

BARUCH

ALUMNI MAGAZINE



THE WALLERSTEIN DECADE

President Mitchel B. Wallerstein Reflects on the Past, Present, and Future of Baruch College

#1 RANKINGS

CAMPUS TRANSFORMATION

CRISIS MANAGEMENT

FUNDRAISING RECORDS

GLOBAL FOOTPRINT

Farewell Message from PRESIDENT WALLERSTEIN

Dear Friends,

Let me begin by expressing my hope that you, your family, and friends are safe and well. Our country—and the New York region, in particular—has endured tremendous challenges from the COVID-19 pandemic, and I send my deepest condolences to anyone who has suffered a loss.

Although my decade-long tenure as Baruch's president is ending very differently than I had envisioned, I am pleased to have the opportunity to share the great strides we have made during the past 10 years. In many ways, this terrible crisis has brought into bold relief what Baruch excels at: *community connectedness* and *economic opportunity*. Despite the enormous hardships caused by the coronavirus, the College community—faculty, staff, administrators, and alumni—rose to the challenge, innovating and opening their hearts and wallets to support the many students in need.

Needless to say, our students are at the heart of *everything* we do. Since the beginning of my presidency, in August 2010, we have done everything possible within a highly constrained public budget to ensure student success. For example, we significantly expanded a “start-to-finish” program designed to support low-income, first-generation college students through graduation and into the real world. And I am proud to report that for five consecutive years Baruch College has been recognized as the top college or university in the country for promoting the social mobility of our students.

Baruch's hardworking students deserve to learn in modern and up-to-date facilities. In this regard, there are a number of projects that were begun on my watch that are now either completed, nearing completion, or advancing, including the ongoing renovation of the Lawrence and Eris Field Building at 17 Lexington Avenue, the Allen G. and Mary E. Aaronson Student Center, and Clivner-Field Plaza.

These capital projects—and so many other initiatives—would never have been possible without Baruch's generous alumni community. I feel most fortunate

to have had the opportunity to partner with the trustees of the Baruch College Fund (BCF), the College's fundraising foundation. I especially thank the BCF presidents during my tenure—Helen Mills, Max Berger ('68, LLD-Hon. '19), Joel J. Cohen ('59), and Lawrence Simon ('65)—as well as past BCF Chairman Lawrence Zicklin ('57, LHD-Hon. '99) for their vision, dedication, and commitment.

Meeting alumni, literally all over the world, has been among the highlights of my tenure and has shown me what a committed, purposeful group you are. Thus, on behalf of this June's graduating class and recent alumni, I have a request: If you have or know of employment opportunities, please share them with the College. Our graduating students are facing one of the most difficult job markets since the Great Depression. They will need our help more than ever.

Though I am signing off as president, I am surely not saying goodbye. After a brief research leave, I look forward to returning in the fall to join the faculty ranks of the Marx School of Public and International Affairs as a CUNY University Professor, teaching graduate courses in my specialty area, international security.

I also look forward to seeing the College continue its trailblazing role as a premier provider of public higher education under the accomplished leadership of our incoming president, S. David Wu, PhD.

It's been the greatest honor of my career to have led Baruch College for the past 10 years. You, the College's alumni, truly make Baruch a special place and a force for positive change in the world. I offer my thanks and appreciation!

Sincerely,
MITCHEL B. WALLERSTEIN
President, Baruch College
(2010–2020)



COLLEGIAL TRANSITION: Mitchel B. Wallerstein and S. David Wu, the seventh and eighth presidents of Baruch College, respectively, have been working closely together to ensure a smooth transition since February, when Dr. Wu was named Dr. Wallerstein's successor.

IN THIS ISSUE

SPRING/SUMMER 2020



6 | COVER STORY

The Wallerstein Decade: Celebrating 10 Years of Transformative Change

As President Mitchel B. Wallerstein, PhD, winds down his decade-long tenure in June, the Baruch community looks back on a period of historic accomplishments, transformation, and a culture of proactive problem solving that continues to this day. Says Max Berger ('68, LLD-Hon. '19), “I suspect that very few college presidents can lay claim to a similar record of success.”

2 | UNPRECEDENTED CHALLENGES Amidst COVID-19 Crisis, Baruch Community Adapts

Innovation and teamwork were front and center as the College navigated the unprecedented and ever-shifting landscape. Read how professors pivoted to entirely new instructional methods, how career services and Student Life expanded digital and virtual outreach and services, how alumni and donors rallied, and more—all to support Baruch's students.



17 | ALUMNI TRIBUTE

Remembering Lawrence N. Field ('52)

His name is familiar to all who know and love Baruch College. For more than two decades, Lawrence N. Field—visionary entrepreneur, business leader, and generous philanthropist—brought his many talents to bear on behalf of Baruch and its students. “Larry reminded all of us how a Baruch education transformed his life,” says Dov Schlein ('70, MBA '75).

ALSO INSIDE

4 | NEWS & NOTES

Baruch continues to earn accolades for excellence, value, and social mobility, with recent honors from *U.S. News & World Report* going to graduate programs in business and public and international affairs.



12 | CLASS NOTES

Iyvon Edebiri (MA '17) is making waves in theater. The award-winning producer showcases emerging, underrepresented artists. “American theater often acts like these stories and writers don't exist,” she says, “but that's a lie.”



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Baruch Alumni Magazine
© 2020 by Baruch College
The City University of New York

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Rising to the Challenge Amidst COVID-19 Crisis, Baruch Community Adapts

Even more than usual, innovation and teamwork have been front and center as the Baruch community navigates the evolving threat posed by the novel coronavirus. Some highlights of the College's COVID-19 response:

Learning Rebooted

During an emergency seven-day recess in March, the College rapidly pivoted from traditional, on-campus experiences to distance learning—"arguably the single greatest transition in Baruch College history," noted James McCarthy, PhD, interim provost and senior vice president for academic affairs.

Providing distance-teaching support was key. Baruch's Center for Teaching and Learning (CTL) worked collaboratively with the Baruch Computing and Technology Center (BCTC) and with faculty already experienced in remote course delivery to train the entire faculty in distance education methods. Before the recess, only 18 percent of Baruch's 2,765 undergraduate and graduate class sections were offered in either fully online or hybrid formats. A week later, every single one was operating in full distance-learning mode.

The transition was aided by the CTL's earlier development of the websites Teach Hybrid and TeachOER [Open Educational



Resources]. "Having these sites ready, as well as having a teaching culture to share best practices among colleagues, better equipped us for this moment," said CTL Director Allison Lehr Samuels (MBA '02).

Ensuring students' access to online learning was equally vital. "Fortunately, because Baruch College has always invested in technology to support online learning and academic services, many of the systems and services were already in place," explained Arthur Downing, PhD, vice president for information services and dean of the library. That preparedness allowed Dr. Downing and his team to scale up the longstanding equipment loan service with the addition of 1,200 tech devices provided by CUNY and individual Baruch College donors.

Career Development Never Sleeps

Career services, key to Baruch students reaching professional goals, didn't miss a beat. The Starr Career Development Center seamlessly shifted to offer all services remotely while expanding its online capabilities. "Not only can undergraduates sign up for virtual appointments and job search groups, they can also apply for jobs and internships online and attend some of our 60-plus virtual programs, including employer information sessions, workshops, Instagram Live sessions, and alumni panels," said Director Ellen Stein, PhD.

Meanwhile, the Zicklin School of Business' Graduate Career Management Center (GCMC) continued to host employer engagement opportunities, boot camps, and panel presentations in addition to its longtime program offerings on YouTube. Noted GCMC Director Fred Burke, "Online attendance for some programs doubled over in-person numbers." Innovative outreach at the Weissman School of Arts and Sciences and the Marxe School of Public and International Affairs included

staff-led weekly Zoom videoconferencing-based "coffee chats" to keep students up-to-date on services, resources, job and internship postings, and events.

Mentors—Baruch alumni and friends—also stepped up. It took the Executives on Campus (EOC) program less than 24 hours to shift the March 12 in-person Mentor for a Morning to real-time phone- and Zoom-based engagements that connected 150 students one-on-one with 80 business leaders. Academic yearlong mentorships between junior-level undergraduates and first-year grad students also went digital.

Relief at Hand

Of course, focusing on academics and career goals is only possible when necessities are met. Many students faced hardships, such as job loss and food insecurity. And thanks to the longstanding Carroll and Milton Petrie Student Emergency Fund (SEF), Baruch students were able to apply for grants to ease their financial burden. But the COVID-19 crisis placed an extraordinary strain on the SEF, which—with grant applications skyrocketing from two daily to 20 daily—was projected to run out of money by mid-April. So the Baruch community came together and raised more than \$74,000 to replenish the fund. A generous dollar-for-dollar match was provided by BCF Trustee Debra Bernstein.

The College also marshaled resources to address students' emotional well-being, including online stress-reduction tools and twice-weekly Zoom sessions hosted by Baruch's Counseling Center.

In Conclusion: Gratitude

"I have been gratified and deeply impressed by the collaboration, ingenuity, accomplishments, and generosity of the Baruch community since the beginning of this crisis," said President Mitchel B. Wallerstein, PhD. "I am deeply grateful for everything that faculty, staff, and alumni have done and are doing to support our students."

—REPORTING BY NANETTE MAXIM

Wu and Lehr Samuels photos by Elena Ollivo

Baruch's Future: Dr. S. David Wu Named Eighth President of Baruch College

After a nationwide search, the chancellor and Board of Trustees of The City University of New York appointed S. David Wu, PhD, as Baruch College's next president. "Dr. Wu brings an impressive record of academic leadership and vision to the university," said Chancellor Félix V. Matos Rodríguez, PhD. "Baruch will benefit tremendously from his skills, energy, and insights."

On the announcement of his appointment, which begins on July 1, Dr. Wu said, "It is a privilege to join this remarkable community, and I am both honored and humbled." Dr. Wu called Baruch "one of the most compelling institutions I have encountered in my academic career," citing the College's distinctive mix of academic strengths and successes, influential scholars, diverse student body, and devoted alumni. "On top of academic excellence and social mobility, if you add the incredible location at the center of the world's most important city, there are truly very few institutions that can compete," he added.

For the past six years, Dr. Wu, an accomplished scholar in systems engineering and operations research, has been provost and executive vice president of George Mason University, outside of Washington, D.C. Under his leadership, Virginia's largest public research university experienced historic growth in enrollment, increased student success and diversity, and received recognition as one of the most innovative institutions in the nation. During Dr. Wu's tenure, George Mason emerged as a top-tier national research university and became the youngest institution to earn Carnegie research-one (R1) designation.

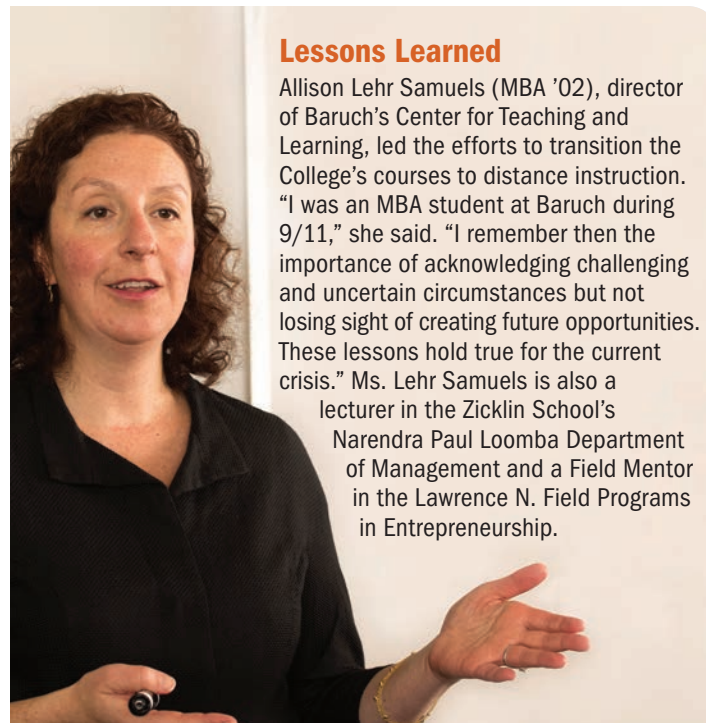
Dr. Wu, a native of Taiwan who came to the U.S. as a student, will be the first Asian American to serve as president of a CUNY college. He holds MS and PhD degrees in engineering from the Pennsylvania State University.

Prior to joining George Mason, for over a decade, Dr. Wu was Iacocca Professor and Dean of the Rossin College of Engineering and Applied Science at Lehigh University. He has also served as a long-term member of the board of Dartmouth College's Thayer School of Engineering.

Eager to introduce him to the Baruch community, Chancellor Matos Rodríguez and Baruch President Dr. Mitchel B. Wallerstein hosted a welcoming event for Dr. Wu on campus in late February. Baruch students, faculty, and staff, as well as CUNY leadership, filled the College's Simon Conference Room in the Newman Vertical Campus to greet the president-designate, accompanied by his family.

"I feel honored to conceive and guide the next part of Baruch's history," said Dr. Wu. "Together, you have created this masterpiece called Baruch, and it is our responsibility to continue that creative process together."

"I look forward to meeting and working with all of you," he added.



Lessons Learned

Allison Lehr Samuels (MBA '02), director of Baruch's Center for Teaching and Learning, led the efforts to transition the College's courses to distance instruction. "I was an MBA student at Baruch during 9/11," she said. "I remember then the importance of acknowledging challenging and uncertain circumstances but not losing sight of creating future opportunities. These lessons hold true for the current crisis." Ms. Lehr Samuels is also a lecturer in the Zicklin School's Narendra Paul Loomba Department of Management and a Field Mentor in the Lawrence N. Field Programs in Entrepreneurship.



Launch of the Robert C. Weaver Society: A Black Alumni Network

This February, as part of Black Heritage Month, Baruch College launched the Robert C. Weaver Society: A Black Alumni Network. More than 100 graduates from the 1970s through the 2010s attended the evening meet-and-greet. The network is the latest addition to the Office of Alumni Relations and Volunteer Engagement's growing list of alumni affinity groups.

Davon Thompson ('19) addressed the gathering and encouraged his fellow alumni to "come back to Baruch" and be "a rock of inspiration for students who look like us, because it really does matter." Also in attendance was Davon's equally enthusiastic older brother Troy ('16).

"There is now a network between our students and alumni, a bridge for continued engagement," said Damali Tolson, Baruch's director of student life, who also took to the podium. Ms. Tolson's message to the audience emphasized possibility: "The Black

alumni community has not only a vested interest in the experiences of the current students but also the desire to connect with each other and the institution. This combination will create a wealth of resources."

Attendees had an opportunity to meet the new interim chair of the Department of Black and Latino Studies, Shelly Eversley, PhD. "I see this moment as an opportunity for synchronicity between alumni and students," she said. "Together, we will energize an even better college experience, one where Black and Latino studies can be central."

The network is named in honor of Robert C. Weaver, PhD, the first president of the newly independent Baruch College in 1968. The Weaver Society's mission is to foster inclusion, celebrate the diversity within Baruch's Black alumni community, and become a means of professional and social networking among Black alumni. The network will also help foster greater awareness of the



Brothers Davon Thompson ('19) and Troy Thompson ('16) at the launch. If you are interested in joining the Robert C. Weaver Society or have an idea for a new alumni network, please email alumni@baruch.cuny.edu.

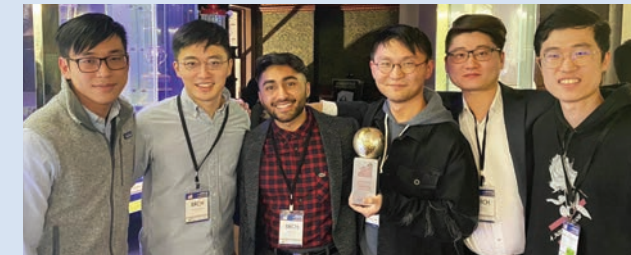
Black alumni community among current and potential students.

A survey following the kickoff event has shown that alumni are eager to reconnect with former classmates, attend professional networking events, and give back to students through mentoring and other volunteer opportunities. Future events will include a Caribbean Heritage alumni event, cohosted jointly with SOMOS, the Baruch Latinx Network.

Still on Top: Marxe and Zicklin Rank #1 in U.S. News & World Report List

"To be once again the most decorated public institution in New York City, and among the leading public institutions nationally, is enormously satisfying," said Marxe Dean David Birdsell, PhD, of the Austin W. Marxe School of Public and International Affairs' top rankings in *U.S. News & World Report's* "2021 Best Graduate Schools." The latest *USN&WR* analysis of public and private institutions placed both the Marxe School and the Zicklin School of Business among the best in New York City and State.

Marxe's Master of Public Administration (MPA), nonprofit management, and urban policy programs and Zicklin's Full-Time MBA, Part-Time MBA, and MBA in accountancy programs secured their #1 spots, respectively, among public institutions in New York City. Nationally, Marxe received its highest ranking to date—#17—for nonprofit management, and Zicklin ranked in the top 13 percent of all institutions for its Full-Time MBA program.



Weissman Winners: A team of Master of Financial Engineering (MFE) students, from Baruch's Weissman School of Arts and Sciences, took top honors at the 2020 Rotman International Trading Competition in Toronto in February. The MFE students were victorious against teams from 47 universities across North America, Europe, Asia, and Australia. "This is another example of the quality and competitiveness of our students on the world stage," said Weissman Dean Aldemaro Romero, Jr., PhD.

Of Zicklin's showing, H. Fenwick Huss, PhD, Willem Kooyker Dean of the school, noted, "As one of the top-ranked business schools in the nation, Zicklin continues to attract working professionals with the innovative curriculum and flexibility of our programs."

During this academic year, Baruch also earned recognition from *Money* magazine, which ranked the College #1 nationally in its "Top 10 Best Colleges for Business Majors" and #2 in its "Best Colleges in America, Ranked by Value."

Additionally, for the fifth year in a row, CollegeNET identified Baruch College as the #1 institution in the country on its Social Mobility Index. Of this distinction, Baruch President Mitchel B. Wallerstein, PhD, said, "It is a testament to our incredible, hardworking students; strong faculty and curriculum; comprehensive student support services; and the partnerships we have developed with employers and mentors."

Weaver Society photo by Gregory M. Leporatti

Count on Baruch: Students Join Census Campaign

Baruch students demonstrated their commitment to fighting for the future—of their college, their communities, and the country at large—by responding to The City University of New York's call to promote the nation's Census 2020. They were among more than 270 CUNY students hired and trained by CUNY Census Corps, a partnership between CUNY and NYC Census 2020 that launched in Fall 2019 and continued through Spring 2020.

CUNY Census Corps was created to help New Yorkers understand why the census is important; why it needs to be



Census Corps student Vera Rilossi designed the official poster.

fair, accurate, and comprehensive; and why everyone must complete it. On the line for Baruch students in particular is funding to the Pell grant program: In 2018–19, more than 50 percent of Baruch students received these grants and would be unable to pursue a higher education without them.

Census Corps placements were also designed to leverage the students' ability to speak languages other than English to stimulate participation in areas deemed "hard to count"—neighborhoods many students call home. Undeterred in the wake of COVID-19, corps students reached out through social media, telephone, and text messaging.

Positive Vibes: Professor and Alumna Study Haptic Technologies

Whether it's your iPhone set to "vibrate" mode or your FitBit's hourly alerts to get moving, haptic feedback—tactile technology that applies forces, vibrations, or motions to the skin—has become commonplace, especially in consumers' smartphones and wearable devices. However, despite its prevalence, little research has been done to examine the psychological and behavioral effects of technology-mediated touch on consumers.

To address these questions, Ana Valenzuela, PhD, professor in the Allen G. Aaronson Department of Marketing and International Business and coordinator of the marketing specialization within the Zicklin School of Business PhD Program, joined forces with alumna Rhonda Hadi (PhD '14), an associate professor at Oxford's Saïd Business School. The two present the results of four experimental studies in the article "Good Vibrations: Consumer Responses to Technology-Mediated Haptic Feedback," published in the *Journal of Consumer Research* this fall.

"Professor Hadi and I were interested in the haptic properties of technology, touch being a sense that technological devices had not exploited much yet," explained Dr. Valenzuela, a subject matter expert on consumer psychology in technology-driven environments as well as cross-cultural consumer behavior and biases in judgment and decision making. Dr. Hadi studies topics in consumer-technology interactions, sensory marketing, and product anthropomorphism.

Drawing on social psychology and computer science and focusing on the field of physical fitness, their studies demonstrate that haptic alerts, when combined with encouraging messages, improve user performance on objectively measured fitness tasks. This occurs, in part, because of the sense of "social presence" that haptic feedback generates. To a degree, haptic feedback becomes a surrogate workout buddy, transforming what may otherwise feel like a cold technological exchange into a personal and, consequently, more motivating interaction.

Their paper—the first to examine consumer responses to haptic exchanges "initiated" by the device (acting as an active agent)—has valuable insights for product designers, service industries, retailers, and public policy makers. For example, brands that add haptic feedback to devices may positively influence consumers' responses to messages and toward the brand itself. In terms of public policy, haptic feedback may bolster the effectiveness of campaigns geared toward physical fitness and health.

The collaboration is not the first between the two women: Valenzuela started working with Hadi in Hadi's first year in the doctoral program. Of her former research assistant, Valenzuela says, "Professor Hadi is one of the success stories of our program. We are very proud of her achievements."



THE WALLERSTEIN DECADE: CELEBRATING 10 YEARS OF TRANSFORMATIVE CHANGE

BY DIANE HARRIGAN



Looking back on his decade as president of Baruch College, Mitchel B. Wallerstein, PhD, hopes to be remembered “as a builder who saw and pursued opportunities, especially to create badly needed new facilities; as a highly successful fundraiser; and as a developer of new academic programs. If I can be remembered for these three things, I feel I will have left a legacy at Baruch.”

For President Wallerstein, helping people has always been at the heart of his career motivations, even as his aspirations evolved. “It wasn’t until I got to college that I discovered politics, government, and issues of leadership,” he recalls, adding, “I started out with a biology major and thought I was headed for a career in medicine.”

After his undergraduate years at Dartmouth, he went on to earn a PhD at MIT and became an academic for five years. Then he was called to Washington, DC, spending a decade at the National

Academy of Sciences before moving on to a five-year role in the Clinton administration as deputy assistant secretary of defense, and then to philanthropy at the John D.

“My presidency made me even more aware of the socioeconomic stratification of our city and country and why public institutions like Baruch are so essential,” says Mitchel B. Wallerstein, PhD, the College’s seventh president. “If Baruch and the other CUNY colleges did not exist, many of our students would not be going to college. My 10 years as president have underscored just how important this role is.”

and Catherine T. MacArthur Foundation, where he served five years as vice president for international grant-making programs. “I thought I would always get back to

academia,” he says, “but it took a long time.” His doorway back was the deanship of the Maxwell School of Citizenship and Public Affairs at Syracuse University, where he had earned a master’s degree in public administration, returning more than 30 years later as the dean. That’s where he started to think seriously about a college presidency as “the culminating activity of my career,” he says.

FROM FIRST IMPRESSIONS TO FIRST PLACE

His dream came true at Baruch. Recalling his initial reaction to the College, when he came to be interviewed for the presidency, he describes sitting in the lobby of the Newman Vertical Campus (NVC) with his wife, watching the students go by: “I remember commenting to her, ‘This is like being at the United Nations.’ That’s when I saw with my own eyes what I had already read: how extraordinarily diverse Baruch College is.”

From the start, President Wallerstein embraced Baruch’s legacy as an engine of social mobility, providing economically accessible, life-changing education. “The

thing I am proudest of is the fact that Baruch has been ranked for the last five years as the #1 school in the country for social mobility,” he says. “This has always been our historical mission. The methodology for measuring social mobility in the higher education context did not exist in 2010. But since then, there has been a seismic—and long overdue—shift in the national dialogue regarding what defines prestige, relevance, and excellence in our domain.”

Other impressive rankings underscore the growth of Baruch’s visibility and prestige during President Wallerstein’s tenure, including a #1 ranking from *Money* magazine (Best Colleges in the Northeast for Value) and annual top-tier ratings by *U.S. News & World Report* and *Forbes*. The accolades continue, too numerous to list.

ASSEMBLY REQUIRED: TRANSFORMING THE CAMPUS

Coming close second among his proudest achievements are the facilities upgrades President Wallerstein has brought about. Among the many projects, he highlights the development of Clivner=Field Plaza and the Allen G. and Mary E. Aaronson Student Center.

Calling Clivner=Field Plaza (which was created by closing 25th Street between Lexington and Third Avenues) “no small undertaking” but “ultimately the most important” of his presidency, he cites the long and complicated history of the project, which he introduced during his first year. Creating the plaza involved gaining the support of the local community board as well as multiple city agencies, elected officials, nearby businesses, and area residents. Next came a

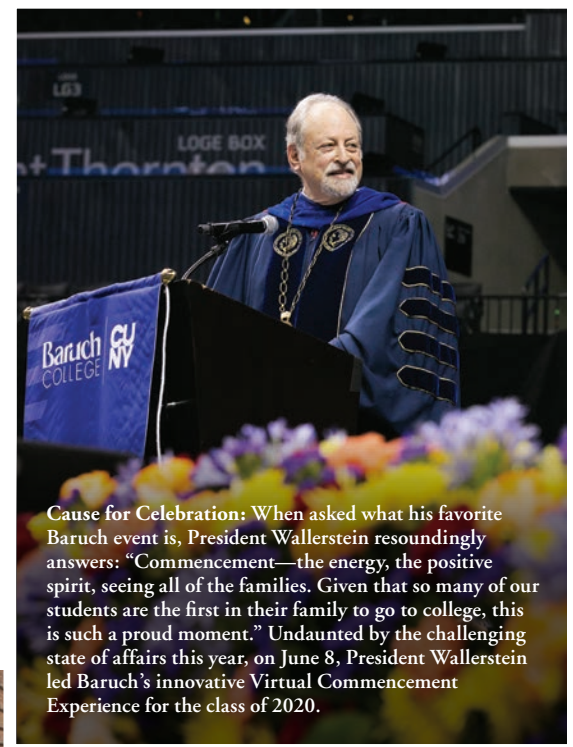
substantial amount of private and public fundraising (more than \$7 million) and lengthy delays due to the city’s complex approval process. Slated to open at the end of 2020, the plaza—which is named for two generous alumni donors, the late Lawrence Field (’52) and Daniel Clivner (’85), whose gifts helped persuade others to contribute—will provide a central outdoor meeting place for the Baruch College community as well as for those who live and work in the neighborhood.

As for the Aaronson Student Center, the College’s first permanent student center, it stands ready to welcome students “as soon as Baruch is able to safely resume face-to-face operations,” says President Wallerstein. Located on the lower level of the historic Madison Square Post Office, diagonally across from the 24th Street entrance to the NVC, and made possible by a gift from the late Allen G. Aaronson (’48) and his wife Mary, the beautifully appointed, modern space offers students a place to study, collaborate, or just hang out in between classes. “Given that almost all of our students are commuters, having a space to go between classes is extremely important and long needed.”



PRESIDENT AND FUNDRAISER

“In an era of shrinking public budgets and escalating costs, securing the financial health and future of Baruch College has been one of my highest priorities,” says President Wallerstein, who estimates that he has spent 40-45 percent of his time on fundraising. Fortunately for Baruch, his skillful and diligent efforts paid off: Since 2010, total College assets have grown by more than \$104 million and before the recent economic decline caused by COVID-19, the total endowment stood at approximately \$228 million.



Cause for Celebration: When asked what his favorite Baruch event is, President Wallerstein resoundingly answers: “Commencement—the energy, the positive spirit, seeing all of the families. Given that so many of our students are the first in their family to go to college, this is such a proud moment.” Undaunted by the challenging state of affairs this year, on June 8, President Wallerstein led Baruch’s innovative Virtual Commencement Experience for the class of 2020.

Blue-Ribbon Builder: President Wallerstein shepherded through several long-awaited additions and improvements to the campus and facilities, including Clivner=Field Plaza, which will be completed in late 2020. “It’s been a dream of many of the presidents before me to create an outdoor campus environment,” he says. *Shown: The president happily wields the ceremonial ribbon-cutting scissors at the official 2013 launch of the project. To his left are Daniel Clivner (’85) and the late Lawrence Field (’52).*



A Leader Among Leaders: Every year, President Wallerstein made attending Leadership Weekend, run by the Office of Student Affairs in the fall, a priority. Usually held in the Poconos, the retreat welcomes about 100 students for an immersive experience designed to maximize learning about leadership through such activities as team-building and group decision-making. “It is a great way to interact with students away from the hustle and bustle and time pressures of the campus,” says the president. “These students are the cream of the crop!”

President Wallerstein cites as his most celebrated fundraising accomplishment the \$30 million gift provided by Austin W. Marxe ('65) to name and endow the Austin W. Marxe School of Public and International Affairs—the single largest gift in the history of Baruch College and the second-largest ever received in CUNY. During his tenure, the College also completed two highly successful fundraising campaigns, both of which exceeded their goals: the *Baruch Means Business* campaign, which concluded in 2013 having raised \$157 million, and the first-ever dedicated scholarship campaign, *Be in the Life-Changing Business*, which raised \$21 million at its 2017 completion and created 89 new scholarship funds.

EXPANDING HORIZONS

On the academic front, President Wallerstein's tenure has been marked by ambitious initiatives. “In the last 10 years, we have launched numerous new programs—both in New York and abroad—and reinvigorated the curriculum across all three schools,” he recounts. Among the forward-looking new additions are a master's program in international affairs in the Marxe School, five graduate

and undergraduate programs in the Weissman School, and master's degree programs and executive programs in the Zicklin School, which has revamped its MBA curriculum and is currently revising its BBA program. Zicklin also launched an impressive eight dual-degree programs with partners in Israel, China, and Italy, among other countries, “increasing Baruch's global reputation and visibility,” says President Wallerstein.

Baruch's global footprint also extends to the College's alumni networks, which have grown exponentially in the past decade. The number of engaged alumni has expanded by 40 percent, and there has been a 200 percent increase in the number of alumni attending events worldwide. “I have participated in alumni events in many places around the world, including Istanbul, Tel Aviv, and Shanghai—just to name a few,” says President Wallerstein.

CRISIS-TESTED

Although not on the list of President Wallerstein's aspirational goals, competence in crisis management will doubtless be an attribute with which he is indelibly linked. Of his final semester as president, he says, “Never in my wildest



Applauding Academic Excellence: “I never cease to be amazed at the quality and the sophistication of our students' work,” says President Wallerstein of Creative Inquiry Day, another favorite event. Co-sponsored by the Baruch Honors Program and the Bernard L. Schwartz Communication Institute, Creative Inquiry Day celebrates undergraduate research. “The students are so impressive—well prepared, deeply knowledgeable, and clearly excited about their work.” Poster sessions showcase a wide range of individual and group projects from all three schools.

dreams could I have imagined that I would complete my 10 years of service as president in my apartment, hunkered down and trying to keep the wheels moving from a distance as the College shifted from mostly in-person teaching to 100 percent online.”

The COVID-19 crisis may be the worst President Wallerstein has faced, but it is not the first. Budget cuts have been a central and, unfortunately, a fairly regular condition of his presidency, which began shortly after the Great Recession. And Baruch endured ill winds of another sort when Hurricane Sandy struck the city in 2012, which plunged the College (and much of lower Manhattan) into darkness for nearly five days; in its wake, the Baruch community mobilized to serve as one of New York's largest emergency shelters.

Preparedness is an essential part of crisis management, as has been shown in the current challenge. Was President Wallerstein prescient when he established the goal of 20 percent hybrid/online courses in his *2013–2018 Strategic Plan*? Without that goal and the work of the College's Center for Teaching and Learning, which was established in 2013, the coronavirus-mandated pivot from in-person classes to distance learning,

which was accomplished in five days, would have been far more chaotic.

Whether that transition is temporary or marks a fundamental shift in the way higher education is executed remains to be seen, although the outgoing president shares his takeaway: “We should be realistic and forward-looking about the potential for world events and natural disasters to impact us in unprecedented ways. I believe that online education will play an even more significant role going forward at Baruch.”

READY FOR THE FUTURE

Although he is passing the torch to Baruch's incoming president, S. David Wu, PhD, President Wallerstein isn't leaving Baruch. He has been appointed as a CUNY University Professor and will be

teaching graduate courses in the Marxe School beginning in the fall.

The president also looks forward—pandemic permitting—to having the time to travel internationally. “Much of my career has been international, and I have found that it is very difficult to take long trips when you are a college president,” he laughs.

“I leave the presidency full of admiration,” he adds, emphasizing his appreciation for the faculty, staff, administrators, alumni, donors, and advisors who make up the whole of Baruch College. “Everybody has been there for the good times and the challenging times. I will be handing off to Dr. Wu a very strong and dedicated community. I know that he will build further from there.”

Thank you, President Wallerstein!

Curious to learn more about where Baruch stands today?
Read President Wallerstein's State of the College Report at baruch.cuny.edu/StateoftheCollege.



Contributing photographers: Nadia Gomez, Karsten Moran, Elena Olivo, Simi Samman

Fundraiser in Chief: President Wallerstein's most celebrated fundraising accomplishment was the single largest donation in the history of Baruch and the second-largest ever received in CUNY: the \$30 million gift provided by Austin W. Marxe ('65) to name and endow the Austin W. Marxe School of Public and International Affairs. *Shown: With Marxe School namesake Austin Marxe at the school's dedication in 2017.*

SUPPORTING CAST: A DECADE OF DONORS HELPED MAKE THE DIFFERENCE

Thousands of alumni and other supporters have contributed their time, money, and talent to Baruch College during the Wallerstein era. Hear from four, who worked alongside Baruch's president in their capacities with the Baruch College Fund (BCF) and who offer Mitch their compliments on behalf of a grateful institution.

“The ‘Wallerstein Years’ will long be remembered as a golden age in the storied history of Baruch. Mitch has left us a truly great institution, and we will do everything possible to maintain its stature and fulfill its mission.”

—Jay Berman ('59)

BCF TRUSTEE AND CHAIR OF THE “BE IN THE LIFE-CHANGING BUSINESS” SCHOLARSHIP CAMPAIGN

“Mitch has been a model of integrity in all he has done at Baruch. It defines him, and under his leadership, it defines Baruch.”

—Helen Mills, CURRENT BCF PRESIDENT

“It was Mitch's intellect, vision, and enthusiasm that convinced me to make my gift to Baruch. Without his leadership, it would not have happened.”

—Austin W. Marxe ('65)

BCF TRUSTEE AND NAMESAKE OF THE AUSTIN W. MARXE SCHOOL OF PUBLIC AND INTERNATIONAL AFFAIRS

“Mitch's leadership has been unmatched and because of that, Baruch College stands at the pinnacle of public colleges in the United States. I suspect that very few college presidents can lay claim to a similar record of success.”

—Max Berger ('68, LLD-Hon. '19)

BCF TRUSTEE, PRESIDENT (2015–17), AND CURRENT CHAIR

50s | **Jacqueline Lederman** ('52, MS '54) wrote to the Office of College Advancement to note that her grandson, **Evan Goldberg** (MA '10), had been named the "2019 PR Professional of the Year" by PR News' Agency Elite Awards. "I am a very proud grandmother and also very proud alumna," she wrote. **Florence Isaacs** ('57) released her 12th nonfiction book, *Do I Have to Wear Black to a Funeral? 112 Etiquette Guidelines for the New Rules of Death* (Countryman Press, 2020). The advertising major and former *Ticker* editor has enjoyed a long and successful writing career, focused largely on etiquette. In 2016 the *New York Times* humorously dubbed her the "Dear Abby of Death." **Alvin Singer** ('58) opened a museum of the American West in Litchfield, CT. Of the appointment-

only museum, he says, "The purpose is to preserve the West, started by a cowboy from the Bronx."

60s | The December 2019 edition of *The Nassau Lawyer*, the newspaper of the Nassau County Bar Association, published "The Practical Aspects of Qualified Charitable Distributions from a Traditional IRA," an article authored by **Alan E. Weiner** ('63), CPA, JD, LL.M. Legal media company *Lawdragon* named **Max W. Berger** ('68, LL.D-Hon. '19), founding partner of Bernstein Litowitz Berger & Grossmann LLP, to its 2020 Hall of Fame. One of 41 distinguished attorneys inducted, Berger was recognized for his success litigating many of the firm's most significant, high-profile cases.

70s | Employees at CPA advisory firm Kaufman Rossin, including **Glenn Davis** ('70), director of risk management services; **Gerald Michelson** ('73), chief operating officer; and **Einat Laver** ('15, MS '16), tax senior, served as panelists at a Baruch in Miami alumni networking event in January. **Barry Rabinowitz** ('70, MBA '73) was appointed to the board and became vice president for public relations for the Opera Society of Fort Lauderdale, FL. **Barry Pitegoff** ('71) was elected to the board of Neshama: Association of Jewish Chaplains. **Richard Friedman** ('72), retired math teacher and second-career political cartoonist, showcases his work on Twitter as "BronxCartoonist" (handle @rjcartoons). His books are available on Amazon. First Republic Bank named

Louis Ventura ('73) managing director and wealth manager on its six-member team in south Florida. **Barrington Wright** (MPA '74) published the novel *Asleep in Coronation Market* (Book Vine Press, 2019), which tells the story of a young countryman sleepwalking through Jamaica's largest food market. **Joel Flig** ('77) formed Mountainside Capital, an investment company. **Jerry Walsh** ('78) was inducted into St. Augustine High School's Hall of Fame. Walsh, who previously worked for Merrill Lynch and owned MayDay Hardware in Prospect Heights, received the Certificate of Leadership Award. The Museum of Contemporary Art North Miami welcomed singer and violinist **Nicole Yarling** ('78) in February as part of its monthly Jazz at MOCA series. *Broadway World* describes her as having a "velvet voice, high technical skills, and energetic personality." **Richard L. DiNardo** ('79) authored his ninth book, *Turning Points: The Eastern Front in 1915* (Praeger, 2020). He is a professor for national security affairs at the U.S. Marine Corps Command and Staff College at Quantico, VA.

80s | **Regina Lewis Ward** ('82) published her first book, *Jason Keeps a Secret* (Archway Publishing, 2019), a children's story about safety on the Internet. After a successful career in graphic design, marketing, and production in NYC and Long Island, **Elliot Greenberg** ('83) moved to Charleston, SC, and is now a full-time realtor. MacKenzie Partners, Inc., a full-service proxy solicitation and advisory firm, appointed **Robert Marese** ('86, MBA '94) its president. **Yann Beaulan-Thong** ('89) was hired as executive vice president of MResult Corp., a technology company that offers business intelligence services. In this role, he is creating new revenue models to expand the company from 500 employees to 1,000 within two years.

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Merger and Shaker

Crain's Notable Woman in Law

Helene Banks ('85)



When Coca-Cola Enterprises merged multiple European partners to create its largest global bottling company, millions of lives were impacted all across the world—and Helene Banks was right at the center of it.

"Hundreds of people were working on the deal in the U.S. and across Europe," recalls Ms. Banks, a partner at Cahill Gordon & Reindel LLP who steered the legal aspects of the merger. "The Coca-Cola folks were based in Atlanta and London, and the deal merged the UK-based bottler with Spanish, German, and Icelandic bottlers to form the world's largest independent Coca-Cola bottler."

The deal stands as arguably the highlight, to date, of what has been an impressive career. In recognition of her accomplishments, *Crain's New York Business* included Banks in its "2019 Notable Women in Law" list, reporting that she was the first female partner elected to her firm's corporate practice group.

Banks had never considered a legal career until she took Business Law at Baruch with Seth Lipner, JD, LL.M, associate professor of law, who later hired her as a research assistant. Those experiences opened a window to aspects of the profession she finds most appealing. "A lot of thinking on your feet and a lot of analytical thinking," she notes.

After graduating from Baruch, Banks attended Fordham University School of Law and eventually turned a summer internship with Cahill into a full-time position. She has remained there ever since. "The work I do changes constantly based on the client, so it doesn't feel like I've been at the same place for so long," she says. "And I've enjoyed being a mentor to other women here and serving on our Women's Initiatives Committee."

When Banks is not dispensing advice to colleagues, she is mentoring the next generation of Baruch students. She particularly enjoys speaking with students in Baruch's Max Berger Pre-Law Fellows Program.

"I tell students, 'I was in your shoes,'" Banks says. "I, too, struggled to make ends meet and figure out how to pay for law school. Now that I'm on the other side, it's so rewarding to share advice and serve as an inspiration to them."

—GREGORY M. LEPORATI

"I tell students, 'I was in your shoes.' I, too, struggled to make ends meet and figure out how to pay for law school. Now that I'm on the other side, it's so rewarding to share advice and serve as an inspiration to them."

Class Act 2020

On January 14, the College celebrated the latest dedication in its longstanding Class Act campaign. John J. Raggio ('68) dedicated Newman Vertical Campus (NVC) Room 11-145 to his father, Victor. On the classroom plaque, the alumnus thanks and praises his father, "a factory worker that inspired his children to attend college, succeed, and give back to others." A Baruch College Fund Trustee since 2019, Mr. Raggio (shown with his wife Donna Kesselman Raggio) is founding partner of shipping company Sealift Inc. Since the Class Act campaign began in 2006, generous donors have named more than 50 classrooms.



Raggio dedication photo by Gregory M. Leporati



Parsnip Ship podcast host Iyvon Edebiri (MA '17) (right) speaks with playwright Ashley Lauren Rogers.

Making Waves in Theater: Iyvon Edebiri (MA '17) and the Parsnip Ship

Not even a global pandemic can stop great theater, as award-winning producer Iyvon Edebiri can attest. Despite the COVID-19 outbreak limiting public gatherings and events, her nonprofit—the Parsnip Ship—continues to highlight compelling play readings and music via podcasts and social media.

“We typically record in front of a live studio audience in Brooklyn,” Ms. Edebiri says. “Amid the COVID-19 crisis, people still want to hear theater—in fact, they’re rallying behind it—so we launched digital programs to sustain that need.”

Ever since she was a child, Edebiri has loved theater. During her undergraduate years at Brandeis University, she transitioned her focus from singing to producing, developing a particular fondness for the logistics and attention to detail needed to bring a play to life.

She created the Parsnip Ship in 2015 to showcase emerging, underrepresented artists, previously focusing on playwrights of color and currently highlighting female-identifying writers. “American theater often acts like these stories and writers don’t exist,” says Edebiri, “but that’s a lie. So by showcasing them on our platform, we’re giving American theater less of an excuse not to feature them.”

Edebiri’s efforts have not gone unnoticed. The Actors Fund and Playwrights Horizons awarded her the 2019 Mark O’Donnell Prize, named after and funded by the late writer of *Hairspray*. The award, which recognizes “America’s most anomalous, singular, and curious” emerging theater artists, includes a \$15,000 cash prize.

Edebiri refined her skills as a member of the Weissman School of Arts and Sciences’ second cohort of Master of Arts in arts administration students. For the alumna, it was an exciting opportunity to be part of a new and growing program. “It was my chance to geek out,” she jokes. “There are so many arts administrators in New York who work in all facets of the arts, and it’s great to have those conversations about what’s happening at other institutions.”

As for her future in the arts, Edebiri plans to continue to produce unique and compelling content—whether that’s online, in person, or otherwise. The Parsnip Ship podcast can be found on Spotify, iTunes, Google Play Music, and all other major platforms.

—GREGORY M. LEPORATI

90s | **E. Elizabeth Carter** (MBA '90) has been named executive director of the Rhode Island Business Competition. An entrepreneur, she is also a human capital leadership and development specialist for her two companies, Beth Carter Enterprises and Carter Consultants Ltd. Blue Wolf Capital Partners LLC, an NYC-based private equity firm, named **Glenn P. Cummins** ('90) chief operating officer. **Christopher Demers** ('90, MBA '96) was named regional manager at Advocate Health Advisors, a veteran-owned and veteran-operated health and wellbeing advisory company. **Tracy Poltie** ('91) joined the Bellmore-Merrick office of Coldwell Banker Residential Brokerage on Long Island. **Anthony Saitta** ('91) joined FTI Consulting as managing director of its Real Estate Solutions industry group. **Ying So** ('91) was named head of post trade at Hong Kong Exchanges and Clearing Limited. The *Green Bay Press-Gazette* included **Colleen Simpson** ('92, MSED '96) in its roundup of “five women who made their own black history in Green Bay.” She is the first black vice president of student services at Northeast Wisconsin Technical College. Legal Services of the Hudson Valley (LSHV), a civil legal services provider, named **Maureen Fox** (MPA '93) its chief development officer. She is responsible for LSHV’s strategic fundraising and communications avenues. Deloitte & Touche’s **Lara Abrash** (MBA '94), CEO and head of the company’s U.S. Audit & Assurance services business, was honored by AACSB International—the world’s largest business education alliance—as one of its 25-member 2020 Class of Influential Leaders. **Jeffrey Brown** (MBA '99) was named chief operating officer of Seattle-Tacoma International Airport. He previously served as the director, aviation facilities and capital programs, for the Port of Seattle.

Parsnip Ship photo by Matthew Hunter

00s | Biology and chemistry teacher **Paul Orbe** (MPA '00) received the 2019 American Chemical Society, New York Section’s Nichols Foundation Chemistry Teacher Award, recognizing him for his “highly effective teaching and inspirational leadership” in the classroom. **Marlyn Cazeau** ('01) is the sales manager of the Princeton Club of New York, of which

Baruch College is an affiliate member. **Alina Moran** (MPA '01) was named president of Dignity Health—California Hospital Medical Center. She previously served as chief executive officer for NYC Health + Hospitals/Metropolitan, a care facility in East Harlem. Having served the NY State Department of Education for 15 years, **William Murphy** (MSEd '01) has

been appointed its deputy commissioner for higher education. **Elizabeth Rodriguez** ('01) joined EMX, a marketing technology company, as senior vice president of client services. *City & State* named **Allison Sesso** (MPA '04) to its “2019 Nonprofit Power 100” list. She serves as executive director of the Human Services Council of New York.

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Werq-aholic Brandon Voss (MBA '05)

Partners with RuPaul’s Drag Race

Flexibility and ingenuity are skills that Brandon Voss has tapped into often during his career. For the past three years, he and his company, Voss Events, have partnered with *RuPaul’s Drag Race*—among the most popular television shows of the past decade—to produce *Werq the World*, a global tour featuring the show’s former drag queen contestants. (The slang term ‘werq’ is used in the drag community and beyond as a declaration of enthusiastic support.)

“Around 2009, during the first couple seasons of the show, the prize for the winner was to perform at one of Manhattan’s biggest gay dance clubs,” explains Mr. Voss. “Those were my events, so from there I met the producers and formed the partnership we have today.”

To date, the *Werq the World* Tour has visited 95 cities across 28 countries over five continents. Voss’s company has expanded its offerings, serving as talent management for the drag queens and working with social media influencers to broaden its reach.

But it hasn’t always been easy for Voss. “I was a victim of the dot-com bust in the nineties,” he recalls. A few years after he’d earned his Zicklin MBA, with his career in investment banking just starting to take off, the mortgage crisis of 2009 hit and he lost his job. Undaunted, Voss worked in nightclubs to make ends meet and leaned on his graduate school experience to pursue a totally different endeavor.

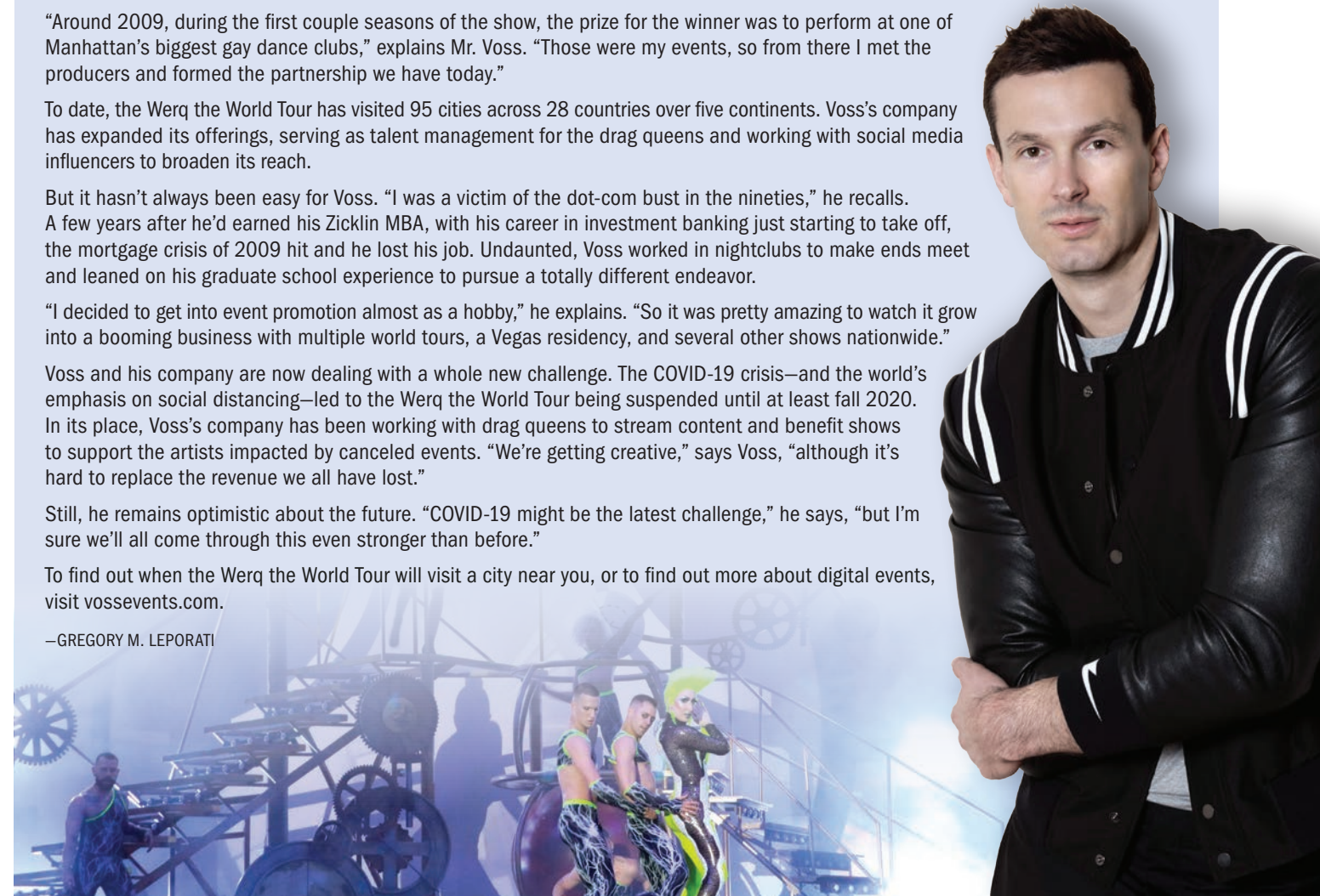
“I decided to get into event promotion almost as a hobby,” he explains. “So it was pretty amazing to watch it grow into a booming business with multiple world tours, a Vegas residency, and several other shows nationwide.”

Voss and his company are now dealing with a whole new challenge. The COVID-19 crisis—and the world’s emphasis on social distancing—led to the *Werq the World* Tour being suspended until at least fall 2020. In its place, Voss’s company has been working with drag queens to stream content and benefit shows to support the artists impacted by canceled events. “We’re getting creative,” says Voss, “although it’s hard to replace the revenue we all have lost.”

Still, he remains optimistic about the future. “COVID-19 might be the latest challenge,” he says, “but I’m sure we’ll all come through this even stronger than before.”

To find out when the *Werq the World* Tour will visit a city near you, or to find out more about digital events, visit vossevents.com.

—GREGORY M. LEPORATI



True to Big Blue: Vince Masi ('80)

On February 3, 1980, only a few weeks after graduating from Baruch College, Vince Masi began an entry-level job at IBM. Fast forward 40 years and Mr. Masi is still at IBM—a four-decade-long career that he describes as anything but boring.

“Though IBM is one company,” explains Masi, “it comprises several unique businesses, all with different missions and deliverables. So it’s not as if I’ve been working the same job every day for 40 years. It’s been exciting, constantly changing, and challenging.”

Indeed, change has been the hallmark of his IBM career. The alumnus estimates that he changed roles every 18 months during his first two decades at Big Blue and, since becoming an executive, he’s continued to take on new roles every two or three years. His areas of responsibility have encompassed functions from accounting to finance, and everything in between, culminating in his most recent position, vice president for global accounting and controls.

“What’s amazing is that I’m still learning every day,” says Masi, who also serves as treasurer of the Baruch College Fund, the fundraising arm of the College. In his current role at IBM, about 1,500 people report to him (“not directly,” he laughs). Responsibilities include oversight of far-flung accounting centers in Kuala Lumpur, Bratislava, and Buenos Aires. “Everything has become much more global than when I started.”

In fact, the Brooklyn native’s career has taken him all across the world, including to Australia, Hong Kong, Germany, France, and Brazil.

Sticking with a company for 40 years is something today’s aspiring professionals should consider. For starters, Masi says, you can build a reputation that leads to continued advancement. With that in mind, he advises today’s students to think differently about their first job interviews.

“You should always ask the interviewer, ‘Two years from now, what opportunities will be presented?’” Masi notes. “And what about five years? Or 10? You should leave the interview not only with a sense of that job, but with a sense of what opportunities will be there for you down the road. And if there aren’t many, that first job might not be the right fit.”

—GREGORY M. LEPORATI

True Love: Masi’s daughter, Brittany, recently married Anthony Doring (MBA '20), who works at ESPN/Disney as an associate manager, audio marketing. Masi says he enjoys chatting with his son-in-law about their shared Baruch experiences.



Dwayne Thomas ('04) is the associate court attorney to the Hon. Cenceria P. Edwards in NYC Civil Court, Kings County. He also writes a blog for *Psychology Today*, “The Cross-Examined Life.” **Anusree Nair** ('06), a partner at Klasko Immigration Law Partners, LLP, was honored at Benjamin N. Cardozo School of Law’s 10th annual BALLSA alumni dinner, which celebrates graduates who “have pushed forward by excelling in the face of adversity.” An immigrant herself, Nair has filed thousands of petitions for immigrants looking to secure green cards through visa programs. **Stephen O’Brien** (MPA '06), director of the NYC Department of Education Office of School Food, helped to quickly coordinate grab-and-go meals for NYC students when schools shifted to distance learning during the COVID-19 crisis. His team readied more than 200,000 meals on the first day. **Lee Hsieh** ('07, EMBA '18) was nominated to the National Advertising Review Board, an appellate body for the advertising industry’s

program of self-regulation. Hsieh is no stranger to

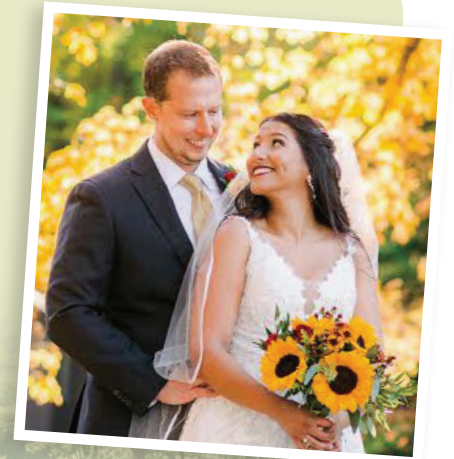
campus, frequently participating as a mentor in Baruch’s Executives on Campus program. *Crain’s New York* named **Alex Pollak** (MBA '08) to its “40 Under 40” list. He is the founder and CEO of Paradocs Worldwide, which supplies emergency room doctors and paramedics at such major NYC events as Governors Ball and New York Fashion Week. **Luz Rosado** ('08), a wealth management advisor at Bank of America Merrill Lynch, was named to *Working Mother* magazine/SHOOK Research’s “Top Wealth Advisor Moms” list published in fall 2019.

10s | Travel Leaders Group, one of North America’s largest travel agency groups, appointed **Elizabeth Gaerlan** (MBA '10) as vice president of public relations and communications. **Cristina Jiménez** (MPA '11) was named to Community Resource Exchange’s 2019 year-end “40 Trailblazers” list, which recognizes social-sector leaders who are driving meaningful change in their communities and the larger world. Evertrue recognized **Ciara Ginyard** (MPA '12) as one of its “Top 40 Under 40 National Fundraisers” in recognition of her role as associate director of alumni relations and development at Brandeis International Business School. Full-time tax CPA **Philip Adikimenakis** ('14, MS '15) launched a fascinating side hustle: Relaxation Zensation, a community-based health and wellness organization, serves the needs of the elderly with programs focused on tai chi, chair yoga, and Qigong breathing exercises. **Adrienne Bricker** (MSED '14) was named university registrar at the Ohio State University. **Daniel Landesberg** (MBA '14) was promoted to associate vice president, clinical operations, at Geisinger Northeast, a regional healthcare provider. In this role, he oversees operations at three Geisinger facilities. Goldman Sachs promoted **Jeffrey McClellan** ('14) to vice president, campus recruiting. Readers may remember

continued on next page

Picture-Perfect Wedding

Ben Guttman ('11) and Stephania Quiroz ('12) tied the knot in fall 2019 at picturesque Forest Lake Camp in Chestertown, NY. Guttman is co-founder and partner of Digital Natives Group, a marketing agency, and Quiroz serves as senior retention marketing manager at charity: water, a nonprofit that brings safe drinking water to people in developing countries.



Welcome to the Bearcat Family!

In October, Marc ('02) and Lori Benathen welcomed twins, Alexis Rose and Aidan Blake. The baby Bearcats were born into a family steeped in Baruch College Alumni Association (BCAA) history: Marc currently serves as president of the BCAA, Lori served as its executive director for nearly 10 years, and Lori’s uncle, Paul Douglas ('57), was a founding member and former president. Welcome to the association, Alexis and Aidan!



CLASSNOTES

McClellan from the Spring/Summer 2014 issue of *Baruch Alumni Magazine*, in which he penned an essay chronicling his first job out of college at Goldman as a full-time analyst. **David Pessah** (MBA '16) was named principal accounting officer of Goldman Sachs BDC, Inc. He is responsible for fund accounting and financial reporting oversight. Baruch Assistant Professor Stephen Gosnell, PhD, along with Weissman alumna **Minkyung Sarah Lee** ('18), created the educational exercise "Building Marine Reserve Networks to Fit Multiple Needs: An Introduction to Marine Spatial Planning Using SeaSketch," published by the Center for Biodiversity and Conservation at the American Museum of Natural History. After more than 20 years developing global education and cultural exchange programs to the U.S. and abroad for the YMCA of Greater New York, **Rayda Marquez** (EMPA '19) founded her own company, Cultural Connections, creating immersive travel and curated adventures for people of all ages, with a focus on youth. **Dipika Shrestha** (MIA '19) received the 2019 President's Award for Excellence in Leadership from the LCU Fund for Women's Education. The Nepali alumna hosts the weekly podcast "At the End of the Day," a career-oriented program geared toward immigrants newly arrived in the U.S.

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IN MEMORIAM

Kathleen (Metsal) Morehead '36
Jack P. Delson '40
Sidney Feldman '42
*Salvatore Palestro '43
Jacob Wurtzel '43
Melvin Paradise '47
Herman Schwartzman '47
Norman Blum '48, MBA '56
Leona (Gruenbaum) Fialk '48
Seymour Barasch '49
Arthur Farb '49
Mervyn Hodos '49
Sheldon R. Mead '49
Joseph Tangredi '49
David M. Diness '50
Donald S. Hirschhorn '50
Seymour Sklar '50
Martin H. Bodian '52
Gerald P. Carmen '52
*Lawrence N. Field '52, DCS-Hon. '04
Bentley Fredane '52
William B. Jaeger '52
*Albert J. Melzl '52
*Ruth (Printz) O'Hara '52
Arthur E. Goodmann '53, MBA '63
Ira S. Gottfried '53
Harvey Kaufman '53
Valentine Chmel '54
Herman Cohen '54, MBA '63
Lewis Silver '55
Gerald H. Sandler '56
Bernard Zuckerman '57
Mary Chin '58
Angelo L. Santiago '58
Edgar A. Walker '58
Thomas R. Amantea '59
Bernard S. Amsterdam '59
Sheldon Jaffe '59
Howard S. Breslow '61
Jacqueline A. Eberhardt '61

*Igor S. Koulichkov '61
*Sherry (Kershner) Jacobson '62
Harvey P. Sandler '64
Sidney Yoskowitz '64
Joseph H. Moran '65
Neil M. Boyle '66
Henry H. Kahn '66
William E. Macaulay '66, LHD-Hon. '07
Ronald P. Mullane MBA '66
George A. Damiano MPA '67
Stephen J. McCabe MBA '68
John Greves '69
George T. Wendler '69, MBA '78
*Hugh R. Lamle MBA '70
Anthony Martini '70
Michael R. Richter MBA '70
Robert N. Steckler MBA '70
Cecil B. Kenefick '71
Rea Joy Turet MBA '72
Andrew Schmitt MBA '73
Louise M. Bechtoldt '74
Gerald A. Rubinfeld MBA '74
Judith N. Abel MBA '79
Dalchand A. Rampaul '79
Lester A. Shick MPA '79
Daniel Creange MA '80
Tod Wassmer '80
Kathleen Winkler '81
Donald B. Marron LLD-Hon. '83
Susan E. Maynard '83
*Peter Homel MS '95
Nicholas Panzarino '95
Anthony J. Surdich '95
Dana M. Lanzaro '01
Michelle P. Small '03
Carl A. Joseph '04
Shavita D. Persaud '15
Vivian E. (Jones Storey) Hobbs MPA

*Benchmark Society member

ABOUT THE BENCHMARK SOCIETY

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

Remembering Lawrence N. Field ('52)

Visionary Entrepreneur, Philanthropist, Loyal Alumnus



His name is familiar to all who know and love Baruch College. For more than two decades, Lawrence N. Field, class of 1952—visionary entrepreneur, business leader, and generous philanthropist—brought his many talents to bear on behalf of Baruch and its students. Mr. Field passed away in January at the age of 89.

Field and his late wife, Eris, provided the naming gift for Baruch's historic building at 17 Lexington Avenue, now known as the Lawrence and Eris Field Building. His devotion to Baruch students is also manifest in Clivner=Field Plaza, the outdoor urban space currently under construction on 25th Street, for which he provided catalytic funding. An innovative entrepreneur himself, Field invested deeply in Baruch's entrepreneurship programs through his endowment of the Lawrence N. Field Center for Entrepreneurship and through his establishment of the Larry and Eris Field Family Chair in Entrepreneurship and Lawrence N. Field Professorship in Entrepreneurship.

Field gave of his knowledge and wisdom as well. From 1999 until his passing, he served as a trustee of the Baruch College Fund (BCF). In recognition of his lifetime of achievements and leadership, Baruch bestowed on him an honorary doctoral degree in 2004, its Distinguished Alumni Award in 2008, and the prestigious Newman Medal for Philanthropy in 2013. Most recently, in October 2019, Baruch honored this favorite son at the rededication of the renovated Field Center for Entrepreneurship, the ceremony attended by Field's daughters, Lisa and Robyn.

After earning his bachelor's degree at Baruch (then "City College downtown"), Field enlisted in the U.S. Army and later worked for Lever Brothers. Subsequently he went into the real estate business and earned a law degree at night. A devoted family man, Field relocated

“What matters about my story, and the countless others like it, is that it reminds us to continue to recognize the potential for success that exists in all of us.”

—Lawrence N. Field in his autobiography, *Not So Bad: From the Bronx to Beverly Hills* (2019)

to Los Angeles to be near his wife's close-knit, extended family. He eventually formed his own business, NSB Associates, named for his catchphrase when asked how things were going: "Not So Bad." NSB went on to become one of the region's most successful developers and managers of commercial and industrial real estate.

Field considered giving back to Baruch "both a privilege and an obligation." His was the classic Baruch social mobility narrative: His parents, Hungarian immigrants who owned a grocery store, hoped their only son might one day be a schoolteacher or a mail carrier. But the boy from the Bronx dreamed big. "Baruch showed me the wider world," he said in an interview in 2005. "The College gave me both the education and the self-confidence to create for myself and my family a future I could never have imagined."

"Larry would remind all of us how his Baruch education transformed his life and that it was our responsibility to ensure that students

continue to have that same opportunity," said Dov Schlein ('70, MBA '75), who met Field more than 20 years ago when they first served together on the BCF board. "His generosity and leadership transformed the BCF. I will miss him."

BCF Trustee Lawrence Zicklin ('57, LHD-Hon. '99) recalled the personal bonds he shared with his fellow board member. "One of the delights of my life was sitting down with Larry and talking about the old neighborhoods. We talked about our fathers and their little retail stores. In those moments, we could laugh and reminisce about a life that no longer exists."

Daniel Clivner ('85), current BCF vice president, credits Field with reconnecting him to his alma mater. Says Mr. Clivner, a fellow California-based alumnus, "Larry adopted me and my family into the Field family. Later he motivated me to join him in creating Baruch's Clivner=Field Plaza. For that, the entire Baruch community and I will be eternally grateful to him." For Clivner, his friend personified generosity. "The measure of Larry was not how much he made, but how much he gave—to Baruch and many other causes."

Field's other charitable and community affiliations included Girls and Boys Town USA, the Jewish Federation Council, American Associates Ben-Gurion University of the Negev, Cedars-Sinai Medical Center, and the LA Philharmonic.

"Larry Field was a man of energy and vision. He will be remembered—and honored—by future generations for his extraordinary generosity and for his ability to see the potential for what Baruch could become," said President Mitchel B. Wallerstein, PhD. "His giving helped propel the College to new heights."

THE
NEXT GREAT
CHAPTER *FOR*
BARUCH COLLEGE

“I am proud to become the eighth president of Baruch. The combination of achieving academic excellence at the highest level, while being the most effective agent for social mobility, not only makes Baruch a prime example of the founding vision for the CUNY system, but makes Baruch a model of public higher education.”

**ON JULY 1, DR. S. DAVID WU BECOMES
BARUCH'S EIGHTH PRESIDENT.**

