Top of Our Game
Money Magazine Ranks Baruch #1 Best Public College

NEW STUDENT CENTER IN SIGHT

NIGHT MOVES
Tales of Baruch’s Evening Session
As we approach the holidays and the New Year, there is great news to share from around the College that we all can celebrate. As the magazine’s cover suggests, Baruch keeps receiving #1 rankings, including just recently two such distinctions for the social mobility of our students.

Baruch earned top honors, out of more than 1,300 colleges nationwide, from CollegeNET, and The Chronicle of Higher Education determined that Baruch was best among four-year public institutions for social mobility in the U.S. See more on page 2.

We just celebrated the one-year anniversary of the newly endowed Austin W. Marxe School of Public and International Affairs. Since receiving the $30 million landmark gift from Austin W. Marxe (’65), we have welcomed the inaugural class of Master of International Affairs candidates (see page 4). In addition, the Marxe School launched the Marxe Issues Public Policy Breakfast series, which offers well-curated panel discussions on pressing topics of the day, and has begun to provide scholarships for students and grants for faculty research—all made possible by Austin Marxe’s generosity.

This fall the Zicklin School of Business has reimagined and globalized its Executive MS (EMS) degrees in marketing and finance. Programs are offered in a flexible, modular format in New York City; Mumbai, India; and soon, in São Paolo, Brazil. Students collaborate virtually with their overseas peers and can take courses in the sister locations. Visit baruch.cuny.edu/Zicklin/modular-ms for more information.

The George and Mildred Weissman School of Arts and Sciences is also developing its international networks, as Dean Aldemaro Romero Jr. assumes a position on the board of directors of the International Council of Fine Arts Deans (ICFAD). An ICFAD member since 2009, Dean Romero is also chair of its Diversity and Inclusion Committee.

Our campus and facilities likewise continue to be developed and modernized. We broke ground during the summer on the long-awaited renovation of the Lawrence and Eris Field Building at 17 Lexington Avenue, the original location of Baruch College. We are also making good progress on the new Allen G. and Mary E. Aaronson Student Center (see page 2) and on the construction of Clivner-Field Plaza on 25th Street. Alumni purchased pavers to engrave with special sentiments, which helped the College raise more than $1.1 million in additional funds for the construction of the plaza, making this the first “public-private partnership” for the development of a plaza in the city’s history. Thanks to all who made our paver campaign an extraordinary success.

As much as Baruch continues to evolve, we remain true to our mission—namely, to provide an excellent education at an affordable price to the most diverse student population in the country. In that spirit, this fall I joined New York City Mayor Bill de Blasio, Council Speaker Melissa Mark-Viverito (MPA ’95), and other city leaders at a press conference on the steps of City Hall to express support for those affected by the federal order to end the Deferred Action for Childhood Arrivals (DACA) program. Baruch’s campus is and always will be deeply enriched by the extraordinary diversity of our students, faculty, and staff, and we will continue to do our utmost to protect the privacy and educational opportunity of all our students.

I am pleased to end the calendar year on such a high note. The Baruch community looks forward to learning your good news, both at alumni events worldwide and in the pages of this magazine, and I extend my best wishes for the upcoming holiday season and 2018.

Sincerely,
MITCHEL B. WALLERSTEIN
President, Baruch College
IN THIS ISSUE

6 | FEATURE STORY
Night Moves:
Tales of Baruch’s Evening Session

Every college student pulls at least a few all-nighters. But imagine four or more full years of them! Burning the candle at both ends—juggling coursework, full-time jobs, and family commitments—was the norm for generations of Evening Session students determined to earn a college degree. Read how this group represents the hardworking, striving Baruch student, and learn how Evening Session, which emphasized career advancement and networking, created the blueprint for Baruch College today.

3 | SCHOLARSHIP UPDATE
More Than $21 Million Raised:
Campaign Sets Record

Baruch College’s first dedicated scholarship campaign—named “Be in the Life-Changing Business”—successfully closed this fall having raised more than $21 million. Gifts from 1,297 individuals will make scholarship assistance possible for 300 additional students. Shown: Scholarship students helped celebrate the campaign at the 17 Lex Society reception on Oct. 26.

13 | ALUMNI SPOTLIGHT
Hiba Sharief (’01) Earns “40 Under 40” Recognition

Silicon Valley Business Journal recently named Hiba Sharief to its “40 Under 40” list of the “best and brightest.” Read why this Zicklin alumna, vice president of information technology at Oportun, a mission-driven financial services company, says, “My entire Baruch experience got me where I am today.”

ALSO INSIDE

4 | NEWS & NOTES
U.N. Ambassador Hahn Choonghee offered insights into the geopolitics of the Korean Peninsula and East Asia as guest of the third Marxe Issues Public Policy Breakfast.

12 | CLASS NOTES
Entrepreneur Jason Wenig (MBA ’94) goes full-throttle with Creative Workshop, his award-winning, Florida-based car restoration shop.

ON THE COVER: General euphoria followed Baruch College’s top marks in Money magazine’s Best Colleges for Your Money 2017. Baruch ranked first in the country among “Best Public Colleges” and second overall among 711 schools nationwide, just behind Princeton. To arrive at its rankings, Money focused on graduates’ success, with a key factor being social mobility (i.e., how effective each college is at propelling low-income students into the middle class and beyond). Full story on page 2. Cover photo of Kenneth Li (’18) courtesy of The Lexicon.
Baruch Named #1
Superior Education at an Affordable Price

Last summer couldn’t have been brighter for Baruch College. In July Money magazine ranked Baruch #1 among the “Best Public Colleges” and #2 for “Best Colleges for Your Money,” behind Princeton University, in its analysis of 711 schools across the country.

Money’s 2017–18 rankings put Baruch ahead of such schools as Stanford, Harvard, Columbia, and MIT. Money weighted three factors most heavily—quality of education, affordability, and outcomes—to determine colleges that “provide a boost in the job market and offer graduates the best odds of real-world success.” Low student debt also tipped the scales in Baruch’s favor.

The College also earned more first-place rankings in the fall. In September U.S. News & World Report’s 2018 annual survey not only ranked the College #5 among “Top Public Schools” and #20 overall for “Regional Universities in the North” but #1 “Most Selective School” among public schools and #1 for “Freshmen in Top 25% of High School Class.” USN&WR’s annual survey assesses more than 1,800 colleges and universities throughout the U.S.

“Our reputation grows every year, because the College has stayed true to its mission of investing in students who work hard and experience academic success but whose opportunities may be limited for financial reasons,” said Baruch College President Mitchel B. Wallerstein, PhD. “Our alumni go on to do great things because they were offered the chance to try.”

A New Lease on Student Life

The future Allen G. and Mary E. Aaronson Student Center took a major step forward as Baruch College signed a 15-year lease agreement (with an option to renew for an additional 15 years) with the U.S. Post Office for space in its historic building on 23rd Street, between Lexington and Third Avenues, the heart of Baruch’s campus.

Now, with the help of an architect, the College is transforming the rough, unfinished 6,486-square-foot space with the goal of opening the center in 2020. Students will enter the Aaronson Center on the south side of 24th Street, across from the main Newman Vertical Campus (NVC) entrance. The center will offer designated meeting spaces for Baruch’s more than 160 student clubs and organizations. Currently clubs share limited space on the second floor of the NVC.

The new student center is made possible by a generous gift from the late Allen G. Aaronson (’48), who, though he supported a variety of initiatives—he endowed the Allen G. Aaronson Department of Marketing and International Business in 2011—was foremost determined to support student activities. As a student, he held leadership roles on, among others, the Interclub Board and Student Council and deemed those “experiences key to my maturation and educational development, serving me well for the rest of my life.”

“Allen is a powerful example,” said Art King, vice president for student affairs and dean of students. “Before he passed away in 2016 at the age of 90, he saw Baruch’s students rally around his vision. Since 2011, they have ‘taxed’ themselves an additional fee to help fund the new center.” He added, “The students are excited to see the center become a hub of activity and engagement. What a great day it will be for Baruch when the Aaronson Student Center opens.”
WINDY CITY WINNERS
UCHICAGO TRADING VICTORY CAPS WINNING YEAR

The College’s trading talents were on display as a team of four Baruch students—Jaime Abbariao ('17), Bell Chen ('17), and Yifan Hu ('19) from the Weissman School and Dmitriy Treyger ('17) from the Zicklin School—won first place in the fifth annual University of Chicago Midwest Trading Competition last spring. Teams competed in fast-paced simulated trading that challenged their technical and programming abilities.

The Baruchians bested 29 teams from such top-tier schools as Columbia, Dartmouth, MIT, and Princeton. The all-day event, held late in the spring semester, is the nation’s premier algorithmic trading competition.

“Our undergraduate students know by now that they are second to none in the country in terms of trading talent and ability. Everyone regards them as the odds-on favorites whenever they compete and treats them accordingly,” said Dan Stefanica, PhD, professor of mathematics and co-director of Baruch’s Master of Financial Engineering (MFE) program, the top program of its kind in the country.

The first-place finish at the University of Chicago competition was the latest in a string of Baruch victories at trading competitions during the 2016–17 academic year. College teams placed first at the Rotman International Trading Competition (achieving the third-highest all-time score in its history) and took home first, second, and third places at Traders@MIT.

Campaign Ends, But Impact Just Beginning
$21 MILLION FOR BARUCH STUDENTS

From conception to phenomenal finish, Baruch’s 17-month scholarship campaign has been an endeavor marked by great generosity and good fortune.

Gifts to Baruch’s “Be in the Life-Changing Business” fundraising campaign resulted in a 24 percent increase in the number of students who will receive private scholarships. The $15 million campaign, launched in spring 2016, closed in September having exceeded its ambitious goal by $6 million, for a total of more than $21 million in gifts, including 121 donors who established 89 new scholarships.

Success began at inception, with a campaign slogan with one impressive pedigree. The on-brand “Be in the Life-Changing Business” was the brainchild of ad agency powerhouse McCann, known for creating some of the most iconic advertising of the last century.

Michael Roth ('67), chairman and CEO of Interpublic Group, one of the world’s largest organizations of advertising and marketing services companies, secured McCann’s expertise pro bono for Baruch.

The campaign was fortunate in its chair as well. Jay Berman ('59) signed on, motivated to give back to the college that gave him so much. “My Baruch education opened my eyes to the world, to possibilities I could not have imagined growing up in Brooklyn,” he said.

Also leading the charge was Max Berger ('68), president of the Baruch College Fund. Earlier this year, he introduced the Match Max Challenge, his pledge to double the impact of any new $25,000-plus scholarship endowment by matching the payout for a period of five years. “Even though Baruch’s tuition is low—$6,530 per year—it is still out of reach for many of our students. That is why scholarships are so important,” explained Mr. Berger.

To the generations of scholarship students past, present, and future, Mr. Berman exhorts, “Succeed. Pay it forward. Help those who follow you. Be a proud alum. There is a lot to be proud of here at Baruch.”

A GIFT TO BARUCH CHANGES LIVES.
Visit baruch.cuny.edu/donate to learn more.
For the past two years, Baruch’s Austin W. Marxe School of Public and International Affairs shaped and honed a new degree program for a new generation of globally oriented students, committed to responsible international leadership across the public, private, and nonprofit sectors. This fall the Marxe School welcomed the program’s inaugural class: 43 students in pursuit of the Master of International Affairs (MIA) degree.

These MIA “pioneers” see themselves as change agents, bringing passion plus, in many cases, years of professional experience to the Marxe classroom. Enrollees come from such well-known organizations, global businesses, and government entities as UNICEF, the Peace Corps, the NYC Council, JPMorgan Chase, and the NYS Department of Education.

To accommodate the inaugural class—23 are studying full time and 20 part time—classes are offered in the day and evening and in multiple formats: traditional classroom, hybrid, and fully online.

Drawing on the most current research and interdisciplinary approaches to international affairs education, the MIA program was developed in consultation with faculty from all three of Baruch’s schools. MIA candidates are required to master rigorous coursework in international economics, global communication, budgeting, policy analysis, and quantitative and qualitative methods.

Like all Baruch students, members of the first MIA class benefit from Baruch’s diverse and global student body as well as from the College’s location in New York City, which MIA faculty member Stephanie R. Golob, PhD, associate professor of political science in the George and Mildred Weissman School of Arts and Sciences, aptly characterizes as “the city where all international trends converge.”

The latest in the Marxe School’s roster of graduate-level programs, which also includes the Master of Public Administration (MPA) and Executive MPA (EMPA), the MIA is emblematic of the school’s deepening commitment to international engagement. “Our MIA students are passionate about learning and passionate about leadership,” says Marxe Faculty Director of the MIA Program Carla Anne Robbins, PhD. “I can’t imagine a better group to take on the many challenges of our globalizing world.”

“How to Solve the North Korea Conundrum?” was the timely topic of the third Marxe Issues Public Policy Breakfast, at which nuclear proliferation expert Hahn Choonghee, ambassador and deputy permanent representative of the Republic of Korea to the U.N., offered context for understanding North Korea’s leadership and its current course. Of the South Korean people’s response to the escalating tensions, he noted, “We are watching closely, of course, but maybe we are more used to it. We know the calculus and tactics of North Korea quite well.” Among the ambassador’s most startling statements, given the current situation, was his prediction of a unified Korean Peninsula. The fall breakfast forum is one of the many Marxe School initiatives that bring local and international thought leaders to campus.

Qing Hu, PhD, associate dean of academic initiatives and innovation at the Zicklin School of Business, ranks among the world’s top 100 management information systems scholars, as quantified by the Google Scholar h-index. This highly regard index measures the impact of scholarly publications based on citations and provides a way for scientists, scholars, and authors to gauge the visibility and influence of their work.

Dr. Hu’s study “Why Computer Talents Become Computer Hackers,” published in 2013 in Communications of the ACM, has been downloaded more than 16,500 times. Another article, coauthored and published in the same journal in 2011, “Does Deterrence Work in Reducing Information Security Policy Abuse by Employees?” has been downloaded nearly 19,000 times. A leading scholar of behavioral cybersecurity research, Dr. Hu has published more than 130 research articles in refereed journals, conference proceedings, and books.

His expertise is critical to the Zicklin School, which has prioritized the development of cybersecurity programming at both the undergraduate and graduate levels.

“How to Solve the North Korea Conundrum?” is no longer the measure of a top academic influencer,” says H. Fenwick Huss, PhD, Willem Kooyker Dean of the Zicklin School. “Just reading the headlines confirms the importance of this ‘hack-breaking’ research. We are indeed proud to have Dr. Hu as one of our academic leaders.”
3 SCHOOLS, 1 QUEST
CLIMATE CHALLENGES IN FOCUS

Successfully combating the threat of climate change will require the partnership of experts from virtually every business, nonprofit, and academic discipline. From distinguished professors to dedicated centers, institutes, and special events, Baruch answers the call to action.

Working together for symbiotic solutions was the goal of this fall’s Robert Zicklin Center for Corporate Integrity panel discussion “Cooperating for Climate Resilience: Learning to Play in the Sandbox,” part of Climate Week NYC 2017. The event brought together a diverse group of stakeholders and professionals focused on corporate responsibility and sustainability to elicit a better understanding of everyone’s needs and the incentives that will motivate them. Panelists hailed from IBM, the CUNY Advanced Science Research Center, Columbia’s Urban Design Lab, and West Point’s Department of Geography & Environmental Engineering.

Baruch faculty are also garnering awards for pursuing important avenues in climate change research. Deborah Balk, PhD, professor of sociology, public health, and economics in the Marxe School of Public and International Affairs, studies climate-related vulnerability in the 21st century and the roles that urbanization, migration, poverty, and population distribution play. She is a recent recipient of an Andrew Carnegie Fellowship, one of an esteemed group of 33 selected from nearly 200 nominations; the fellowship’s $200,000 award is funding her interdisciplinary research. Dr. Balk is also the associate director of the CUNY Institute for Demographic Research, housed at Baruch and part of a CUNY-wide initiative.

David Gruber, PhD, professor of biology and environmental science at the Weissman School of Arts and Sciences, has a strong focus on ecological research. In 2017 he won a fellowship to the Radcliffe Institute of Advanced Study at Harvard—one of 50 awarded each year to scholars and artists who can create and share “transformative ideas across the arts, humanities, sciences, and social sciences.” He is inspired by sustainable businesses that give back to the environment, predicting that “those approaches will ultimately be the future.” An expert in marine microbial biology, Dr. Gruber will explore the numerous connections of humans to marine creatures. So far, he says, man’s interaction with the natural world has been “largely parasitic. We can learn a lot from the example of other successful, symbiotic species like coral reefs.”

Of these and other activities throughout the College, Provost and Senior Vice President for Academic Affairs David Christy, PhD, says, “Baruch College takes seriously its role as a think tank. Ours is a community based on learning, discussion, discovery, and idea exchange.”

On the Brooklyn Beat

Housing, jobs, immigration, education, zoning/rezoning, displacement, and gentrification were among the pressing topics Baruch students wanted to know more about during the inaugural Roz Bernstein Reporting Day. In September faculty members Emily Johnson and Gisele Regatao, both of the Department of Journalism and the Writing Professions, led a group of students to Sunset Park, Brooklyn, where they honed their journalism skills in meetings with Jeremy Laufer, district manager of Community Board 7, and Lupita González, program director of not-for-profit Mixteca. The group also toured NARS (New York Art Residency and Studios).

The day’s namesake, Professor Emerita of Journalism Roslyn Bernstein, PhD (fifth from left), tagged along. Describing the students as “lively, thoughtful, deeply perceptive, and engaged,” Dr. Bernstein said, “I am truly grateful to my Baruch friends and colleagues for funding this tribute. But I am even more grateful to see the future of journalism at Baruch showcased and celebrated.”

Bernstein retired from Baruch in 2016 after more than 40 years of distinguished teaching. Her legacy includes Dollars & Sense and the Harman Writer-in-Residence Program, both of which she founded.
Kaye Foster (’89) can’t help but smile as she thinks back on her time at Baruch College. “Long days,” she laughs, “and longer nights.”

Ms. Foster’s experience was not unique. Like thousands of Baruch alumni, she attended the College’s Evening Session—a distinct, longstanding program that allowed students to work full time during the day while pursuing their degrees part or full time at night. In many ways, the Evening Session was a world unto itself, separate and distinct from Day Session, with its own faculty, staff, students, and activities.

“Maybe we bonded over our shared misery,” jokes Foster, an immigrant from Barbados who also served as president of the Evening Session Student Assembly (ESSA), the nighttime equivalent of the Day Session Student Government. She fondly recalls her busy days working as a manager at Donnelley Directories (which owned the Yellow Pages), then hustling across town to get to class at Baruch, grabbing food along the way.

“Baruch’s wonderful, supportive community taught us lessons well beyond the classroom,” she says.

Although Baruch has since discontinued separate daytime and nighttime sessions—now offering flexible schedules that enable students to take a variety of day, night, weekday, weekend, and online classes—the impact of Evening Session, with its hard-working, dedicated alumni and emphasis on mentorship and professional development, can still be felt today.
“There was something truly remarkable about Evening Session students who participated in activities,” recalls Ron Aaron, EdD, a longtime Baruch administrator who worked at the College for more than 40 years. According to Dr. Aaron, many of these student organizations boasted strong numbers despite meeting on Fridays, when classes were not even in session. “Remember, these were individuals who worked 40 hours a week, took classes all night, and still found time to get involved,” he says. “They made sure to get what they considered the ‘true’ college experience while still maintaining active careers, which is so admirable.”

A Vibrant Community

Industrious and driven, Evening Session students came from all walks of life: Some headed households, others lived at home, and many were immigrants striving to improve their families’ lives. Evening Session, however, was not strictly business: Its students created a dynamic community, with ESSA—the primary advocate and voice for Evening Session students—at the center of it all.

“There were between 15 and 30 members of ESSA at each meeting,” recalls Pamela Mitchell (’14), the governing body’s 1996 president. Although she did not finish her degree until 2014, Ms. Mitchell took most of her classes in the nineties as an Evening Session student and remembers those long days hustling from her job at Mellon Financial Services to Baruch, where she would meet with fellow ESSA members to debate Evening Session initiatives. Issues typically included funding for snacks (essential for night students with little time to eat), social events, networking opportunities, and allocating budgets for clubs.

Mitchell, who is currently pursuing a Master of Public Administration, credits her experience as ESSA president with helping to hone her leadership and organizational skills. “Let me tell you something,” she says, her voice rising with excitement. “Night session at Baruch was where it was at. We had a great group of students who wanted to get involved, and we made sure to have fun, too.”

A favorite memory is of her final day as ESSA president: “We presented a gospel concert—two combined choirs—right at Baruch, free of charge, with all the students stomping their feet, enjoying themselves.”

Decades earlier Jaime Weiss (’69) had his own eventful experiences during Evening Session, serving as business editor of The Reporter during some of the College’s most turbulent times, including its official separation from City College of New York in 1968. “I remember there were some good bars around campus,” recalls Mr. Weiss, who spent his days working at famed Decca Records, “but most students didn’t have enough money, or energy, to go after school. We’d go to class, work on The Reporter, then rush home to get a good night’s rest so we could do it all over again.”

Weiss, who went on to a successful career in real estate, says he has wonderful memories from Evening Session—including one of his favorite Reporter articles. “It wasn’t particularly scandalous,” he says, laughing, “but we covered a big blackout.” Besides being newsworthy, the event caused the cancellation of a test for which he felt unprepared. “It was a convenient blackout,” he jokes.
Jaime Weiss (‘69) recalls the juggling act necessary to be an Evening Session student. “We’d go to class, work on The Reporter, then rush home to get a good night’s rest so we could do it all over again.”

Echoing his sentiments, R. Emanuel Scott, Jr. (‘98) says, “Even though it was a lot of work, it’s an experience I wouldn’t have traded for anything.”

A Blueprint for Success
With its emphasis on networking and career advancement, Evening Session laid the foundation for today’s Baruch.

“Evening students were more career oriented, since many were already established in their jobs,” says Mark Spergel, PhD, a retired Baruch administrator who served as director of evening and graduate student services. “There was a real need to provide those particular students with additional professional development opportunities, and we worked hard to do that.”

The result, Dr. Spergel explains, was to create an official mentorship office within the College, which eventually turned into the Student Academic Consulting Center (SACC). Today, SACC is one of the most widely used resources on campus, providing students with both academic tutoring and professional development. “Evening Session was a special program, in many ways, ahead of its time,” he says with pride.

In 2001, with the opening of the William and Anita Newman Vertical Campus (NVC) at 55 Lexington Avenue, distinct Day and Evening Sessions came to an end. The Reporter ceased printing, and the ESSA and Day Session Student Councils merged into the Undergraduate Student Government.

Today Baruch’s buildings are packed and buzzing both day and night as the College serves its student population with a wealth
of undergraduate and graduate programs delivered in a range of formats. According to the Office of Institutional Research, 94 percent of this fall’s undergraduates were not classified as either ‘day’ or ‘night’ students.

“Evening Session may be a thing of the past, but its legacy is strong,” says Baruch College President Mitchel B. Wallerstein, PhD. “The College continues to address the needs and constraints of working-class, immigrant, and nontraditional students, many of whom must balance school and jobs.” Professional development and mentorship are emphasized through organizations like SACC, the Starr Career Development Center, and Executives on Campus. And the College’s campus life, with thriving student clubs, speaks to the passion Baruch students still have to create a community outside the classroom.

“I’d like to think we were trendsetters,” says Pamela Mitchell, who considers her Evening Session years some of the best of her life. “You look at Baruch today, and so many of its features were inspired by night school. I think we’re all proud to look back and see the impact we had.”

About Last Night...

Were you a night student at Baruch? The Evening Session was a fascinating program, but historical records of it are few and far between. We would love to learn more. Contact us at alumni@baruch.cuny.edu to share your story.

Night Moves Proved the Right Moves

The Evening and Day Sessions merged with the help of these initiatives, among others. Many trace their origin and/or inspiration to innovative night school-era programs and accommodations.

Academic Support

- The Student Academic Consulting Center supports undergraduates with in-person and online tutorial services as well as instructional videos and software. Hours of operation include four weekdays to 8 pm and Saturdays from 10 am to 4 pm.

- The Newman Library is open 7 am to 12 midnight, seven days a week, and continuously during exam weeks. Ask-a-Librarian also offers phone and 24/7 email support.

Career Support

- The Starr Career Development Center helps students clarify academic and career goals, establish career plans, and develop job-search skills. The center operates until 7 pm three weekdays. Many resources are available online.

- Executives on Campus, a volunteer- and alumni-supported network, bridges college and professional life with mentorships and a roster of career development events.

Technology Changes the Picture

- Augmenting traditional classes are fully online and hybrid (half face-to-face, half online) courses. Schedule easing, these classes bring new technologies to the classroom and increase opportunities for experiential and global learning.

- Web-conferencing offers an easy way to hold online office hours and conduct a remote session. Options include Blackboard Collaborate, Google Hangouts, and Skype.

- CUNYfirst, the university’s enterprise system, improves students’ experiences with registration, financial aid, advisement, placement testing, billing, and records.

HOLD THE PRESSES: Established in 1922, The Reporter was CUNY’s longest-running evening-edition newspaper. Shown here are two memorable front pages. Editors humorously peer into a crystal ball to spy a new Baruch building on a verdant 34th Street campus for the April Fool’s Day 1957 issue. On a more serious note, the 23 October 1967 edition features news of Baruch’s hard-won independence. The College’s archivists plan to digitize Baruch’s Reporter collection, making issues from 1941 through 2000 viewable online.
50s | At a party with dozens of friends and three generations of his family, Miguel Cruz ('55) celebrated his 106th birthday. Cruz is CUNY’s and Baruch’s oldest alumnus. Frederick Harrison ('55), author of seven Intelligence Community Series novels, has produced his first collection of short stories, Hiding in Theaters and Other Stories (2017), which also includes the title novella.

70s | Warren Alexander ('72) (right) authored Cousin’s Club (Create Space, 2017). Set in 1950s Brooklyn, the satirical novel tells the story of “the least successful Jewish family in America” as its matriarch attempts to shape her next-born grandchild into a genius. Howard N. Glasser ('72) (top right) is creator of the Nurtured Heart Approach, a therapeutic method for working with challenging children. The alumnus not only teaches his method at the University of Arizona but recently published his 10th book on the subject, Transforming the Intense Child (Nurtured Heart Publications, 2017). This summer George Freudenstein ('77) was featured in The Jerusalem Post. After a long career as a financial professional, Freudenstein retired.

A Mason Hall Memory: When the Count Held Court

They performed their unique style of blues and jazz for kings, queens, and heads of state. And, on Friday, Nov. 20, 1981, Count Basie and His Orchestra played to a packed house of Baruch students in the College’s 17 Lexington Avenue auditorium, today’s Mason Hall. Opening with “Sweet Georgia Brown” and “Shiny Stockings,” the swing band’s 21-song set included such favorites as “Warm Breeze,” “April in Paris,” “On the Street Where You Live,” and “Jada,” one of the oldest songs in the Basie repertoire. “Every Day I Have the Blues” inspired a clap-along from the audience, and Basie’s signature “One O’Clock Jump” brought the concert to a rousing close.

William James “Count” Basie (1904–84) is considered one of the greatest band leaders of all time. Born in New Jersey, he studied piano at a young age and by his early thirties led his first band. That band’s first album, recorded in 1937, achieved international acclaim and established Basie’s trademark of simple, effective piano backed by individual soloists.

“A masterful, rhythm-charged night of music” is how Ticker reporter Damian Begley, writing for the student newspaper, described the performance (“Crowd Sways to the Sounds of Count Basie and Band”). “The count proved that he is the most explosive force in jazz today,” Mr. Begley stated, adding, “Basie and Baruch—a beautiful blend.”

For More Blasts from Your Past
Check out the Newman Library digital archive of The Ticker, Baruch College’s student newspaper published continuously since 1932, at ticker.baruch.cuny.edu.
in 2008 and now enjoys artistic endeavors, including watercolor painting and music production.

80s

Peter Gomori (MBA ’80) retired after 34 years as a professor in the Department of Management and Information Technology at St. Francis College in Brooklyn. Real estate broker Helen Keit (MBA ’80) was selected as a Distinguished Real Estate Professional by the Expert Network. She currently works for Keller Williams Realty Landmark. John F. Raspante (’81) joined CPA Protector Plan as director of risk management. In this role, he assists in minimizing professional liability exposures and claims mitigation. Michael S. Day (’83) was appointed to the board of directors of Somos, Inc., a database-administration services company that supports the telecommunications industry. James Lam (’83) (below) was included on the 2017 National Association of Corporate Directors “Directorship 100,” an annual list recognizing the most influential boardroom leaders. He is the president of consulting firm James Lam & Associates and serves on E*TRADE Financial’s board of directors. In June Michael J. Mazzei (’83) retired as president of Ladder Capital. His decades-long career included positions at Bank of America Merrill Lynch, Barclays Capital, and Lehman Brothers. Stephen K. Oduro (’83) was appointed managing director of SIC Insurance. Michael R. Kopf (’84) was featured in the West Side Spirit, the local paper for Manhattan’s Upper West Side. He owns Midtown Lumber, a family business in NYC. Michael J. Frankel (’85) joined Hilltop Securities, Inc.’s Capital Markets trading team in NYC. He has more than 30 years’ experience in the

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Evan Kent (MPA ’84) Pulls All the Right Strings

Evan Kent is no dummy—although he has been known to use one on stage from time to time. Four years ago, he fulfilled a lifelong dream by moving to Jerusalem, where he teaches cantorial studies at Hebrew Union College and performs as an actor and puppeteer in local theater.

“Music in any religious venue has a great impact on people’s lives,” says Mr. Kent, who served as cantor for 25 years at Temple Isaiah in Los Angeles. “That’s what attracted me to my line of work, but I’ve always had the bug to do something more theatrical, too. Moving to Jerusalem gave me the freedom to try that.”

Outside of his day job as a professor, Kent has performed in a number of musicals in Jerusalem, including Guys and Dolls, Next to Normal, Singin’ in the Rain, and Avenue Q. This foray into theater inspired him to write a one-man puppet show entitled Shards: Putting the Pieces Together, in which he compares his grandparents’ immigration from Russia to the U.S. with his own personal journey to Israel. “A year after I moved here, the 2014 Gaza War started,” Kent explains. “So I wanted to examine why I chose to live in a part of the world that is so contentious, while also exploring my roots.”

Growing up on Long Island, the alumnus never imagined he’d wind up where he is today. After graduating with his MPA from Baruch in the 1980s, Kent hoped to work in arts administration, but jobs were scarce. He bounced around for a few years in various administrative roles before experiencing what he calls an “epiphany,” ultimately pursuing cantorial school.

“Just because you set out on one path in life doesn’t mean you’ll always have to go in that direction,” he says. “We have many different talents, and they all deserve exploration.”

—GREGORY M. LEPORATI

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industry. Thomas L. Baney (’86) married Joseph Aloi, Jr., in August. Baney is director of information technology at Zoetis Inc. FluidEdge Consulting, a healthcare management and IT consulting marketing firm, named Edwin Vaughan (MBA ’88) vice president of its Provider Practice.

90s | Erick Garces (’90) recently joined Haitong Securities USA as managing director. He has held similar roles at Oppenheimer, Jefferies, Morgan Stanley, and AIG. As keynote speaker at the Zicklin School’s Beta Gamma Sigma 2017 induction ceremony, Garces

The Art of the Wheel
JASON WENIG’S ROAD TO SUCCESS

Car engines roar, and power drills hum. “Bear with me,” says Jason Wenig (MBA ’94), owner of Creative Workshop. “It’s about to get loud in here.”

Noisy days are the norm at Creative Workshop, a nationally recognized, full-service car restoration shop located in a 12,000-square-foot facility in Dania, Florida. Founded in 2002, the company has made its reputation by tackling projects that go well beyond the typical scope of car restoration, performing what the alumnus refers to as “forensic restoration” (i.e., the preservation of rare and exotic cars). Forensic projects include prototypes, etceterini (handmade Italian race cars), and historic vehicles, a workload that keeps Mr. Wenig and his 12-man team on their game, working on as many as 24 projects at a time.

Wenig defines himself as more artist than mechanic, explaining, “Imagine instead that I’m an art historian asked to restore a long-lost Picasso before it hangs in the Louvre. That gives you a better sense of what we do.”

Born and raised in New York, Wenig always considered himself a “gearhead” but never dreamed he would work with cars for a living. When he earned his MBA in marketing from Baruch, he set out on a decade-long career in advertising, working at such established firms as Backer Spielvogel Bates and Ogilvy & Mather during the infancy of the Internet age—“an exhausting time,” he recalls.

The experience wore on Wenig, so he decided to shift gears into a marketing role for a small startup that sold car parts. Although the venture ultimately failed, it gave him a taste for entrepreneurship and made him realize he wanted to further pursue his passion for cars. So he and his then-girlfriend (now wife) spent four months creating a business plan for Creative Workshop and took that plan to investors.

Wenig sees the roots of his flair for entrepreneurship in his Baruch MBA. “My accounting class used to give me nightmares,” he jokes. “But it taught me that you simply have to find a way to succeed—you can’t accept failure.”

—GREGORY M. LEPORATI
iba Sharief ('01) has always aimed high. The Sudan native enrolled in Baruch at a precocious 16 years old—and her first class was Advanced Calculus. “I was so intimidated,” she recalls, laughing, “surrounded by math majors who were so smart and intense.” As it turned out, Ms. Sharief was up to the challenge. She graduated summa cum laude with a BBA in computer information systems and finance. Today the alumna serves as vice president of information technology at Oportun, a Silicon Valley–based financial technology company that provides affordable loans to individuals with little or no credit. In her role, she oversees the building and maintenance of the software and applications that keep the company running.

“The only other options available to many of our customers are predatory loans,” she explains. “It’s rewarding to go to work each day and know we are truly changing lives, allowing individuals to make a better future.”

Her accomplishments haven’t gone unnoticed. Silicon Valley Business Journal recently named her to its “40 Under 40” list of the “best and brightest” in the Bay Area, and software company MongoDB nominated her for Female Innovator of the Year.

“Baruch played a major role in my success,” says the alumna, whose combined focus on business and technology prepared her well for the innovative and fast-growing financial technology industry in which she currently works. As a student, she also participated in a wide range of extracurriculars, including Business Technology Professionals (which she co-founded), Peers for Careers, Table Tennis Club, the Kung Fu Association, and intercollegiate women’s basketball—all while working 40 hours a week.

After graduating Ms. Sharief worked at Lehman Brothers before pursuing consulting roles with Accenture, EMC, and Slalom. She has worked in more than 20 countries and currently lives in the San Francisco Bay Area, where she is active in humanitarian organizations and advocates to increase the number of women in technology.

“I don’t see myself leaving the Bay Area anytime soon,” she says. “It’s amazing to be surrounded by such talent.”

—GREGORY M. LEPORATI

helped welcome a new class to the elite international business honors society. Commercial real estate company Voltari Corporation named Peter A. Kaouris ('90) its chief accounting officer. He previously worked as a consultant and for O’Connor Capital Partners and Ernst & Young LLP, among others. Andre L. Hall ('92) was promoted to assistant vice president and general counsel for World Omni Financial Corp., a subsidiary of JMJ Family, an automotive company. Last year Rolande S. Pryce ('92) became the portfolio and operations manager for the World Bank’s Indonesia office, the organization’s largest outside its Washington, D.C., headquarters. She previously worked for more than 10 years in the Jamaican government. Angelo Odore ('93) was appointed firm business development director at Fortis Lux Financial. He has 25 years’ experience in the financial field. Gannett Fleming Engineers and Architects, PC, named Nicholas G. Dandolos (MBA '95) vice president and area manager of construction services. Stefan Contorno ('96) recently became the financial commentator for CBS WINK News, which serves the southwest Florida area. Contorno is a senior partner with UBS Financial Services’ Findley Wise Wealth Management Team, which Barron’s recently honored as one of the top practices in the nation. Linda M. Ferrara ('96) teaches communications, keyboarding, records and database management, and software classes at Tidewater Community College. Richard Paul ('97), a partner in the New Jersey audit practice of Deloitte & Touche LLP and a committee chair at the American Institute of Certified Public Accountants, was named to the Baruch College Fund Board of Trustees. In August Antoine J. Allen (MPA '98) became provost of Delaware State University, overseeing 21 academic departments and a 212-member faculty.

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Sunnyville Stories is a small-press comic about a very big world, and it’s all from the imagination of Mark Wiesner (’03), who publishes under the pseudonym Max West. There are currently three trade paperback collections of Sunnyville Stories, telling the funny and heartwarming tales of an anthropomorphic teenage cat named Rusty as he moves from a big city to the remote village of Sunnyville.

Mr. Wiesner, a Queens native, partly based Sunnyville Stories on his own experience as a child moving from New York City to North Carolina. The alumnus, who majored in journalism and creative writing, credits his time at Baruch with helping to fine-tune his storytelling. Says Wiesner, “The education in writing and all kinds of literature gave me amazing skills that I used to put together my comics world.”

Wiesner’s comics are hand-drawn, as he prefers to illustrate with nib pens, dipped in ink, and with brushes. He uses a computer only on occasion to retouch select images. A fourth collection of his work will be released in early 2018.

00s

Kimberly S. O’Neil (MPA ’00) received the 2017 Minority Business Leader Award from the Dallas Business Journal. She is the founder of Cause Studio, a North Texas–based nonprofit, and also serves as community relations commissioner of the city of Plano, Tex. Fairfield County Business Journal named Angela Medina (MPA ’03) to its “40 Under 40” list of top executives. She is director of domestic violence programs and grant development at Family ReEntry, a Bridgeport, Conn.–based nonprofit. After spending two years as a Peace Corps volunteer in China, Rhonda C. Henderson (MPA ’04) is now a manager in the USDA Forest Service in North Carolina. The alumna purchased a paver in Baruch’s Clivner-Field Plaza to commemorate her and her son, Derrick—both proud MPA alumni. Warren E. Haynes (MSEd ’05) joined the University of Central Missouri (UCM) as director of UCM Lee’s Summit. In July Anusree Nair (’06) (right), a partner at Klasko Immigration Law Partners, LLP, participated at the 2017 San Francisco
EB-5 and Investment Immigration Convention. She moderated a panel entitled “India: EB-5’s New Frontier.” William A. Ramos (MPA ’06) joined the executive office of Washington, D.C., Mayor Muriel Bowser as deputy director of federal and regional affairs. He previously served in the Obama administration as director of intergovernmental affairs in the Office of the Secretary at the U.S. Department of Commerce. The Commercial Finance Association named Amna Mahmood (’07) to its “40 Under 40” list, recognizing the “movers and shakers who exemplify true excellence in their careers.” Mahmood is a director and underwriter manager at CIT group. After working with the CIA for the past three years, Christopher S. Cubitt (’08) moved from Washington, D.C., to Florida to begin a new job as employment services specialist for the city of Tampa. Leslie Ann Hunt (MBA ’08) (below) joined Baruch’s Weissman School of Arts and Sciences as the director of graduate programs. She has enjoyed an extensive career in higher education, including roles at Columbia University and Sarah Lawrence College, and previously worked as an actor in musical theater. Angela Mendolaro (MPA ’09) was named chief philanthropy officer at Valencia College. She previously served as vice president of development at Orlando Science Center in Florida.

10s | Keith D. Garcia (’10) (right) is assistant director for fraternity and sorority life at Northwestern University in Evanston, Ill. He previously served at the University of Minnesota as the primary advisor to its Panhellenic and Multicultural Greek Councils. Sara Ingram (MPA ’10) is director of disability affairs for homeless services at the NYC Department of Social Services. Carl Schmidt (MS ’10) was named to the Baruch College Fund’s Board of Trustees. He is founder, CEO, and head trader of Hydrus Capital LLC and previously served as a vice president at the Royal Bank of Scotland. Ben Guttmann (’11) (left), CEO of digital marketing agency Digital Natives Group and a Baruch adjunct professor since 2014, was among the panel of prominent entrepreneurs at the ninth annual Small Business Assistance Forum, a free event presented jointly by Baruch College and the Flatiron/23rd Street Partnership Business Improvement District. The National Wildlife Federation named Kamilah Martin (MPA ’11) to its “EcoLeaders Top 50 Inspirations” list, honoring young professionals making names for themselves in sustainability. Martin serves as associate director of the Jane Goodall Roots and Shoots Program. Leah Burke (EMPA ’13) joined nonprofit organization Keep America Beautiful as director of development. She previously worked at Albert Einstein College of Medicine as director of development, annual giving, and alumni relations. Tahesha Woodson (MPA ’13) is deputy director of New York State Lean, an initiative to make government more efficient and responsive. Yevgeniy Frankel (’14) was selected for an Excelsior Service Fellowship, an initiative that brings talented law professionals into government service. In September, Frankel began working for the Department of Financial Services in NYC, within its financial frauds and consumer protection division. Michael S. Silverman (MBA ’14) was named a 2017 “Rising Star” by the Business Council of Westchester. He serves as director of rehabilitation and wellness at Northern Westchester Hospital. Tsvetta Kaleynska (EMPA ’15) (right) is customer success director at Brandwatch, a software company. She is also an ambassador for Girls Leading Our World (GLOW) Association, a nonprofit that promotes the participation of young people in their communities. After serving as a project manager for Empire State Development, Stephanie Rosen (MPA ’15) accepted a position as executive assistant for intermunicipal services and grant writing in the office of Suffolk County Executive Steve Bellone. Pietro Stuardi (MS ’15) (right) was promoted to partner at Baker Tilly Virchow Krause, LLP, where he also serves as the firm’s regional leader for international affairs.

BABY BEARCAT’S BEST BIB
Jaclinn (MPA ’12) and Michael Tanney (MSEd ’15) welcomed their son, Oliver Mitchell, on Oct. 30, 2016. The proud mom is an executive at DKMS, an international nonprofit dedicated to the fight against blood cancer and blood disorders; dad is the founder of Wanderlust Wealth Management, a registered investment advisory firm, and sits on the Dean’s Advisory Board of Baruch’s Austin W. Marxe School of Public and International Affairs.

Please share news of your Bearcat kids and grandkids with BAM.
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**ClassNotes**

Jeffrey Cole (’16), a management-consulting analyst at Accenture, joined the Baruch College Fund board as a graduate trustee. As a student, he served as vice president of the Association of Latino Professionals for America, one of the College’s largest organizations. Danielle James (’16) works at software company MongoDB, launching initiatives to create tech opportunities for members of underrepresented groups. She was nominated for a 2017 Diversity in Tech Award by Code Interactive.

Michelle Maher (MPA ’16) is an administrative coordinator in the Department of Community Health and Social Medicine at the CUNY School of Medicine. Shivani Trehan (MS ’16) is a data scientist for the analytics and data science team at Media Assembly in NYC. Peter E. Cipriano (MPA ’17) is a special assistant in the Federal Railway Administration of the U.S. Department of Transportation, working directly with the department’s deputy secretary and secretary on railroad issues. Jacqueline Gannon (MPA ’17) is a project manager at the Parkinson’s Disease Foundation.

Adam Neumann (’17) (left), founder and CEO of WeWork—a global shared-workspace startup—delivered Baruch’s June 2017 Commencement address. Neumann himself was among the graduates, having completed his BBA 15 years after first enrolling at Baruch.

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**IN MEMORIAM**

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*Alfred Strum ’37
Leo Krampf ’40
*Alexander C. Sands ’40
Jules D. Cyril ’41
Joseph S. Feldberg ’41
Jack Rudin ’41
David J. Marks ’42
Stanley G. Sussman ’43
Sante E. Guatelli ’47
Jerome Gunsher ’47
Murray Seitzman ’47, MBA ’76
Martin H. Chopp ’48
Leon H. Jaffe ’48
Eugene Levine ’48
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Dominick Maimone ’48
Jack Harris ’49, MBA ’51
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Theodore Kaplan ’49
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*Martin A. Smith ’51
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