

FALL 2022/WINTER 2023

BARUCH

ALUMNI MAGAZINE

Forest for the Trees

ALUMNI TACKLE THE INCREASINGLY
URGENT CHALLENGE OF CLIMATE CHANGE

- + NEW MARXE
DEAN
- + HISTORIC
SCHOLARSHIP



MESSAGE FROM THE PRESIDENT

Dear Baruch Alumni and Friends,

The Fall 2022 term—the start of my third year as Baruch’s president—has been an exciting time, with the majority of classes and events back in person. Complemented by various forms of community-wide celebrations, such as Fall Festival and Homecoming, I have had a chance to witness the energy, enthusiasm, and optimism that underpins our mission and propels the College forward in a challenging landscape as we recover from the pandemic.

I am happy to report that your alma mater is re-emerging even stronger. The College’s enrollment is now approaching 20,000—a growth of over 11% during the pandemic. Students “vote with their feet”: In the national climate of declining college enrollment, Baruch’s unique value proposition of academic excellence, access, and outcomes clearly resonates. To continue our momentum of academic innovation, we welcomed 58 top-notch scholar-educators this year—the largest faculty addition in recent history—with a similar scale faculty expansion planned for next year.

Also included in Baruch’s dynamic fall roster were a sizable number of in-person and online alumni events. The 17 Lex Society, marching into its third decade in recognizing leadership giving, gathered for a reception with scholarship students. The inaugural Baruch Alumni Changemakers Awards Dinner and Ceremony honored nine alumni who have made a significant difference in their professions and communities. I was thrilled to meet many alumni at these in-person events.

A Community of Change Agents

The Alumni Changemakers event struck a deep chord with me. As I listened to story after story of how our alumni are making a real difference by tackling the most urgent issues in their professions and communities, I was reminded of Baruch’s mission as a vital nexus of aspiration and opportunity—

empowering our students to transform not only their own future but that of others. In the Spring/Summer 2022 edition of the alumni magazine, we shared insights from alumni transforming the healthcare industry. In this edition, we share the stories of Baruchians tackling the complex issue of climate change.

The College’s climate initiatives and partnerships educate, inspire, and support students passionate about making a difference. The faculty-led Climate Action Collaborative presents research, hosts speakers, secures grants, and collaborates on interdisciplinary courses. The popular Mishkin Gallery fall exhibition, *Who Speaks for the Oceans?*, used multimedia to explore environmentalism and environmental justice. The United Nations kicked off Climate Week NYC at Baruch with an impressive international panel. The undergraduate CUNY Climate Scholars Program, developed at Baruch, funds students to work in labs directly with faculty mentors.

The big reset, following the pandemic, has been a moment for reflection and big ideas—and Baruch is emerging as an important engine for a more equitable and sustainable economic recovery.

Stay Connected

Alumni voices and perspectives continue to be essential, and I look forward to hearing from you at events and through my monthly blog, where I share updates and discuss big ideas for how the College plans to achieve its audacious goals. Leveraging our vast 165,000-plus global alumni network will help the College and the world reimagine our future for the better.

Thank you for all you do for our students,
S. DAVID WU
President, Baruch College



At the inaugural Baruch Alumni Changemakers Awards Dinner and Ceremony, the College celebrated graduates who have made an impact on their companies, organizations, and communities. Here, President Wu and Provost Linda Essig (back left) pose with awardees as well as those who nominated them. Learn more about the event on pages 10-11.

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Baruch Alumni Fighting for a Sustainable Future

Given Baruch College's mission to provide its graduates with a strong foundation for community impact, it's no surprise Baruch alumni are at the forefront of the struggle to address the global threats posed by climate change. Learn about five alumni who are making a difference.



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The Ticker Turns 90

Since 1932, the campus community has looked to *The Ticker*, Baruch's student newspaper, as a primary source of campus news, college sports, op-ed pieces, and stories focused on national news and cultural trends. Pictured: The newspaper's current staff, which produced a series of alumni profiles this past semester to celebrate the paper's 90th anniversary.

15 | HISTORIC NBA CONTRACTS

All-Star Agent

Sports agent Jessica Holtz (MBA '12) made history this past summer by becoming the first woman to negotiate an NBA supermax contract—in fact, she finalized two in the same day. Pictured: Holtz (second from right) posing with her clients, NBA stars Devin Booker (left), D'Angelo Russell (second from left), and Karl-Anthony Towns.



ALSO INSIDE

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Baruch launched a Black and Latino studies major—an interdisciplinary program decades in the making—led by Professor Shelly Eversley, PhD.



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Elizabeth Shafiroff ('13) founded Global Strays, an animal welfare nonprofit that helps struggling animal shelters throughout the world.



ON THE COVER: In the concrete jungle of New York City, it can be easy to miss the natural beauty that abounds. Victor Chu ('08), an innovative drone photographer, snapped our cover photo that showcases both the lush greenery of Central Park and the sprawling city skyline. Read a Class Notes profile of Chu on page 14.

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Dr. Sherry Ryan Appointed New Marxer Dean

Sherry Ryan, PhD, was appointed Marxer Dean of Baruch's Austin W. Marxer School of Public and International Affairs. Her appointment follows a yearlong, nationwide search to name a permanent dean after the retirement of David Birdsell, PhD, in 2021.

"This is an exciting moment for public affairs education, as communities across the country rise to meet the challenges of a post-Covid environment," Dr. Ryan said. "Baruch College is an iconic New York institution embedded in the city's economy, politics, and culture, and the Marxer School is well positioned to train the leaders of tomorrow in both the public and private sector."

Dr. Ryan's experience includes more than 25 years of teaching, administrative, and public higher education leadership. Prior to joining Baruch, she served as the director of San Diego State University's School of Public Affairs since 2017, where she oversaw five academic degree programs covering public administration, criminal justice, and city planning. During her tenure, she developed a rigorous network of online, self-support degree programs, the revenue from which was used to fund faculty research and other projects. She focused heavily on alumni and donor engagement, assembling an advisory board of prominent alumni and securing a \$1 million gift to the school.

Her research focuses on transportation policy and urban planning, and she frequently partners her scholarly work with

real-life applications, serving as an expert advisor to government agencies and nonprofits and an advocate for public transportation, particularly bike and pedestrian infrastructure.

She has worked directly with local and regional governments across California, Arizona, and Mexico.

Ryan received her Bachelor of Arts degree in romance languages and Latin American studies from Princeton University and holds a Master of Science in civil engineering from the University of California, Irvine, where she later earned her PhD in transportation science.

"As dean," she added, "I look forward to furthering faculty research at the Marxer School and bringing that scholarship to bear on the challenges and opportunities before us—all in the spirit of advancing educational and career opportunities for Baruch students." —SARA KARNISH



Making Computing More Inclusive

With diversity, equity, and inclusion a top priority at Baruch College, faculty in the Zicklin School of Business Paul H. Chook Department of Information Systems and Statistics are working to increase the proportion of women enrolled in computer and information systems (CIS) classes. A partnership with Break Through Tech AI—an initiative of Cornell Tech whose goal is increasing the number of women graduating with degrees in computer science and related disciplines—enabled the launch of a new introductory course, CIS 2300, in the Fall 2019 semester.

The course, entitled Programming and Computational Thinking, deploys inclusive pedagogical strategies, such as live coding in class, programming in pairs, and Parsons coding problems, in which students rearrange blocks of code rather than writing or fixing code. Instructors also provide examples in class that aren't related to mathematics.

"We use examples from other fields, like biology, history, and linguistics," explains faculty member Radhika Jain, PhD, who teaches CIS classes, "so students understand that

the computational thinking principles used in programming can be applied no matter what their discipline is."

"There's this feeling that computing requires a lot of math and is not for everyone," adds Sonali Hazarika, PhD, executive director of undergraduate programs at the Zicklin School and an associate professor of finance. "[But] given the importance of computing in the world today, it's a field every student should be exposed to." It was that philosophy that led the department to remove prerequisites for CIS 2300 as of Fall 2022.

A two-year diagnostic grant from the Center for Inclusive Computing at Northeastern University—with principal investigators Dr. Jain, Dr. Hazarika, and Dr. Tracy Henry from Baruch's Bert W. Wasserman Department of Economics and Finance—will evaluate the program's effectiveness. With the assistance of Fan Feng, a doctoral candidate, they are compiling demographic data on enrollment in CIS classes.

After data collection, the team will apply for an implementation grant from the Center for Inclusive Computing that will enable the

department to design further interventions to help attract and retain female students. The implications go beyond computing courses, observes Dr. Henry: "Once we figure out what interventions can improve the male-female ratios, we can apply that learning to other STEM [science, technology, engineering, mathematics] disciplines like finance and accountancy, or any field where it's an issue."

—SARA J. WELCH



An Interdisciplinary Program—Decades in the Making

Baruch Launches Black and Latino Studies Major

For decades, Baruch College students who have wanted to concentrate in Black and Latino studies (BLS) have resorted to building an ad hoc major, often relying on faculty scattered across a range of academic departments. Now, in response to increasing demand for an expanded ethnic studies curriculum, the College announced that starting in the 2022–23 academic year, students can formally major in Black and Latino studies as it becomes an official degree program within Baruch’s Weissman School of Arts and Sciences.

The innovative degree track, led by Professor Shelly Eversley, PhD, adds five full-time faculty members and breaks new ground by answering the call for a 21st-century approach to race and ethnic studies—combining an explicitly antiracist, transdisciplinary pedagogy with an emphasis on skills that will serve students no matter where life takes them.

“All careers need problem solvers and critical thinkers,” says Dr. Eversley. “BLS students will be able to think through challenges using multiple lenses for analysis. They’ll get experience working with the discourses of poetry, politics, history, and communication, just to name a few.”



The intellectual trajectory of the BLS major seems especially timely as one of its newly inaugurated, full-time faculty members, Professor Rojo Robles, PhD, was recently selected as a 2022 Summer Faculty Fellow for the National Endowment for the Humanities (NEH) Summer Institute for Higher Education.

The BLS program has existed at Baruch since 1970, born out of student activism calling for open education and more diverse representation in the student body. At that time, Baruch had one of the only combined Black and Latino studies departments in

the country, as other institutions established programs that treated these as separate fields.

Building on this tradition of inclusion, the department centers the study of race, racism, and power while continuing to question categories of gender, sexuality, and class. The introduction of BLS as a proper major at last promises to offer new life to Baruch’s course offerings and make the discipline’s commitment to the liberatory potential of critical race studies more central to CUNY’s mission.

“With the new Black and Latino studies major, Baruch offers a program that provides our students a comprehensive understanding of race, ethnicity, identity, and the bearing they have on society,” said Baruch College President S. David Wu. “This is a great opportunity to cultivate the next generation of leaders and policymakers.”

—DANIEL JACOBSON

During Latinx Heritage Month in September, Professor Shelly Eversley, PhD, celebrated the launch of Baruch’s Black and Latino studies program with students and faculty and spoke about the impact the major will have on the College. To view a video from the event:



- 1- Open the camera on your mobile phone.
- 2- Scan this QR code and tap the pop-up link on your screen.



Global Scholars, Standout Researchers, and More

Another Successful Year for Baruch Students

Baruch students continue to earn top honors and prestigious awards, from study-abroad opportunities to influential research grants.

Two Baruch students were named to National Science Foundation Research Experiences for Undergraduates (NSF REU), a program that supports active and meaningful undergraduate participation in new or current NSF research initiatives. Amiyah Young ('23) and Alexandra Acevedo ('23) joined major NSF projects with potentially significant implications for public policy: Young focused on climate justice in New York City, while Acevedo joined a team of researchers studying obesity and nutrition in Costa Rica.

Young's project focused on learning how climate change research is gathered, analyzed, and communicated for relevant stakeholders and policymakers in the city and beyond. "I believe a huge part in fostering tangible change with issues like climate change is bridging the gap between experts and younger generations who will be responsible for carrying out change themselves," said Young, who is majoring in public affairs. "It's important that they meet and partake in dialogue that expands the conversation surrounding climate change. Hopefully it even breeds innovation on how to tackle it, which is the goal."

Additionally, nine Baruch College undergraduate students were chosen as Gilman scholars and studied abroad this past semester in countries including Spain, France, Denmark, and Japan. Sponsored by the U.S. Department of State, the Gilman Scholarship Program aims to help American students "gain proficiency in diverse languages and cultures, skills that are critically important to their academic and career development." Each student receives up to \$5,000 in funding.



As part of the NSF REU program, Baruch student Alexandra Acevedo (left) researched public health, obesity, and nutrition in Costa Rica. "I'm hoping to use this experience researching to find what aspects of STEM interest me the most so I can develop and improve my skills," she said. Cesar Castro (right), an international business major, studied abroad in Spain as a Gilman scholar.

Meanwhile, a team of graduate students from Baruch's Zicklin School of Business won first place in the Pitney Bowes College Data Challenge. Sixty students comprising 11 teams competed, all trying to use machine learning models to predict the likelihood of a mailing meter failing within the next seven days.

"Zicklin graduate students are always eager to learn and succeed," said Shivayogi Biradar, a Pitney Bowes data scientist and one of the judges. "They continue to deliver better submissions year after year. With their drive, grit, and proven track records, they have always amazed us with their submissions."

The data challenge is the final event of a yearlong partnership between Pitney Bowes and Baruch's Paul H. Chook Department of Information Systems and Statistics, in which Pitney Bowes data scientists offer workshops and seminars throughout the year for Zicklin students. —SARA KARNISH

The Ticker Keeps Ticking

Student Newspaper Turns 90



A photo of *The Ticker* staff in 1954, from that year's *Lexicon* yearbook.

The Ticker, Baruch College's student-run newspaper, marked 90 years in continuous production this past summer. Since 1932, the campus community has looked to *The Ticker* as a primary source of campus news, college sports, op-ed pieces, and stories focused on national news and cultural trends.

The newspaper marked the occasion by running profiles of alumni who have

gone on to successful careers as reporters, editors, publishers, communications directors, and so much more. Many of these alumni credit *The Ticker* with sparking their interest in journalism and communications and say being involved with the publication was an overwhelmingly positive experience during their time at Baruch.

"Throughout the years, *The Ticker* has remained committed to bringing students, faculty, and staff accurate and fairly reported news relating to the CUNY system and Baruch itself," said Amanda Salazar ('22), who served as editor-in-chief for the 2021-22 academic year. "This mission is what drives the staff to this day, as the paper continues to be a leader in CUNY news."

Alumni also shared their thoughts on the impact *The Ticker* had on their lives and careers. Steven Scheer ('92) is now an economics correspondent for Reuters based in Jerusalem and says his experiences at *The Ticker* "made me the journalist I am."

Lia Eustachewich ('09), the current managing editor of news for *The New York Post*, credits her time at the college newspaper as having provided unexpected opportunities. "*The Ticker* really helped me learn on the fly and to be adaptable," she said.

As *The Ticker* looks back on 90 years of successful publication as a leading platform for student journalism, the current staff is even more excited about the newspaper's future. According to Emanuela Gallo, the current editor-in-chief, *The Ticker* plans on adding more staff as it covers the continued transition to in-person classes, club events, and campus happenings, and the paper plans to resume printing hard copies following the hiatus during the pandemic.

Baruch College recognized *The Ticker*'s milestone anniversary with an online exhibit curated by Alex Gelfand ('04), who served as an assistant archivist during his time at Baruch. The exhibit includes information about the paper's early years as well as photos of its first issues and staff members.

—SARA KARNISH

Investing in Potential

Charlie ('66, MBA '73) and Madeline Dreifus Make Record Scholarship Gift

A generous donation from Charlie Dreifus ('66, MBA '73) and his wife Madeline is poised to enable Baruch College to strengthen its historic legacy of educational accessibility for students facing financial challenges. The couple's recent \$5 million bequest, for the establishment of the Charles and Madeline Dreifus Scholarship, is the College's largest-ever one-time scholarship gift.

Mr. Dreifus is a Chartered Financial Analyst with more than 50 years of experience in the investment arena and is currently portfolio manager and managing director at Royce Investment Partners, which he joined in 1998. He has been a Baruch College Fund Trustee since 1995.

Products of the CUNY system who graduated college on the same day (she from Brooklyn College, he from Baruch), the Dreifuses experienced firsthand the life-changing power of affordable higher education. Both are first-generation college graduates, and Mr. Dreifus is a first-generation American as well; his immigrant parents met in New York, having fled Nazi Germany in the 1930s.

"In the 1960s we benefited from free tuition; we just had to pay a modest registration fee," says Mrs. Dreifus, a former teacher and long-time education volunteer who later earned a master's degree in special education from Kean College. "We've come to recognize that there's an increasing need for broader financial support among current undergraduate students—who also face impediments like MetroCard costs, food insecurity, and rising fees—and we wanted to come up with a plan to help them, now and in the future." Adds her husband, "We've been very fortunate, and we think people who benefited like we did from the public education system owe the community a great deal."

Mr. Dreifus also acknowledges his debt to legendary Baruch accounting professor Abraham Briloff, who became his mentor as he pursued a PhD at the College ("I started my dissertation but was engulfed by Wall Street," he explains) and remained



On September 28 Charlie Dreifus (center), along with his wife, Madeline (left), met with their first scholarship recipient, Baruch student Shaya Chabot. Mr. Dreifus was on campus to speak at a lecture hosted by Baruch's Robert Zicklin Center for Corporate Integrity; the topic was his mentor, the late Professor Abraham Briloff ('31), an accounting legend renowned for his focus on corporate governance and financial integrity.

a lifelong friend. In 1996 he established a scholarship in Professor Briloff's honor, and his Charles Dreifus Ethics-Across-the-Curriculum Initiative provides support for the College's annual Ethics Week, including the awarding of Briloff Prizes in Ethics.

Avid champions of both of their CUNY alma maters, the couple are excited to help build on Baruch's mission to foster opportunity and upward mobility. Observes Mr. Dreifus, "The surnames and the national origins may change over time, but it's still the same success story." —SALLY FAY



BEARCATS MAKE HISTORY IN PINSTripES

Four Baruch softball student-athletes were part of a group of women selected to be the first-ever ball girls for Major League Baseball games at Yankee Stadium. The Baruch participants were Carly Quint (first on left), Amber Rivera (second from left), Megan Bell (third from left), and Julia Cuttone (second from right), seen here with Yankees manager Aaron Boone (center).

World Warriors

BARUCH ALUMNI FIGHTING FOR A SUSTAINABLE FUTURE

BY SALLY FAY

Faced with mounting evidence that our planet is in the throes of a climate crisis, increasing numbers of individuals, institutions, and government entities are sounding the alarm about the importance of mitigating climate warming and implementing green initiatives. Yet, despite growing acknowledgment that the danger is real, consensus on how to solve the problem most efficiently remains elusive.

Given Baruch College's mission to provide its graduates with a strong foundation for lifelong learning and community impact, it's no surprise Baruch alumni are at the forefront of the struggle to address the global threats posed by climate change. What is astounding, though, is the breadth and diversity of their contributions. Here, we profile five alumni who are making a difference in the fight to protect our planet's beleaguered ecosystems.



ESPRIT DE CORPS

A five-year stint in the U.S. Marine Corps early in his adult life made a lasting impression on Juan Gutierrez (MPA '10).

"That's where I learned that lack of attention to detail can have deadly consequences," says the former Marine sergeant, helicopter mechanic, and quality assurance representative.



Since then, Gutierrez has built a career within the detail-intensive world of the U.S. federal government. He spent several years working for the Social Security Administration, during which time he earned his Master of Public Administration from Baruch's Marx School of Public and International Affairs. He joined the Environmental Protection Agency (EPA) in 2011.

As Region 2 ENERGY STAR coordinator at the EPA, Gutierrez spearheads the

development and dissemination of tools and guidance on energy efficiency for his region, which comprises New York, New Jersey, Puerto Rico, the U.S. Virgin Islands, and eight Tribal Nations. "The objective of the ENERGY STAR program is to provide simple, credible, and unbiased information that consumers and businesses rely on to make well-informed decisions," he explains.

Gutierrez is also co-chair of his region's Climate Change Workgroup, coordinating

the work of topic experts to advise regional managers on opportunities to integrate energy conservation, greenhouse gas control, mitigation and adaptation, and awareness of potential climate change effects into specific EPA programs.

His Baruch education, says Gutierrez, “taught me about how communities, stakeholders, and government intersect to create policy and initiatives. All have a part in reducing energy use and greenhouse gas emissions.” To that end, he is proud to have been at the forefront of efforts to draft and finalize the EPA’s Region 2 Climate Adaptation Implementation Plan, which was published in fall 2022.

A hiker, outdoorsman, and nature lover, Gutierrez is committed to the ongoing battle to increase awareness of climate change and the environmental challenges it brings. “I want to leave behind a place that is better for my kids,” he says, “and also, speaking as a former U.S. Marine, you never quit.”



SUSTAINABILITY TAKES CENTER STAGE

Among Patricia Yagüe’s (’16) memories of growing up in her native Spain is learning, at age 8 or 9, that paper could be recycled. There was no recycling program at the time, but “I remember separating paper from our household waste and stacking it together with a note for the waste collectors that said ‘for recycling.’ Without knowing it, I was already trying to make the world a more sustainable place.”

But sustainability wasn’t yet a career path, and Yagüe’s professional life took a different direction. She earned a diploma



at IED Madrid and pursued a career in fashion design that ultimately brought her to New York City. A combination of growing awareness of the fashion industry’s environmental impacts and curiosity about the business world prompted new avenues of study and experience that led to her current role as head of sustainability for Europe, the Middle East, and Africa (EMEA) for Live Nation Entertainment, a global leader in live events, which she joined in 2019.

“Since the launch of Live Nation’s environmental sustainability charter in 2019, important efforts have been made globally to reduce our environmental impact,” says Yagüe, who is responsible for defining and implementing market strategies to achieve Live Nation’s sustainability goals across EMEA countries. “The actions we take in producing events can have far-reaching ripple effects throughout the live music ecosystem, giving us an amazing opportunity to influence change in the industry,” she notes.

An economics major at Baruch, Yagüe credits Weissman School Professor Chester Zarnoch’s Introduction to Environmental Science course with rekindling her interest in environmental sustainability and inspiring her to earn a Master of Science in environmental economics and climate change from the London School of Economics and Political Science.

The Paris-based Yagüe acknowledges that dealing with varied regulations and cultures can pose a challenge to achieving Live Nation’s goals. But she’s focused on the upside: “Working with such diverse approaches to sustainability enriches my take on the topic.”



DEVELOPING TOOLS... AND TOOLMAKERS

Youth outreach and environment are recurring themes in the professional life of Gabriel Foreman (MBA ’16). Before coming east to pursue a BS in political science at SUNY Purchase, the San Francisco native worked at that city’s Botanical Garden, a popular school field trip destination, “so I’ve been interacting with students in an environmental context since high school,” he says. A post-college job helping students build their professional brands, along with a growing interest in entrepreneurship, led to a venture that encompasses both topics. In 2015 Foreman and a co-worker founded Duro UAS (short for Unmanned Autonomous Systems) and, the following year, its synergetic offshoot, Duro Workforce.



The Bronx-based Duro UAS, which develops affordable underwater systems for applications ranging from environmental research and monitoring to aquaculture to water treatment, exemplifies the vital role social entrepreneurship plays in solving global challenges. Explains Foreman, the company’s vice president, he and his co-founder viewed underwater as a rich business niche with big potential impact: “Global health risk due to lack of water quality analysis is substantial, and the expense of existing data collection solutions impedes acquisition of crucial information. We’re looking to expand access to environmental intelligence.”

continued on next page



As president of company spinoff, Duro Workforce, Foreman collaborates with the NYC Department of Education and other partners to provide workshops to increase students' interest in STEM careers. Duro Workforce also is working within the CUNY system to implement pathways to prepare both traditional and nontraditional students for upcoming opportunities in New York-area offshore wind projects. "We want to develop the next generation of operators and entrepreneurs in the field of climate change, among other fields," Foreman says.

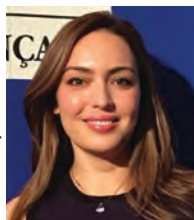
Foreman applies lessons from the Zicklin MBA program in entrepreneurship/small business management to guide his young enterprises. "In business, when you can intertwine revenue with impacts—particularly when the revenue can be brought back into the community—you can create a scalable and sustainable model in which everybody benefits."



THINK GLOBALLY, ACT GLOBALLY

A multicultural upbringing underpins the worldview of Fatma Ben Fadhl (EMS '08), founder and principal of GeoAdvisory Services, whose focus is on climate finance and energy policy in emerging and developing markets. "I'm French Tunisian, and grew up between the U.S. and Mali and Burkina Faso, so I was exposed to climate, social, and economic disparities early on," she says. "Even though I followed a business studies path, I always had in mind to work on the international scene, addressing development issues."

Following her postsecondary education in Paris, Ben Fadhl worked for a global business lobbying group—an experience that "made me aware that sometimes



one needs to choose sides," she notes. A subsequent position with the UN Environment Programme in Paris exposed her to the field of climate finance and prompted Ben Fadhl to add some financial credentials to her three master's degrees in business disciplines. Earning her Executive Master of Science in finance, sustainable investment, and reporting—offered jointly by the Zicklin School and American University of Paris (AUP)—"helped build my confidence in understanding complex financial issues I was dealing with on a daily basis."

After working in five countries on three continents managing climate finance projects within the UN and in EU bilateral agencies, Ben Fadhl returned to Paris and established her consulting firm in 2017. Among her projects are initiatives to implement climate investment plans and work with UN agencies on climate energy and sustainable trade. She also advised government ministers in the lead-up to the 2022 UN Climate Change Conference, helping equip them for multinational climate negotiations. She's consulted on and developed green economy, energy, and climate policy and infrastructure projects for more than 40 countries worldwide.

Ben Fadhl views the structural transformation of economies—fostering growth and investment while decoupling from fossil fuels and intensive resource use—as increasingly urgent: "In some countries, the situation is becoming a humanitarian issue; it's no longer just the climate warming, it's habitation disappearing." As for how to remedy such dire situations, her outlook is holistic. "Working within countries with varied cultural, political, and economic contexts requires an ability to view their issues with humanity and to identify solutions that can soothe the communities we're serving," says Ben Fadhl. "That's the approach I try to bring into all my projects."



TOWARD A GREENER FUTURE

In Salome Begeladze's ('10) view, the world is in a constant state of change—but it's within humanity's power to shape how our future plays out. In terms of human well-being and the environment, she says, "Everything is connected. Individuals and societies always need to adapt—but how can we do so more effectively, equitably, and sustainably?"



Growing up in the Republic of Georgia, Begeladze lived the effects of both environmental and political upheavals, including the loss of her family home in a devastating earthquake and the political and economic instability surrounding her country's secession from the former Soviet Union. These circumstances "led to an increased dependency on firewood for heat and cooking and to intensive agriculture production that devastated local ecosystems," she notes.

Such formative experiences inspired Begeladze to pursue a career centered around social justice, sustainable development, and climate change mitigation, with the last 10-plus years in the conservation/environmental arena. Now with the U.S.-based nonprofit environmental organization Conservation International, she focuses on restoration of degraded and deforested areas to safeguard biodiversity, mitigate the climate crisis, and enhance the planet's climate adaptation capacity. "Restoring these damaged landscapes is a scalable and effective natural tool to remove carbon dioxide from the atmosphere," Begeladze explains.

As director of restoration, she is involved in the design and implementation of projects around the world, teaming with

stakeholders on a global, national, and local level. Her Baruch BS in public affairs “gave me experience and background in social issues, public policy, and political economy, which are pivotal to creating an enabling environment for sustainable development,” says Begeladze, who also holds an MS in international development and humanitarian assistance from New York University.

Begeladze says her two-year-old daughter is a constant reminder to act with urgency and “make peace with nature for the future generation. Nature has power to help us through our climate emergencies, but we must choose to work all together to protect what we have, sustainably manage what we use, and restore what we’ve lost.”



A PART OF THE SOLUTION

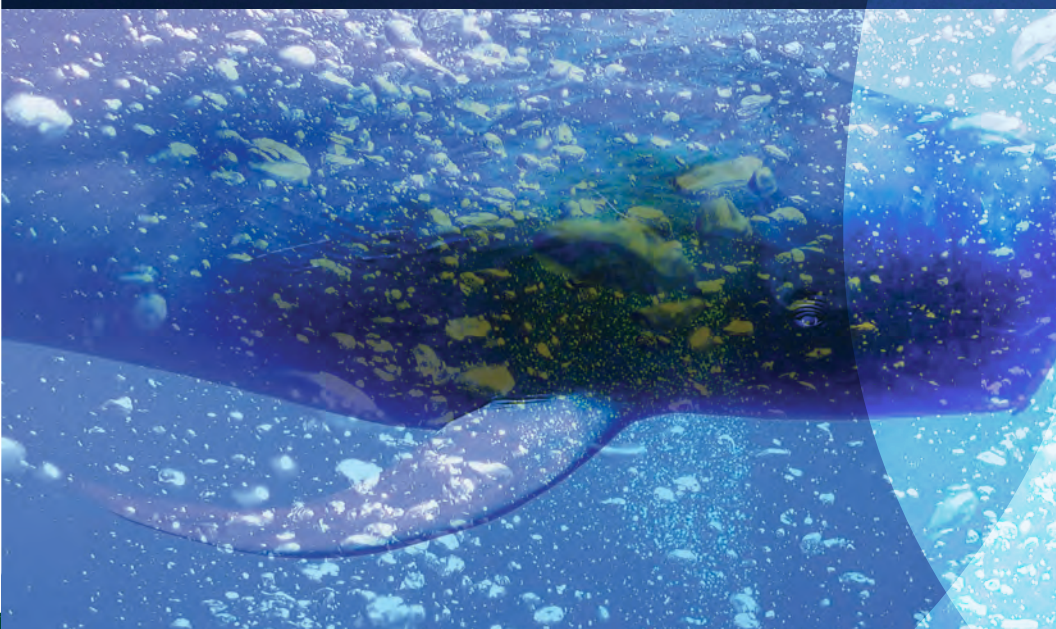
Like the ecosystem of the earth itself, the solutions to the climate crisis are interconnected and interdependent. While these and other Baruch alumni, as well as a wide range of faculty members, work to effect meaningful change, the next generation is already gearing up for the challenges ahead—and the College is committed to making sure they’re prepared.

In welcome remarks at a United Nations Development Programme–sponsored climate event hosted by the College in September, Baruch President S. David Wu emphasized Baruch’s “ever-expanding commitment” to furthering research on climate change “through our students—by launching them into climate-related leadership positions, and through our faculty—by their groundbreaking research [and] cross-discipline exhibitions. Their work helps us to understand what we stand to lose if we stay complacent, and what we stand to gain if we work together.”

Raising Climate Consciousness

With a mission to provide transformational education and catalyze new knowledge through scholarship and research, Baruch College is a proactive force in addressing the global climate crisis. Some of the College’s latest contributions:

- Weissman School Professor Mindy Engle-Friedman, PhD, is at the forefront of an expansion of Baruch’s signature Climate Scholars Program to three additional CUNY colleges. The interdisciplinary fellowship program is designed to prepare students for careers involving green energy, climate change mitigation, and climate resilience.
- Baruch’s Locke Seminar program fosters students’ appreciation of the environment through creative self-expression and environmental advocacy via its Interdisciplinary Capstone in Environmental Sustainability and Climate Change, as well as Locke Prizes in Environmental Sustainability in research and art.
- The College received funding for a dozen new professorial-level faculty positions, to be targeted toward three interdisciplinary clusters: entrepreneurship and innovation, data science, and climate studies.
- *Who Speaks for the Oceans?*, a collaborative exhibition curated by Mishkin Gallery Director Alaina Claire Feldman and David Gruber, Distinguished Professor of Biology and Environmental Sciences at the Weissman School, ran at the gallery last fall, challenging attendees’ understandings of and relationships to the inhabitants of the aquatic world.



A video still from Miho Hatori’s *Do Whales Dream of Electric Human?*, on display at Baruch’s Mishkin Gallery earlier this fall.

A Message from the Director of Alumni Relations and Volunteer Engagement

In September, we hosted the inaugural Baruch Alumni Changemakers Awards Dinner and Ceremony, celebrating nine Baruch graduates who have made an impact on their companies, organizations, and communities. From leading a hospital through the Covid-19 pandemic to establishing an organization to build civic pride in Chinatown to launching an active international alumni network, each awardee's effort and commitment to others is extraordinary.

We can't wait to celebrate another class of changemakers next year and are already accepting your nominations. Scan the QR code below and complete the form to share with us why your nominee is a changemaker.

Of course, I know that *all* of our alumni are changemakers in some way, and this Class Notes section recounts just a few of our graduates' recent achievements. I hope you find it to be an inspiring read!

Sincerely,

Janet B. Rossbach

Janet B. Rossbach



60s | **Peter Goldsmith** ('64) was inducted into the Long Island Business Hall of Fame. He is the president of LISTnet, Long Island Software & Technology Network. Back when he was a Baruch student, Goldsmith was a member of the Gamma Delta chapter of Alpha Phi Omega, the largest national coed service fraternity. **Donald Brennan** (MBA '66), a retired chairman of Morgan Stanley Capital Partners, received an Honorary Doctorate of Humane Letters from SUNY Maritime College in the Bronx. **Max W. Berger** ('68, LLD-Hon. '19) received a Lifetime Achievement Award at an event sponsored by the New York Law Journal. He is a founding partner of law firm Bernstein Litowitz Berger & Grossmann

and a longtime trustee of the Baruch College Fund, currently serving as chairman.

70s | **Michael J. Freeman** (MBA '70, CUNY PhD '77), the inventor of popular interactive children's "smart toy" 2-XL (pronounced: "to excel"), will celebrate the 50th anniversary of the invention of the toy next year. Eventually released in 1978, 2-XL would also lead Freeman to licensing deals with Disney, Sesame Street, and other major companies. In 2015, **Harvey Bass** (MBA '74) founded Ranger Sailing Foundation, which gives hands-on sailing experience to young people who otherwise would not have the financial means to participate. Bass and his

foundation were featured this past summer in *Newsday*. **Edgar Henry** ('78) wrote *The Guyanese Slang Alphabet* (Dorrance Publishing, 2022). He came to the United States from Guyana in 1973, obtained an accounting degree from Baruch, and went on to have a varied career as a real estate broker, president of Flatbush Avenue Business Improvement District in Brooklyn for 22 years, and a major advocate for Guyanese culture.

80s | **Trevor Edwards** ('84, MBA '90, LLD-Hon. '14) joined the board of directors of Funko, a leading pop culture and lifestyle brand. He previously served as president of Nike, Inc. **Gregory Glover** ('85), the head of

business development for the Washington Technology Industry Association, was selected to the Distinguished Alumni Council of Western Governors University. **Kim M. Kubasek** (MBA '87) was named CEO of Developmental Disabilities Institute, a Smithtown, NY-based nonprofit that provides special education and therapeutic intervention services for adults and children with autism and other developmental disabilities. She has 17 years of experience in healthcare administration, having served as a vice president of administration at both Staten Island University Hospital and St. Charles Hospital in Long Island. **Steven Lipiner** (MBA '87) was named chief operating officer of State Street Global Advisors,

one of the world's largest asset managers. Lipiner previously served as the organization's CFO and, prior to that, worked at BNY Mellon for more than a decade. State Supreme Court Justice **G. Helen Whitener** ('88) was profiled in the *ABA Journal*, produced by the American Bar Association. She is the first Black woman and fourth immigrant-born justice to sit on the Washington Supreme Court. Prime Medicine, Inc., a biotechnology company, appointed **Kaye Foster** ('89) to its board of directors. She has served as a senior advisor at the Boston Consulting Group since 2014 and previously worked at companies including Onyx Pharmaceuticals and Johnson & Johnson.

90s **Henry Bello** ('90) is the president of the Nigerian Assemblies of God Fellowship, a Pentecostal denomination with 13,000 churches in the United States. **John Banks** (EMPA '92) was named to the MTA's Traffic Mobility Review Board, a group that will assess how best to implement congestion pricing. Banks is the president emeritus of the Real Estate Board of New York and is chairman of Building Skills New York, a nonprofit that aims to connect the unemployed with training and opportunities in the construction industry. Accelerated Technologies Holding Corporation, a fintech company, named **Damiano Coraci** ('92, EMBA '03)

continued on next page

Meet the Inaugural Class of Changemakers



Irene Branche (MPA '10)
Chief Development and
Evaluation Officer, HOPE



Jiansan Gu ('11)
Clinical and Research Fellow
Physician, Rush University
Medical Center



Victoria Lee ('13)
Co-founder, Welcome to
Chinatown



Maurice Ng ('15)
Founder and General Partner,
Tings Capital



Steven Raga (MPA '15)
Advisor, U.S. Commission on
Civil Rights



Natalie H. Rogers ('77)
Founder, Talkpower: A Panic Clinic
for Public Speaking Workshops



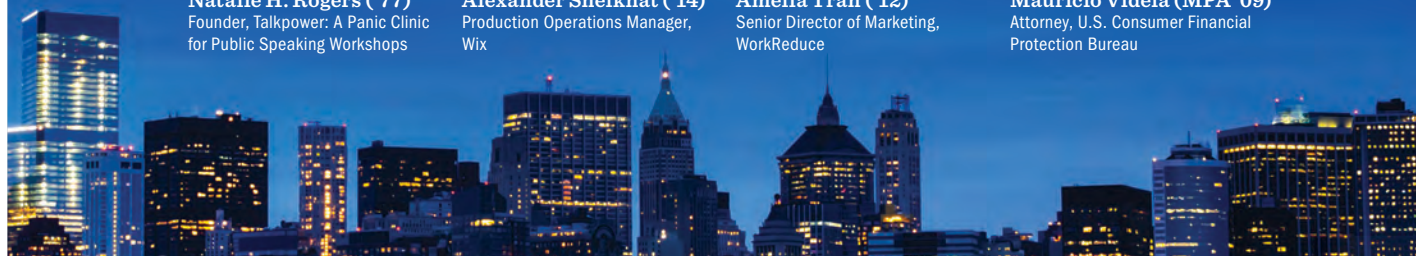
Alexander Sheikhat ('14)
Production Operations Manager,
Wix



Amelia Tran ('12)
Senior Director of Marketing,
WorkReduce



Mauricio Videla (MPA '09)
Attorney, U.S. Consumer Financial
Protection Bureau



Wireless Visionary

Stuart Subotnick's Early Bet on Cellular

Back in 1982, Stuart Subotnick ('62, LLD-Hon. '97) took a leap of faith. Cellular technology was in its infancy, and telephone company AT&T projected that it wouldn't amount to much. In fact, the company was handing over its rights to cellular licenses to the new Regional Bell Operating Companies. But Subotnick—then chief financial officer of Metromedia Company, an independent broadcaster—thought AT&T had it all wrong.

"It turned out to be an amazing miscalculation of how this new technology would skyrocket in use," recalls Subotnick, who at the time began traveling the country, visiting mom-and-pop paging companies that were applying for licenses for this emerging tech. He went back to New York and immediately told John Kluge, Metromedia's then-chairman: "We have to get into this."

Setting Metromedia's sights on the top U.S. markets, Subotnick orchestrated financing to acquire seven of the largest U.S. paging companies and their cellular applications in major cities, such as New York, Philadelphia, and Chicago. "In '83, when the awards came in, we had the largest non-phone cellular company in the U.S.," Subotnick says. Deals to expand cellular technology in China, Cuba, and Russia followed, and Subotnick later brought Metromedia into the fiber optics and Wi-Fi businesses.

His early bet clearly proved right on the money: today, more than 5 billion people around the world use cell phones, and wireless technology is now part of the fabric of modern society.

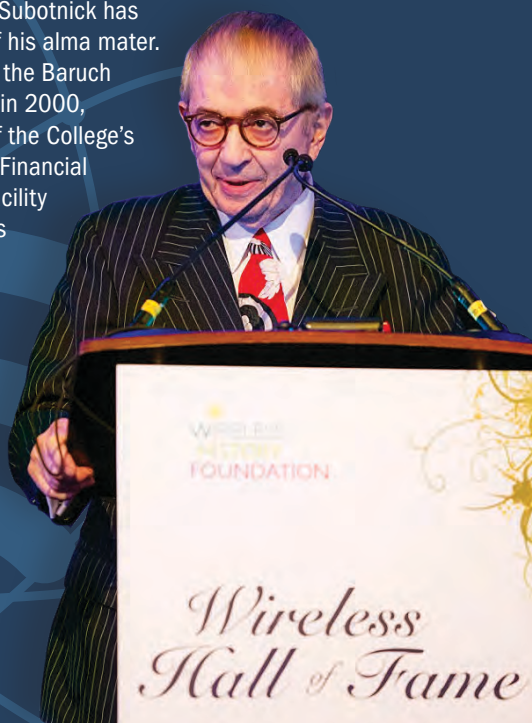
In recognition of his outstanding contributions to the industry, the Wireless History Foundation inducted Subotnick—who now serves as Metromedia's president and CEO—into its Wireless Hall of Fame this past October, calling him a "pioneer and a visionary."

"I believe in opportunities—along with a lot of luck," Subotnick says. "If you don't take risks, you can miss the opportunity of a lifetime."

In addition to his trailblazing career, Subotnick has played a role in shaping the future of his alma mater. He serves as an advisory member of the Baruch College Fund Board of Trustees and, in 2000, generously supported the creation of the College's Wasserman Trading Floor/Subotnick Financial Services Center, a state-of-the-art facility featuring real-time market data feeds and financial analysis tools.

Asked why he had such a strong sense that portable phones would hit big, Subotnick says part of it harks back to his childhood in the 1940s, particularly his love of Dick Tracy detective comics. "Tracy had that watch that was a two-way radio—it never left me. And as it turned out," he says with a laugh, "Dick Tracy was right on."

—NANETTE MAXIM



its CFO and a member of its board of directors. **Colleen Simpson** ('92, MSED '96) is the new president of Front Range Community College in Colorado. Her goals are to boost student achievement and ensure graduates are prepared to meet the needs of the region's industries. She previously served in executive positions at Northeast Wisconsin Technical College and Bronx Community College. **Yan (Daphne) Huang** ('95) was appointed as an independent, non-executive director of Zhong Yuan Bio-Technology Holdings. She serves as CFO of Gorilla Technology Group, Inc., an edge artificial intelligence company. **Jacqueline Hernandez** (MBA '98) received an "Archetype of Media" award from Al Día, a Philadelphia-based media company that highlights the Latino experience in the United States. She is the CEO and co-founder of New Majority Ready, a marketing and content consultancy, and has served in leadership roles at NBCUniversal, Telemundo Media, and *People en Español*. The board of Shelter Afrique—a pan-African finance institution—named **Thierno-Habib Hann** (MBA '99) its new CEO. The Zimbabwean previously worked as the Asia-Pacific lead for housing finance at the International Finance Corporation, based in Bangkok. Catholic Health's Mercy Hospital in Rockville Centre, NY, named **Joseph Manopella** (MBA '99) its new president. With more than 25 years of experience in healthcare leadership—most recently with Northwell Health—he will oversee all areas of operation at Mercy Hospital.

00s | **Ayris Scales** (MPA '03) was named senior vice president of social responsibility and global initiatives of Nareit (the National Association of Real Estate Investment Trusts). In this role, she oversees Nareit's environment, social, and governance work, including diversity, equity, and inclusion initiatives. **Yolanda Rodriguez** (MPA '04) finished work on her second book, *Urban Folk Tales: Stories* (Read

Furiously, 2023), and it is available for pre-order at all major booksellers. This is Rodriguez's first book as a prose author.

Scott Bane (EMPA '06) released his latest book, *A Union Like Ours: The Love Story of F. O. Matthiessen and Russell Cheney* (UMass Press, 2022). The book follows the private lives and public careers of Matthiessen, who was a Harvard professor, famed literary scholar, and activist, and Cheney, a well-regarded Maine artist, over the expanse of decades. President Biden appointed **William A. Ramos** (MPA '06)

continued on next page



CROSS-COUNTRY BEARCAT

Luis Munoz ('22) had a pretty incredible year: he graduated from Baruch with a degree in international business, was a member of Baruch's CUNY Athletic Conference championship-winning men's soccer team, and ran the New York City marathon. To top it all off? He spent 61 days, from May through July, biking across the country—on his own—from New York City to Santa Monica, CA. "It definitely was an adventure," says Munoz.

For the Love of Animals

Elizabeth Shafiroff ('13) Turns Compassion into Global Action

A single act can have the ability to spark a whole new career path. That's the case for Elizabeth Shafiroff ('13), a freelance photojournalist who in 2017 changed course to found Global Strays, an animal welfare nonprofit.

Animals hadn't always been top of mind for Shafiroff. She studied psychology at Baruch—inspired to attend by her alumnus father, a financial advisor—and photography at the International Center of Photography. She was shooting professionally for outlets including Reuters and the *Wall Street Journal*, when along came Rusty, a shiba inu pup she rescued from a kill shelter, who set in motion her interest in a much bigger picture.

A native New Yorker, Shafiroff began volunteering at New York City Animal Care & Control in Harlem walking shelter dogs. "Ninety percent of them were pit bulls," Shafiroff says. "Few were getting adopted, and the shelter didn't have space for more. When I realized these adoptable animals were being euthanized, I immediately felt drawn to the cause. And I started fostering pit bulls."

Later, during travels to South and Central America, she witnessed the overpopulation of stray dogs and cats needing care, prompting Shafiroff to meet with animal rescuers and veterinarians there to learn more. "These rescuers had so few resources, and there was so little local attention to animal welfare initiatives, that I was inspired to start Global Strays."

The nonprofit—partnering with organizations in Nicaragua, Colombia, the Dominican Republic, and Liberia, Africa—helps struggling animal shelters stay afloat, as well as helping families in underserved communities receive veterinary care and low- or no-cost spay and neuter programs for their pets. It also collaborates on veterinary care for working horses and educational programs promoting the "One Health Model," an interdisciplinary concept that says optimal health outcomes for everyone can only be achieved when we consider the health of animals, the human community, and our shared environment as a whole.

Shafiroff says that pursuing work with a spirit of compassion was instilled in her from a young age by her philanthropist parents, Jean and Martin Shafiroff ('63). "They also encouraged me to do what spoke to me," she adds. "My special connection with animals opened up my eyes."

—NANETTE MAXIM



A New Angle

Victor Chu ('08) Pioneers Drone Videography

Victor Chu ('08) sees the world differently.

It all started when he got his first digital camera in high school and learned how to edit silly photos of his friends. His interest in photography continued once he enrolled at Baruch College, leading him to join *The Ticker*, Baruch's student newspaper, as photo editor. "My work ethic started at *The Ticker*," says Chu, who attributes much of his entrepreneurial hustle and tenacity to the late nights he'd spend working on the newspaper before taking a long subway ride home to the Bronx.

After graduation, while working as a photojournalist for the *New York Daily News*, Chu began tinkering with remote control planes. This led to a fascination with drones—small, aerial devices that allow for breathtaking landscape photos and videos. And in 2014, that fascination paid dividends: he went viral with a drone video of New York City, racking up more than 700,000 views on YouTube. While several other drone videos of the city had already been done, Chu's was the only one to showcase landmarks from all five boroughs. "I take pride in being the first to have done that," says Chu. "I really like to be different."

The success of that video inspired Chu to launch Sky Tech One, a company that specializes in a futuristic technique known as first-person view (FPV) drone videography. "The pilot/photographer actually wears a set of goggles where they can see exactly what the drone sees—and, as a result, get a lot more control," Chu explains. Sky Tech One has attracted prestigious clients including the New York Public Library and Adolescent, the production company behind *Van Gogh: The Immersive Experience*, a popular immersive art exhibition in Manhattan.

Chu believes that drone videography can tell stories in a unique way: "A still image is just one slice of what you see, and drone videography is movement," he says. "It's revealing. It can show more emotion."

Outside of drone photography, Chu is no stranger to other forms of art. He has produced a romantic comedy feature film that is currently in post-production, and he continues to build up the social-media presence of his photography and videography services.

It's safe to say that Chu's creativity, like his drones, pushes boundaries.

—MOLLY TURNER

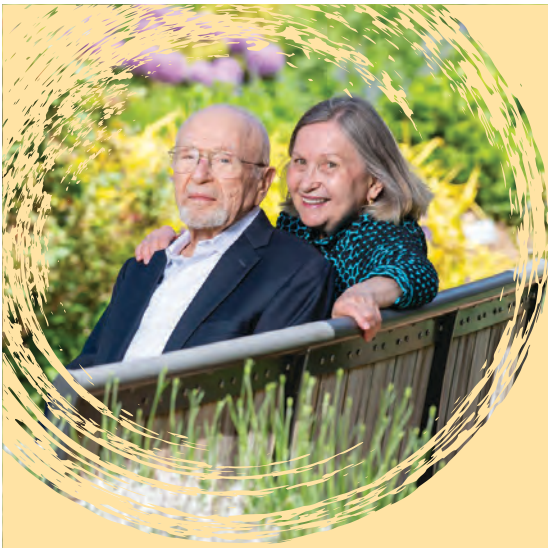
as senior advisor, economic development administration, of the U.S. Department of Commerce. **Alyssa Amatulli** ('09) joined Informa, a British publishing and business intelligence group, as vice president of marketing, Informa Connect North America. She previously spent more than two years overseeing marketing across North America and Asia-Pacific at Institutional Investor, a leading business-to-business publisher. In June, the city of Baltimore named **Michael Moiseyev** (MPA '09) its new director of finance and chief financial officer. He will work within Mayor Brandon Scott's office and will be responsible for the city's day-to-day finances.

10s | **Nathan Boucher** (MPA '11) was named director of

undergraduate studies and director of the Health Policy Certificate at Duke University's Sanford School of Public Policy. He also teaches at Duke and serves as a veterans administration health services research scientist. **Andrew Simmons** (EMS '12) was appointed to serve as an advisory council member to the Customer Experience Certificate program at Seton Hall University's Stillman School of Business. He works as a vice president at BNP Paribas Corporate and Institutional Banking. The Baryshnikov Arts Center named **Sonja Kostich** ('15, MA '18) its executive director. A retired dancer, Kostich previously served as chief executive and artistic officer of Kaatsbaan Cultural Park and, prior to that, held roles at Goldman Sachs and Mark Morris Dance Group. Two years ago, **Jamie Ruden** (MSEd '18) founded Dog Spotted, an online resource and community to find veterinarians and dog-friendly places in New York City. The community of users has grown to more than 15,000 "dog parents." New York Professional Advisors for Community Entrepreneurs, a nonprofit that works to support the development of under-resourced entrepreneurs and small business owners, appointed **Ibrahim**

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Taking a Shine to Philanthropy

Born at the end of the Great Depression, Jack Sobel ('59) worked as a shoe shiner while growing up, earning 40 cents an hour. After graduating from Baruch and enjoying a lengthy career as a leader in the pension and defined benefits industries, he retired and began to focus on giving back.

He and his wife, Barbara, provide scholarship support to Baruch and earlier this year dedicated a lecture hall, Room 3-160 of the Newman Vertical Campus. At the dedication—Baruch's first-ever virtual dedication held over Zoom—Sobel spoke about what inspired his generosity.

"I feel like I was the recipient of charity, effectively," said Sobel, emphasizing how important Baruch's affordable and flexible education was to his career. "I owe it to the next generation of students," he added. "I want them to have a chance, just as I did when I was their age."

Said Baruch College Fund President Helen Mills: "All faculty, staff, and visitors who enter this lecture hall will appreciate your story."

Agent for Change

Jessica Holtz (MBA '12) scores groundbreaking contracts for two NBA players

Competitiveness, passion, and drive are three key attributes for successful athletes, but they also make Jessica Holtz (MBA '12) one of the most notable sports agents in the game.

In July 2022, Holtz—an agent with California-based firm Creative Artists Agency (CAA)—made history as the first woman to negotiate two NBA supermax contracts—elite among the league's contract extension structure—all in the span of one day. Her clients, Devin Booker of the Phoenix Suns and Karl-Anthony Towns of the Minnesota Timberwolves, both agreed to four-year, \$224 million extensions with their respective teams.

Though the feat may have surprised some, it lines up with Holtz's history. A lifelong sports fan, she began her career in marketing for the NBA and soon discovered that being an agent was "something you didn't just see in movies," she laughs.

When Holtz joined CAA, she specialized in off-court deals, such as endorsements and sponsorships. She eventually began to oversee contract negotiations and says she views herself as her clients' foremost advocate—as well as "somebody who helps dreams and visions come to life."

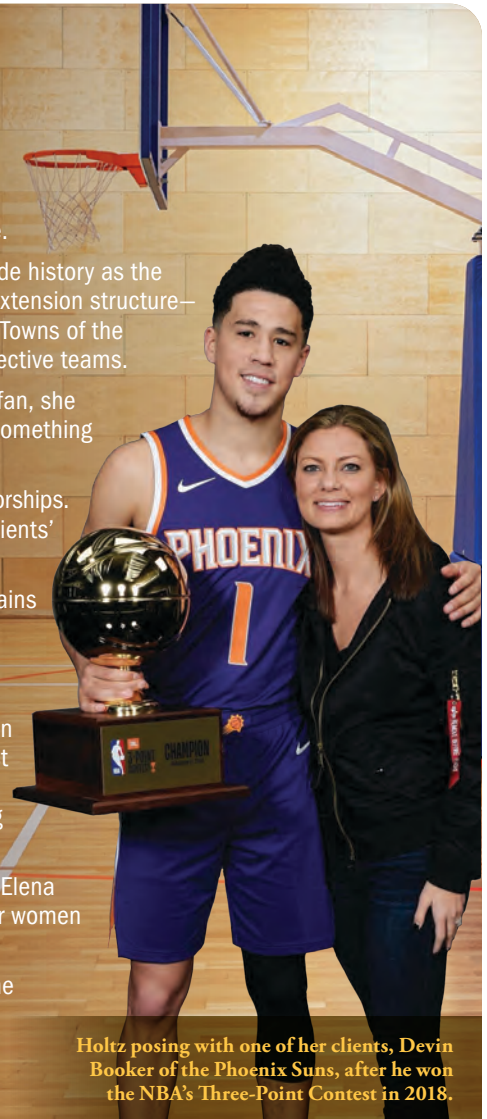
Despite all her recent success, punctuated by those groundbreaking deals in July, she remains grounded. "Knowing that those guys believed in me as somebody who was able to handle something so important and critical to their careers was such an honor," Holtz says. "That was what I really focused on in that moment."

Yet Holtz also understands the significance of her accomplishment as one of the few women in her profession. Outside of helping her clients achieve their dreams, Holtz says she's most proud of hearing from women who hope to follow in her footsteps. "I hope they learn that even if we haven't necessarily seen a woman do something before, we should keep fighting and trying," she explains.

Holtz hopes that she can continue to break new barriers, particularly with her latest client, Elena Delle Donne, two-time WNBA MVP. Holtz plans on working with Delle Donne to advocate for women in sports, as both athletes and behind-the-scenes administrators and agents.

Ultimately, Holtz says that working with professional athletes has rubbed off on her, and she views her job in sports terms. "I'm going to win for my clients at all costs," she says.

—MOLLY TURNER



Holtz posing with one of her clients, Devin Booker of the Phoenix Suns, after he won the NBA's Three-Point Contest in 2018.

Souare (MPA '18) its executive director. **Nykidra Robinson** (MPA '19) received the 2022 American Political Science Association Distinguished Award of Civic and Community Engagement. In 2015, Robinson launched Black Girls Vote, Inc., a nonpartisan, grassroots organization that focuses on encouraging and mobilizing Black women to vote and be civically engaged. And in 2020, she created the "Party at the Mailbox" campaign to provide pandemic-proof voter education engagement. **Dewin Vasquez** ('19) joined Apollo Global Management, an American private equity firm, as an associate.

Monique Watson (MPA '19) is the associate director of strategic engagement and programs at College Board. In this role, she manages virtual college and career exploration series for Black students and families. She also started a life coaching and consulting business earlier this year and frequently gives motivational speeches about growing up in foster care to inspire others.

20s | **Stephanie Nuesi** ('21) came to America seven years ago without knowing English. Today, she is the CEO of Max Up, a career consulting firm, and is an associate financial analyst at Google. Her story was featured in *Business Insider* this past summer. **Karina Chiqui Narvaez** ('22) joined the Baruch College Fund Board of Trustees as a recent graduate trustee. She is a senior brand manager at Procter & Gamble.

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IN MEMORIAM

Lawrence Simon '65 (1943–2022)



The Baruch community mourns the loss of its devoted alumnus, Lawrence Simon ('65). President of the Baruch College Fund from 2008 to 2011, Larry led the BCF through one of history's most difficult economic climates with vision and creativity and served as a trustee from 2006 until his passing. He co-chaired the College's successful Baruch Means Business capital campaign, chaired the Development Committee, and generously demonstrated his abiding commitment to students by endowing the Sandra and Lawrence Simon Scholarship and naming the Sandra and Lawrence Simon Conference

Room. He received the Distinguished Alumnus Award in 2007 in recognition of his many accomplishments. "Larry was a keen supporter of Baruch and life in general due to his inherently kind and empathetic nature," said Kevin J. Boyle (MBA '90), a fellow member of the BCF Board of Trustees. "These qualities made him a great leader, and we will all miss him dearly."

Arthur M. Golden '43
Rosalind (Breslow) Fischkoff '46
Sidney Hollender '48
Jerome Miller '48
*Philip Zimmerman '48
Irwin L. Berger '49
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Rosalie P. Ditta '59
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*Lawrence J. Simon '65
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Samuel J. Chasky '69
Erasmus F. Ferrante '71
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William P. Fox '73

Maryann N. Keller MBA '74
Israel Michaeli MBA '74
Benny Wlodawski '74
Charles Steinberg MBA '75
Cynthia J. Chaney '76
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Constance Zalk MPA '78
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*Arlene A. Richardson '79, MPA '84
Geraldine M. Lloyd Gummer '81
Francisco G. Roca '83
Nauford C. Phipps '84
Manuel E. Madeiros '85
Sheila G. Youngblood '86
Robert M. Mwamba '98
Elizabeth A. Ruggieri MPA '14

**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.



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