

SPRING/SUMMER 2019

BARUCH

ALUMNI MAGAZINE



What's Brewing?

Alumni Innovate
the Coffee Industry

+ A TRIBUTE TO WILLIAM NEWMAN ('47)

Message from the President

Whether you are one of the students whom we celebrated at Commencement on June 3, or you count yourself among the nearly 150,000 Baruch College alumni who span the globe, I am certain that you can recall a faculty member—or several—who had a big impact on your life.

I still remember with fondness and awe a professor who taught undergraduate political science, who shaped my keen interest in public policy and motivated me to want to serve in the U.S. government, which I later did for five years before becoming the dean of one of the leading schools of public and international affairs.

Our faculty are the intellectual heart and soul of Baruch. People who pursue careers in academia are making a commitment to preserve and expand the knowledge base of humanity. They do this through their own scholarship and through the skills and understanding of the world that they impart to our students.

In this spirit, I want to share some faculty-focused initiatives and updates from this past academic year. In August 2018, we welcomed one of the largest groups of new professors in many years: 46 top-flight researchers and educators joined the institution across all three schools. They comprise a broad spectrum, ranging from promising new talent to established scholars, and hail from excellent institutions from the U.S. and around the world.

To mark their arrival—and to recognize the promotions, retirements, and achievements of the faculty as a whole—we hosted our inaugural Faculty Convocation, a special celebration that will become an annual fall tradition at the College.

With deep appreciation to generous alumni, we were also able to create four new endowed positions. At the Zicklin School of Business, Lawrence Zicklin ('57) endowed the Neuberger Berman/Zicklin Family Chair in Data Analytics in Accounting, now held by Vernon Richardson, PhD, and Marvin C. Schwartz ('62) created the Neuberger Berman/Schwartz Family Chair in Finance to focus on cutting-edge technology. A search is currently underway to fill the role.

With great thanks to ongoing support from Austin W. Marx ('65), the Marx School of Public and International Affairs welcomed two internationally recognized scholars: Asli Leblebicioglu, PhD, associate professor and Marx Chair in International Economics and Governance, and Desmond Arias, PhD, professor and Marx Chair of Western Hemisphere Affairs.

This was also a milestone year for the Eugene M. Lang Junior Faculty Research Fellowships, which for two decades have supported early-career faculty in the publication of their work. This ongoing gift from Eugene M. Lang (1919–2017), through the Eugene M. Lang Foundation, has provided more than 100 fellows with the opportunity to grow and pursue innovative research across all disciplines.

Faculty, along with graduates and alumni, were additionally honored at Commencement 2019, which marked the end of Baruch's 50th anniversary year as an independent senior college in The City University of New York system. I hope you were able to celebrate with us in person, online, or by reading about the many achievements of our faculty, students, and alumni in the pages of this magazine.

I wish you a relaxing and enjoyable summer!

Sincerely,
MITCHEL B. WALLERSTEIN
President, Baruch College

“Our faculty are the intellectual heart and soul of Baruch. People who pursue careers in academia are making a commitment to preserve and expand the knowledge base of humanity.”





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Grounds for Success: What Are Baruch Coffee Entrepreneurs Brewing?

The coffee industry has never been hotter, and Baruch alumni are at the center of the action. From instant-coffee innovators to cold-brew pioneers, coffeehouse owners to responsible roasters, meet four alumni who are shaping this growing industry, one delicious cup at a time. Says Angela Austin ('07) (*shown*), co-owner of Milk & Pull, "Coffee is so much more than a fix. It's how conversations start."

Added Perk: Learn about the history of coffee at the College—from World War II to today—and how caffeinated beverages play and have played a pivotal role in campus life.

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More to Celebrate: The Marx School at 25

Since its founding in 1994, the Austin W. Marx School of Public and International Affairs—New York City's only public graduate school dedicated to public affairs—has established itself as one of the nation's leading programs in policy and administration. Says Baruch President Mitchel B. Wallerstein, PhD, "There has been no greater transformation on campus in my nearly 10 years as president than the gains the Marx School has made."



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Remembering Bill Newman ('47)

Real estate industry legend and visionary alumnus William Newman saw Baruch College's renaissance long before most people thought it was possible. Says his friend and Baruch benefactor Lawrence Zicklin ('57), "Bill understood that this school is a beacon for so many." Read how the Newman family's decades-long philanthropy helped define Baruch as a new national model for urban public education.

ALSO INSIDE



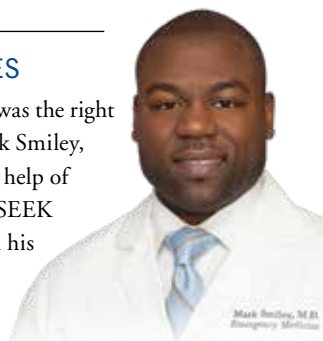
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A Baruch education was the right prescription for Mark Smiley, MD ('07). With the help of the Percy E. Sutton SEEK Program, he realized his dream of becoming a physician.



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: bcf@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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Front-Office Front Runner

BARUCH A LEADER IN LANDING PREMIER INVESTMENT JOBS

Securing a front-office job with a financial industry powerhouse is a long shot at best. According to trade publication eFinancialCareers, individuals have about a 4 percent chance overall of receiving an offer if they apply for a spot at Goldman Sachs, for example. Without an Ivy League education, those odds drop.

Given this fiercely competitive environment, the recent news of Baruch's inclusion on two Top 25 lists from eFinancialCareers—for alumni getting front-office jobs at J.P. Morgan and at Goldman Sachs, two of the world's premier investment firms—was the cause of much celebration. Baruch placed #5 for front-office jobs at J.P. Morgan and #19 for Goldman Sachs. On both lists, Baruch was among distinguished company, including Harvard, Stanford, the University of Chicago, and Cornell in the U.S. and Oxford and Cambridge in the U.K.

"We are proud that our graduates are being hired by top financial firms," says H. Fenwick Huss, PhD, Willem Kooyker Dean of Baruch's Zicklin School of Business. "Such rankings confirm that Zicklin programs prepare students to compete at the highest levels in the global business marketplace."

Since 2007 Baruch's Starr Career Development Center has also helped students gain entry into this rarefied world through the Financial Leadership Program (FLP). "Dedicated to the professional development and advancement of high-potential juniors interested in careers in finance, FLP has a history of cultivating successful finance professionals," says Ellen Stein, PhD, center director, who credits FLP alumni with blazing the trail for future Baruch graduates hoping to apply for these coveted positions.

The eFinancialCareers rankings are based on the total number of alumni from each college or university currently working at these financial institutions, as identified through LinkedIn, combined with employment data from an eFinancialCareers database.



A SPOT AT THE NATIONALS: As one of two top finishers in the Northeast regional qualifiers, held in Boston, a team of six Baruch accountancy students headed to Dallas, TX, for Deloitte & Touche LLP's annual Audit Innovation Campus Challenge. To earn their spot at the spring nationals, the Zicklin team competed against regional teams from Boston College, Fordham, and St. John's, among others. *Shown after their qualifying win in Boston, from left: Syed Hussain, Brittany Plotnikov, Eimi Ogura, Ruby Dong, Ellis Hamabuchi, and Derek Lee.*



Poet-Professor Joins Academy Pantheon

Only 250 world-renowned architects, artists, composers, and writers are elected to membership in the American Academy of Arts and Letters. In May Distinguished Professor of English Grace Schulman, PhD, joined the extraordinary list of current members, which includes artist Christo, composer Philip Glass, writer Toni Morrison, and architect I.M. Pei. Membership in the prominent honor society, founded in 1898, is "considered the highest form of recognition of artistic merit in this country," according to the academy.

Dr. Schulman is an acclaimed poet and the author of seven collections of poems. Her most recent work is the memoir *Strange Paradise: Portrait of a Marriage* (2018). Her service to the artistic community includes long-held posts as poetry editor of *The Nation* and director of the Poetry Center at the 92nd Street Y.

"Professor Schulman's induction into the American Academy of Arts and Letters is the climax of a long and distinguished career as poet, writer, editor, and, of course, teacher," says Aldemaro Romero Jr., PhD, dean of the Weissman School of Arts and Sciences. "It is as proud a moment for the Weissman School as it is for her, and it brings the highest level of national recognition that she so richly deserves for her extraordinary accomplishments."

More to Celebrate: The Marxe School at 25

The year was 1994. With deep budget cuts looming at The City University of New York, it seemed an inauspicious moment to launch a new school at any of CUNY's campuses. So it was with a large measure of chutzpah—as well as sound planning—that the School of Public Affairs was founded at Baruch College. Today, even as it celebrates its 25th anniversary as the recently named and endowed Austin W. Marxe School of Public and International Affairs, the school still reflects its mission-driven, risk-taking origins.

The school's accomplishments belie its relative youth. Since its founding, the Marxe School—New York City's only public graduate school dedicated to public affairs—has expanded programming, tripled the size of its faculty, quintupled enrollment, grown its alumni network to 8,000 strong, and firmly established itself as one of the nation's leading programs in policy and administration.

"There has been no greater success story on our campus in my nearly 10 years as president than the transformation of the Marxe School of Public and International Affairs," says Baruch President Mitchel B. Wallerstein, PhD, who holds a faculty appointment in the school. "Its growth and expanded roster of academic offerings and faculty make this an exciting and dynamic moment for the Marxe School, its faculty members, and its students."

Just days before the official anniversary party on March 14, *U.S. News & World Report* named the Marxe School to its "2020 Best Graduate Schools" list. Among public institutions, Marxe's Master of Public Administration (MPA) program ranked #2 in New York State. The school tied for #39 in the U.S. out of 285 public and private institutions nationwide.

All along, alumni support has been vital. Among the first and most significant benefactors was Amy Hagedorn ('58), who made two \$1 million gifts. Then, in 2016, Austin W. Marxe ('65) gave the school \$30 million, the largest single gift in Baruch's history. When the school was renamed the Austin



FACULTY INFLUENCERS RAISE THE MARXE SCHOOL PROFILE: Alumnus William A. Ramos (NUF MPA '06) (left) returned to Baruch College this year as an adjunct lecturer and member of the Dean's Advisory Board at the Marxe School. He is the former director of intergovernmental affairs, Office of the Secretary at the U.S. Department of Commerce, and a member of the administration-wide White House Intergovernmental Affairs team for the entire eight years of the Obama administration. Mr. Ramos hosted 11 Baruch MPA students and several CUNY Rogowski interns during his tenure in the administration. Of teaching at Baruch, he says, "Helping young people realize their potential is as much a legacy as an inheritance."

W. Marxe School of Public and International Affairs in his honor, one of its most important shifts was announced to the world.

Since the early 2000s, the then School of Public Affairs had begun to embrace the global aspects of its mission, with changes to the curriculum and to the faculty (most new hires conduct research in at least one country outside of the U.S.). Perhaps the best example of Marxe's global engagement is the

Master of International Affairs degree program, which graduates its first class in June.

"Our graduates go on to outstanding careers in the public and nonprofit sectors, lifting communities through their innovative work," says David Birdsell, PhD, Marxe Dean and a member of the Baruch faculty since 1986. "We continue to see the impact that the Marxe School makes on the city, state, and world, and we know the best is yet to come."

Paws-ing to Relax

This March the Undergraduate Student Government (USG) arranged for comfort dogs and their handlers to be brought to campus during Spring 2019 midterms. The event, which required reservations, was extremely popular, with all spots (no pun intended) filling quickly.

Lucky students secured 10-minute appointments to interact with four certified therapy dogs—Mooky, Willy, Murphy, and April (shown here)—from New York Therapy Animals. "It was a really awesome stress reliever," said Ana Rodriguez ('21). "While I was playing with the dogs, I kind of forgot all of the other assignments and stuff that was worrying me."

In support of Baruch's hardworking students, the USG hopes to make this a tradition during midterms and finals.

—ORIGINAL REPORTING BY AYSE KELCE ('22) AND PHOTOGRAPHY BY DAPHNELLY DELACRUZ ('19) FOR *THE TICKER*



ANTS & Antlers

This year the Department of Natural Sciences welcomed two intriguing new assistant professors with unusual areas of specialization: myrmecologist Sarah Bengston, PhD, and comparative anatomist Zachary Calamari, PhD.

Dr. Bengston came to myrmecology, the study of ants, by way of an interest in animal behavior. While studying colonial spiders, she realized that the questions she was researching might be better answered studying the archetype of sociality: social insects. Ants were the logical choice, she laughs: "I'm allergic to bees!"

Bengston's research focuses on understanding how and why there is variation in behavior between individuals, which, she explains, "has important implications for the ecology and evolution of a species." She extols ants as models of cooperation and coordination: "Ants accomplish the hundreds of tasks they perform in unison using a set of relatively simplistic rules and extraordinarily complex forms of communication." Bengston currently teaches The History and Evolution of Life and The Fundamentals

of Ecology and has designed a new course, Animal Behavior, that will be offered starting in Fall 2020.

Dr. Calamari's interest in comparative anatomy stems from a boyhood fascination with dinosaurs. As an undergrad, he researched the diversity of fossil mammals and found that compelling questions about the evolution of horns and antlers—appendages reminiscent of the crests on his beloved hadrosaurs—remained unanswered. "Comparative approaches give us a powerful way to understand evolution. Using the context of evolutionary relationships, we can trace how certain traits have changed throughout the history of life on Earth," he says.

Calamari understands the general population's fascination with horns and antlers. "Horns and antlers are charismatic!" he says. "They signal an individual's quality to other members of its species, but also to us, which is why trophy hunting has focused on animals with large antlers or horns." A research associate in the division of paleontology at the American Museum of Natural History, Calamari teaches Comparative Vertebrate Anatomy and Fundamentals of Biology at Baruch.

The Rhodes of China: Recent Graduate Becomes Baruch's First Schwarzman Scholar

Weeks before graduating with a BBA in finance in December, Abdourahamane Diallo ('18) learned that he would be heading to Tsinghua University in Beijing as Baruch's first Schwarzman Scholar. One of only 147 award recipients chosen this year, he was selected from more than 2,800 applicants worldwide and will join a group from 38 countries and 119 universities.

Inspired by Oxford's Rhodes Scholarship, the fully funded Schwarzman Scholarship Program—known as the "Rhodes of China"—was launched in 2016 to prepare future leaders to meet the geopolitical challenges of the 21st century, especially in relation to China's increasing importance as a global power. Schwarzman Scholars are selected based on their academic ability, leadership potential, character, and motivation.

Mr. Diallo's impressive résumé is emblematic of the program's high standards. While attending Baruch, he interned with Blackrock Inc., the U.S. Department of Commerce, and JPMorgan Chase. An active member of several student organizations, including Le Club Français, Baruch Toastmaster, and Sigma Alpha Honor Society, Diallo founded the Guinean Students Association at Baruch and expanded the club to other CUNY campuses. He also volunteered with the Weissman School's Department of Mathematics as a note taker for disabled students. Off campus, he was and continues to be active in his Bronx community.

In August, Diallo and his classmates will begin Tsinghua University's one-year master's degree program in global affairs, which is taught in English. The Baruch alumnus's long-term goals include developing the skills and networks to help his Guinean homeland become a "bigger player in the global market in terms of trading."

Says Valeria Hymas, Baruch's deputy director of National and Prestigious Fellowships Advising, "Abdourahamane's success should serve as an inspiration to all Baruch students that prestigious fellowships are well within their grasp."



Diallo photo by Nadia Gomez



College Debuts Lecture Series

Poised to leave an enduring legacy at Baruch College is the new Robert C. Weaver Presidential Lecture Series, established to commemorate Baruch's 50th anniversary as a senior college in The City University of New York system. The annual series, which launched on April 18, is named in honor of Robert C. Weaver, PhD, Baruch's first president. Dr. Weaver, *in the photo above*, previously served as the first U.S. Secretary of Housing and Urban Development from 1966 through 1968.

Delivering the inaugural lecture, "Leading from the Center," was Arcadia University President Ajay Nair, PhD. An accomplished scholar of social justice, race, and ethnicity and a nationally recognized expert in student affairs issues, Dr. Nair is a pioneer in his own right: he is among the first college or university presidents of Indian American descent in the U.S. His lecture focused on higher education's mission in the 21st century and what it takes to be influential in the current context.

"The Robert C. Weaver Presidential Lecture Series was developed to focus on the critical topic of diversity and leadership and to honor the first president of Baruch College," says Baruch President Mitchel B. Wallerstein, PhD. "Robert Weaver was the first African American appointee to Cabinet rank, serving in the administration of President Lyndon Johnson. This continuing lecture series will be an important annual event as higher education contends with this important issue."

800,000 VIEWS AND COUNTING CHAMPIONSHIP HOOPS SHOT GOES VIRAL

With .2 seconds left in the basketball finals, forward Benjamin Boateng ('20) was ingeniously set up by his teammates to hit the winning shot against the College of Staten Island and clinch a dramatic 76-74 victory and earn the Bearcats the CUNYAC 2018-19 championship. It was the third time in Baruch Athletics history that the men took home the conference trophy (the Bearcats also won in 2000 and 2015)—and the second time in the season that a play of theirs went viral and was amplified by ESPN.

With seconds remaining and Staten Island defending, Baruch Head Coach John Alesi ('03) drew up a play more fitting for an NFL game than an NCAA Division III basketball contest. Five Bearcats lined up behind the end line, and the play started with an inbounds pass from guard Bryler Paige ('19) to guard Jack Sixsmith ('19), who then found a streaking Boateng up front to hit the winning shot. "We never practiced the play," says Coach Alesi. "It was something we drew up during the timeout." The idea was to confuse the defense to create an opening to get the ball up the court quickly. It worked.

Video of Boateng's shot—which was made during a February 22 game—went viral, with one tweet garnering more than 800,000 views. Yahoo Sports, Barstool Sports, and prominent ESPN analyst Fran Fraschilla were among those who retweeted it. "It's surreal," says Boateng. "To this day, I still get reactions. It's kinda crazy, but in a good way."

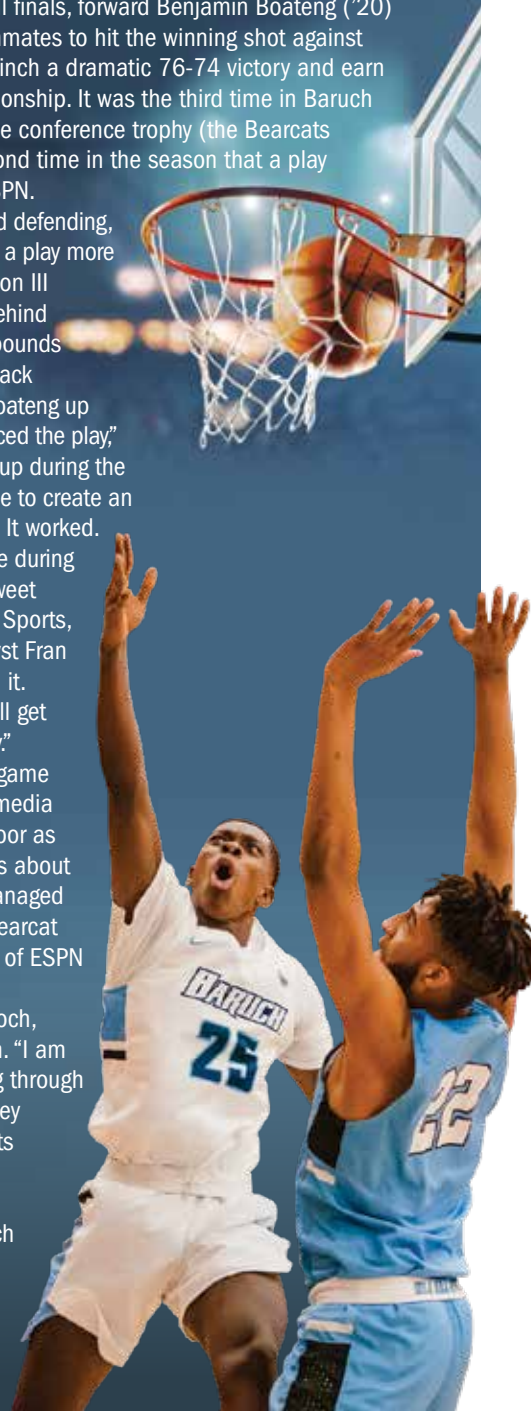
Just 11 days earlier, a Bearcat clip of a game against Lehman College had hit the social media stratosphere when Bryler Paige fell to the floor as he scrambled for a loose ball. The clock was about to expire and from a seated position, he managed to hit a bank shot that helped secure the Bearcat victory, 68-58. The shot was chosen as one of ESPN SportsCenter's Top 10 Plays of the Night.

"What a season!" said Heather MacCulloch, Baruch's director of athletics and recreation. "I am so proud of our student-athletes for battling through every game with grit and never giving up. They deserved every bit of recognition those shots got them."

For years to come, these shots will be remembered as among the greatest in Baruch and CUNY Athletic Conference men's basketball history.

—JOHN NEVES

Benjamin Boateng ('20) hit the conference-winning shot.



GROUNDS FOR SUCCESS

Alumni Entrepreneurs Innovate the Coffee Industry

BY GREGORY M. LEPORATI

College and coffee go hand in hand, and Baruch is no exception. During midterms and finals, especially, students buzz around the Newman Vertical Campus between study sessions swigging Starbucks or nitro cold brews purchased from one of the food trucks or boutique coffee shops popping up throughout the neighborhood. It's no surprise, then, that Baruch alumni continue their love affair with coffee long after graduation. But they're not only drinking it—they're *selling* it, as Baruch entrepreneurs are making their mark on what has become a \$20 billion global industry.

From running hip coffeehouses to supporting responsibly sourced beans, owning trendy cold-brew companies to innovating instant coffee, meet four alumni who are helping to shape this growing industry, one flavorful cup at a time.



Star Power

"Technically speaking, coffee has more flavor profiles than wine," says David Steingard ('99). The energetic Baruch alumnus reclines in his basement office in Tribeca, his voice brimming with excitement as he talks about his favorite beverage. A former criminal prosecutor in Brooklyn, Mr. Steingard co-founded Laughing Man Coffee Company in 2011 with his friend actor Hugh Jackman. Steingard gravitated toward the industry partly because his family had a history in the business—his parents owned the Cupping Room Café in SoHo—and partly because he saw it as the perfect platform to do good.

"The second wave of specialty coffee had hit its stride," Steingard recalls, "and there were a lot of great socioeconomic issues that the industry was addressing: sustainability, transparency, responsible sourcing, and so forth. Hugh had just come back from a trip to Ethiopia, helping with humanitarian projects, and we felt it was the right time to get this off the ground."

Since then, Laughing Man has grown into a major brand. The company has two New York City cafés, and Walmart, Target, and Amazon sell its ground coffee and Keurig cups nationally. Through it all, the company supports Mr. Jackman's Laughing Man Foundation, which provides new homes and scholarships to the families of coffee farmers in Ethiopia.

David Steingard ('99)

“Coffee is a family and community business,” Steingard explains, “which is why it’s important to do things holistically, to raise the entire farming community up and make an impact.”



David Steingard ('99) founded Laughing Man Coffee in 2011 with his friend actor Hugh Jackman (right).

Make no mistake, in addition to supporting a good cause, Laughing Man also knows how to brew a mean cup of coffee. Steingard's eyes light up as he discusses the intricacies of roasting. “There are three components to making a good cup of coffee,” he explains. “The coffee itself, the grind, and the temperature. And that leads to more complexities: how you caramelize the sugars as they roast, the waves, the graphs, and so much more.”

While coffee may indeed be one of the most complex beverages around, Steingard recognizes that some customers just want a good caffeine fix. “Consumers understand that wine is a complex drink, but they haven’t quite reached that level of understanding with coffee,” he explains. Steingard predicts, though, that coffee consumers will get more sophisticated, and purveyors will reflect that growing understanding. “That’s why coffee remains such a growth industry.”



Local Brew

When Angela Austin ('07) moved in with her then boyfriend—now husband to Bushwick, Brooklyn, she faced a dilemma: “There were no good coffee places nearby!”

She had long fantasized about opening a coffee shop and decided that it was time to

take the plunge. After doing some research, she and her husband opened Milk & Pull—on top of their full-time day jobs. The shop made an immediate connection with the neighborhood. Since then, their enterprise has expanded to three locations across Queens and Brooklyn, each shop creating a welcoming environment with hip ambiance, friendly baristas, and cozy seating.

“In a sense, coffee runs in my family,” says Ms. Austin as she sits in a quaint corner of her most recent Milk & Pull location in Bedford-Stuyvesant, Brooklyn. “My grandfather owned coffee farms in Colombia, before guerrillas took his land and my family was displaced. This is sort of my way of bringing my family back into this business.”

Running Milk & Pull is no easy feat. Austin also serves as director of Verizon Creative Marketing, an in-house ad agency within the telecommunications powerhouse, where she spends the bulk of her days working on complex marketing campaigns. Running a business on top of her corporate job makes for long days—and nights—but it’s worth it when she sees her coffeehouses filled with happy customers.



Angela Austin ('07)

“Local coffee shops are making a huge comeback,” she explains. “Starbucks opened the door, but hyperlocal shops provide that quality, personal touch. Nowadays people get to know their barista, and it becomes a neighborhood connection.”

Just like Steingard, Austin senses that consumers are becoming more knowledgeable about coffee and more eager to try new things. Her shops serve coffee from Stumptown Coffee Roasters—a popular roaster headquartered in Portland, Oregon—and feature adventurous blends. “Coffee is so much more than a fix,” she explains. “It’s how conversations start. You try a new blend, you chat with your barista about what makes it unique, and you learn more about the complexities of coffee.”

A corporate communications major at Baruch, Austin credits the College with instilling in her an entrepreneurial spirit and a willingness to take risks. Of the student experience, she says, “You’re in the middle of Manhattan—part of its bustling spirit—and that makes you want to build something.” Graduating with no debt also helped make her dream possible. “I was able to jumpstart my life without that crazy weight on my shoulders,” she explains.

The alumna hopes to continue to expand Milk & Pull in the near future, especially as business keeps booming. “We never intended for this to be a cash cow or anything,” she says. “It was just a passion project—our lifestyle, really—and it’s amazing that we’re having this impact on the local community.”





An Instant Upgrade

High-quality coffeehouses and exotic blends are great, but what about consumers looking for speed and convenience? Those who favor instant coffee have always had to settle for inferior quality, but those days will soon be over if David Kovalevski ('17) has anything to say about it.

Originally from Israel and currently living in Los Angeles, Mr. Kovalevski founded Waka Coffee last year to bring gourmet-quality instant coffee to the masses. "Instant coffee is way more popular internationally than in the United States," says Kovalevski, who initially planned to open a coffee shop until his market research redirected his thinking. "A lot of people don't realize that instant coffee is a \$2.2 billion industry in the states—and getting bigger year after year. So I knew there was tremendous growth here."

According to Kovalevski, coffee aficionados look down on instant coffee because it typically uses Robusta beans, which are notorious for having a burnt taste. Waka has innovated the industry by using higher-quality Arabica beans in its instant coffee and a novel freeze-drying process. (There are over 100 coffee species.)

"Rather than applying heat like other instant coffee brands," he explains, "we freeze-dry the Arabica beans, which sublimates the liquid and allows the beans to retain their taste. Instead of ruining the chemicals within the beans, we preserve them."

Instant coffee is near and dear to Kovalevski's heart, and it all began at Baruch. While taking night classes, he simultaneously worked a full-time job for the Israeli government. Coffee became a mainstay beverage. Also, given his studio apartment with little counter space, instant was the logical choice. "When you're working full time and taking classes, you could drink at least four cups a day," he says. "You can't keep buying K-Cups



Raymond Cole (MBA '02) is the Baruch entrepreneur behind Lucky Jack Coffee.

or Starbucks all the time. It's simply not economical. Instant coffee makes a lot of sense."

Waka Coffee is currently sold nationwide on Amazon and in boutique coffee shops in California, with plans to start distributing to select grocery stores in the near future. Kovalevski credits his time at Baruch with providing him with real-life case studies that shaped his perspective on launching his own business. "Many of my classmates at Baruch started their own companies while they were students," he says. "That entrepreneurial spirit has stuck with me, and my friends from Baruch inspired me."



Some Like It Hot . . . and Some Don't

Raymond Cole (MBA '02) has had a front-row seat to the meteoric rise of coffee's latest, trendiest development: cold brew.

"A lot of folks confuse it for regular iced coffee," cautions the alumnus, "where you simply pour hot-brewed coffee over ice. But *authentic* cold brew is totally different because you steep the coffee grinds in cold water for 20 hours, resulting in an incredibly strong—and delicious—flavor."

As co-owner, COO, and CFO of Lucky Jack Coffee, a national cold-brew brand, Mr. Cole has quickly become something of an authority on the subject, and he's seen how cold brew can attract new audiences to coffee. "We find that health and wellness enthusiasts gravitate to cold brew," he says. Cole, who previously



David Kovalevski ('17)

spent a decade running fitness star Jillian Michaels's brand, purchased Lucky Jack with Ms. Michaels and three other stakeholders. "It provides a great caffeine kick preworkout, and millennials are favoring it over Coke and Pepsi. It's a space that's growing by leaps and bounds."

Lucky Jack also supplies kegs of cold brew to bars and restaurants to be used as an ingredient in unique coffee cocktails. "We have espresso concentrate that a West Coast burger chain uses in its milkshakes," he explains. "Coffee has become so versatile, and consumers really enjoy getting a caffeine boost in a variety of ways."

Now living in Las Vegas, where Lucky Jack is headquartered, Cole looks back on his 15 years in Manhattan—as an investment banker and a Baruch MBA student—as a seminal moment in his life. In particular, he remembers how his classmates and professors made him feel that he could handle any challenges that came his way.

"It's a big school, but you really feel like you're part of a family at Baruch," Cole says. "A big family, of course, but one filled with camaraderie."



The Last Drop

As new coffee variants continue to attract a wider audience, business experts predict that the coffee industry will continue to grow, especially on a global scale. "Much of the recent growth has been overseas, as the Chinese market has moved away from solely drinking tea toward coffee as well," says Scott L. Newbert, PhD, academic director of the Lawrence N. Field Programs in Entrepreneurship at Baruch. "In response, Starbucks is now opening at least one new store in China every day, and in the United States, the trend toward working away from the office—in other words, entrepreneurs, gig-economy workers, etc.—has made coffeehouses very desirable destinations."

No matter where the industry turns, Baruch alumni will surely be at the forefront, doing their part to innovate the daily grind.

Meeting Grounds

Caffeinated beverages are staples at Baruch, as they are on most college campuses. But coffee and tea do far more than just stimulate the nervous system. Sometimes, these drinks are a means of bringing students, faculty, staff, and alumni together.

It's a history that dates back to the forties, when the Boosters—a female-only undergraduate student group created to "boost" morale and club participation during the World War II era—hosted student-faculty afternoon teas to increase collegiality.

The tradition of socializing over steaming cups continues to this day. Hillel at Baruch hosts a Café Ivrit event during which students enjoy coffee while practicing speaking Hebrew with their peers. The newly formed Crypto Club, which focuses on emerging cryptocurrency, holds informational Coins & Coffee meet-ups. Countless other student groups organize recruiting events and socials with coffee and tea as a main draw.

Caffeinated crowd pleasers have also become primary assets for Bernie 101, an initiative created by the Office of College Advancement to raise awareness about the importance and impact of philanthropy across the Baruch community.

During midterms and finals, alumni, donors, and Baruch College Fund (BCF) board members come back to campus for Coffee Breaks, where they serve coffee to students. And what would a study break be without a nosh? Fortunately, students don't need to find out. The Donut Pub, a Manhattan-based establishment owned by BCF Trustee Buzzy Geduld, provides an array of gourmet donuts.



BEAN THERE, DONE THAT: Serving students has always been job one for faculty and staff. In the fifties, once a year faculty VIPs donned aprons and served students to help them fundraise for international humanitarian causes. Shown here, from the 1958 *Lexicon*, Dean Emanuel "Mannie" Saxe ('23) is pressed into service.



SERVING STUDENTS: Alumni, donors, and Baruch College Fund (BCF) board members come back to campus during midterms and finals weeks to show their support of Baruch's hardworking students by serving coffee and donuts. BCF Trustee Helen Mills (shown here) regularly volunteers at these Coffee Breaks, instituted in 2017.

In addition to Mr. Geduld, donors and alumni who have volunteered as servers include BCF Trustees Helen Mills, Jason Berman ('69), Dov Gertzulin ('01), and retired public affairs professor Lewis Friedman, PhD, as well as recent graduates Jonathan Yong ('08, MBA '13), Robert Mauceri ('09), and Jason Wang ('10).



CLASSTOTES

40s Shirley Gershberg ('47) called Baruch's Office of Alumni Relations and Volunteer Engagement from Florida to send her regards. Now in her nineties, Gershberg worked at Baruch for nearly 50 years after her graduation. She fondly remembers shaking Bernard Baruch's hand and is proud that all of her bridesmaids were Baruch alumnae. Attorney and CPA icon **Sidney Kess** ('48) appeared as a guest on *Happiness Amplified*, a YouTube video series produced by **Steven V. Melnik** ('93).

Among the topics discussed were workplace ageism, lasting success, and new tax laws.

50s Starting in February and running through May, the New-York Historical Society presented an exhibition on the work of **Mort Gerberg** ('52), *Mort Gerberg Cartoons: A New Yorker's Perspective*. Gerberg, a longtime illustrator for the *New Yorker* and *Saturday Review*, uses his art to comment on current events, music, and sports. The book *Mort*

Gerberg on the Scene: A 50-Year Cartoon Chronicle (Fantagraphics, 2019) was published in conjunction with the show.

60s A partner at WithumSmith+Brown, PC, CPAs, **Edward Mendlowitz** ('63), CPA, was named to the Top 100 Most Influential People in Accounting in 2018 by *Accounting Today*. He has authored/co-authored more than 20 books on accountancy and taxation and currently writes a twice-weekly blog

Rocket Man

Gerald Sandler's Unexpected NASA Career

When President John F. Kennedy famously declared, "We choose to go to the Moon" in 1962, few Americans fully understood how we would achieve that lofty goal, including—apparently—many NASA engineers. "I knew nothing about space, but who did?" laughs Gerald Sandler ('56), an unassuming statistics major who became a lead engineer and program manager with the Apollo Lunar Module Program. "Even for those of us behind the scenes, reaching the Moon was like going on a vacation where you don't know how you'll get there and have no idea what the destination will be like!"

Despite having limited knowledge of space science, Mr. Sandler and his team ultimately overcame a wide range of obstacles to land Neil Armstrong on the Moon with Apollo 11 and achieve tremendous success with future missions. "The most important

part of my career boils down to this: I was not afraid to be challenged," Sandler explains.

After completing active duty with the Army, Sandler began his professional career working for RCA on the Ballistic Missile Early Warning System. He had no expertise in national defense, but his affinity for statistics and probability made him a natural fit for

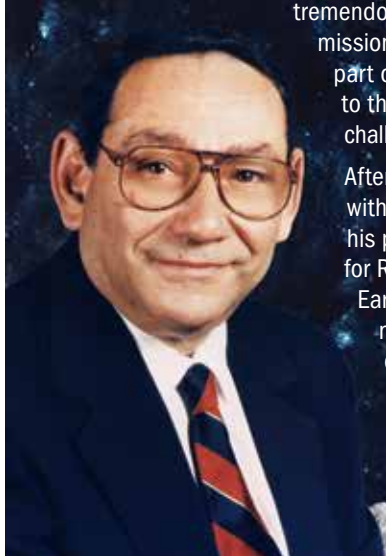
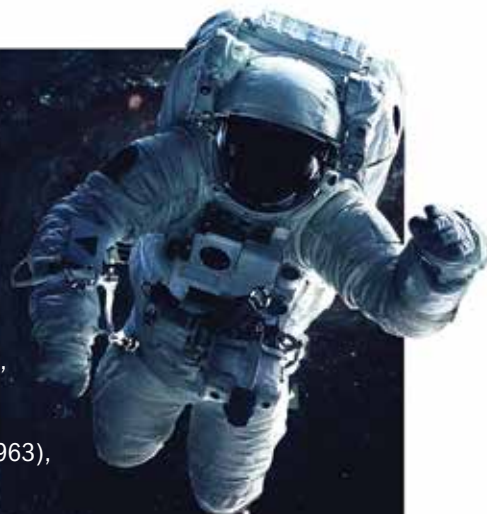
this incredibly complex science. "If it wasn't for the military," he says, "I never would have wound up with such an interesting career path." During this time, Sandler also published the textbook *System Reliability Engineering* (Prentice-Hall, 1963), still in use today.

Sandler eventually joined Grumman Aerospace, which led to his taking on leadership roles in NASA's Apollo program. Even after space exploration had ended, he continued to enjoy a long, distinguished career with Grumman, later serving as president of the Grumman Data Systems and Services Group.

Among his honors are the Albert Morris Marquis Lifetime Achievement Award; the Hirsch Award, presented by the Long Island Section of the Institute of Electrical and Electronic Engineers (IEEE); and the Long Island Joint Engineers Achievement Award. Although technically retired, Sandler still studies the merging of business and technology and innovations in artificial intelligence, among other hot-button issues.

"My philosophy has been to just go with the flow," Sandler says, "because you just never know where life, or your career, will take you!" Maybe even to the Moon.

—GREGORY M. LEPORATI



addressing client-facing issues. **Steven Klein** ('66) is the president and CEO of KleinCepts, Inc., which produces the Eco Connect Bottle, the only single-serve water bottle designed with features that enable consumers to recycle and construct empty bottles into useful household items. **John J. Raggio** ('68) became a member of the Baruch College Fund Board of Trustees. He is the co-founder of Sealift, Inc., a multimillion-dollar shipping company.

70s | **Dennis Hickey** ('70) joined Baruch's longstanding Class Act Campaign, naming Newman Vertical Campus Room 11-160. After nearly 42 years of service, Hickey recently retired as vice chairman at Colgate Palmolive. **Richard Friedman** ('72) published *The Greatest 2019 Book of Political Cartoons on Issues of the Donald J. Trump Presidency (Vol. I: January to June)*, available on Amazon. He is a retired math teacher living in Florida. Actor and author **Robert Myers** ('72) appeared in the 2018 film *Ben Is Back* starring Julia Roberts. He has been active in the creative and performing arts for more than 50 years. The legal group chaired by **Burton Mitchell** ('74), a partner at Jeffer Mangels Butler & Mitchell LLP, was awarded a National Tier One Ranking in Trusts and Estates from *U.S. News & World Report*.

80s | In February *Hellenic News of America* profiled **John N. Kastanis** (MBA '80), CEO and president of University Hospital in Newark, NJ. The Securities and Exchange Commission named **Gabriel Benincasa** ('81) its first-ever chief risk officer, a position newly created to strengthen the agency's risk management and cybersecurity efforts. Benincasa brings significant leadership experience from Davis Polk & Wardwell, Morgan Stanley, and other financial firms. **Geoffrey M. Smith**

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All Aboard with Cruise Industry Leader Harry Sommer ('88)



Luxury cruises were an alien concept to Bronx-born Harry Sommer ('88). "They just weren't a big deal in New York City," he recalls, "especially in the late eighties."

Today that has all changed, for the industry and for the alumnus. Mr. Sommer was recently appointed president international at Norwegian Cruise Line Holdings, a position in which he runs sales, marketing, and public relations for Norwegian, Oceania Cruises, and Regent Seven Seas Cruises in markets outside the U.S. and Canada.

"When I started in this industry back in 1992, it was very much a niche enterprise," he explains. "It's now grown to become a worldwide product, with some 30 million people across the globe taking a cruise each year."

The alumnus never expected his career to take this path. After he graduated from Baruch with a BBA in accounting, he and his wife decided to pack up and travel "as far down I-95 as you can go before the highway ends" in search of warmer weather and exciting new opportunities. They settled in Miami and, despite having never taken a cruise in his life, he accepted an analyst role at Renaissance Cruises.

Sommer's career has been quite the journey; all told, he's visited about 25 countries on six continents ("I've been everywhere but Antarctica," he laughs, "so I'll have to put that next on the list"). In his current role, he travels about 15 weeks each year. He credits Baruch's diversity as a major factor in his career success. "I went to school with people from all over the world and hailing from all types of cultural backgrounds," he explains. "That is a huge benefit for anyone who goes into business—and especially me, managing cruise lines in international markets."

Sommer, who enrolled in the College as a 16-year-old and pursued an accounting degree on the recommendation of his father, says he also continues to draw on the classroom education he gained at Baruch. "I'd argue that accounting is actually an underrated major," he says. "It teaches you the fundamentals of business and prepares students to know a company from the bottom up. You can do anything once you've studied accounting."

—GREGORY M. LEPORATI



The Best Treatment

How Baruch's SEEK Program Inspired Mark Smiley ('07)

Before entering Baruch College, Mark Smiley had taken only one science class in his life. A little more than 15 years later, he is an emergency physician in North Carolina, saving lives on a regular basis.

"I feel privileged to be doing this for a living," says Dr. Smiley, a standout Baruch undergraduate who went on to study medicine at the University of Pittsburgh after earning a \$300,000 Jack Cooke Kent Graduate Scholarship. "The hours are long, and the job can be stressful, but it doesn't feel like work if you love what you're doing."

Born in Jamaica, Smiley moved to New York when he was nine and grew up in Brooklyn. "Back then, Brooklyn was a bit different than what you see today," he says. In fact, Smiley witnessed a number of tragedies within his community while growing up, which is what initially sparked his interest in medicine.

"I wanted to be able to do something to help people recover from terrible situations, like falling victim to violence," he explains. "The only problem is I simply didn't think a career like that would be possible. So I didn't even consider it."

But that all changed when Smiley joined the Percy E. Sutton SEEK Program, a longstanding initiative that provides college assistance for talented students coming from difficult backgrounds and financial situations. Thanks to his SEEK counselors, Smiley realized that a medical career was possible. "SEEK counselors understand the unique challenges that have limited your education," Smiley says, "and they come up with strategies to overcome that."

In addition to exposing him to the biology and chemistry courses that would underpin his career path, Smiley notes that Baruch instilled in him a lifelong dedication to learning—so much so that he went on to receive an MBA at the University of Pittsburgh while simultaneously earning his medical degree. "I'm currently working with a colleague to create a wellness medical center," says the practical physician, "so I need to understand the business aspects as much as the medical ones."

Smiley is confident that his New York upbringing and Baruch education have prepared him for any challenge. "In the emergency department, my colleagues are always impressed by how cool and calm I am under pressure," he says. "No matter who walks through the door—a child with a neurological issue, a person with a heart attack, a wound—I'm ready for it. And to have an impact on those people's lives is an amazing feeling."

—GREGORY M. LEPORATI



“The hours are long, and the job can be stressful, but it doesn't feel like work if you love what you're doing.”

Mark Smiley, M.D.
Emergency Medicine

('82) co-authored *The College Freshman Guide to First Year Greatness*. The book, available on Amazon, uses the authors' personal experiences to help first-year college students ease into collegiate life. At its 123rd Annual Banquet in January, the Real Estate Board of New York honored **Bernard Warren** ('82) with the George M. Brooker Management Executive of the Year Award, citing his exemplary professionalism and civic achievement. Warren is chairman and president of real estate firm Webb & Brooker. **Po Y. Sit** ('85), a partner at Davis Polk & Wardwell LLP, joined the Baruch College Fund Board of Trustees. **William Guzman** ('86) is currently working on *Nothing Missed, Everything Gained: Volume III*, his third collection of poems and personal short stories. **Peter Nunes** ('89) joined Vayana Network, a trade financing company, as senior vice president of sales. Nunes has more than 25 years of trade finance experience working for hedge funds and his own companies in New York and Miami.

90s | **Peter Rohslau** ('90) is the controller at the American Kennel Club. **Susan Zemser-Israel** ('91), the owner and founder of 3 Lovebugs, a fashion boutique, was selected as Top Stylist of the Year for 2019 by the International Association of Top Professionals. Arbor Realty Trust appointed **Steven Katz** ('92) chief investment officer and executive vice president, residential financing. He has more than 25 years of experience in mortgage trading and banking. **David I. Cabrera** ('96) finished a two-year term as president of the National Association of Human Resources Professionals in Panama. The Federal Reserve Bank of New York promoted **Lisa Pacheco** ('96) to vice president in the Financial Services Group. She joined the bank in 1990 and has held a variety of roles in the Statistics and Supervision Groups. In December **Cindy Williams** ('97) became

the first Latina chief audit executive at Technicolor, a worldwide technology leader in the media and entertainment industry.

Eduardo Alcivar ('99) and **Yenny Ventura** ('00) sent a Facebook message to the Office of Alumni Relations and Volunteer Engagement to send their greetings to the Baruch community. The happy couple—married almost 18 years—met while attending Baruch and have two children. NY1 reporter **Ruschell Boone** ('99) earned the annual William Tucker Garvin Public Service Award from the Queens District Attorney's Office as part of its Black History Month celebration.

00s **Hasani Gittens** ('01) is deputy editor at *THE CITY* (thecity.nyc), an independent, nonprofit news outlet dedicated to investigative reporting that launched in 2019. He previously served as senior news editor at NBC News. Affinity Health Plan named **Quanda Jones** (MPA '04) one of its "2019 Women of Distinction." Jones, a member of Affinity's Human Resources Training and Development team, dedicated more than 120 hours to community service last year. **Clifford Frasier** (MPA '05) received his doctorate in public administration at New York University. **Victor Fung** ('05) is

the co-owner of Klughaus Gallery, which began as a tiny gallery space in Chinatown and has grown to become a liaison between artists and such major companies as Netflix, Nike, Ralph Lauren, and New Balance. Entrepreneur **Samantha Stephens** ('05), owner of NYC-based eatery OatMeals, appeared on a late 2018 episode of *Shark Tank* and struck a deal with Lori Greiner. Nightlife entrepreneur **Brandon Voss** (MBA '05) is the founder of Voss Events, a creative agency that rose to prominence after hosting events in collaboration with popular TV show

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"Best Supporting" Role for Sandy O'Hearen *Tribeca Enterprises CFO*

The scene: New York City, 1996. Acting legend and Manhattan native Robert De Niro and his producing partner, Jane Rosenthal, whose dream of nurturing the local film community led them to found the Tribeca Film Center several years prior, need a finance whiz with a commercial real estate background for their growing venture. Enter Zicklin School grad Sandy O'Hearen ('91), who takes what proves to be a life-changing phone call from a job recruiter with an offer she can't refuse.

Some might have been intimidated to dive headfirst into the entertainment world, but not Ms. O'Hearen, who credits much of her confidence to her Baruch education. She pursued her degree in the late eighties while simultaneously working nearly full time for a family-owned business. Despite long days traveling back and forth between Manhattan and Brooklyn, "just seeing the hustle and the bustle of everyone around me at college was so motivating," she says.

After graduating she worked in accounting for a handful of companies—including handling finances for Roosevelt Field Mall on Long Island—before landing her role with Tribeca. Her career highlights include working on the team that sold 50 percent of Tribeca to the Madison Square Garden Company and overseeing the finances of the very first Tribeca Film Festival in early 2002. "In the shadow of the tragedy of September 11, seeing it all come to life at the opening ceremony was something I'll never forget," O'Hearen says of the festival, whose launch was designed as a way to help restore vitality and hope to downtown New York. "It was an emotional moment, especially knowing I had played a part in bringing it all together."

More than 22 years after that fateful phone call, O'Hearen is still with Tribeca, now as CFO of Tribeca Enterprises, where she helps shape what has become a New York City institution. O'Hearen oversees the business side of Tribeca, although she has found her role expanding over the years.

"I'm lucky enough to have a job where I do what I'm best at," she says, "but this is arguably the coolest application of it that you could possibly imagine." Nowadays O'Hearen spends a good deal of time in production meetings chatting with filmmakers, directors, and clients to work out the nitty-gritty details of filmmaking. "I've developed a real appreciation for arts and entertainment," she notes, "and an understanding of the passion that creative people have for what they make."

—GREGORY M. LEPORATI



Invested in Giving Back: Songbird Capital Founder Jie Hayes (MBA '99)

When it comes to harmonizing professional and philanthropic pursuits, entrepreneur Jie Hayes (MBA '99) hits all the right notes.

The Zicklin alumna is the founder and portfolio manager of Songbird Capital, a boutique investment advisory firm based in Princeton, NJ. She is also the donor behind the Songbird Capital Scholarship Program at Baruch. Both the company and the scholarship program owe their names to the Fleetwood Mac tune "Songbird," from the group's mega-album *Rumours*, which she was learning to play on the guitar at the same time she was establishing her firm. "The song represents the confluence of my passions, from entrepreneurship, to music, to doing the right thing for my clients, my family, and the larger community," she explains.

Before founding Songbird in 2012, Ms. Hayes spent 10 years in hedge fund investing with Citi Alternative

Investments as vice president in Investments and Portfolio Risk Management. Beijing TV interviewed her in 2006 for the documentary *Chinese Women on Wall Street*. In 2017 she was named one of the "Outstanding 50 Asian Americans in Business" by New York City's Asian American Business Development Center.

Two years ago, inspired by a tour of Baruch's Newman Vertical Campus—a building that did not exist when she was a student—and by the philanthropy of the late William Newman ('47) that made the building possible, the Zicklin alumna launched the Songbird Capital Scholarship Program. "I thought, 'This building is a great gift to future generations,' and I wanted to do something similar," she says, adding, "In America you have a strong tradition of giving back. I want to encourage Chinese students to do that as well."

Originally designed to honor exceptional MBA candidates studying finance from her undergraduate alma mater, Xi'an International Studies University, the scholarship has expanded in scope and funding to include students in the Zicklin Global MBA/MS in Finance Program, offered in partnership with some of the best universities in China. Earlier this year, two students in that program—one from Renmin University and the other from Peking University—received Songbird Capital Scholarships for outstanding academic work and extensive community service.

Says Qing Hu, PhD, Zicklin's senior associate dean for academic affairs and innovation, "The Global MBA/MS program is among our initiatives aimed at developing a new generation of business leaders with a global perspective." The Zicklin School is in the process of expanding dual-degree programming to additional top universities in Africa, Asia, Europe, and South America.

"I am very grateful that Ms. Hayes not only shares our vision but has endorsed it with her generosity," says Dr. Hu. "Scholarship support will be critical to enable more students to participate in these global-forward business programs."

—DIANE HARRIGAN

RuPaul's Drag Race. **Amy Chase** ('06) founded The Crescendo Group, a social enterprise that works to help create jobs for survivors of gender-based violence and for women refugees. At Baruch's Power of Community Reception, Assemblyman **Ronald Kim** (MPA '06) received the Distinguished Alumnus Award. Kim represents the 40th District of New York, including portions of Whitestone, Flushing, College Point, and Murray Hill in Queens. **Torrey Maldonado** (MSEd '06) authored *TIGHT* (Nancy Paulsen Books, 2018), a young adult novel about urban life. In January **Anusree Nair** ('06) served as a panelist at a "Business After Hours" event hosted by the Indian American Chamber of Commerce, providing insight on the EB-5 Immigrant Investor Program. **Alexander Mologoko** (MBA '07) and his two student teammates took home the first-place trophy at Baruch's second annual Student-Alumni Trading Competition in February. In December **Maria Osorio** (EMPA '08) became the deputy chief operating officer at the NYC Department of Youth and Community



Development. She previously served as special advisor for minority- and women-owned business enterprise initiatives. The Nathan Cummings Foundation—a family foundation rooted in social justice—named **Leticia Peguero** (MPA '08) its new vice president of programs. In this role, Peguero develops strategies to support the organization's vision to be a best-in-class social justice philanthropy. RED Mortgage Capital hired **Ronnie Gyani** ('09) to lead its multifamily, affordable-lending activities in the NYC area. Previously, Gyani worked at Barings Multifamily Capital.

10s **Reuel Matthew** ('10, MS '11) came back to campus to volunteer for Suit Up for Success 2019, an initiative spearheaded by the Starr Career Development Center in which alumni, faculty, and staff donated professional clothing for students to purchase at discounted rates. Matthew is the founder and president of Egami Collections, a high-end fashion brand. One Hope United, a human service nonprofit that provides education, foster care, adoption, and other support to families, named **Charles A. Archer** (EMPA '11) its new president and CEO. Archer previously was co-founder and CEO of The THRIVE Network, a nonprofit that assists individuals with intellectual and developmental disabilities throughout NYC. *City & State* named **Bronce Perez Matos** (MPA '11) to its "40 Under 40" in Albany list of rising stars for 2018. He is a special assistant to the executive director at the NYS Justice Center for the Protection of People with Special Needs. This January **Jessica Schaefer** (MBA '11), founder and CEO of Bevel, a public relations consultancy, was profiled in the *Women's Wear Daily* post "Think Tank: The 'P.R. Girls' Debunking Stereotypes, Driving Results." **Allison Clair** (MA '12) was a 2018 recipient of a "15 Under 35" award from the Public Relations Society of America. She works as director of institutional communications

at NYU Langone Health. In November **Liz Fallon Culp** (EMPA '12) was named vice president of development at Friends of the High Line, a nonprofit that maintains the famous High Line park and public space in Manhattan. Forrest Solutions, a leading onsite outsourcing and staffing firm, promoted **Juan Pazmino** (EMBA '12) to partner. He previously served as chief

operating officer. **Angelica Martinez** (MPA '14) was selected as a "40 Under 40 Rising Star" by the Hispanic Coalition NY, Inc. She is a policy analyst for the NYS Senate Democratic Conference. **Noa Kahner** (MBA '15) is the founder of Kahner Global, a brand and event management firm that hosts high-level

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Bearcat Wedding on Ice

Talk about a unique wedding decoration! Flanking this Bearcat ice sculpture are newlyweds Mariusz "Mario" Gornicki ('14) and Stephanie Sabeerin ('14) with Charlotte Hunag ('19) and Mario's younger brother, Jerzy Gornicki ('18). Mr. Gornicki is a treasury analyst at Two Sigma Investments, and Ms. Sabeerin works as a stewardship coordinator in Baruch's Office of College Advancement.

Brooklyn Bearcat Bride

In October 2018, Kristina Rios-Acevedo ('02) married Anthony Acevedo at Brooklyn Bridge Park, Pier 1, in what the alumna described as "a perfect New York wedding."

CLASSNOTES

conferences and events. It hosted its second annual Cannabis Private Investment Summit in February 2019, bringing together high-net-worth investors interested in the burgeoning industry. A recent graduate of Cornell Law School, **Michele Korkhov** ('15) was inspired to pursue her JD by Baruch Law Professor and Chair Valerie Watnick, herself a Cornell law graduate. Their relationship was the subject of an article in the Fall 2018 *Cornell Law Forum*.

Ben Stang (MPA '16) is the associate program officer at the Leona M. and Harry B. Helmsley Charitable Trust, which supports exceptional nonprofits focused on health. In February **Brian H. Fritsch** (MBA '17) married Eveline Chang in Beacon, NY. Fritsch is the executive director of High Achievement New York, an education policy and advocacy nonprofit. **Natania Carter** (MPA '18) became the director of operations at Atlanta CareerRise, a nonprofit that works in partnership with United Way of Greater Atlanta. On the last week of her Business Policy capstone course at Baruch, **Anika Hossain** ('18) received an offer from Jazz at Lincoln Center, where she currently works as a public relations and external communications assistant. **Grabiela Rosario** (MSEd '18) is an academic advisor and instructor at St. Francis College in Brooklyn, where she provides student-centered academic advising to undergraduates, primarily first-year and transfer students.

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IN MEMORIAM

- Leo B. Helzel '38
- Maynard I. Merel '40
- Lawrence Phillips '41
- Theodore S. Seligson '41
- Norman C. Obrow '42
- *Robert J. Peyser '43
- Ira Zippert '43
- *William Newman '47, LLD-Hon. '97
- William Farber '48
- Arthur Stern '48
- Nelson Ellentuck '49
- Roger L. Greene '49
- Gerald M. Lotenberg '49
- Ellen S. Silbowitz '49
- Helen L. (Silverman) Rosenberg '50
- Lloyd Small '50
- Robert L. Spatz '50
- Martin Weiss MBA '50
- Phyllis (Rosenbach) Oper '51
- Marvin S. Peretz '51
- James E. Skahill MBA '51
- John J. Mittel '52
- Dexter Neadle '53, MBA '61
- I. Robert Parket '53, MBA '64
- Shepard Bennett '54
- Irwin Math '54
- William H. Blum '55
- Miguel A. Cruz '55
- Terrence M. Farley '55
- Bernard I. Schwartz '55
- George M. Friedman '56, MBA '62
- Gunleif Jacobsen '56
- *Samuel S. Perelson '56
- Larry L. Austin '57
- *Barbara A. (Friedman) Yospe '57
- Joseph E. Madigan '58
- Joel J. Finer '59
- Herbert Goro '59
- Robert T. Smith '59
- Laura P. Glassman '60
- Peter Mantione '60, MBA '65
- *Arnold Rimm '60, MBA '62
- Stephen P. Weil '64
- Anthony J. Rigono '65, MBA '75
- Ernest H. Mukamal '68
- Bernard M. Sencer MBA '68
- Joseph D. Flannigan MBA '71
- William E. Trieste MBA '71
- Norma I. Connor '73
- Francis P. Fanning '76
- John W. Lee '76
- Frank J. Artusa '78
- Lawrence Clare '78
- Mary E. (Prunty) LaPann MBA '83
- Eugene P. O'Byrne '83
- Patricia N. (Levine) Severson MBA '84
- Joseph T. Tobias '86
- Douglas A. Carucci '88
- George A. Lee '93
- Robert H. Shullich MBA '93
- Anne J. Hofmann MPA '94
- Karen E. Faulding-Sorlie MSEd '97
- Lorice Habib '03
- Paul B. Welykoridko MBA '03
- Sookhwa A. Kim '04
- Daniel Avinari '13

**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 David Shanton at 646-660-6065 or david.shanton@baruch.cuny.edu to learn more.

Remembering Bill Newman ('47)

The Man Behind Baruch's Renaissance

When class of 1947 alumnus William Newman made a \$5 million gift to his alma mater in 1993, its impact was immediate and seismic. At the time, it was the second-largest gift ever received by The City University of New York (CUNY), surpassed only by the 1965 bequest from the College's namesake, Bernard M. Baruch.

It was also symbolic. In the early nineties, CUNY was devastated by budget cuts and beleaguered by hostile press. Mr. Newman's gift changed the narrative overnight. Major news outlets covered the story, and the entire Baruch community felt a renewed sense of optimism and belonging. The gift, which clearly demonstrated the alumnus's respect for and confidence in Baruch students and the College's mission, was a ringing endorsement of public higher education.

Recalling that moment, Lawrence Zicklin ('57, LHD-Hon. '99), Zicklin School of Business namesake and benefactor, calls his friend a "voice in the wilderness" and a "visionary," adding, "Bill understood that this school is a beacon for so many who are poor, first generation, or of immigrant status."

Newman's reasons for giving to Baruch were simple: gratitude for the fine education he and his family had received (his parents and older brother attended what was then City College School of Business and Civic Administration) as well as a desire to help the next generation. Over the years and during the course of many transformational gifts—among them, the Steven L. Newman Real Estate Institute and Steven L. Newman Hall, both named to honor his late son; the William Newman Department of Real Estate;

"There are few things more important to our nation than the education of our young people. That is why I am pleased to return, in part, the great gift of education that members of my family received from this wonderful school."

*—Bill Newman
(1926–2019)*

and perhaps most spectacularly, the William and Anita Newman Vertical Campus (NVC), the College's academic hub—those reasons never changed.

Bill Newman enrolled at Baruch at age 15, interrupting his accountancy studies two years later to serve in the Navy during WWII. When he graduated and joined his father's accounting firm, his true business talents emerged. He built the firm into one of the nation's largest real estate corporations. As founder, CEO, and chairman of New Plan

Excel Realty Trust, Inc., he was awarded the *Wall Street Transcript's* gold, silver, and bronze medals for national leadership in the real estate industry.

Newman set out to improve the campus and students' lives with the same foresight and vision he had used to grow his father's business. His commitment to giving back was recognized by both the CUNY Board of Trustees, which in 1994 voted to name Baruch's new library the William and Anita Newman Library in honor of the alumnus and his wife, and the College, which awarded him an honorary doctoral degree in 1997 and the President's Medal in 2012.

For Irwin Engelman ('55, LLD-Hon. '00), longtime Baruch College Fund (BCF) trustee and friend, Newman remains the inspiration and backbone of the BCF renaissance. "Bill Newman's major gifts set a high standard that other donors were motivated to emulate. He was the BCF." In excess of \$40 million, the Newmans' generosity represents one of the largest philanthropic legacies to any college in the CUNY system.

Says College President Mitchel B. Wallerstein, PhD, "The Newman name, like that of our namesake, Bernard Baruch, has become synonymous with this institution. Everywhere that it graces our campus buildings and programs, it honors a generous and visionary alumnus with an unflagging belief in higher education as the catalyst for social mobility and the American dream." President Wallerstein adds, "William Newman set the example for private philanthropy to a public institution, and in doing so, he helped to chart a course that has enabled Baruch to excel."



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This keepsake, showing both the historic Field Building at 17 Lexington Avenue (fondly known as 17 Lex) and the Newman Vertical Campus (NVC), was designed by Bryan Britt ('16), in collaboration with the MakerHub, Baruch's resident makerspace for technology, design, and entrepreneurship.

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