politics—you name it,” Professor Gabor says.

So when Covid-19 locked down New York City only days before the trip, “it was heartbreaking,” says Gabor, “but suddenly the light bulb went on.” The two professors got in touch with their contacts and arranged for the students to conduct, via Zoom, dozens of group and individual interviews with nearly all of their original sources. “Because the students were so well prepared, those interviews proved to be an incredibly rich give-and-take,” Gabor observes.

In the end, the students produced a fascinating collection of stories entitled “The Border Interrupted: Politics and

the Pandemic Scramble Life Along El Paso–Juarez Divide,” which can be read in *Dollars & Sense*, Baruch’s award-winning online student magazine.

Despite the success of the project, Gabor finds online education to be “far from ideal.” As an education columnist for Bloomberg, she has studied the rise of distance learning over the years and has long cautioned that it cannot be viewed as a direct replacement for in-person teaching. “There’s a certain spontaneity that you only get from a live classroom,” she explains. “It lends itself to conversation and interaction.”

She continues, “There’s an enormous amount of pressure throughout the country toward online as a cost-saving move; that would be a mistake.”

THE FUTURE IS NOW

Reimagining higher education in the post-pandemic world is a top priority for Baruch President S. David Wu, PhD. Early in his tenure, he established the Task Force for the Future, a group of Baruch thought leaders tasked with analyzing how best to incorporate technology to expand instructional modality, enrich pedagogical

repertoire, and increase accessibility for all students.

“The global pandemic opens a rare window of opportunity for us to take a fresh look at what we do and challenge ourselves to envision what is possible,” says President Wu. “Zoom and video conferencing are only a small part of digital pedagogy. With help from the task force, as well as input from the Baruch community, we are working to build a comprehensive educational technology infrastructure so that we can serve our students’ diverse needs, both in-person and online, with top quality.”

Waisanen, who serves on the president’s task force, agrees. “What will make Baruch special will be the combination of the in-person experience that we had before *plus* the value added of the complementary digital formats we’ve all been using these past several months.”

The Marxe professor is already looking ahead to how virtual reality and other emerging online tools will further transform the classroom experience. “This is not some far-off future anymore,” he says. “It’s the present—and it’s really exciting.”

3 Professors’ Perspectives



“Students who wouldn’t raise their voices in a physical classroom now have more time to think ... and make valuable, thoughtful contributions,” says Maria Halbinger of the Zicklin School.



Andrea Gabor of the Weissman School champions a balance of online and in-person experiences, saying, “There’s a certain spontaneity that you only get from a live classroom.”



Don Waisanen of the Marxe School sees Baruch’s educational future as “the combination of the in-person experience that we had before *plus* the value added of the complementary digital formats we’ve all been using.”

A Message from the Director of Alumni Relations and Volunteer Engagement

Dear Alumni:

What a year it has been! In spite of 2020's hardships and unique challenges, many of our alumni achieved professional success and personal milestones. We are delighted to celebrate them here, as well as profile a few fascinating alumni, some of whom went above and beyond at the height of the Covid-19 outbreak.

As we look to 2021, I encourage you to ask yourself: **What do I want to achieve? How can the Baruch Alumni Network support me, my ambitions, and my dreams?**

We are a community of nearly 160,000 alumni in 113 countries.

In the coming year, please join your Baruch alumni family on social media, including the Baruch Alumni Network (Official Group) on LinkedIn (alumni.baruch.cuny.edu/LinkedIn). Post jobs, share articles, and help plan virtual alumni events within your company, city, or industry.

Together we can transform the Baruch Alumni Network into an even better, more robust, and more supportive community.

That is my goal for 2021.

Can you help? Email me your ideas at janet.rossbach@baruch.cuny.edu.

Best wishes to all,

Janet B. Rossbach

Janet B. Rossbach



40s | In August *Impact News Service* named **Sidney Silvers** ('49, MA '54) its Veteran of the Day. A member of the Navy, he served as a radar specialist on the USS *Heyliger* in the 1940s and later worked as director of auxiliary services for NYC high schools. He currently lives in both New York City and Boca Raton, FL.

60s | In August *Harness Racing Update* published an article about **George Segal** ('60), chronicling his business career in Chicago commodities as well as the growth of his Brittany Farms, one of the most storied breeders of harness champions. The farm has produced numerous world championship horses and Breeders Crown winners, and Segal says he plans "to keep racing and keep breeding although on a far smaller scale."

70s | **Swain Greiner** ('75) is president/partner of Greiner Maltz Investment Properties. The *New York Real Estate Journal* included him on its "2020 Ones to Watch" list, featuring a Q&A in which he discusses his most inspiring real estate deals. **Matthew Blank** (MBA '76) joined the board of directors of CuriosityStream, a leading independent factual media company that has more than 13 million paying subscribers worldwide. Blank previously served as chairman and CEO of Showtime Networks Inc., and worked on a variety of iconic television franchises, including *Homeland*, *Dexter*, and *Billions*. Hanover Bancorp, Inc., promoted **Brian K. Finneran** ('79) to president and CFO. He joined Hanover in 2017 and has been responsible for all facets of financial management, including budgeting, strategic planning, tax and investor relations, and liability management.

80s | A *Forbes* article in August highlighted **Sai Chow** ('80) and her daughter, Susanna, who teamed up to create a new fashion brand in 2018. Called "Susanna Chow," the mother-daughter business sells handcrafted,

beaded purses and accessories. Prior to this, Chow had worked at Citigroup until her retirement in 2013. **Donna Saccone-Pinamonti** ('83) published her first book, *King Claude and the Talking Dog* (Page Publishing, 2020),

an illustrated children's book about a friendly shih tzu puppy. The alumna previously worked on Wall Street before becoming a teacher. In July **Dan Clivner** ('85), a member of the

continued on next page



DACA Dreamer and Healthcare Hero: JC Alejaldre (EMBA '18)

In March 2020, Juan Carlos (JC) Alejaldre—an administrator in the Division of Community and Population Health at NewYork-Presbyterian Hospital/Columbia University Medical Center—received an urgent call from his supervisor.

With the medical center's Emergency Department overwhelmed by rising numbers of Covid-19 patients, Mr. Alejaldre was informed that "on Monday we would help decamp the department, the Army Corps of Engineers would set up medical tents, and I would be responsible for running them."

Alejaldre admits that, at the time, he did not fully understand the immensity of the task. Nonetheless he found himself heading up a massive team of doctors, staff, and hospital senior leadership to fully operationalize Covid-19 tents at Presbyterian's Columbia and Allen Hospital campuses. Within 24 hours, his team had re-created an entire inpatient floor.

"I tried to bring a sense of calm to the effort," explains the alumnus, who notes that in the beginning, they would receive new guidelines from the CDC on a near-hourly basis: "It felt a bit like whiplash." When New York City's Covid-19 numbers finally became manageable in June, the tents came down.

In addition to the pandemic, Alejaldre was simultaneously fighting another, more personal, battle: renewing his Deferred Action for Childhood Arrivals (DACA) status.

Born in Colombia, Alejaldre came to the U.S. with his mother when he was six. "She wanted a better life for me," he says, adding he had no idea his family circumstances differed from his peers' until years later when trying to apply to—and afford—college. At that point they had overstayed their visa; his mom worked any job she could get, and they lived in a single room.

In 2020, with help from his employer, Alejaldre was able to renew his DACA status. He wrote about his experience in an op-ed for CNN in which he points out that there are more than 200,000 DACA recipients who are considered "essential workers," with 43,000—like himself—in healthcare.

"There are folks out there fighting for our country—fighting Covid-19 and for health equity—who are also forced to fight to remain in this country," says the Dreamer, whose immigration status prevented him from visiting his mother on her deathbed in Colombia last year.

As a DACA recipient, he remains without a direct path to citizenship. "It's heartbreaking, but our hope is that we'll continue to push until we effect permanent change."

—GREGORY M. LEPORATI

executive committee at Sidley Austin LLP, appeared on the podcast *Drinks with the Deal*. In a wide-ranging conversation, Clivner talked about hiring laterally, building relationships, and his advocacy for LGBTQ and diversity issues. He is also the vice president of the Baruch College Fund

Board of Trustees. St. Joseph's College named **Jerome Grossman** (MBA '86) director of graduate management studies. He has more than 35 years of experience working in marketing and advertising for clients including Procter & Gamble and Schweppes. The *New York Real Estate Journal* featured **Elliot Horowitz** ('87)

on its "2020 Ones to Watch" list. He is a managing member of H Equities, which deals with real estate in New York, New Jersey, Florida, and Atlanta. **Vivian Conan** (MS '88) published *Losing the Atmosphere: A Memoir, A Baffling Disorder, A Search for Help, and the Therapist Who Understood* (Greenpoint Press, 2020), which tells the

The Offbeat Path

Investment Manager Turned Jazz Guitarist Robert Mwamba ('98)

Zambian-born Robert Mwamba moved to New York City as a teenager to study economics at Baruch College, but an unexpected friendship with a jazz legend sent him down a very different path.

"Moving from Africa to New York was a big change, and it felt like something was missing," recalls Mr. Mwamba. "To my surprise, music ended up filling that gap."

He took up guitar under the direction of Milt Hinton, one of the most iconic jazz bassists of all time and the instructor of Baruch's Jazz Workshop. The two struck up a close friendship, and Mwamba quickly developed into a formidable and technically precise guitarist.

After graduating from Baruch, Mwamba put his business degree to use, working as an investment manager for Bank of America. In addition to his traditional nine-to-five job, he continued to play jazz shows at night, developing a strong reputation within the music community.

When Bank of America unexpectedly laid him off in 2005, it did not take long for his jazz friends to come calling. "Within two weeks, the Grammy Award-winning trumpet player Wallace Roney called me up and asked if I'd like to tour Europe with him," Mwamba says. "I jumped on that, hit the road with him for a year, and have been a full-time jazz musician ever since."

Today, the alumnus is a regular performer at two of the most famous jazz clubs in the U.S.: The Blue Note in New York City and Blues Alley in Washington, DC. He has played private events for such celebrities as Sean "P. Diddy" Combs and English billionaire Richard Branson, and he also served as the musical director of the United Nations Jazz Band—a particularly rewarding role since Mwamba's father was a longtime diplomat.

In 2016 Mwamba released a debut album, *Coastin'*, which features a number of jazz heavyweights playing alongside him.

He currently mentors younger musicians. "I have great respect in the industry because of my background in business," he says. "Probably 90 percent of jazz musicians have only played music their whole lives and have no idea how the business side of this works. They often seek me out for guidance and look up to me."

And although his mentor, Milt Hinton, passed away in 2000, Mwamba is certain that the jazz legend would be proud of all he has accomplished. "He was just a beautiful man. If you Google him, you'll be amazed to see how accomplished he was," says Mwamba, citing Hinton's varied, decades-long career and his work with music icons from the 1930s onward. "These are the types of true masters we need to honor, now and forever."

—GREGORY M. LEPORATI



story of her battle with dissociative identity disorder. Conan previously documented her mental health journey in a 2015 *New York Times* article. **David Rogal** ('89) married Ron Carlivati in August. Rogal served as a longtime interior designer at Vicente Wolf in Manhattan, and Carlivati is the head writer of daytime drama *Days of Our Lives*.

90s | **Marline Alexander** ('90) joined the Board of Trustees of the Baruch College Fund. She serves as senior vice president and head of C&I portfolio management at Bank Hapoalim International and has been a mentor in the Financial Women's Association since 2012. Professional poker player **Micah Raskin** ('91) was honored for his contributions to Shaare Zedek Medical Center, Jerusalem's largest multidisciplinary medical center. Raskin has earned close to \$2 million competing in the World Series of Poker and also serves as president of a direct marketing and software company. Warren County Schools in North Carolina named **Michelle Dunbar** ('92) Principal of the Year. She has served as principal of the Northside Warren Elementary School since 2019. Visiting Nurse Service of New York added **Karen Boykin-Towns** (EMBA '93) to its board of directors. She serves as president/CEO of Encore Strategies, LLC, and vice chairman of the NAACP board of directors. Chicago-based brokerage firm R.J. O'Brien named **Emre Degirmenci** (MBA '95) managing director, EMEA (Europe, Middle East, and Africa). He has 25 years of experience in treasury, risk management, and finance roles at major banks and commodities, including Citigroup and Royal Bank of Scotland.

00s | In August *PRWeek* named **Bettina Garibaldi** ('04) to its "40 Under 40" list of PR professionals steering the industry into the next generation. As senior vice president at Ketchum—a PR and marketing consulting

continued on next page

Helping New Yorkers Breathe Easier

Anisha Rathod (MPA '16)

When Anisha Rathod chose to specialize in respiratory care, she knew there would be some difficult and hectic days. "That's where the action is," she says. "You're always needed in critical care situations." She had no idea, though, that she would one day be working on the front lines of a global pandemic—one that brought New York City, and much of the world, to a standstill.

"When I think about it now, it's like a blurry memory," recalls Ms. Rathod, who serves as a respiratory care supervisor at NewYork-Presbyterian Hospital in Flushing, Queens. When Covid-19 first hit the city, Rathod's hospital—like nearly every other hospital in New York—experienced an overwhelming spike in patients.

"We normally have 80 emergency calls each month," she says. "From March into May, that number jumped to 550 a month. We were running around nonstop. It was like a bad dream."

Rathod and her fellow respiratory care providers were desperately needed to operate mechanical ventilators, which are an essential part of treatment for patients with serious cases of Covid-19. Operating a ventilator, Rathod explains, takes two years of training and is an incredibly intricate and detail-oriented task. Specialists must manage how many breaths are needed per minute, how much air volume is required, what percentage of oxygen to use, and more.

"And no two ventilators can be programmed alike," she says. "Every patient is different."

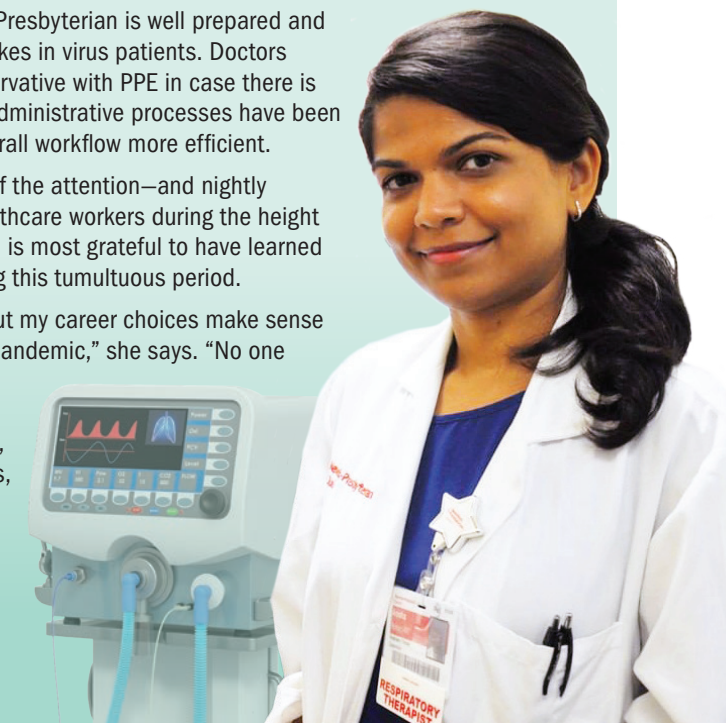
Normally, Rathod and her colleagues manage about 10 ventilators each. But that number skyrocketed during the pandemic to anywhere between 20 and 30, requiring her to work shifts of 12 hours or more, five days a week. Her weekends were spent working from home trying to secure additional equipment and staffing for her hospital.

Rathod notes that NewYork-Presbyterian is well prepared and ready for potential future spikes in virus patients. Doctors and nurses have been conservative with PPE in case there is another surge, and certain administrative processes have been streamlined to make the overall workflow more efficient.

She deeply appreciated all of the attention—and nightly applause—bestowed on healthcare workers during the height of the pandemic. But Rathod is most grateful to have learned so much about herself during this tumultuous period.

"It probably sounds corny, but my career choices make sense now after experiencing this pandemic," she says. "No one anticipated we'd ever face something like this in our lifetime. But I know now that, during an emergency like this, there's no other position I'd rather be in."

—GREGORY M. LEPORATI



Paying Dividends

Alan Chen's Crusade for Financial Literacy

Like many Baruch students, Alan Chen ('17) had a lucrative, full-time job offer at graduation. But there was one significant problem: He had no idea how to properly invest his first paycheck.

"My starting salary was more money than my parents had made over years," says Mr. Chen, who had found employment as a software engineer at Rent the Runway, a popular online designer clothing rental service. Chen's parents, who immigrated to the U.S. from China in their twenties and never graduated high school, "did a great job of shielding me from the fact that we were part of the low-income bracket," he explains. "If you needed food, it was there. But we had no savings, which is not a healthy financial outlook."

Chen set out to improve his financial literacy and spent months scouring the Internet for every useful tip and tutorial he could find. Soon he had become something of an armchair expert on everything from high-yield savings accounts, to Roth IRAs, to mutual funds. To share his knowledge, he created a blog—TomoonFund.com—and began hosting free seminars and webinars for Baruch students and recent graduates through the Starr Career Development Center and the Office of Alumni Relations and Volunteer Engagement.

Chen hopes that his blog and workshops will help fill the financial-literacy knowledge gap that he believes is far too prevalent in U.S. education, especially for individuals from low-income families. He cites recent data from the Council for Economic Education, which indicate that only 21 states have financial literacy requirements in high school. "But even teaching it in high school is ineffective, since you don't make serious money; this needs to be taught in a just-in-time manner, because that's when people are most receptive to it."

In addition to working his day job at Rent the Runway and hosting Baruch webinars, Chen is busy developing a financial-literacy software tool that can provide users with immediate financial knowledge and answer tax questions. "It's sort of like Clippy—the little paper clip character who used to offer editorial advice in Microsoft Word—except better," he says.

And what is Chen's top financial tip for Baruch alumni? Communicating about finances is key, he says. "A lot of people think it's taboo to discuss money, but you should be talking to your coworkers about salary and talking to your friends about 401(k) plans. Share research and tips—that's very important."

Chen will be hosting more free webinars for Baruch alumni during the spring and summer of 2021—check alumni.baruch.cuny.edu for full event details.

—GREGORY M. LEPORATI



firm—she executes a number of campaigns focused primarily on travel brands. Anthem Sports & Entertainment named **Frank Tanki** (EMBA '04) general manager of TV properties at AXS TV and HDNET Movies. Prior to this position, Tanki enjoyed numerous roles at Viacom, working for TV Land, CMT, Spike TV, and Nickelodeon and overseeing marketing for such global hits as *SpongeBob SquarePants* and *Dora the Explorer*. **Mashhood Ahmed** ('05) and **Brandon Procak** ('06) became fast friends as Baruch students and, 20 years later, created their own business venture: RentCity, a tech platform that aims to disrupt the apartment renting process by providing comprehensive data and firsthand reviews from tenants. Clayton & McKervery, a certified public accounting and business advisory firm, promoted **Nina Wang** ('05) to senior manager in the firm's tax department. With a specialty in international tax, Wang supports domestic businesses and foreign-owned entities with parent companies in Europe, North America, and Asia. **Victor Catano** (MBA '06) was named CFO at New Canaan Country School, a coed, independent day school serving students in Westchester and Fairfield counties. **Gustavo Agosto-DaFonseca** ('07, MPA '15), a major in the U.S. Army, completed a yearlong program at the Command and General Staff College at Fort Leavenworth, KS, earning the designation "Distinguished Graduate." In April **Myriam Simpierre** ('08) opened Buy Better Foods—a grocery store—in Bedford-Stuyvesant, Brooklyn. She was featured in an MSN article about entrepreneurs who found a way to succeed despite starting their business amid the Covid-19 pandemic. Public accounting firm MBAF promoted **Jimmy Vora** ('08) to director in its audit department. He focuses on audits that integrate the organization's compliance and its basic financial statements.

10s In October, Illinois Governor J.B. Pritzker appointed **Charles Archer** (EMPA '11) to the state's Youth Budget Commission. Archer also serves as the president and CEO of One Hope United, a private human service organization helping children and families through a variety of support programs. The New Norwich Free Academy named **Richard Freeman** (MPA '11) director of finance and human resources. He previously served as director of finance for the NYC Department of Education. The National Gallery of Art appointed **Sheila McDaniel** (EMPA '11) an administrator. She oversees administrative support, capital improvements, facilities, personnel, security, and more. Previously she served as deputy director of finance and operations at The Studio Museum in Harlem. In August *USA Today* named **Cristina Jiménez Moreta** (MPA '11) one of its Women of the Century, in celebration of the 100th anniversary of the 19th Amendment. She is the co-founder of United We Dream, the nation's largest immigrant youth-led network, which advocates for DACA (Deferred Action for Childhood Arrivals)

NCAA Probation Served

Baruch College Athletics successfully met all the requirements of its four-year imposed sanction and was released from NCAA probation effective June 30, 2020. During the probationary period, the College's Division III Athletics program was rebuilt, with modifications focused on compliance, policy implementation, and a departmental overhaul. Having persevered through the final leg of the probationary period in conjunction with the Covid-19 pandemic, the College is looking forward to new opportunities for success with a renewed sense of pride in the program.

recipients. **Antonio Alfonso** ('12) was named the political director of the Democratic Organization of Queens County. In this role, he oversees the development of the county's political plan, including managing communications, evaluating voter engagement programs, and collaborating with national, state, and local officials. **Tessa Jean** (MPA '12), practice administrator, Employee Health Services, at NewYork–Presbyterian Hospital—recently named the #1 hospital in New York and #4 hospital in the nation by *U.S. News & World Report*—led this year's employee flu vaccination effort. Marketing consultant **Basheer Alebdy** ('14) founded the website DaBash Deals, which compiles online coupons and discounts for such major retailers as Walmart, Amazon, and eBay. This October **Jimmy Rivera** (He, Him, His) ('14), vice president of the Stonewall Democratic Club of New York City and member of Bronx Community Board No. 4, was selected as a "40 Under 40" NYC Rising Star by *City & State*. **Amoy Barnes** (MPA '16) serves as Staten Island Borough director for the NYC Department of Education. **Christian A. Velez** ('16) is the founder of Cano Coffee Company, which he began during his senior year at Baruch. The Venezuelan-born alumnus served in the U.S. Air Force for eight years and spoke about his experiences at "Primer Cafecito," a virtual Baruch alumni event held in October in celebration of Hispanic Heritage Month. When Covid-19 hit the U.S. in March and April, **Owen Martinetti** ('17) and **Christopher Abbenda** ('18) made headlines for securing millions of medical masks and donating thousands throughout New York. Martinetti is the co-founder of Naturae Oils, one of the first licensed hemp farms and cannabidiol processing plants in New York, and Abbenda works for the company in business development. **Jacob Plowden** ('17) serves as the deputy director of



BABY BEARCAT

In Bloom: **Stephanie** ('14) and **Mariusz "Mario"** ('14) Gornicki welcomed baby girl **Maya Emilia** in May.

the Cannabis Cultural Association. A longtime cannabis activist, he advocates for increased accessibility, affordability, and awareness of cannabis products. **Alan Broman** ('18), who works in asset management at Gatsby Enterprises, recently married Michal Elkouby. The Mind Trust, an Indianapolis-based education nonprofit, selected **Ontay Johnson** (MPA '18) as an Education Entrepreneur Fellow. As a fellow, Johnson will work to launch EmpowerED Families, an independent nonprofit that will promote access to high-quality education. **Jennifer Galliano** ('19) was named to the Baruch College Fund board as a recent graduate trustee. She is a wealth management analyst at Morgan Stanley. **Genevieve Martin** (MA '19) was just named managing director at the Center for Italian Modern Art. She previously worked at Christie's and the Metropolitan Museum of Art, and *TheArtGorgeous*—a female-empowering organization for art professionals—called her one of NYC's rising stars in the arts.

continued on next page

CLASSNOTES

20s In September the Harlem International Film Festival screened *Hold Fast to Dreams: Good-bye Harlem*, a short documentary by **Kenneth Sousie** ('20) honoring the legacy of Langston Hughes. Sousie, who served as editor-in-chief of *Dollars & Sense (D&S)*, Baruch's award-winning student magazine, created the film as part of a *D&S* reporting package celebrating the 100th anniversary of the Harlem Renaissance.

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WEBINAR SERIES CONNECTS ALUMNI ACROSS THE GLOBE

When Covid-19 sent the world into lockdown in March, Baruch's Office of Alumni Relations and Volunteer Engagement (OARVE) team wanted to know: "How are our alumni coping, not just across the United States, but around the world?"

What followed was, among other initiatives, a series of conversations with alumni living outside the U.S., who shared the impact of Covid-19 on their lives, careers, and industries. To date, the office has hosted "A View from Abroad" with alumni in Brazil, Canada, China, India, Israel, Korea, and the United Kingdom. "Fortunately, our

alumni have mostly reported being quite resilient, and many have found working from home to be a boon for personal development, health and wellness, and family connection," shared Janet B. Rossbach, OARVE director.

Regional and international alumni networks from Atlanta to Shanghai have also hosted alumni mixers, and a new Europe, Middle East, and Africa network was established. "Despite all concerns, Baruch's global

Alumni Network has continued to connect and to thrive via Zoom and will do so until it is safe for us all to convene in person again," says Director Rossbach.



IN MEMORIAM

Harry Povlotsky '41
*Florence C. Golly '42
Florence Winter Bennett '48
*William W. Levine '48
Evelyn R. Ben-Ami '49
Sylvia J. (Berman) Detkin '49
Eugene E. Grandis '49
Gerald H. Gura '49
Murray Kane '49
Heinz Tamm '49
Charlotte (Bender) Eth '50
Joseph Klein '50, MBA '54
Lucretia G. Kratsios '50
*Arlene (Kaye) Richards '50
Maxine (Laufer) Baden MBA '52
Margaret A. Condit '52
Maurice Abrams '53
Rose Mary Staiano Infantino '53
Paula I. (Befeler) Vanovitch '53
Sidney W. Azriliant '54
John Karabec '54

Howard Schlactus '55
Anthony Finocchiaro '56
Joel E. Becker '57
Philip Braverman '57
Herman M. Schneider '57
Irving Stein '57
Joseph Marks '58
William J. Turner '60
Salvatore J. Arcieri '61
Robert W. Baer '61
Stephen H. Aidlin '62
*Sherry (Kershner) Jacobson '62
Jack Schweber '62
Arnold C. Goldstein '63
Harvey Tabin '63
Anthony J. Tosques '63
Alvin M. Zubasky '63
Felix Diez '64
Jeffrey A. Manoff '64
Jack Spiegel '65
Robert H. Ullman '65

Guido D'Adamo '66, MBA '77
Joseph M. Keane MBA '66
Joseph T. Whalen '66
John T. Gallagher MBA '67
*Harry A. Mervish MBA '67
Edward B. Wtulich '67
Earle J. Walker '68
Patricia (Bajor) Howe '69
Michael Smith MBA '69
Robert J. Adamski '70
Robert E. Hawks MPA '70
William R. Ridky '70
Stephen Chaikind '71
Stewart H. Miller '71
Jeremiah M. Flaherty '73
William A. Ward '73
Noel J. Gorman MBA '74
Joseph F. Dash PhD '75
Barry R. Forman '75
Lillian Roberts '75
Ram Asra Khurana MBA '76

Ralph H. Susskind '76
Marcelle (McMaster) Williams '76
Andrew F. Winning MBA '76
Steven Frumkin MBA '77
Douglas J. Grady MBA '77
Lucy T. Huffman PhD '78
Joseph Klein '78
Peter B. Daniels MPA '80
Todd Wassmer '80
Sharon (McDonald) Beckett MBA '81
Faye S. (Klus) Feit MBA '86
Mark J. Benson '87
Judith M. Lewis MBA '87
Edith W. Mackey '87
Robert C. Sampson '90
Clara I. Roman '00
Rahul Shah MBA '06
Sabina V. Singh '17

*Benchmark Society member

ABOUT THE BENCHMARK SOCIETY

The society honors individuals who have included Baruch College in their will or trust, used retirement fund assets or life insurance to make a gift, or established life income gifts that benefit the College. In so doing, members have chosen to support Baruch beyond their lifetimes as Bernard Baruch did himself. Please contact Laura Kotkin at 646-660-6074 or laura.kotkin@baruch.cuny.edu to learn more.

STAND UP FOR BARUCH

At a time when the American Dream is facing daunting challenges, Baruch is standing up for our students. Our resolve to persevere as a beacon of America's potential is undiminished.

Yet Baruch's capacity to continue to fulfill its critical mission is put at risk by the outsized effects of the Covid-19 pandemic on our students and their families. This crisis has stretched the College's resources beyond their limits. The calls for financial aid, emergency grants, technology assistance, student health and counseling, food assistance, and career services are overwhelming.

To meet these immense demands, we need your help. **Stand Up for Baruch** and donate today. Our students depend on you now more than ever.

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Thank
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for making a
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#HireBaruch

To recruit undergraduates, master's-level talent, and recent grads, contact Justyn Makarewycz at justyn.makarewycz@baruch.cuny.edu.

To explore experienced hire opportunities, contact Janet Rossbach at janet.rossbach@baruch.cuny.edu.

Don't forget to post mid- to senior-level positions on the official Baruch College Alumni Network LinkedIn page at alumni.baruch.cuny.edu/LinkedIn with the hashtag #HireBaruch.



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