

FALL 2018/WINTER 2019

BARUCH

ALUMNI MAGAZINE



50
YEARS



Fabulous
at **50**

Baruch College,
From 1968 to 2018
and **Beyond**

Message from the President

This commemorative issue of *Baruch Alumni Magazine* celebrates our 50th anniversary as a fully independent senior college in The City University of New York system.

Since 1968 Baruch has been dedicated to elevating the prospects of our talented and diverse student body, providing them with the intellectual skills and tools needed to advance both professionally and personally. The College earns high marks in national and regional rankings for its academic programs and is consistently held up as a model for student social mobility, including—most recently—a fourth consecutive year in the #1 position on CollegeNET’s annual Social Mobility Index (see page 3).

By these and numerous other indicators, Baruch is on strong ground and has a great outlook for the years ahead.

All three of our schools are named and endowed, and we are the only CUNY college that can claim this distinction. The College’s overall endowment has increased by almost 60 percent, and this includes the largest single gift—of \$30 million—to name and endow the Austin W. Marxe School of Public and International Affairs.

We have strategically expanded our global programming, which now includes innovative graduate-level, degree-granting partnerships with universities in China, Israel, and Italy, as well as a broad range of study- and work-abroad opportunities for undergraduates. Each year numerous Baruch students win competitive grants and fellowships for international study, including U.S. Fulbright awards, Boren Fellowships, Benjamin A. Gilman International Scholarships, and U.S. Department of State Critical Language Scholarships.

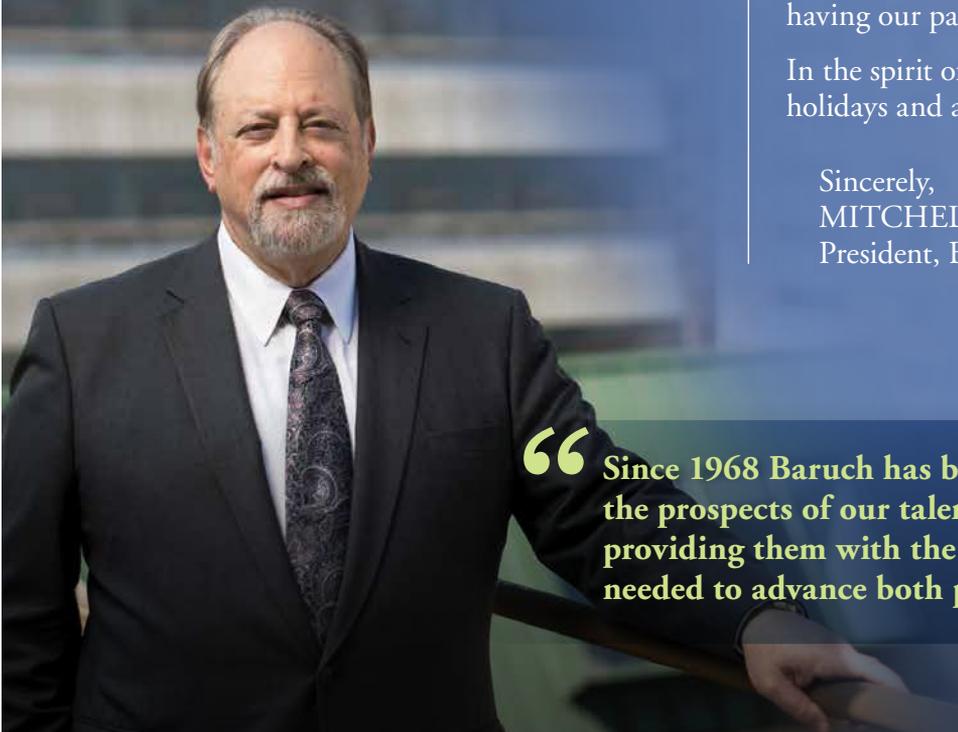
The physical campus is also advancing, with several major improvement projects under way: construction of the permanent Clivner=Field Plaza on 25th Street; development of the new Allen G. and Mary E. Aaronson Student Center, which will be located in the lower level of the Madison Square Post Office building on 23rd and 24th Streets; and renovation of the historic Field Building at 17 Lexington Avenue (aka 17 Lex).

I also take pride in the amazing, collaborative network of alumni that spans the globe. I have enjoyed meeting many of you at events around the U.S. and abroad, and I look forward to having our paths cross again in the future.

In the spirit of the season, I wish you happy holidays and a healthy, prosperous 2019!

Sincerely,
MITCHEL B. WALLERSTEIN
President, Baruch College

“Since 1968 Baruch has been dedicated to elevating the prospects of our talented and diverse student body, providing them with the intellectual skills and tools needed to advance both professionally and personally.”





6 | COVER STORY

Fabulous at 50: Baruch Celebrates Five Decades of Providing Access to the American Dream

The story of Baruch College's independence from CCNY is nothing short of extraordinary. As we celebrate the 50th anniversary of this milestone, we invite you to take a stroll down memory lane and see how Baruch and New York City have changed over the past five decades—and what our alumni hope to see from the College over the *next* 50 years.

3 | CAMPUS HIGHLIGHT

Rankings & Awards

Recognition continues to pour in for Baruch College. Four professors in the Weissman School of Arts and Sciences earn Guggenheim and Fulbright Awards for 2018–19, and the College—with two #1 rankings for social mobility, from CollegeNET for the fourth consecutive year and *The Chronicle of Higher Education*—continues to lead the national dialog on higher education and social mobility.

12 | ALUMNI SPOTLIGHT

High Fashion Meets Higher Education: Nana Yoshida ('09, MA '17)

Accomplishments happened fast for Tokyo native Nana Yoshida, who came to NYC to pursue her dream of becoming a fashion designer/entrepreneur. Not only did she establish her own clothing designer/label, she also earned a Zicklin BBA and a Weissman MA in Arts Administration. “Each degree came at the right moment,” she says.



ALSO INSIDE

5 | NEWS & NOTES

Deep-sea adventures of the virtual kind enchanted guests at this year's 17 Lex Society Reception, held at “National Geographic Encounter: Ocean Odyssey” in Times Square.



10 | CLASS NOTES

Motorcyclist, pilot-in-training, and advertising pioneer Castor A. Fernández ('66, MBA '68) revolutionized Hispanic marketing with his innovative “sub-segmentation” approach.



ON THE COVER: Even with the phenomenal growth of Baruch's campus, some locations remain perennial favorites for student photos. Among those is the spiral staircase in the lobby of 137 East 22nd Street, known today as Steven L. Newman Hall. Our before-and-after cover fuses two images: Marx Executive MPA students from the Class of 2014 and members of the American Society for Personnel Administration in 1967. *Shown:* Class of 2014 EMPA alumni (*from top left*): Meishay Gattis, Gregory DeStefano, Annmarie S. Clarke, Mery J. Hackman; 1967 society members (*first row*) Michael Stern ('67), Brenda Davis; (*second row*) Neal Savino, William Weigand ('69), Arthur Goldberg ('67); and (*third row*) Joseph Farbowitz (MBA '70), Michael Murphy ('67), Jerry Drutman ('68), Joe Colucci ('67). Present-day photo by Elena Olivo; archival photo from *The Lexicon*.

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Mr. Big Shot: History Made with 2,000 Points

Last February Chimaechi Ekekeugbor ('18) finished his basketball playing days at Baruch College with 2,000 career points.

He is the first Bearcat and one of only two players in CUNY Athletic Conference (CUNYAC) men's basketball history to score 2,000 points or more. Nicknamed Chima, he reached the milestone in his final game by scoring 37 points, his largest haul in his four years and 114 games as a Bearcat.

During his senior season, the 6' 5" marketing major averaged 18.6 points, 10.1 rebounds, and 3.0 assists per game and was voted the 2017–18 CUNYAC Most Valuable Player.

Chima, who completes his bachelor's degree this term, is considering his postcollegiate options, which include playing professional basketball in Europe as well as pursuing a career in marketing with the goal of one day working for an NBA team. This summer he worked in the New York Knicks' Kids Summer Camp, serving as a coach and instructor.

Off the court, Chima was a popular student-athlete who finished his playing days as a Second Team Basketball All-American, one of the highest national honors bestowed on a student-athlete.

"Chima has carved out quite a legacy here at Baruch," says Head Coach John Alesi ('03). "He has established himself as one of the top players in our program's history by having an incredible work ethic and approach to life. He is the epitome of what it means to be a Baruch Bearcat."

—JOHN NEVES

ALUMNI ATHLETES:
Save the date for this academic year's Athletics Alumni Day on **Saturday, Jan. 12.**

Men's basketball will take on Lehman College in Baruch's Athletic & Recreation Complex (aka the ARC). Also scheduled is a Tribute to Ray Rankis, beloved longtime coach of the men's basketball team and former athletic director, who died in June. Visit alumni.baruch.cuny.edu for more information.

Former forward Chimaechi Ekekeugbor ('18) became the first Baruch men's basketball player and only the second in CUNYAC history to score 2,000 or more career points.

Neighborhood Beat ROZ BERNSTEIN REPORTING DAY EXPLORES CHINATOWN

Residents' access to affordable housing, adequate healthcare, and ESL services were among the topics raised by Baruch student journalists during a multisession, daylong learning tour of New York City's Chinatown. The neighborhood was the focus of the Second Annual Roz Bernstein Reporting Day, organized by Gisele Regatao and Emily Johnson, faculty members in the Department of Journalism and the Writing Professions. Seventy students from four classes participated.

At the Chinese-American Planning Council, for example, students heard from Allegra Cole, the former Chinatown reporter for DNAinfo, who gave them tips on neighborhood beat reporting. Students also visited the Museum of Chinese in America and took part in an architecture walking tour.

Excursion namesake Roslyn Bernstein, PhD, professor emerita of journalism, joined the group. "There is no better way to teach journalism than to explore the local," says Dr. Bernstein. "Journalists need to dig into a neighborhood and find out what makes it tick—unravel its past, dissect its present, to illuminate its future. I can't wait to read the students' stories and listen to their podcasts."

Says co-organizer Ms. Regatao, "Of course the most passionate and engaged person on the tour was Roz herself. She continues to inspire all of us." Bernstein retired from Baruch in 2016 after more than 40 years of distinguished teaching, service, and mentoring.



The day's eponymous professor (*right*) joined journalism students and professors in Chinatown.

Guggenheims and Fulbrights: Prestigious Awards for Professors

Four Weissman School faculty members have been recognized with prestigious fellowships and awards for 2018–19. Esther Allen, PhD, in the Department of Modern Languages and Comparative Literature, and Alison Griffiths, PhD, of Communication Studies, were awarded Guggenheim Fellowships. Thomas Desch-Obi, PhD, in History, and Barbara Katz-Rothman, PhD, in Sociology and Anthropology, received Fulbright awards.

Dr. Allen, named a Guggenheim Fellow for translation, will complete the translation of two novels by the Argentinian writer Antonio Di Benedetto (1922–86): *The Silentiary* and *The Suicides*. She has already translated Di Benedetto's *Zama*, today considered a classic.

Dr. Griffiths, named a Guggenheim Fellow for film, video, and new media studies, is using her fellowship to write a book titled *Nomadic Cinema: A Cultural Geography of the*



Film and media studies scholar Alison Griffiths, PhD, professor in the Weissman School's Department of Communication Studies, is among a select group—173 scholars, artists, and scientists chosen from almost 3,000 applicants for a 2018 Guggenheim Fellowship.

Expedition Film, which examines expedition filmmaking in the early 20th century.

Dr. Desch-Obi received a Fulbright U.S. Scholar Grant to support his research on the history of endangered Afro-Colombian martial arts known collectively as *grima*. Beginning January 2019, he will spend seven months in Colombia, conducting archival and ethnographic research, and will continue work on the monograph *Hombres Históricos: Grima and the Afro-Colombian Struggle*.

Dr. Katz-Rothman received a Fulbright-Saastamoinen Foundation Distinguished Chair in Health Sciences Award, which provides an American scholar with the opportunity to conduct research at the University of Eastern Finland. She is studying the history of the inherited metabolic disorders known as “the heritage diseases.”

Top That: Baruch in the Spotlight for Social Mobility Success

The dog days of summer were far from lethargic at Baruch, as the College received news of its #1 ranking for social mobility among four-year public institutions, courtesy of *The Chronicle of Higher Education's 2018 Almanac of Higher Education*. The almanac is a yearly roundup of major stories and research in the world of higher education.

The *Chronicle's* ranking was drawn from the widely reported 2017 study “Mobility Report Cards: The Role of Colleges in Intergenerational Mobility,” in which a team of economists tracked students from nearly every U.S. college, including nongraduates, and measured their subsequent earnings against millions of anonymous tax filings and financial aid records.

“We are pleased to be recognized by *The Chronicle* for our social mobility leadership and academic success,” says Baruch College President Mitchel B. Wallerstein, PhD. “Baruch's extremely low tuition, high-quality academic programs, and extensive support services have helped generations of students, and their families, move permanently to a higher economic status.”

Baruch's success propelling high-achieving, low-income students up the socioeconomic ladder has been garnering national attention for years. CollegeNET named Baruch a 2018 Social Mobility Innovator and ranked the College #1 on its annual Social Mobility Index for four years running. The College is also prominently featured in bestselling author Steven Brill's latest book, *Tailspin: The People and Forces Behind America's Fifty-Year Fall—and Those Fighting to Reverse It* (Knopf, 2018).

So far this year, the College has also received top placements and praise from such prominent organizations as *U.S. News & World Report*, *Forbes*, *Kiplinger's Personal Finance*, and the Princeton Review. Of the myriad accolades, President Wallerstein proudly says, “The American Dream is alive and well at Baruch.”



Eye-Opening: Baruch's New Virtual Reality Lab

What if biology students could perform dissections in three-dimensional space or history students could be instantly transported to the Anne Frank House in Amsterdam? At the Hedwig Schindler Virtual Reality Lab, now they can. Located on the sixth floor of the Newman Vertical Campus, the Weissman School of Arts and Sciences' facility opened in Spring 2018 with a gift from Mrs. Hedwig Feit (née Schindler).

The first of its kind at Baruch, the Schindler Virtual Reality Lab is in keeping with the Weissman School's mission to deliver forward-looking student experiences and with the College's greater commitment to technology and curricular development.

The lab, which accommodates 20 students and offers a variety of technologies, puts the emphasis on immersive, undergraduate-centered learning and teaching. Equipment includes virtual reality (VR) headset goggles, 3D VR eyewear, and hand-held sensors and interactive controllers. Says Weissman Dean Aldemaro Romero Jr., PhD, the driving force behind the lab, "No generation of students is as highly visual, digitally savvy, and excited about hands-on learning as the current generation."

For faculty the VR lab serves as a research and testing grounds, a place to explore the educational potential of existing VR experiences and to customize content. To date, professors from the natural sciences, social sciences, and arts have submitted proposals that integrate the lab into their courses in ways that promise to revolutionize what and how they teach. "With this technology, we can dramatically change Baruch's liberal arts and science curricula," says Dean Romero.

David P. Christy, PhD, provost and senior vice president for academic affairs, agrees, "We are going to see tremendous growth and development in this technology, with applications to student learning and teaching as yet unimagined."



Designed to increase student engagement and learning, the Hedwig Schindler Virtual Reality Lab has created a stir. Says Weissman School Associate Dean Gary Hentzi, PhD, "The learning experience in a virtual space absorbs students entirely."

Steeped in History, Baruch Embraces the Future

The excitement was palpable on Aug. 23 as the largest class of first-year students in more than a decade crowded into Mason Hall in the Lawrence and Eris Field Building at 17 Lexington Avenue for New Student Convocation, the annual ceremony that officially welcomes students to the Baruch community. In addition to launching the 2018–19 academic year, the gathering also kicked off the College's yearlong 50th anniversary celebration.

Joined on the platform by a party of faculty and staff VIPs, all in academic regalia, Baruch College President Mitchel B. Wallerstein, PhD, greeted the 1,650 newcomers and premiered *Baruch College: Celebrating 50 Years of Access to Excellence and the American Dream*, the first in a series of anniversary-themed videos. It features alumni from the sixties recounting Baruch's perilous struggle to survive and become an independent senior college in the CUNY system. It was a hit!

Russell Shorto, author of this year's pre-assigned First-Year Text, *Island at the Center of the World: The Epic Story of Dutch Manhattan and the Forgotten Colony That Shaped America*, served as the event's keynote speaker. He told the newly minted

Bearcats that "progressive 17th-century Dutch principles—tolerance, free trade, and social mobility—are part of America's and especially New York City's DNA. . . . It's why you're here and why Baruch's here."

Shortly after the student-centered events, on Sept. 13, the Office of the Provost organized Baruch's Inaugural Faculty Convocation. A celebration of faculty excellence and dedication, the tradition-in-the-making offered an opportunity to recognize achievements and service and welcome new members. More than 60 new, full-time faculty members will join Baruch in 2018–19.

These events all celebrated a common theme: Baruch's enduring legacy as an agent of social and economic mobility.



Join us!

Baruch is celebrating its 50th anniversary through Commencement 2019 in late spring. Check your mailboxes—digital and snail—for invitations to special events.

Globetrotting: Baruch Programs & Ambassadors

“There’s isn’t a single aspect of the Baruch experience that isn’t influenced by globalism,” says H. Fenwick Huss, PhD, Willem Kooyker Dean of the Zicklin School of Business. Baruch’s students, faculty, and staff continue to both contribute to and benefit from the College’s expansion of its global footprint and perspectives. Here are some highlights.

At the programmatic level, Baruch has established a comprehensive global business education program, offering more than a half dozen new, dual master’s degree programs in partnership with universities in China, Italy, and Israel, with additional relationships under development in Vietnam, India, South Korea, and Argentina. Two of these programs recently celebrated milestones. The inaugural cohort of the dual-degree graduate-level program offered jointly by Baruch College and Israel’s College of Management graduated in June. This fall Baruch welcomed the first 3+1 undergraduate cohort of Zicklin’s partnership program with the Southwestern University of Finance and Economics in Chengdu, China, in which students begin their studies in China and complete their



THE MARXE SCHOOL SENDS FIRST MASTER OF INTERNATIONAL AFFAIRS (MIA) STUDENT TO PARIS: Ken Silverman (MIA ’20) (*middle, behind the white and red of flag*) studied at the Sciences Po Summer School, France’s leading university in the social sciences. In total the Marxe School sent 13 students to China, Germany, the Netherlands, and Vietnam over the summer—some with help from a Marxe Study Abroad Award.

Scholarships, studied in Japan, Denmark, France, and the U.K. Each year more than 300 students study abroad in more than three dozen countries.

Students can also experience global collaboration without leaving campus. One example of this is the International Conference of Undergraduate Research, which uses video-conferencing technology to give undergraduate researchers the opportunity to present and discuss their research with students around the globe in real time. Offered this September for the fifth consecutive year, the two-day academic conference connected 14 Baruch students with peers in the U.K. and Australia. Meanwhile, Baruch faculty and administrators continue to travel the globe, sharing their expertise and embodying the College’s inclusive worldview.

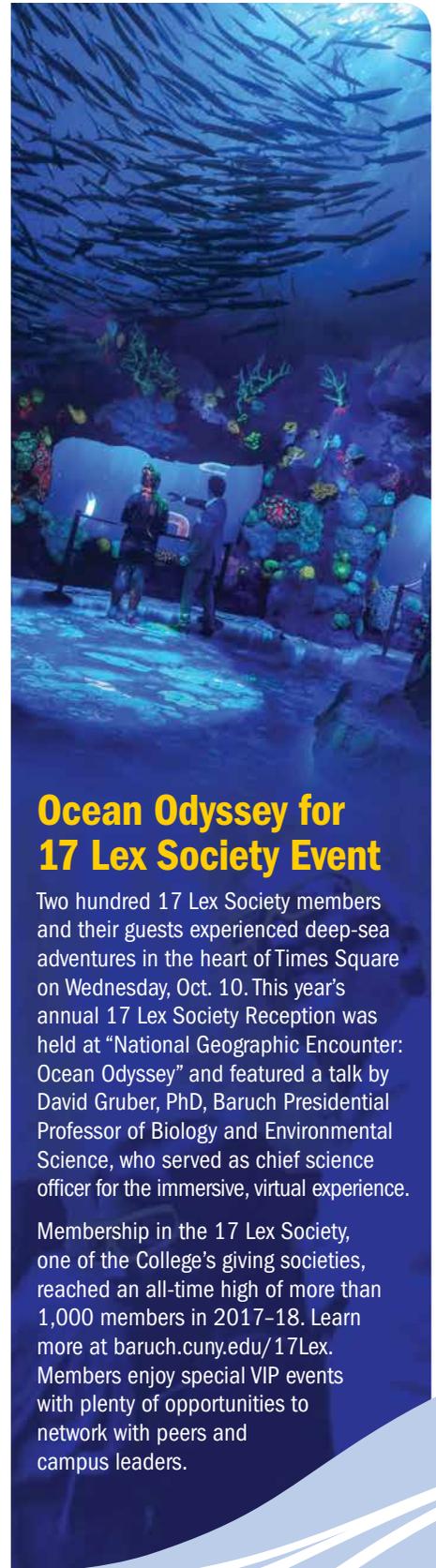
Among Baruch’s representatives on the world stage were President Mitchel B. Wallerstein, PhD, who delivered the keynote address at the Global Finance Forum in Shanghai in June, and Marxe Dean David Birdsell, PhD, who traveled to Toronto in August for a presentation at the 2018 World Cities World Class University (WC2) symposium.

“Baruch College provides students with the knowledge, competencies, and perspectives to pursue their aspirations in today’s global environment,” says Dean Huss, whose words are evidenced in the College’s expanding alumni community, which now includes 15 international affinity groups in 13 countries.

degree in the U.S. at Baruch, earning bachelor’s degrees from both institutions when they graduate.

Baruch’s best and brightest students continue to be global ambassadors for the College. Through the counseling and support of the College’s Office of National and Prestigious Fellowship Advising, Baruch students have been awarded the privilege of life-changing study abroad experiences.

This fall four undergraduates traveled to Japan and Taiwan as Freeman-ASIA award scholars, and four students, recognized with Gilman



Ocean Odyssey for 17 Lex Society Event

Two hundred 17 Lex Society members and their guests experienced deep-sea adventures in the heart of Times Square on Wednesday, Oct. 10. This year’s annual 17 Lex Society Reception was held at “National Geographic Encounter: Ocean Odyssey” and featured a talk by David Gruber, PhD, Baruch Presidential Professor of Biology and Environmental Science, who served as chief science officer for the immersive, virtual experience.

Membership in the 17 Lex Society, one of the College’s giving societies, reached an all-time high of more than 1,000 members in 2017–18. Learn more at baruch.cuny.edu/17Lex. Members enjoy special VIP events with plenty of opportunities to network with peers and campus leaders.

Fabulous at 50: Our College & Our Times

The year was 1967, and the Bernard M. Baruch School of Business and Public Administration—known then informally as “City College Downtown”—was at a crossroads. The City College Board of Higher Education had voted to convert Baruch into an upper-division, two-year business school.

“That would have destroyed the school,” recalls Max W. Berger ('68), who at the time served as the vice president of Baruch’s student government. “So with the support of the student body, alumni, and faculty, we decided to lead a fight to defeat this recommendation.”

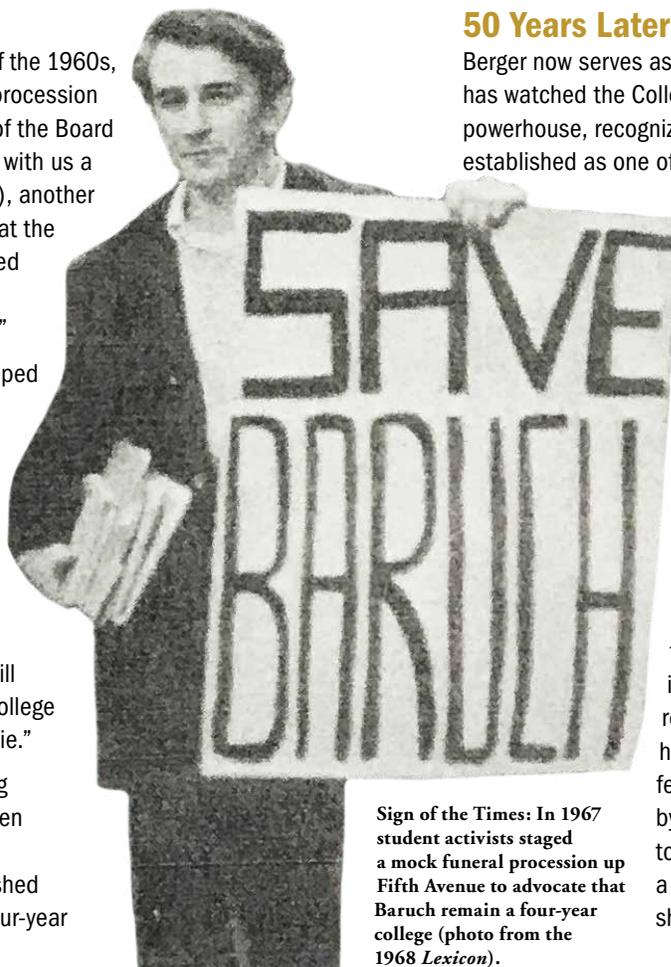


Leading the Fight

Embodying the activist spirit of the 1960s, students led a mock funeral procession up Fifth Avenue to the steps of the Board of Higher Education. “We had with us a hearse,” says Jack Aiello ('68), another student government member at the time, “which, of course, marked Baruch as potentially dying if it went in that other direction.”

In the hearse was a coffin draped in the flag of Baruch, and Mr. Berger delivered a mock eulogy: “Will the Board of Higher Education close the lid of this coffin and inter Baruch for eternity, so that only a memory of its glory is left as a legacy? Your answer must be ‘no.’ While there is still breath, life, and vigor in our college community, we will not let it die.”

Against all odds, the protesting students got their wish and then some. The board reversed its recommendation and established Baruch as an independent, four-year senior college in 1968.



Sign of the Times: In 1967 student activists staged a mock funeral procession up Fifth Avenue to advocate that Baruch remain a four-year college (photo from the 1968 *Lexicon*).

50 Years Later

Berger now serves as president of the Baruch College Fund and has watched the College grow over the decades into a national powerhouse, recognized as a leader in social mobility and firmly established as one of the top public colleges in the country.

“The surnames and countries of origin are quite different than my days at Baruch,” he says, “but at bottom, the dreams and opportunity Baruch provides to achieve them remains the same.”

Baruch President Mitchel B. Wallerstein, PhD, agrees. “Since its inception, Baruch College has provided access to the American Dream at a highly affordable price for tens of thousands of students from New York and around the world.” Of the College’s evolution over the decades he adds, “We have only continued to grow stronger since becoming a fully independent college in the CUNY system in 1968, and today we enjoy an outstanding reputation and national visibility. Our alumni have gone on to achieve extraordinary professional success in their chosen fields and, by doing so, have opened additional doors for today’s students. Baruch College has become a national model, and all alumni can and should take pride in their alma mater.”

By GREGORY M. LEPORATI

THROUGH THE YEARS

Alumni from Each Decade Look Back—and Ahead



To learn the story of Baruch's past 50 years, look no further than its alumni. Collected here are six profiles, representing each decade. These individuals shed light on how the College impacted them, what their student days were like, and what they hope to see from Baruch over the next 50 years.

Joel Zolondek ('68)

Former Managing Partner, Zolondek, Strassels, Greene & Freed CPA



Why did you choose Baruch?

I originally planned to study at the University of Pennsylvania, but when my father died, our family's financial resources became limited. Fortunately, the Baruch School had a legendary public accounting program and was just a subway ride from our home in Brooklyn.

What's your fondest Baruch memory?

My fondest memories are of classes with top professors Emanuel Saxe, Samuel A. Dyckman ('41), and Abraham J. Briloff ('37, MS '41). These educators were at the pinnacle of the accounting and tax world.

Favorite extracurricular activity?

I was very active in my fraternity, Tau Delta Phi. Intramural fraternity basketball was especially important to me, and our team won the championship in my junior year!

How did Baruch impact your career?

The accounting professors were demanding, and succeeding in their classes meant that you could succeed in any environment. With this background, I started my own CPA firm when I was only 27 years old and took it from a sole proprietorship to a 50-person, seven-partner firm with international affiliations.

What's your favorite cultural landmark from the era?

The Beatles came on the scene globally in 1963, and when they arrived at Kennedy Airport to sing on *The Ed Sullivan Show* in February 1964, I was there to see them step off the airplane.



Burton A. Mitchell ('74)

Partner, Jeffer, Mangels, Butler & Mitchell LLP



Why did you choose Baruch?

My father went to Baruch ["City College Downtown"] and so did my sister. I was planning on studying accounting. I never considered another alternative.

How did Baruch impact your life and career?

Baruch gave me a business background that allowed me to excel in law school and for my entire professional career.

What's your fondest Baruch memory?

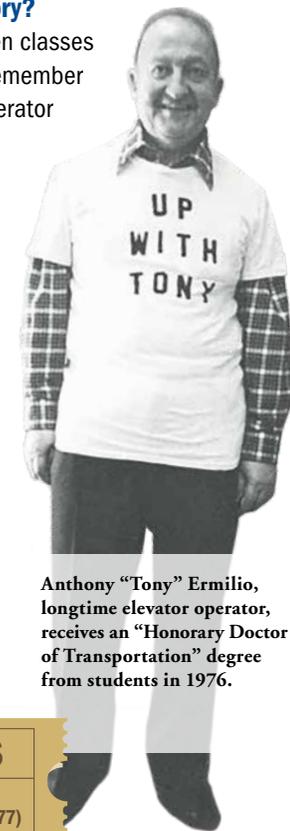
I remember climbing the stairs between classes to make it to the next one on time. I remember riding the elevator with an elevator operator [Anthony "Tony" Ermilio] telling jokes.

Did you have a favorite extracurricular activity?

Yes, I *worked* when I wasn't in class.

What was NYC like during your college years?

That's a real good question. The city was run-down but always had Broadway and the hustle and bustle—the excitement. I was at Baruch from 1970 to 1974, so I caught the tail end of the Vietnam War. There were protest demonstrations on Lexington outside the school; there were even bomb scares. And, there was *great* rock music.



Anthony "Tony" Ermilio, longtime elevator operator, receives an "Honorary Doctor of Transportation" degree from students in 1976.

AT THE MOVIES

Top-Grossing Film of the 1970s:
STAR WARS Episode IV: A NEW HOPE (1977)

Po Y. Sit ('85)

Partner, Davis Polk & Wardwell LLP



Why did you choose Baruch?

I arrived in New York from Hong Kong in January 1981 and attended Bayside High School. After receiving and reviewing my transcript from Hong Kong, my guidance counselor informed me that I had enough credits to graduate that June. I was so distressed about the situation, since I had not applied to any college, but my accounting teacher recommended I apply to Baruch. I was so glad to have the opportunity to attend, since I was interested in accounting.

How did Baruch impact your life and career?

Baruch had a major impact on both my personal life and career. First and foremost, I met my wife during college (we took the same political science class). I also made a lot of lifelong friends at the College. The academics, extracurriculars, and work experience during my time in college not only taught me social and professional skills but also helped me immerse myself in this new country and build up my self-confidence.

What's your fondest Baruch memory?

Dating my wife. We would go to cheap restaurants for lunches, study together, and just walk around the city.

Favorite extracurricular activity?

Joining Student Government. Serving as USG president was one of the most rewarding experiences I had at Baruch.

What's your least-favorite aspect of that era?

Internet modems—they were so slow that we simply could *not* work remotely.

Baruch fencing captain Peter Lewison ('84) competes in the Olympics hosted in Los Angeles (1984) and Seoul, South Korea (1988).



What are your hopes for Baruch's next 50 years?

I hope that Baruch will continue to serve the community in New York and provide great and affordable education—and enormous opportunities—to young people, many of whom are first-generation college students (like myself) who are motivated to succeed.

Joan Lavin ('99)

Managing Director and Chief Talent Officer, Kohlberg Kravis Roberts & Co.



Why did you choose Baruch?

As an Irish immigrant, I wanted to both further my education and pursue my career simultaneously. In addition, I was deeply interested in human dynamics within a business setting and how they impact performance and productivity. To that end, Baruch offered excellent courses on both business and organizational psychology. So it was a perfect fit.

What was NYC like during your student days?

I remember a number of things: The Blizzard of 1996 was the real deal. Women wearing pantsuits became a trend in the workplace. *Phantom of the Opera* was the top-grossing Broadway show. You did *not* go to the meatpacking district to dine out. And I had the pleasure of watching Ireland defeat Italy at the 1994 World Cup at Giants Stadium.

What are your favorite and least favorite trends from that era?

I enjoyed the fashion trend of black leggings with an oversized sweater and low-heel shoes—very comfortable. A downside during that time was that there were no iPhones to stay connected, although it was nice not to be online 24/7.

What are your hopes for Baruch's next 50 years?

That it continues to attract ambitious and driven students, equipping them with an education and confidence that will serve them well in life and career.



Grammy Record of the Year Through the Decades

- 1988: "Don't Worry Be Happy" (Bobby McFerrin)
- 1998: "My Heart Will Go On" (Celine Dion)
- 2008: "Please Read the Letter" (Robert Plant, Alison Krauss)
- 2018: "24K Magic" (Bruno Mars)



What's Your Fondest 50 Moment?

All of our alumni have incredible stories from the past 50 years. What's yours? Reach out to alumni@baruch.cuny.edu and share your story and recollections of how New York City, and your alma mater, have changed over the past five decades. We would also like to hear how your alma mater changed you.

Salome Makharadze ('05)

Vice President, Goldman Sachs & Co., LLC



Why did you choose Baruch?

I had recently moved to NYC from the Republic of Georgia, so I was looking for a school that would be both academically rigorous and cost effective. Baruch delivered on both.

How did Baruch impact your life and career?

Baruch taught me leadership skills at an early age, and the faculty and staff gave me incredible support and empowered me to pursue my dreams.

What's your fondest Baruch memory?

Spending a semester abroad in Salamanca, Spain, and getting to know my Baruch family: Dr. Susan Locke, Dean Ron Aaron, David Wilson, and many others.

Favorite extracurricular activity?

I founded Baruch's Model UN team my sophomore year, and it was a highlight of my college experience.

What are your hopes for Baruch's next 50 years?

Over the next 50 years, I hope that Baruch continues to be a place where bright, curious individuals can thrive and that no deserving student is denied a place in the community because of means or background.

Elisabeth G. Greenberg ('14)

Senior Editor and Production Coordinator, New York City Council



Why did you choose Baruch?

I selected Baruch as my top-choice campus through the Macaulay Honors College. I wanted to be surrounded by students with diverse backgrounds and interests, and I was not disappointed.

What's your fondest Baruch memory?

My study abroad experiences. Through that program, I was able to meet students I otherwise would not have and see totally new parts of the world. I'll never forget hiking Yellow Mountain or seeing the Great Wall of China with friends I have kept to this day.



How did Baruch impact your life and career?

My classmates and friends came from varied backgrounds and experiences, which helped widen my worldview through extracurricular activities and classroom discussions. In addition, Baruch ensured I stepped into my professional life relatively seamlessly. Through the Starr Career Development Center, I was able to obtain a great first job immediately following graduation.

Favorite extracurricular activity?

Among my fondest memories are the years I spent with *The Ticker*, eventually as editor-in-chief, working hard to produce a publication we were all proud of on a weekly basis. *The Ticker* was the perfect vehicle to connect with far corners of student life and school governance and be able to keep a pulse on the College's movement as a whole.

What are your hopes for Baruch's next 50 years?

I hope that Baruch continues to educate students who are invested in not just their own success but the success and well-being of those around them. I'm very proud to have graduated from Baruch and am sure I'll have new reasons to underline this for years to come.



This rendering shows the Clivner=Field Plaza of the future. In 2012 NYC approved Baruch's plan to close 25th Street between Lexington and Third Avenues to develop a pedestrian plaza. The plaza, under development in 2018, centralizes key academic facilities and provides outdoor space for students and the community.

2000s
2010s

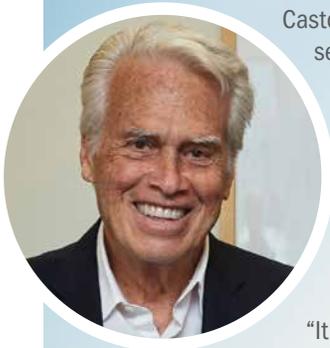
50s A lawyer for more than 60 years, **Milton Bordwin** ('52) recently published *SOLVED! How a Business Lawyer Solves Clients' Problems Strategically—With Creativity and Imagination* (Legal Risks Limited, 2017). Bordwin previously served as legal editor of *Management Review* magazine. In September **Matt Wolfson** ('58) called the Office of Alumni Relations and Volunteer Engagement to send greetings from California, where he has lived since graduating from Baruch. Wolfson added a JD to his CPA and practices law in the Golden State.

60s In August **Lawrence Balter** ('60) (*left*) awarded senior **Emily DeLaCruz** ('19) with the Dr. Lawrence Balter Excellence in Psychology Scholarship, for psychology majors who have demonstrated academic excellence. **Alec Felder** (MBA '69) is the owner of Sweet Girl Cookies, a family business based in Charlotte, NC. The company describes him as its "master baker and chief schmoozer."



70s A Vietnam War veteran, **Angelantonio Freda** ('73) recently published a novel, *A Police Action* (Dorrance, 2018), based loosely on his experiences. The coming-of-age story focuses on two lost and confused young adults, one of whom heads to war in Vietnam. The Open World Leadership Center, an organization that supports congressional outreach to Eurasia, honored **Sonya M. Armstrong** ('76) in July. Armstrong is a mathematics professor at West Virginia State University and a former Fulbright Award recipient. **Luis C. Taylor** ('77)

How Castor A. Fernández Revolutionized Marketing



Castor Fernández ('66, MBA '68) was 18 years old when—with the encouragement of his parents—he left Cuba to seek a better life in the U.S. The journey took him from Miami to New York City, where a family claimed him as a refugee through the humanitarian organization International Rescue Committee.

It was a challenging time. Mr. Fernández spoke little English; to make ends meet, he took a job in the pet department of Macy's. Having earned a scholarship to City College "Downtown" (now Baruch), he attended Evening Session classes for seven years while working a variety of marketing jobs at the Foreign Advertising and Services Bureau by day.

Eventually, armed with both a BBA and an MBA from Baruch, Fernández decided to step out on his own and establish an advertising agency, Castor Spanish International. "It was not an easy decision," he says. "It was very scary, since I did not have the same contacts or funds as my competitors."

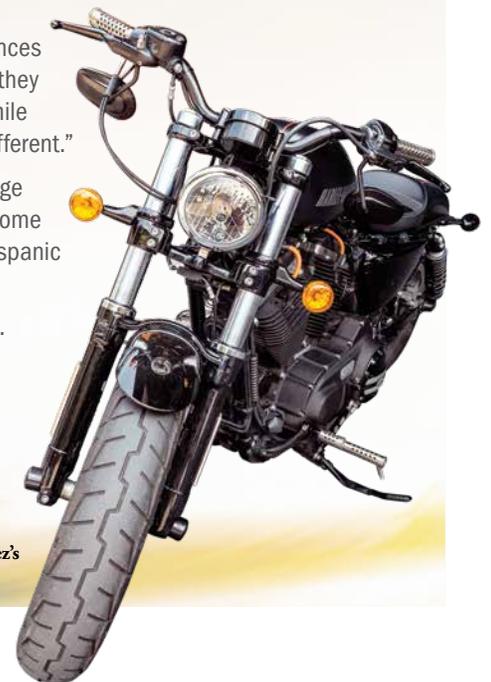
What Fernández did have, however, was a revolutionary "sub-segmentation" approach to the Latino market, a strategy now followed by all major advertisers. "The differences among Hispanics are many, but every advertiser at the time was addressing the groups as if they were one monolithic unit," he explains. "I knew I could stand out from the crowd. Because while Hispanics all speak Spanish and understand each other, our heritage and cultures are vastly different."

Segmentation was not an easy sell, Fernández says, because it required an intrinsic knowledge of various cultures. But it proved incredibly effective. Castor Spanish International would become the leading Hispanic agency and the single-largest recipient of creative awards in the U.S. Hispanic ad sector.

Though he retired in 2002 after 40-plus years in the industry, Fernández hasn't slowed down. In addition to enjoying time with his family—his wife of more than 40 years, Tanya; their two children; and three grandchildren—he also travels, rides motorcycles, and is working toward his pilot's license. "Hispanic advertising has been very good to me," he says. "I look back and am very thankful to God, the United States, and Baruch College!"

—GREGORY M. LEPORATI

Hog Wild: Outside of his work, motorcycles are one of Castor Fernández's passions. He has been riding them for more than 40 years.



Fernández photo by Jerry Spieler; Balter photo by Gregory M. Leporati

celebrated his 25th year as a Catholic deacon at the Church of St. Catherine of Siena in the Diocese of Brooklyn.

80s In June, Wagner College featured a solo exhibition by photographer and sculptor **Len Rachlin** (MBA '81) entitled *1968: Street Photography from That Era*. **Ernest Aning** ('84) retired after serving for 10 years as assistant vice president at Citibank, having previously worked for more than 20 years collectively at American Express, Wachovia Bank, and Wells Fargo. "With two great sons and a granddaughter, retirement could not be any better," says the alumnus. The American Hospital Association named **Susan (Fox) Menkes** (MBA '88) (*right*) to its board of trustees. She is president and CEO of White Plains Hospital, where she has worked since 2010. **Crescenzo Capece Ramirez** ('88), along with Benny Harrison, co-authored the song "Que Asi Sea," an ode to the spirit, strength, and pride of the people of Puerto Rico.



90s **Yoshimi Muto** (MS '91), a human resource officer at the World Bank, joined the Marx School Dean's Advisory Board at Baruch College. Bank Leumi appointed **Mark S. Fagnani** ('93) as head of its new asset-based lending business in its New York headquarters. He previously held senior roles at First Union Business Credit, Wachovia Capital Finance, and Wells Fargo Foothill. A divorce, matrimonial, and family lawyer, **Angela Barker, Esq.** ('97) (*above*) returned to Baruch as keynote speaker at the annual SEEK Scholarship



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Called to Serve: State Assemblyman J. Gary Pretlow ('78)

New York State Assemblyman J. Gary Pretlow knows that every vote counts. "I won my very first primary for State Assembly by 37 votes," he says, smiling as he recalls his victory in 1992. Mr. Pretlow has served the 89th District of the assembly ever since, representing Mount Vernon and Yonkers in a career spanning more than 26 years and countless pieces of legislation—though it's a career he never planned on pursuing.

As a young man, Pretlow dreamed of becoming a commercial pilot for Pan Am and even began his college career studying engineering. Imperfect eyesight, however, derailed those ambitions, leading him to Baruch College, where he earned a BBA in accountancy. He worked as assistant accounting department manager at Bloomingdale's and assistant controller for The Limited, a national retail company, and later established Moncur-Pretlow & Company, his own financial planning and management-consulting firm.

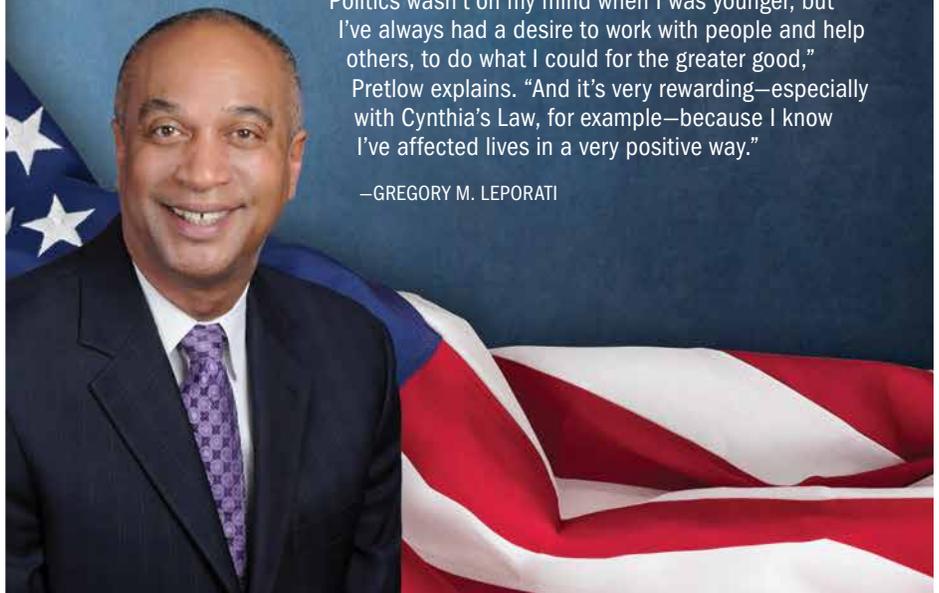
Pretlow's business career was going smoothly, but public service beckoned when some of his neighbors in Mount Vernon encouraged him to run to fill a vacant city council seat. "Everybody didn't like *someone*, but nobody didn't like *me*," he laughs, noting he didn't expect his involvement in politics to "snowball like it did."

After two 4-year terms, those same neighbors encouraged Pretlow to run for the New York State Assembly—an election he won, propelling him into a full-time career in politics.

His signature accomplishments include Cynthia's Law, which raised awareness about shaken-baby syndrome and established reckless assault of a child as a class D felony, and sponsorship of a law that legalized and implemented consumer protections for fantasy sports, a bill that would go on to become the national model.

"Politics wasn't on my mind when I was younger, but I've always had a desire to work with people and help others, to do what I could for the greater good," Pretlow explains. "And it's very rewarding—especially with Cynthia's Law, for example—because I know I've affected lives in a very positive way."

—GREGORY M. LEPORATI



High Fashion Meets Higher Education

Double Alumna Combines Costume Design with Business Acumen

For Nana N. Yoshida ('09, MA '17), education never goes out of style. The talented Tokyo native and accomplished fashion designer recently graduated from the Weissman School of Arts and Sciences' MA in Arts Administration program. It's her second degree from Baruch.

"What I loved about the MA program is that it puts art, and artists, before profit," Ms. Yoshida explains. "I realize now more than ever that each piece of clothing I make with my hands is a work of art."

Since childhood, Yoshida has loved making her own clothes, a process she likens to cooking one's own dinner. "I didn't want to compromise on any of the 'ingredients,' so to speak, like the color of the thread, types of buttons, or fit," she recalls.

She came to New York after high school to immerse herself in the city's culture and quickly found her professional niche, establishing her own clothing label, Yn Couture, and providing costume design for such artists as Lauryn Hill, Mariah Carey, and Rihanna. All the while, she took evening classes to earn a BBA at the Zicklin School of Business.

"By working throughout my college career, I had more real-life experience to share in class," she says. "And at Zicklin, I learned how to turn enthusiasm into profit, gaining valuable lessons to make my ready-made clothing line more effective and efficient in the early 2000s."

This summer Yoshida received a Lenore G. Tawney Foundation ArtTable Diversity Fellowship at the Museum of the City of New York, where she provided curatorial work and researched costume designers from the early 20th century. At the same time, she continued work on her personal project: a photography book showcasing the clothing she has made over the past 20 years. "It uses fashion to highlight the trends, fads, and social changes that have taken place in New York, especially Brooklyn, since 1997."

Yoshida continues to draw on her two Baruch experiences. "By studying at both Zicklin and Weissman, I learned business from two different perspectives," she explains. "Each degree came at the right moment in my career."

—GREGORY M. LEPORATI

and Award Ceremony. She is a SEEK Program alumna. Ketchum, a global communications consultancy firm, named **Tony Allen**, PhD (MPA '98) to its newly created diversity, equity, and inclusion advisory board. He is the executive vice president and provost of Delaware State University. Simmons



College in Boston, MA, named **Debra J. Perez** (MPA '98) (left) its first-ever senior vice president for organizational culture,

inclusion, and equity. She has previously held positions at the Gordon and Betty Moore Foundation, the Annie E. Casey Foundation, and the Robert Wood Johnson Foundation. *Lighting the Fires of Freedom: African American Women in the Civil Rights Movement* (The New Press, 2018)—the latest book

by communications strategist and Emmy award-



winning activist **Janet Dewart Bell** (EMPA '99) (*below*)—was featured as part of NYC’s “Subway Reads” initiative. Dewart



Bell also recently accepted a position on the Marxe School Dean’s Advisory Board at Baruch. Spectrum News NY1 reporter

Ruschell Boone ('99) won the Celebrity Quick Fire Challenge cook-off at the Grace Jamaican Jerk Festival in New York. Her winning dish was jerk salmon with mixed vegetables. Liberty Lending, a financial services company focused on the online lending industry, appointed **Lazar Borukhov** ('99) as its controller. He previously served in positions at Citigroup, Morgan Stanley, and Credit Suisse. eCommerce platform GearLaunch hired **Tripti Thakur** ('99) as CFO. Thakur has previously served at Fortune10, Wall Street, and other Internet companies.

00s | Investment bank JEGI promoted **Adam M. Gross** (MBA '01) (*right*) to managing director.



Gross has been with JEGI for 18 years. Paxton Financial Services, a financial advisor focused on wealth retention, appointed **Linda M. Bumbalo** ('02) vice



president. **Hasani Gittens** ('02) (*left*) is senior news editor at NBC News. He has worked for NBC in a variety of roles since

2008. A former senior director at Eastern Consolidated, **Rubin Isakharov** ('03) launched a new investment property sales firm, Goldenwood Property Advisors. Acclaimed hairstylist **La Wanda M. Pierre** ('03) ran the makeup department for the 2018 Spike Lee movie *BlackKkKlansman*. She also works on hairstyles for the Netflix series *She’s Gotta Have It*. Continuum Health, a physician-support company, appointed **Junior Luis Rivera** ('03, MBA '06) as CFO. **Michael Davis** ('04) and

his wife, Lisa, are the owners of Chelsea’s Sweet Doe Dairy, a farmstead and creamery in central Vermont that produces premium goat-milk gelato using milk from a registered herd of Nigerian Dwarf dairy goats. **Delica Reduque** (MSEd '05) is currently manager of employee and labor relations at Seton Hall University. She previously served as acting director of labor relations at the Fashion Institute of Technology. **Ievgeniia P. Vatrengo** ('07) is a co-founder of Oath Protocol, a blockchain dispute resolution and governance protocol. She is a high-stakes commercial litigator and former assistant

district attorney in Brooklyn. Maryland Legal Services Corporation hired **Athana Kontinos** (MPA '08) as program coordinator. *The Network Journal* and Morgan Stanley honored **Carla Hunter Ramsey** (MPA '08)



(*left*) as one of the “25 Influential Black Women in Business.” Ramsey is the senior global director for supply chain and corporate

social responsibility at New York utilities giant National Grid. After three semesters as an adjunct in Baruch’s Department of

continued on next page

Smile! You’re on Starr’s Success Board

Helping students help one another is the mission of the “Baruch Success Stories” blog. Here students can turn to each other for words of inspiration and student-tested and approved advice. Managed by the College’s Starr Career Development Center, the project began in Spring 2018 and already has more than 100 student contributors. The simple-yet-powerful social media-ready photos and quotations celebrate early career milestones.

Says Ellen Stein, PhD, Starr Center director, “We are always trying to find ways to help students succeed, and when they do we cannot be more thrilled. We all know perfecting a résumé and cover letter and obtaining an internship or job are time consuming and tough. These students are role models for the Baruch community.” Dr. Stein adds that the responses from employers and alumni have been very enthusiastic.



Find “Baruch Success Stories” and more at blogs.baruch.cuny.edu/scdc.

CLASSNOTES

Communication Studies, **Heather Schultz** ('08, MPA '14) (*below*) accepted a full-



time position in the department as a substitute lecturer for the 2018–19 academic year. **Sophie Ancival** (MBA '09), an assistant producer at the American Repertory Theater, was selected to participate in Rising Leaders of Color. Sponsored by the National Theatre Communications Group, this program is part of its commitment to “changing the face of the theatre field by nurturing and supporting an intergenerational network of

leaders of color at various stages in their careers.” In August CUTV featured an interview with **Gina F. Ciorciari** ('09) (*below*) about mentorship and millennials in the



insurance industry. She is a sales operations analyst at Aon, a leading global PR firm. At a pre-game ceremony during its home opener, the Kansas City Chiefs awarded **Randy D. Lopez** (MPA '09) the NFL Hispanic Heritage Leadership Award. Lopez is a program officer for the Wyandotte Health Foundation in Kansas City, KS.

10s **David A. Brezler** (MPA '11) celebrated his fourth anniversary as a project/program manager at the NYC Housing Authority Hurricane Sandy Recovery Program. **Seth Friedman** (EMPA '11) became CEO of Passage Home, Inc., a North Carolina–based organization that supports local communities through case management dealing with affordable housing, workforce development, and life-skills enrichment. **Heather L. Layland** ('11, MPA '15) serves as senior customer success manager at Give Lively, a tech startup that creates free fundraising software for nonprofits. **Aurelia De La**

Marketing Heavyweight

MBA Alumna Enters the MMA Ring



She's received numerous professional awards and accolades—from *Fortune*, *The Hollywood Reporter*, and more—but Jacqueline Hernandez (MBA '98) keeps the focus on others.

“For each brand I have worked on,” recalls Ms. Hernandez, who has served in leadership roles at NBCUniversal, Telemundo Media, and *People en Español*, “the one common denominator that stands out is hiring the best and brightest people—and empowering them to excel at what they do best.”

Hernandez brings this team-first mentality to her new role as president of Combate Americas, the world's premier mixed martial arts (MMA) sports and multimedia entertainment company targeting Hispanics. In this position, she works to expand the company's global reach, negotiate media rights, and increase the distribution of MMA programs.

Hernandez views the new venture as an opportunity to build a business that “has already proved to be a positive disruptor in the sports and entertainment media space.” Says Hernandez, “MMA uniquely serves the next generation of young, millennial, and

Generation Z Latinos and multiculturals across the globe with great sports and inspiring storytelling.”

It was at Baruch, while studying for her MBA, that Hernandez discovered multicultural media. She already appreciated the College's inclusive environment when a marketing class co-taught by two guest professors from NBCUniversal and leading ad agency Young & Rubicam (Y&R) strengthened her passion. “It was very important to me that the school I went to had a student body that was diverse and global,” she recalls. “And Baruch is number one in that regard.”

Born and raised in Manhattan, Hernandez is a recognized influencer: *Fortune* named her to its “Most Powerful Latinas” list in 2017, she received the PromaxBDA “BrandBuilder of the Year” award in 2013, and she was listed in *Advertising Age's* “100 Most Influential Women in Advertising” in 2012.

“I see it all as a validation of the teams I've put together,” she says, “and the market that I love—the Hispanic market—which continues to grow in economic importance”—as well as a testament to “the blood, sweat, and tears my parents put into raising me.”

—GREGORY M. LEPORATI

Rosa Aceves (MPA '12) is senior manager at Public Works Partners, a planning and consulting firm. She previously worked at nonprofit MDRC for five years.

Cynthia (Palumbo) Cruger (MSEd '12) has become assistant dean for the College of Health Sciences at the University of



Rhode Island. **Jillian Springer** ('14) (left) is a graphic designer in the Baruch Computing and Technology Center (BCTC). She also

has created her own company—Jillybird Designs—where she specializes in branding and visual communications. **Mohanlall Teloki** (MSEd '14) was promoted to director of student life at LIM College, where he has worked for the past 11 years. **Michael Gilvary** (MBA '15), the co-founder and CEO of Idion and Cutaneous Information Technologies—companies focused on wearable technologies in healthcare—spoke at the Zicklin School's Graduate Career Management Center (GCMC) Lunch & Learn "Entrepreneurship and Innovation—Why I Took the Leap" on Sept. 20. After a decade at the Johnson Family Foundation, **Andrew Lane** (MSEd '15) (right) was appointed chief advancement officer of Figure Skating in Harlem, a program for girls of color in upper Manhattan and the lower Bronx. He oversees development, marketing/communications, finance, strategic planning, and board relations. **Jennifer M. Tejada-Tatis** (MPA '15) is senior management analyst, diversity and inclusion, at the Port Authority of New York and New Jersey.



Laura Bauer (EMPA '16) began a new job as manager of corporate and foundation relations at God's Love We Deliver, an NYC-based organization that provides nutritious meals to those too sick to shop or cook for themselves. **Devon Hawkins-Anderson** (MPA '16) is serving as senior public health fellow at Baltimore City Health Department's Division of Aging

and CARE Services. He is working on city-wide projects related to fall prevention for the aging. AdColor, an organization that celebrates diversity in creative media, named **Aaron Francois** ('17) as one of the advertising industry's "Futures," recognizing him as an up-and-coming professional less than three years into his career. Francois works on the digital investment team at media agency OMD USA. The University of Florida College of Journalism and Communications named **Joanna Hernandez** (EMPA '17) its director of inclusion and diversity. Community Memorial Family Health Centers welcomed **Hao Lam** (MPA '17) as a new primary care physician. He previously worked at Southern Westchester Urgent Care. **Andrea Rodriguez** (MPA '17) began working as talent acquisition manager at Planned Companies, a Brooklyn-based real-estate services organization. **Neilia Stephens** ('17) joined the Volker Alliance in July as director of communications. Prior to this, she served as a principal on the public relations and marketing team at Conway, Inc. Baruch's International Admissions Facebook page recently highlighted **Nazifa Humayun** ('18) as a success story. Originally from Bangladesh, Humayun was the president of Baruch's International Student Organization and landed a full-time job in real estate after graduating early with a BBA in accounting. Physician **Daran Kaufman** (EMBA '18) made headlines this summer in *The New York Times*, Huffington Post, Yahoo, and *Crain's* for providing medical treatment to migrant children in NYC. Kaufman serves as director of pediatric emergency services at NYC Health + Hospitals/North Central Bronx. **Tanya C. Layton** ('18) graduated with a bachelor's

in corporate communication, having attended class while working full time as an executive assistant at JPMorgan Chase. "This is a dream come true for me," she says. **Kenya Lee** (MSEd '18) (left), who has worked at



and currently serves as the College's chief of staff, graduated from the Marx School of Public and International Affairs in May. Baruch's Department of Fine and Performing Arts awarded **Kenneth Naanep** (MA '18) the Marlow Prize in Arts Leadership. Funded by longtime Baruch English/journalism professor Eugene Marlow, PhD, the prize recognizes students who demonstrate excellence in their capstone projects. A consultant at EY, **Eliya Vaknin** ('18) (left) joined the Board of Trustees of the Baruch College Fund as an undergraduate trustee.



PACK OF BEARCAT CUBS

Eight-month-old Daniel and three-year-old Gisele, the children of Zvika Badalov ('12) and Ladyane Lima Badalov ('12), enjoy a Baruch-themed picnic. Zvika is chief technology officer at Vikar Technologies, and Ladyane serves as a vice president at J.P. Morgan.



Please share news of your Bearcat kids and grandkids with BAM!

Baruch since 2004 and currently serves as the College's chief of staff, graduated from the Marx School of Public and International Affairs in May. Baruch's Department of Fine and Performing Arts awarded **Kenneth Naanep** (MA '18) the Marlow Prize in Arts Leadership. Funded by longtime Baruch English/journalism professor Eugene Marlow,



PhD, the prize recognizes students who demonstrate excellence in their capstone projects. A consultant at EY, **Eliya Vaknin** ('18) (left) joined the Board of Trustees of the Baruch College Fund as an undergraduate trustee.

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IN MEMORIAM



STAN ROSS ('56), one of Baruch's most distinguished and generous alumni, passed away in June. He was 82 years old.

Among the country's most influential real estate accountants, he is forever linked at his alma mater with the Stan Ross Department of Accountancy, which he endowed in 1997. Mr. Ross also funded the Stan Ross Professorship, the Marilyn & Stan Ross Scholarship for Accounting Students, and the Stan Ross Disabled Fund. In addition he provided support for the Clivner=Field Plaza and the Ross CPA Pass Rate Fund. He was a trustee of the Baruch College Fund from 1978 to 2014, trustee emeritus until his passing, and member of the Newman Institute Advisory Board and the Accountancy/Tax Advisory Board.

In recognition of his lifetime achievements, Baruch bestowed on him an honorary Doctor of Laws degree in 1999 and the Alumni Allegiance Award in 2006.

A quintessential Baruch graduate, Ross was born and grew up in the Bronx in a family of modest means and was the first in his family to earn a college degree. In 1961 he joined the firm of Los Angeles-based accountant Kenneth Leventhal, which he helped grow into the ninth-largest accounting firm in the U.S. In 1995 the firm merged with Ernst & Young (EY), and Ross became a vice chairman and managing partner of EY's real estate accounting practice. He retired in 1999, continuing to work as a consultant.

Says Steven Lilien, PhD, Weinstein Professor of Accountancy and former chair of the Stan Ross Department, "Stan Ross helped set the stage for the ever-increasing role and stature of today's CPAs. He exemplifies the contributions and impact that Baruch graduates continue to have on the accountancy profession."

For fellow alumnus and longtime Baruch College Fund Trustee Lawrence Zicklin ('57), Ross's success in bridging two careers, in accounting and real estate, point to the power of combining a quality education with innate talent. "Stan succeeded by integrating the analytical talents he honed

at Baruch with his unique instincts to do the right thing. Because of his lead and generosity, our alumni also have the ability to succeed in any part of the business world they enter."

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 Jessica Leitner at 646-660-6074 or jessica.leitner@baruch.cuny.edu to learn more.

Elsie (Fischer) Wallens '37
Louis Walker '38
Seymour F. Bernstein '40
Lionel W. Greer '42
Norman Levine '42
Albert G. Opoliner '42
Murray Frank '43
Seymour Manheimer '43
*Robert J. Peyser '43
David S. Ribet '44
Irving Greger '46
Rita K. (Merkin) Chomitz '47
Jack R. Lichtenstein '47
Harold Agler '48
Alfred I. Bay '48
Bertha (Leibowitz) Weiser '48
Solomon J. Freedman '49
Reuben H. Saideman '49
Jerry A. Tiffany '49
Joshua S. Vogel '49
Julius Wagman '49

Irwin Hochberg '50
Sylvia Locker '50
Arthur F. Robbins '50, MS '53
Jack Sherman '50
Henry S. Colman '51
George V. Hughes '51, MBA '62
Jerome A. Magner '51
Herman N. Nagel '51
David C. Belgray '53
Cynthia Phillips '53
*Jerome W. Pickholz '53
Murray A. Rothstein '53
Charles Goldstein '54
Inez B. (Nelson) Swartz '54
Samuel J. Feldstein '55
Jeannie C. Williams '55
Barbara Charney '56
Sheldon Glaser '56
Claude A. Le Monier '56

Brian Bergman '57
*Barbara A. Yospe '57
Harold Herkommer '58
Louis Spony '58
Gerard E. Chassin '59
Robert F. Reilly MBA '59
Hyman Soifer '59
Harold S. Traunfeld '59
William Bruckner '61
*James M. Parkin '62, MBA '68
Michael J. Brennan '63
Leonard B. Furman '63
Howard M. Miller '63
Harold M. Rubin '63, MBA '66
Edward J. Schuller MBA '63
Robert E. Schulz MBA '63
Thomas J. Williams '63
Louis P. Lovisa '65

Neil B. Baker '66
Lawrence I. Klaus MBA '66
George Blackhall '68
Rafael J. Guzman '68
Jesse E. Peterman MPA '68
Bernard U. Small '68
Sol D. Stern MBA '68
Daniel F. Sullivan MPA '68
Francis D. Sullivan MPA '68
Ivan W. Hametz MBA '69
Stanley R. Jaffe '69
Charles C. O'Toole MBA '69
Santo Palermo '69
Elia Calvelli '70
George E. Sherger '70
Richard W. Daretany '71
Bruce H. Eger '71
John A. Corrigan '75
Raymond D. Leanza MBA '75

Ruth Thornton '77, MS '81
Dirck W. Dimmick MBA '78
Peter Zanolin '78
Alexander Ziss MBA '78
Keith R. Wilson '80
Stanley G. Donikowski '81
Bruce A. Mastalinski MBA '81
James W. McHenry '82, '98
Winston C. Smith '82
Jack Lehman '88
Sybil J. Alexander MPA '89
Betty J. Baker MPA '89
Brian Daly MBA '92
Eugene S. Simko PhD '92
Vincent C. Santana '02
Anita Marie S. Balocating MPA '08
Bartlomiej Rzemieniecki '17

*Benchmark Society member

New Name, Expanded Game

Introducing the Office of Alumni Relations and Volunteer Engagement

For years the Office of Alumni Relations has been committed to providing great opportunities for alumni to network and build Baruch brand awareness in the professional marketplace. Our name now reflects our expanded efforts to engage alumni, and non-alumni, as volunteers to support the College in a variety of ways, including:

- **Mentoring:** Last year more than 700 volunteers participated as mentors in the Executives on Campus and the Financial Women's Association's Mentoring Program at Baruch College.
- **Baruch and Beyond Roundtables:** We now host four industry-based roundtable networking events for students to speak with alumni about career tracks in targeted industries.
- **Shadow Partners:** In collaboration with the Percy E. Sutton SEEK Program, Shadow Partners allows sophomore students to visit alumni at their offices.
- **Alumni Ambassadors:** Recent graduates assist the College at undergraduate and graduate recruiting and admissions events, chatting with prospective and admitted students about their experiences at Baruch College.
- **International Ambassadors:** Alumni meet with students studying abroad in 30-plus cities around the world.



Want to get involved? Let us know by visiting
alumni.baruch.cuny.edu/volunteer.

Virtual Visit

Who Says You Can't Go Home Again?

Come back to campus from the comfort of your computer or mobile device. Check out Baruch's recently launched virtual tour and see both new and familiar sights around your alma mater.

Visit baruch.edu/virtualtour

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