

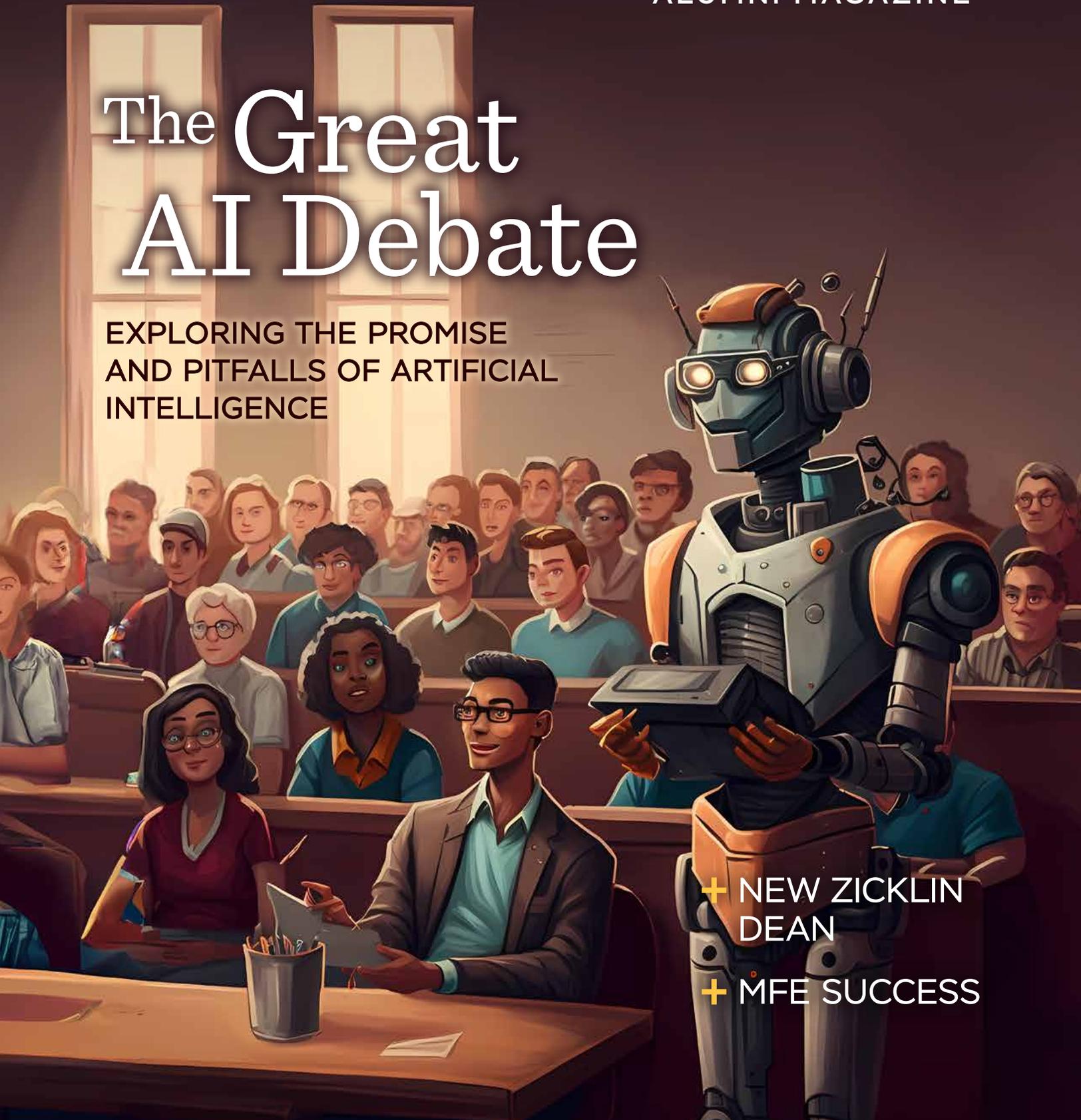
SPRING/SUMMER 2023

BARUCH

ALUMNI MAGAZINE

The Great AI Debate

EXPLORING THE PROMISE
AND PITFALLS OF ARTIFICIAL
INTELLIGENCE



+ NEW ZICKLIN
DEAN

+ MFE SUCCESS

MESSAGE FROM THE PRESIDENT

Dear Baruch Alumni and Friends,

This summer marks my third year as Baruch's president. Recently, I was honored to host the annual Bernard Baruch Dinner, and a record-breaking number of supporters joined me to celebrate the achievements of the College as a national model—a college where ambition and aspiration connect with opportunity, where students from all socioeconomic backgrounds pursue and accelerate their dreams.

With our absolute focus on excellence, access, and outcomes, Baruch College consistently earns national accolades and top rankings. This spring, the *New York Times* released an interactive “Build Your Own College Rankings” tool. Using filters for individual goals and preferences (academic profile, diversity, economic mobility, athletics, and more), prospective students and their families identify the right college for them. When these factors are considered equally, Baruch College places #1 among institutions in the Northeast. Interestingly, when the *Times* used two criteria most prospective students and recent graduates prioritize—post-graduate earnings (median income 10 years after graduation) and net price (average cost after financial aid and grants)—Baruch ranked #4 nationally, after Princeton, MIT, and Stanford.

That was confirmation for what we intuitively know: Baruch offers Ivy League academics and opportunities at an accessible cost.

But academics and business are not the only areas where Baruch shines. In March, we also saw a full-page *Times* review for *What Is Psychedelic*, the spring exhibition at Baruch's Mishkin Gallery. The article highlighted the College's vibrant contributions to the cultural life of the City.

Coincidentally, another *Times* article this spring, this one on the front page, featured Baruch's volleyball team—prompted by a certain congressman's falsehoods. The Bearcats were not only praised as the “quaint ideal of the student-athlete” but noted for their academic excellence, with the team's average GPA an impressive 3.42. Adding to the luster, Baruch's men's volleyball won the 2023

CUNY Athletic Conference championship—an honor they have earned three years in a row.

Where It Belongs: A Focus on Students

Media attention aside, at Baruch our focus is always on the students—finding innovative ways to enhance their experience academically, professionally, and personally. Reemerged from the pandemic, the College now offers a full spectrum of in-person, hybrid, and online courses. Zicklin's online MBA program will be launched this fall—leveraging its longtime top-ranking MBA programs while maximizing experiential learning and connecting the classroom to the world of work.

Other spring initiatives addressed students' health and well-being: The Bearcat Food Pantry opened to provide nutritious meals to food-insecure students. A Pop-Up Student Lounge and Study Space opened in the former Barnes & Noble Bookstore in the Newman Vertical Campus as part of the College's ongoing campaign to secure additional spaces for students to study, relax, and socialize. At the annual Starr Career Development Center's Suit Up for Success event, hundreds of students refreshed their professional wardrobe with attire donated by Baruch alumni and friends.

Stay Connected and Make Baruch Better

I encourage you to stay connected. Subscribe to my monthly blog at presidentsblog.baruch.cuny.edu and attend an event hosted by the Office of Alumni Relations and Volunteer Engagement. Reconnect with your former classmates and grow your professional networks. Share job and internship opportunities through #HireBaruch. Get involved.

You are a critical stakeholder in Baruch's future. Imagine what Baruch can be in the years to come with your insights and generosity.

Thank you,

S. DAVID WU
President, Baruch College



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Prompted by a certain congressman's falsehoods, Baruch's men's volleyball team was featured on the front page of the *New York Times*, with the newspaper calling Baruch's players “the quaint ideal of the student-athlete.” The team went on to win its third-straight CUNY Athletic Conference championship later in the season. Pictured here: sophomore Andrew Ubanwa makes a winning play.



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ON THE COVER: Artificial intelligence is a major theme of this issue—and even contributed to its visuals. The cover image, teaser image at the top of this page, as well as the artwork within the feature spread on pages 6–8 were all created using “Midjourney,” an AI art generator. We used prompts asking for images about AI/robot professors and futuristic visions of Baruch's campus. Additional AI tools were used to upscale the images and make them suitable for print.

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A Familiar Face Returns to Baruch

Bruce W. Weber, PhD, is appointed Dean of the Zicklin School of Business

It is something of a homecoming for Bruce W. Weber, PhD.

Early in his career, the accomplished academic spent three years on the faculty of Baruch's Zicklin School of Business—and this March, he was appointed Willem Kooyker Dean of the school. His appointment comes after a three-month national search following the retirement of H. Fenwick Huss, PhD, who had served as dean for more than eight years.

Dr. Weber will begin in his new position on July 17, succeeding interim dean Paquita Davis-Friday, PhD. "I am honored to be appointed as the Willem Kooyker Dean of the Zicklin School of Business," said Weber. "This is an exciting time to join Baruch College, an institution in the heart of New York City with a longstanding reputation for academic excellence and transforming the lives of students."

Weber's experience includes more than three decades of teaching, research, and academic leadership. Since 2011, he had served as dean of the Alfred Lerner College of Business and Economics at the University of Delaware, where he was also a professor of business administration. Prior to that, he spent 10 years at London Business School in the United Kingdom, where he was a professor of information management and founding chair of the management science and operations subject area.

Weber's history with Baruch dates back to 1999, when he was hired at the Zicklin School as an associate professor of information systems. In 2000, he became the founding director of Baruch's innovative Subotnick Financial Services Center, which today boasts 55 workstations providing access to trading software platforms including Bloomberg, FactSet, and S&P Capital IQ. In the aftermath of September 11, 2001—after Wall Street had temporarily shut down—the Subotnick Center famously served as a makeshift trading floor for stock traders from major firms.

A prolific scholar, Weber has written three books, as well as dozens of articles in academic journals and business publications. His research interests include financial technology innovations, the impact of information systems on markets and trading, and securities operations, among other topics. He has consulted for the Nasdaq Stock Market, the London Stock Exchange, the Deutsche Börse, and the U.S. Office of Technology Assessment, as well as major financial firms.

Weber earned an MS and a PhD in decision sciences from the Wharton School at the University of Pennsylvania and an AB in applied mathematics from Harvard University.

"I look forward to building upon the Zicklin School's inspiring successes and engaging with its top-tier faculty and professional staff to expand opportunities for Zicklin students in today's global economy," he said. —SARA J. WELCH



Farewell to Dean Huss

On the last day of 2022, H. Fenwick Huss, PhD (center, flanked by Baruch students) retired as Willem Kooyker Dean of the Zicklin School of Business. During his eight-and-a-half years of leadership, he presided over crucial updates of undergraduate and MBA curricula, extended the Zicklin School's reach through



international dual-degree programs, and oversaw the launch of the Master of Science in Business Analytics and the Doctor of Business Administration programs, the latter of which is the first of its kind in New York State. His student-centered, innovative leadership garnered high enrollments and national recognition.

"There are two things that set the Zicklin School apart in higher education: tradition and innovation," said Dr. Huss. "It was my honor to lead the School of Business and be a part of the great work being accomplished here."

A modest leader, Huss chalked his successes up to "a group effort. It's never about the dean alone," and says he is proudest of the international initiatives he's undertaken, including partnerships with universities in Asia and Europe on dual-degree and joint-degree programs.

A longtime Georgia resident, Huss now divides his days between South Carolina and Georgia, where he spends his time serving on corporate boards and assisting a nonprofit organization he helped found that offers social services in a home setting for children and adolescents who have been failed by the foster-care system.

Write On, Grace Schulman!

Acclaimed Poet, Professor Retires from Baruch

This past November, Baruch bid a fond farewell to Distinguished Professor of English and award-winning poet Grace Schulman, PhD, upon her retirement from the College. Dr. Schulman's send-off also served as a celebration of her ninth book and eighth volume of poetry, *Again, The Dawn: New and Selected Poems, 1976-2022*.

Schulman is best known for her prolific and esteemed writing career, which has earned her multiple awards including the Frost Medal for Distinguished Lifetime Achievement in American Poetry and election to the American Academy of Arts and Letters. Within Baruch, Schulman had been a hallmark and beloved member of the College community for 50 years.

The Sidney Harman Writer-in-Residence program, which resides within the Weissman School of Arts and Sciences, hosted her retirement celebration and featured speeches from Weissman Dean Jessica Lang, faculty members within the English department, Schulman's former students, collaborators, and other friends who all praised the poet's humility, talent, and dedication to craft.

"Grace's editorial feedback on my poetry had me humbled so quickly," Pooka Paik, a former student of Schulman's, said. "She chewed my work out, and I loved every single moment."

The evening also highlighted the respect other artists have for Schulman by spotlighting the poet's collaborations with composers. Journalism Professor Eugene Marlow worked with Schulman on his 2019 album, *Blue in Green*, a collection of original jazz compositions inspired by her poetry, and played three songs for the audience. "I think Grace is the Mozart of poets because it seems to come out of her whole," Marlow said.

While many shared their affection for Schulman, the poet also took time to read some of her own works as well as express admiration for both her time at Baruch and the written word in general. "Human feelings are complicated," she said, "and poetry aims to complicate the senses, not pamper them."

Though she retired from Baruch, the poet shows no signs of slowing down and plans



on spending her increased free time on writing more. When asked how she has maintained a creative energy throughout her career, Schulman replied: "Follow your bliss. If you're doing what you love, there's lots of energy in that." —MOLLY TURNER

Bearcats Take a Bite Out of Hunger

Baruch students who face food insecurity now have a free resource right on campus.

The Bearcat Food Pantry—made possible with the generous support of the Carroll and Milton Petrie Foundation—opened last semester and provides healthy, nutritious food options for students. The Petrie Foundation initially contributed \$30,000 to the project and plans to fund about \$10,000 annually.

At the grand opening and ribbon-cutting ceremony, President S. David Wu hailed the pantry as a milestone and expressed gratitude for the Petrie Foundation's grant.

"When people ask me about Baruch, I like to say we provide a top-tier education that is accessible to all students, but it is hard to offer academic excellence if our students are hungry and dealing with food insecurity," President Wu said. "So having this pantry is an important piece of what we do in supporting our students



in all types of different ways."

Students visiting the Bearcat Pantry have a wide selection of food to fill their grocery bags for themselves and their families, including canned goods, dairy, and frozen meats and poultry. Kosher and Halal options are also available.

Inventory constantly changes, and the Pantry can adjust to meet students' needs.

Currently, Baruch students need an appointment to access the pantry—and it is also open to any students from The City University of New York system.

"We are excited for everyone who worked so hard to celebrate the grand opening of the Bearcat Food Pantry," said Art King, vice president for student affairs and dean of students. "Now we have a physical space where students can come shop and grab food that they need to either eat here on campus while going to school or bring home and help feed their family to sustain themselves."

Anyone—including alumni—can contribute items to the pantry, which accepts unopened toiletries and donations of unopened food that has at least two weeks before the listed expiration date. To arrange a drop-off of donations, please contact the Office of the Dean of Students at deanofstudents@baruch.cuny.edu or call (646) 312-4570.

Schulman photo by Daniel Jacobson; Food pantry photo by Mike Burf Zaunma (25)

Quantifying Baruch's Financial Engineering



At this year's Bernard Baruch Dinner, Professor Dan Stefanica, PhD (left) received the Distinguished Faculty Award for his leadership of the College's MFE program. He celebrated alongside the Baruch student team that won the 2023 Rotman Trading Competition (left to right): Mingsen (Mason) Wang, Xingyu (Tony) Zhu, Aneesh Subramanya, and Chengxun (James) Wu.

Baruch's Master of Financial Engineering (MFE) program is on a winning streak. For the third year in a row, QuantNet—whose MFE program rankings are eagerly awaited by the quantitative finance community—rated Baruch's program number one in the United States, topping rival schools including Princeton, UC Berkeley, and Carnegie Mellon. Though many of these universities typically charge twice as much in tuition, Baruch alumni report the highest compensation among QuantNet's top 10 programs.

This singular achievement led to a major headline from Bloomberg, which in December published an article titled "School of Quant: At \$29,000, a Public NYC College Outclasses Princeton." The article notes: "Princeton has its Gothic spires, MIT its Great Dome. But for a no-frills lesson in 21st-century finance, head to...Bernard Baruch Way." "QuantNet's latest #1 ranking reflects the continued success of our students in launching their postgraduate careers at top financial engineering firms," said Dan Stefanica, PhD, co-director of Baruch's MFE Program since its inception in 2002. "These outstanding outcomes would not be possible without the enduring commitment of our alumni, who year after year provide significant career support to our students. Alumni engagement remains

the program's core strength and is a harbinger of even greater achievements yet to come." In recognition of his innovative leadership, Dr. Stefanica received the Distinguished Faculty Award at this year's Bernard Baruch Dinner, held on April 26. The program's three-year run topping the QuantNet rankings is not its only winning streak. Students from the program—coached by Professor Jarrod Pickens, PhD—once again claimed victory at the Rotman International Trading Competition (RITC), finishing in

first place and, this year, establishing a new all-time scoring record. This year's achievement continues Baruch's impressive string of wins, here on the global stage. The innovative leadership of Dr. Stefanica and Professor Warren B. Gordon, PhD, chair of Baruch's math department, has been instrumental in achieving this unprecedented run of victories. Baruch's recruitment of instructors from throughout the private sector, such as Andrew Lesniewski, PhD, the MFE program's curriculum coordinator, has also been a boon. "A lot of people wouldn't understand the complex models of probability that we work with," said Dr. Lesniewski, who spent 16 years in the financial industry formulating innovative methodologies for valuation and risk management that are widely used by investment banks and hedge funds across the world. "The whole economy, the fate of finance, countless jobs—they all rest on mathematics." And between the MFE program's expert faculty, successful alumni, and competitive students, the winning shows no signs of slowing down any time soon. —DANIEL JACOBSON

Volleyball Three-peat



Baruch's men's volleyball team—which made the *New York Times* front page earlier this year—enjoyed another successful season, winning the CUNY Athletic Conference championship for the third straight year and qualifying for the NCAA Tournament.

MFE photo by Slim Samman; Volleyball photo by John Neves

A Clear Path to Baruch—and Beyond

The Baruch Business Academy Creates a New Pipeline for CUNY Students

Launched last fall, the Baruch Business Academy was designed to create a more seamless transition to Baruch for students from partner CUNY community colleges. But as administrators have noted, it's about more than just easing students into life at Baruch—it's about making sure they know they belong. "It's important that these students see their place here at Baruch, in terms of both academics and their careers, but also by establishing peer-to-peer relationships early on," said Kannan Mohan, PhD, associate dean for academic initiatives and innovation at Baruch's Zicklin School of Business. "Students at community college don't always see their spot at Baruch as viable. We want to break that cycle and foster a sense of belonging so that they feel connected to Baruch even before they arrive." The academy, made possible through donations from the Carroll and Milton Petrie Foundation and Dennis Gilbert, is open to first- and second-semester students at the Borough of Manhattan Community College, LaGuardia Community College, and Queensborough Community College. The program is further enhanced by a network of peers, current Baruch business students who provide mentorship, guidance, and encouragement for community college students as they take the necessary steps to matriculate at Baruch. As the Zicklin School evaluated its programs, it became clear that there was a disparity in representation of Black and Latino students



The Baruch Business Academy officially launched last fall with a signing ceremony led by BMCC President Anthony E. Munroe and Baruch President S. David Wu.

between these community colleges, where populations are high, and Baruch. This new initiative is an effort to bridge that gap, said Dr. Mohan, providing enhanced support for historically underrepresented groups. "Our efforts are geared towards supporting students to get them to a level playing field," he said. "If we set the stage right, all of these students can succeed at the same rate."

Front-Page News

Baruch Makes the New York Times for Athletics and Academics



Baruch has found itself in the *New York Times* quite a bit this year—in one case, for a rather unusual circumstance. The "paper of record" featured the College's men's volleyball team on its January 26 front page in an article headlined, "The (Real) Team at the Center of a Santos Tale." Written by journalists Billy Witz and Corey Kilgannon, the article spotlighted Baruch athletics in the wake

of U.S. Representative George Santos's false claim about having graduated from the College and starring on its men's volleyball team. Rather than dwelling on Santos, the article went on to highlight the grit and determination of the typical Baruch student-athlete: "The [men's volleyball] team sported a 3.42 grade-point average last spring. There are 13 finance majors, two studying accounting and others pursuing degrees that are designed around a career path rather than ensuring they remain eligible to play sports. In the off-season, many intern at finance or real estate firms, and some spend a semester studying abroad." Baruch sophomore Jack Centeno, co-captain of the men's volleyball team, was quoted in the story: "It's challenging for everybody to handle both [athletics and academics], but I love being here, playing every day." Baruch's Director of Athletics and Recreation Heather MacCulloch also shared her insight, highlighting the importance of athletics for

all Baruch students. "Two hours in the pool where I'm not figuring out calculus calculations, I don't have to have my McDonald's uniform on, and my mom isn't yelling at me for not taking out the trash," she said. "Those are hours of solace and rejuvenation." Outside of the Santos saga, the *Times* also featured Baruch in an April article in which it ranked the College #1 nationally using a brand-new "Build Your Own College Rankings" tool. The tool, which drew from an extensive database of 900 four-year colleges and universities, allows prospective students and their families to create customized college rankings based on their priorities across 10 key criteria. Baruch earns the top spot when factoring in a combination of priorities including economic mobility, high earnings, academic profile, and racial diversity.

Getting Real About Artificial Intelligence

BARUCH ALUMNI ON THE PROMISE AND PITFALLS OF AI TECHNOLOGY

BY SALLY FAY

Recent launches of sophisticated generative artificial intelligence (AI) programs, such as ChatGPT and DALL-E, have spurred wide-ranging discussion about the infiltration of various forms of AI-assisted technology into nearly every facet of modern life. Is this seemingly ubiquitous entity a source of promise or of peril—and, if the latter, what can be done to constrain it?

We spoke with Baruch alumni whose careers are heavily intertwined with AI about the role this powerful technology plays in the business world and beyond, and how it might shape our future.

GROWING THE KNOWLEDGE BASE

Minkyu Choi ('17), a senior AI research engineer at Lockheed Martin Corporation's dedicated AI Center, views AI as a tool that presents unprecedented opportunity for technological innovation. "We have to accept that AI is changing the world; the future depends on how we leverage this technology," he says.



Choi's path to AI research was a circuitous one. Originally from South Korea, he transferred to Baruch from LaGuardia Community College to pursue a marketing degree but eventually decided his future was in data science. After earning his BBA in computer information systems, he went on to pursue an MS in analytics from Georgia Tech amidst a rapidly evolving data science landscape. "AI concepts like computer vision and natural language processing are all rooted in data, and data engineering and data science are merging

in many areas," he says. "So I concentrated on building my engineering and coding skills—and did a lot of AI side work." Today Choi is part of a team focused on AI innovation, helping diverse business areas within Lockheed Martin to accelerate their use of state-of-the-art AI technology.

Before joining Lockheed Martin in 2021, Choi spent two years working with the US Department of Defense's AI center, launched to help defense agencies identify needs that could be addressed through

AI innovation, including development of tools to better safeguard human assets. "The first thing they did when they founded the center was form an AI ethics department," he says. "They recognized it's going to be a complex, evolving issue."

Choi believes that teamwork and knowledge sharing are key to maximizing AI's potential. "If our work is really innovative, we try to publish it," he explains, adding that the center often collaborates with university researchers, sharing innovations in AI algorithms through open-source publication. "A lot of advances in AI are based on the open-source community. As a research group we want to contribute something to the world that others can build on, just as we've built on others' prior contributions. Collaboration is how we're able to advance the technology so fast."

DEMYSTIFYING AI

AI is exciting and can drive positive change, but it's not a magic bullet, says Jonathan Rhine (MBA '05). "When we hear about these technologies it's easy to get enamored with the shiny new toy, but for any organization, if the thinking starts with 'what problem can AI solve,' you have a solution looking for a problem," he says. "It's important to instead start with the issue to be addressed, and then work to identify the best solution—sometimes it's AI, sometimes it's not."



In Rhine's view, the key to successful operational problem solving—AI-assisted or otherwise—is fostering communication and understanding between the business and technology realms and ensuring that all constituencies have a seat at the table. It's a skill set he brings to his role as National Office Director and AI lead at PwC, where he applies his combination of business and operations experience to "visualize what we can accomplish when we bring multiple

disciplines together in cross-functional teams." He credits his Baruch MBA with nurturing this inclusive outlook, thanks in part to its "diverse student body, which benefits innovation and creativity," he says.

Inclusivity is a big part of the conversation surrounding AI—a practice that Rhine believes enables better outcomes.

"Machine learning is based on existing data, so beyond just having a sound algorithm you need to make sure you're getting the data right—that it's representative, it's accurate, and it doesn't have bias. Otherwise, there is risk the algorithm makes an incorrect inference or unintentionally perpetuates an inappropriate conclusion," he says. "So thinking about how and from where you're deriving the data that's driving the artificial intelligence is really crucial."

Rhine predicts a lot of good will come from AI—provided that users are prepared to put in the work. "The popularization of AI through new consumer-facing applications can create the impression that it's easy to implement AI successfully," he cautions. "Some may not appreciate the deliberate thought and effort that is often needed to achieve a specific goal or outcome."

AN EVOLUTIONARY DEVELOPMENT

To Dave Goodsmith (MBA '12), "artificial intelligence" is a misnomer: "It's a natural outgrowth of organic life and a way the human brain has of propagating." An executive consultant in machine learning and AI for organizations across regulated commercial and public sectors, he develops machine learning strategy and advises clients on how neural networks can be made more interpretable, less biased, better integrated with human colleagues, and more effective at saving and improving lives.



A Harvard graduate with a BA in environmental science and public policy, Goodsmith was drawn into AI as a means to understand the workings of the human brain. "I was interested in why and how people at the high end of economic strata did or didn't support people at the lowest end," he explains. Working as a lab manager at Columbia University in the neurophysiology of economic decision making exposed him to the synergies between statistical programming and cognitive neuroscience. Later on, his Baruch MBA enabled him to further hone his statistics and programming skills while acquiring the business fundamentals necessary to pursue a career centered on social-impact business.

The evolution of AI has magnified societal challenges that we ignore at our peril, argues Goodsmith, and the need to better understand the technology is growing exponentially. "In the private sector, corporations are making an extraordinary amount of money by abstracting and then manipulating human behavior. In the public sector, government has failed to regulate AI, whose growth far outpaces the agility of legislative bodies. Globally, regulatory capture in the AI tech sector is rampant, with military competition and medicine the main drivers," he says. "Given this environment, public-private partnerships, along with individual responsibility, are the only way AI can be properly controlled to meet our best human values. We need to better anticipate, strategize, and—when necessary—react."

Despite its potential pitfalls, Goodsmith is optimistic about the future of AI in human life. "I love how from the most minute, individual level to the macro level—from our decision of which toothbrush to buy to our global carbon emissions policies—AI is there, waiting to be understood and synced with our goals."

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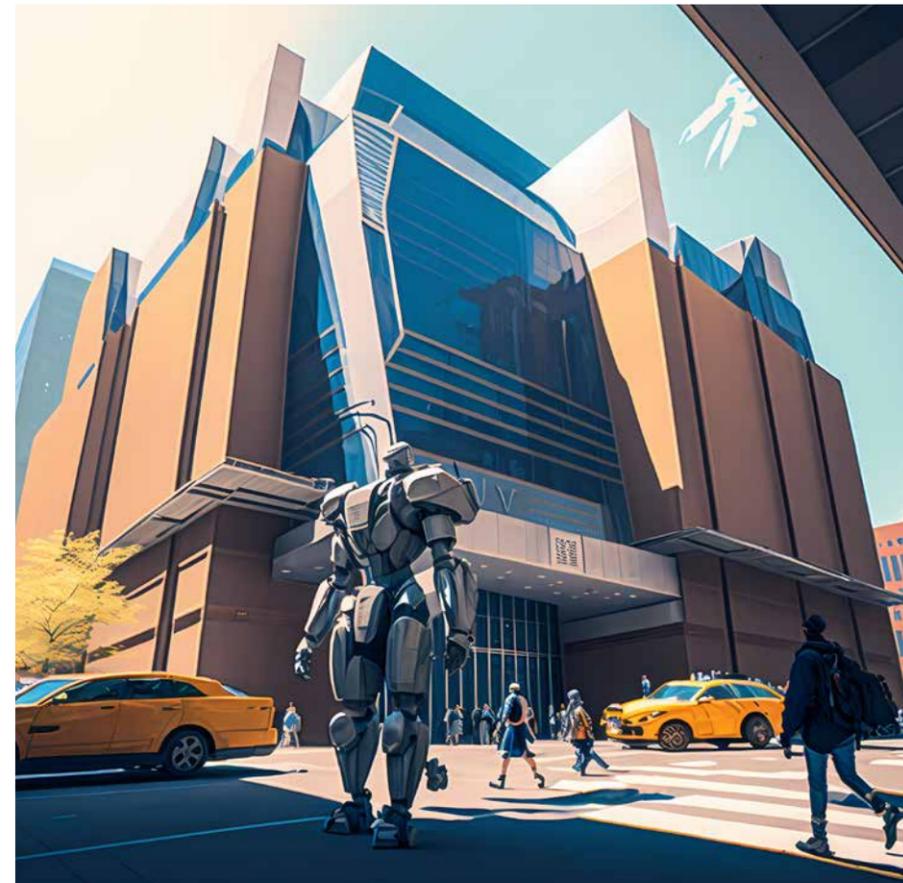
ADDRESSING THREATS

Newly minted Baruch graduate Audite Talukder ('23) earned a BBA in computer information systems with a concentration on information risk management and cybersecurity in January. She says it's clear that AI will be part of whatever cybersecurity area she chooses to pursue professionally. "The use of AI in cybersecurity has been somewhat limited so far, but AI is rapidly growing and evolving," Talukder says. "Security professionals will need to understand potential risks and vulnerabilities associated with AI-powered cyberattacks, and additional research and development on AI algorithms will be required to build



new tools and strategies for detecting and mitigating cyber risks."

As a woman of color from an immigrant background (her family emigrated from Bangladesh when she was two), Talukder says that Baruch provided the support she needed to position herself for career success in her chosen field. "There are a lot of resources there to help students who traditionally haven't been well represented in the workforce," she notes. She took advantage of the opportunity to apply to Break Through Tech AI, a highly competitive yearlong program designed to expose undergraduate women and non-binary students to AI applications and career paths, and was a member of the inaugural New York City class. The program seeks to address the gender gap in AI, a field that is overwhelmingly male.



Art throughout this feature was created using "Midjourney," an AI art generator. The prompt for this image: "A futuristic illustration of Baruch College's campus." The anchor image on page 6 came from the prompt: "Futuristic illustration of an AI professor teaching in a college lecture hall."

Increasing diversity and representation in AI is critical, says Talukder. "It's especially important in order to accelerate AI maturity, since one of the biggest obstacles in machine learning is bias within algorithms. Sometimes we forget technology is made by people, and the bias and prejudices they carry can be implemented into algorithms that further reiterate systematic bias."

Talukder lauds emerging efforts to address AI's potential negative effects, such as the development of AI ethics principles, the formation of regulatory bodies, and the proposal of new laws and policies. "But the conversation about how best to ensure that AI is used in a responsible and beneficial manner isn't as active as it should be," she says. "There needs to be more discussion among users, programmers, and policymakers to ensure that society is equipped to meet the challenges posed by AI."

NAVIGATING UNCHARTED TERRITORY

Technological advances offer humanity new tools and new opportunities, but they also introduce new challenges throughout society, including in higher education. As Dr. Linda Essig, Baruch provost and senior vice president for academic affairs, recently conveyed to faculty colleagues, publicly accessible AI will change the way education is delivered, "much as the internet did 30 years ago, but we can approach this 'brave new world' with clarity and thoughtfulness."

Advances in AI technology and its increasing uptake across public, private, government, and creative sectors are already driving thoughtful research and policy development encompassing legal, ethical, regulatory, and even philosophical issues. As Baruch continues to foster an environment of transformational education and societal engagement and to promote a culture of lifelong learning, there's no doubt that Baruch alumni and educators alike will be active contributors to the evolving AI discourse.

Wise Counsel: Baruch Law Professors Weigh In on AI

Recently, in a "fireside chat" held as part of the College's Ethics Week, Baruch law professors Yafit Lev-Aretz and Nizan Packin engaged attendees in a lively and wide-ranging discussion of the ethical challenges and legal implications of emerging AI technologies, particularly ChatGPT and generative AI.

Professors Packin, who joined the law department faculty in 2013, and Lev-Aretz, who arrived in 2018, have published extensively on technology policy and the legal and ethical issues related to big data, machine learning, and AI. Professor Lev-Aretz also directs the Robert Zicklin Center for Corporate Integrity's Tech Ethics program, which spotlights emerging tech policy issues.

Here, they share some thoughts on the current state of ethics and law in the AI sphere and the importance of responsible AI in today's society.



Baruch law professors Yafit Lev-Aretz (left) and Nizan Packin

coverage in the *Wall Street Journal*, explored how people are increasingly relying on algorithms for making decisions rather than seeking input from a human expert. This deference to algorithmic results may reduce people's creativity and critical thinking, or worse.

Q Any predictions on future developments in the pursuit of "responsible AI"?

A: AI, like all technologies, is mostly a neutral tool; it's what you choose to do with the tool that matters. We predict that concerns about innovation stifling will surface any time regulators attempt to place safeguards. We are advocates of innovation, but also of asking serious questions about which innovations we would like to promote as a society and which innovations should not be allowed.

The question of responsible AI is a hard one, not only because responsibility is a normatively loaded term, but also because of the international technology arms race. Even if the United States were to place regulatory protections to limit the development and use of AI, other countries who don't share U.S. views might—and indeed do—not. Another factor in this arms race relates to the use of AI technology in warfare. The U.S. has to keep up with its investment in AI R&D to make sure other countries don't enjoy significant advantages that could pose a national security risk.

Q Can you speak to the challenges and opportunities that AI programs like ChatGPT pose in the classroom?

A: Students who are interested in learning will find that generative AI can help them in many ways, including as a personal tutor and a proofreader. But obviously generative AI is an effective promoter of plagiarism, and if we can't determine the authenticity of a student's work, we are unable to tell whether students are making intellectual progress. At the same time, we believe it forces us, as educators, to think creatively about those tools and how we can promote better learning.

Q What effect is AI having on the corporate legal landscape?

A: Some people refer to it as the next industrial revolution, and we believe that is not an overstatement. Corporations must be mindful of various legal challenges when using AI, including privacy concerns, exposure of trade secrets, copyright infringement, defamation, and misinformation. Everyone is dealing with the same uncertainties, but over time we believe regulators and the legal community will work together to offer operationalizable guidelines.

Q You've co-authored numerous pieces on the pitfalls of AI. What areas of AI do you view as the most concerning for society?

A: We're most concerned, as in any new technology, with the unintended consequences that often become clear only after a harm has already materialized. Against the backdrop of historical inequality and social injustices, we are troubled by the possibility of automated decision making where error and bias can systematically harm disadvantaged populations and minorities.

Another concerning type of bias, automation bias in consumer finance, was the subject of a project that Professor Packin worked on. The project, which received

Photo of professors by Lawrence Kelly

A Message from the Director of Alumni Relations and Volunteer Engagement

After nine wonderful years at Baruch College, it is bittersweet to share that I am “graduating” at the end of May 2023 to begin a new chapter of my career, taking on a role with an organization based in Rhinebeck, NY.

It has been an honor and a pleasure to build the Office of Alumni Relations and Volunteer Engagement into a nationally recognized program. Over the years, I have met so many incredible alumni—across New York City and around the world—with whom I have become dear friends. I plan to keep in touch!

Looking ahead, I believe that Baruch is on the cusp of something tremendous. I often call it the “Popcorn Effect”: More than 100,000 alumni have graduated since 2000, and many of these graduates will soon start “popping” into positions of leadership across all sectors, much like a stove-top Jiffy Pop bursting through its foil cover. Soon enough, I believe there will be more Baruch managing directors, CEOs, CIOs, CFOs, nonprofit executives, and government officials than from any other CUNY school—and possibly from any other college in America. It is because of your grit, talent, and commitment that you will step into these positions and thrive.

Thank you very much for the opportunity to be part of the extraordinary Baruch community. I wish you all much success in the years ahead.

Most Sincerely,



Janet B. Rossbach



40s | **Ira Nadler** ('49) contacted the Office of Alumni Relations and Volunteer Engagement recently to send his greetings to the alumni community. The 95-year-old former steel industry professional recalled his friendship with Dr. Franklin Prager, a Baruch professor whose classes he took back when he was a student. He would later help complete and edit one of Dr. Prager's textbooks.

50s | **Stewart Kampel** ('59) emailed the editors of *Baruch Alumni Magazine* after reading last issue's article about *The Ticker* celebrating its 90th anniversary. After working on the

newspaper himself as a Baruch student, Kampel enjoyed a successful career at the *New York Times* as an assistant to the metropolitan editor and later as an editor of *Long Island Weekly*.

60s | **Gary Berkley** ('65) and his wife, Esther, self-published the book *Whatever You Become, Become Your Best: The College and Graduation Guide to Wisdom for Success in Life* (available on Amazon). While a student at Baruch, Berkley was a member of Beta Gamma Sigma and the Lampport Leaders Society and served as president of Hunt, one of the College's house plans. Business media

company ROI-NJ named **Jaime M. Weiss** ('69) a top influencer and “icon” of real estate, recognizing his 55-year career, which includes a number of significant real estate transactions with a total value of over \$1 billion.

70s | **Howard Glasser** ('72) is the creator and developer of the Nurtured Heart Approach to raising difficult children. He serves as director of the Nurtured Heart Institute and teaches at the University of Arizona's Integrative Medicine Program. This past semester, filmmaker **Sam Pollard** ('73) served as the Sidney Harman Writer-in-Residence

within Baruch's Weissman School of Arts and Sciences. His career spans more than 40 years and, most recently, he produced documentaries on NBA legend Bill Russell and jazz drummer Max Roach. Family therapist **Catherine M. Perebinosoff** (MPA '77) began consulting with the Art Deco Society of New York and the Poster House, the only museum in the United States dedicated entirely to posters. Prior to this, she enjoyed a lengthy career in the nonprofit sector.

80s | **James Lam** ('83), a longtime risk management consultant, received the Lifetime Achievement Award from Shared Assessments, an IT service

provider consortium. He leads James Lam & Associates, a risk management consulting firm. **Eric M. Kirsch** ('84) retired as president of Aflac Global Investments and executive vice president and global chief investment officer, emeritus of AFLAC. In recognition of his outstanding career, he was honored with the Distinguished Alumnus Award at the Bernard Baruch Dinner in April. **Luz D. Liebeskind** ('85, EMS '08) was named CFO of UJA-Federation of New York, which provides funding to social service organizations, healthcare organizations, institutions, and community agencies in New York, Israel, and a total of 70 countries. She previously served as CFO

of RiverSpring Living. **Bina M. Patel** ('86) was appointed director of finance within the mayor's cabinet of Allentown, PA. After working in computer science, **Martin Asiner** (MS '88) switched career goals to pursue philosophy. Over the last decade, he has published numerous study guides on major thinkers including Locke, Descartes, Hobbes, and Rousseau. He expects to finish his next book, focusing on Immanuel Kant, by next summer. **Richard Immesberger** ('88) was named chief fiduciary officer of the financial services organization TIAA, as well as the managing director, president, and chief executive officer of TIAA Trust.

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Service Above Self

For Quamid Francis ('17), service to others has always been his north star. He has volunteered with organizations such as Best Buddies, the Ronald McDonald House, and Habitat for Humanity. He also joined the Marine Corps, serving in the war in Afghanistan and later working directly with communities in the Philippines and Japan as part of his military service.

His efforts have drawn numerous accolades over the years, including the Presidential Award for Community Volunteer Work, awarded to him by President Barack Obama. But like many passionate volunteers, Francis never expected the recognition. “I was just going about doing what I love, connecting with youth and children and supporting their wellbeing,” he says. “The award came about by surprise—literally by me just being who I am.”

After his military service ended, Francis earned his bachelor's degree in public affairs at Baruch and transitioned to a career in New York City government, working in a variety of roles including deputy commissioner and chief of staff for the Department of Veterans' Services.

In January 2022, Francis joined City Year New York, an AmeriCorps-affiliated nonprofit, as its executive director, a role he calls his “sweet spot.” Francis describes City Year as “an intersection of education and workforce development ... powered by national service.”

City Year recruits and trains young professionals to become student success coaches in systemically under-resourced schools across New York City. The coaches serve as positive role models for students and work to address chronic absenteeism, behavioral issues, and coursework.

Francis continues to give back to his community in other ways, most recently joining the Baruch College Fund's Board of Trustees. He hopes to bring a fresh perspective as a former student of color as well as someone who has risen through the ranks of government and nonprofits. “I've long believed that Baruch is one of New York City's treasures in terms of being a career catalyzer and an opportunity catalyzer for young people from all walks of life,” Francis says.

He stresses that helping others is a reward in and of itself. “The value of service is recognizing the common causes that bind us as Americans, as people, as community members,” he says. “No matter what your station is in life, doing something that serves others is really the greatest satisfaction.”

—MOLLY TURNER



Production Values

For Bill ('68, DCS-Hon. '11) and Ruth Ann Harnisch (LHD-Hon. '11), investing in the next generation of storytellers is a way to change the world for the better.

Thanks to Bill's success in the financial industry—his company, Peconic Partners, LLC, was named the top-performing hedge fund for the last three years—the couple has long been active in social philanthropy. As a former journalist, Ruth Ann sees it as one way to solve many of the world's problems, while Bill's financial struggles growing up inclines him to give back.

But in recent years, they've found a new vehicle for their philanthropy. Ruth Ann began producing movies in the 1980s as a way to help a friend and has since produced more than 200 films.

"I came along [in 2015] when I saw what Ruth Ann was doing with film production and the impact she was having with social change," Bill says. "It was a form of philanthropy that had so much bang for the philanthropic buck."

While the couple has produced narrative features, they primarily focus on documentaries. "We have a suite of documentaries on gender equity, reproductive rights and maternal health, trans rights, and gay rights," Ruth Ann says. "In telling a story, we hope to open minds and change them."

Bill and Ruth Ann's work as producers goes beyond funding and promoting films. The couple has also contributed to impact campaigns for documentaries such as *The Hunting Ground* and *Disclosure: Trans Lives on Screen*, creating discussion guides and organizing panel talks that provoke a deeper conversation around the films' themes.

Their most recent films have received critical acclaim. *Another Body* explores the complicated world of deepfakes, while *Confessions of a Good Samaritan* follows a filmmaker's decision to donate her kidney to a stranger. Both movies received top honors at the 2023 SXSW Film Festival. *Joonam*, a documentary they produced, was in competition at this year's Sundance Film Festival.

Bill and Ruth Ann's philanthropy also extends to Baruch, where they've funded scholarships and programs. "We treasure our relationship with Baruch, and we continue to be grateful for all that the institution has meant to us," Ruth Ann says.

Bill has also served on the Baruch College Fund's Investment Committee for over 15 years, which he describes as a very rewarding experience. "If it wasn't for Baruch, I don't think I would be where I am," Bill adds. "I took advantage of a great opportunity and was able to make something of it."

—MOLLY TURNER



Ruth Ann (left) and Bill Harnisch (center) attended a number of festivals this year in support of their films and are seen here with acclaimed filmmaker Kogonada.

Quantum Energy Partners appointed **Sharmin V. Beacco** ('89, MBA '95) as its chief compliance officer. She has more than 30 years of experience in investment management compliance.

90s | In December the *New York Times* profiled **Juan Merchan** ('90), an experienced judge in New York City. A first-generation immigrant born in Colombia, he presided over the tax fraud case against former President Donald Trump's business and previously served as an auditor at a real estate development company. *Crain's New York Business* named **Roger G. Arrieux** ('92) a "Notable 2023 Black Leader." Arrieux is a New York managing partner at Deloitte. **Lara Abrash** (MBA '94), who served as chair and CEO of Deloitte & Touche LLP, was selected as chair of the company's board. She has more than 25 years of experience in professional service, including 15 years as a partner. **Traci Geisler** (MBA '97) was named the director of the Blackstone Launchpad program—an experiential entrepreneurship incubator—at Syracuse University. In March **Wilson Liu** (MS '97, MS '04), the CEO of ETAO International Group, rang the closing Nasdaq bell. He invited Baruch President S. David Wu and fellow alumni to the closing ceremony. CUNY named **Jeffrey S. Rodus** (EMPA '99) its new vice chancellor for government affairs. In addition to graduating from Baruch, Rodus has also worked as an adjunct professor on campus and received the College's 2011 Distinguished Alumni Award.

00s | **Edward Jimenez** (MBA '00) was named president and CEO of Newark's University Hospital, New Jersey's only public acute-care hospital and the principal hospital for Rutgers New Jersey Medical School. He previously served as CEO of the University of Florida Health Shands Hospital. In April **Shiraz Y. Kajee** ('02, MS '03) joined SLR Investment Corp. as CFO, treasurer, and secretary. He previously had served

Hamisches photo by Getty Images North America

as managing director and credit chief financial officer at New Mountain Capital since 2015. **Tiffani L. Blake** (MS '05) was promoted to associate provost for student engagement and development at New York Institute of Technology. **Salome Makharadze** ('05) was named to the Baruch College Fund Board of Trustees. She is a managing director in Alternative Capital Markets and Strategy within Goldman Sachs Asset Management. Additionally, she participated in Baruch's inaugural Conference on Climate Change

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A BARUCH BUNDLE OF JOY

Our Baruch baby bib never looked cuter! **Mariya Keung** ('04) (née Tarassishina) and her husband, **William**, welcomed **Alexandra "Sasha" Keung** to the world in December and sent over this adorable photo of their little Bearcat showing Baruch pride. In addition to being an awesome mom, Keung leads strategy and transformation for consumer cross-channel servicing at Wells Fargo.

Getting Serious About Fun

The career of Lisa Radcliffe (MBA '17) is all about fun and games—with a healthy dose of business acumen.

She is the founder and CEO of PunkinFutz, a Brooklyn-based company that designs toys and accessories for children with adaptive needs. Inspired by the struggles of her own son and daughter, who have disabilities, Radcliffe launched the company while studying in the Evening MBA program at Baruch's Zicklin School of Business.

"I found this huge market gap in the space my kids lived in," Radcliffe says. Products for children with adaptive needs typically come from medical supply stores and are utilitarian and uninspiring, she adds. By contrast, the aim of PunkinFutz (named for a sweet childhood nickname coined by Radcliffe's father) is to bring creative play to children who are often excluded from it.

Its colorful, whimsical products—wheelchair bags, compression vests, water bottles, fidget toys, and more—use accessible designs to appeal not just to children with disabilities but to all children. In 2021, the company partnered with Sesame Street to launch a line of products featuring Elmo, Big Bird, and other familiar characters from the popular children's TV show.

In recognition of her career and her inspiring business venture, the Association to Advance Collegiate Schools of Business honored Radcliffe as a 2023 Influential Leader.

"I would not have founded my company if it weren't for my experience at the Zicklin School," notes Radcliffe, who enrolled in the Evening MBA program after a 25-year career leading technology organizations. "Zicklin was incredibly receptive to me as an older student."

The PunkinFutz concept developed from a business idea Radcliffe originally pitched for an entrepreneurship class; eventually, the professor of that class and another Baruch colleague joined PunkinFutz's advisory board.

Radcliffe's goal is to create a new type of sustainable model for a company: PunkinFutz designs its ethically sourced and manufactured products with input from occupational therapists, people with disabilities, and other experts, and it exclusively employs adults with disabilities. Radcliffe also recently launched Powered by Inclusion, a tax-exempt, nonprofit organization that provides after-school programs for children in special education settings.

"PunkinFutz produces exceptional products for children today, while creating meaningful employment for those children tomorrow," Radcliffe says. "Some of our customers will be business leaders themselves one day."

—SARA J. WELCH



Political Trailblazer

For Steven Raga (MPA '15), politics is local—literally. He has spent the majority of his career working for nonprofits, advocating for his community in Queens, NY, where he was born and raised.

But now he's experiencing politics from a different perspective: He was elected to serve in the New York State Assembly, representing parts of Woodside, Elmhurst, Maspeth, Jackson Heights, Astoria, and Middle Village.

Raga's election was historic, as he became the first Filipino American to win an election in New York State. "I'm happy to be the first but definitely won't be the last," he says. "It's important that we get representation in our offices from every corner of the city and our cultural makeup."

Prior to taking office, Raga was executive director of Woodside on the Move—a grassroots community organization in Queens—and a regional manager for the Susan G. Komen Breast Cancer Foundation, among other positions. In the political world, he had served as chief of staff for Assemblymember Bill Barnwell, his predecessor.

Raga is also a member of the New York State advisory committee of the U.S. Federal Commission on Civil Rights, having been appointed by then President Barack Obama. The commission tackles major issues including policing, the housing crisis, and inequity in school systems.

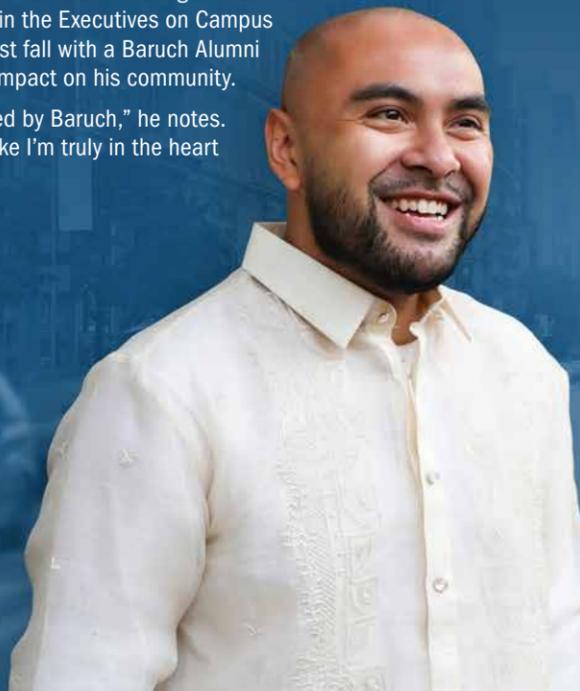
"That experience helped me look at federal policy from a state perspective," he explains. "It's been a great opportunity, especially interacting with individuals from all different parts of the political spectrum."

Raga credits his MPA from Baruch's Marxe School of Public and International Affairs with directly helping him now as a member of the assembly, particularly during the chamber's very hectic budget season. "We literally covered this in our 'Public Budgeting' course," he explains.

Raga has been no stranger to Baruch since his graduation. He participates as a mentor in the Executives on Campus program and was honored last fall with a Baruch Alumni Changemaker Award for his impact on his community.

"It hits different to be honored by Baruch," he notes. "Whenever I go back, I feel like I'm truly in the heart of New York City."

—GREGORY M. LEPORATI



Research, Teaching, and Collaboration, held in March. **Tori D. Fernandes** ('06), a vice president of corporate communications at Disney, was named a "Notable 2023 Black Leader" by *Crain's New York Business*. **Christopher D. Hundley** (MS '07, MBA '13) was named to the Education and Workforce Committee of the Pennsylvania state government. He also completed a Marshall Memorial Fellowship last summer, which tasked him with researching and exploring labor issues in Belgium, Ireland, Kosovo, Poland, and Sweden. In February **Kathy Lofton** (MPA '07) presented at the National Association of African-American Studies (NAAAS) conference. Her abstract was titled "The Importance of Cultural Competence in Constructing Digital and Computer Literacy Training Curriculum for Senior Populations in the Unlearned African-American Community." This marked her second time presenting at the conference. **Miranda C. Reiter** (MPA '09) authored the audiobook *Six Steps to Manage Your Money* (Audible Originals, 2023). She is a certified financial planner and teaches personal finance planning at Texas Tech University.

10s | **Karina Contti** ('12) was named director of human resources for Catholic Charities of Long Island. In the role, she oversees nearly 500 employees at 50 different sites across Long Island. **Elizabeth Rodriguez-Perez** (MPA '12) founded "Civil Conversations," a blog and podcast that highlights city government employees and their experiences. She previously worked for New York City herself, within the departments of Education and Youth and Community Development. **Jeanette K. Duffy** (MPA '13) joined iMentor as chief impact officer. She previously served as chief program officer at Dress for Success. **Mike Bauer** ('15) founded Bauer's Brew Co., a craft cold brew and specialty coffee company. He credits his Baruch education with helping him start this new venture from the ground up. **Yu Gan** (MS '15) joined the

Board of Trustees of the Baruch College Fund. He is a quantitative portfolio manager for Schonfeld Strategic Advisors and the founder of AXQCapital, LP, and co-founder of AxiomQuant Investment Management. **Peter Yu** (MS '15) was named vice president, employee listening lead, and HR analytics advisor at Morgan Stanley. **Rebecca Carriero-Granados** (MA '16) is the head of communications for Bloomberg Philanthropies, overseeing all of its arts program's media relations, social media, and editorial content. **Marisabel Vasconez** ('16), a dance instructor at Ballet Hispánico, was highlighted in *Broadway World*. Last fall **Nicholas R. Smith** (MSEd '19) began working as the executive assistant to the dean of the Bernard and Anne Spitzer School of Architecture at the City College of New York.

continued on next page

Career Corner

Tips from career coach Nancy Ancowitz—frequent host of Baruch Alumni career programs

What if advancing your career didn't have to mean trying to impress others? Amid your daily "to do's," don't lose sight of the basics. Here are **five shockingly obvious career boosters** that you may be overlooking:

- ✔ Don't waste energy comparing yourself to your colleagues. Instead, remind yourself daily of the strengths and the contributions you can, or do, make to your profession.
- ✔ Be generous with introducing others. Doing so helps out people in your network and positions you as a connector.
- ✔ Identify and articulate the transferable experience, skills, knowledge, and passion you have that your target audience is seeking. Hint for career changers: Use keywords from job listings.
- ✔ Don't try to tell everything you know about a topic during a presentation or job interview, especially in a virtual environment, where attention spans are fragmented.
- ✔ Pay attention to your listening-to-talking ratio. What do you need to rebalance to be as present as possible and to convey the most important information compellingly at your next job interview or business meeting?



Overseeing NYC's 'State Department'

When Aissata M. B. Camara ('11) came to New York City from Guinea, West Africa, it was supposed to be a temporary thing. She was 13 years old, undocumented, and didn't speak a word of English. But over the course of the next 22 years, she would become a vital part of the fabric of New York City political life.

She learned English with the help of such children's shows as *Blue's Clues* and *Dora the Explorer*, eventually earning her U.S. citizenship and two college degrees. And she went on to become the deputy commissioner for policy and strategic initiatives in the NYC Mayor's Office for International Affairs—the youngest deputy commissioner in the city's history and the first Black African woman to hold the position.

Camara cites her experience as an undergraduate at Baruch's Weissman School of Arts and Sciences as a crucial factor in her development.

"I wouldn't be who I am today without the professors and advisors that poured their love and support into me," she says.

Like many students who attend Baruch, Camara initially was attracted to its reputation in the financial sector. But the economic recession of 2008 made her consider other directions.

She pivoted to assembling an ad hoc major within the Weissman School, combining coursework in fields of study including psychology, English, and international affairs. After completing a master's degree at New York University, she happened upon a government job within the Mayor's Office for International Affairs. "To be honest, I was only intrigued because it had the word 'international' in it," she recalls. But Camara applied on a whim and landed the job.

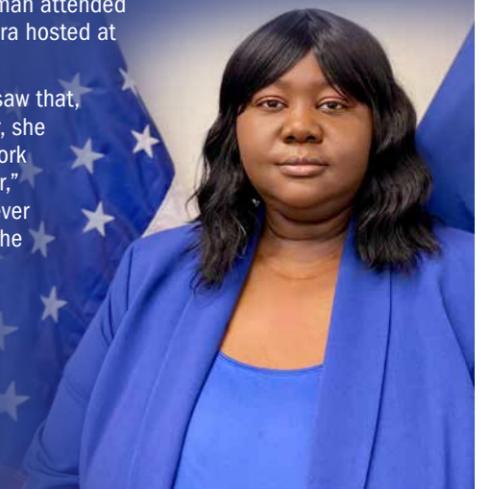
Within the first three weeks of her tenure, she had already launched a new program, New York City Junior Ambassadors, which brings students from across all five boroughs to the United Nations for in-depth tours, talks, and classes. She was soon promoted to deputy commissioner of her department—which she refers to as "the State Department of NYC"—and she has since been named chief of staff as well.

When asked why she is so passionate about helping young people, her thoughts turn towards Dr. Wendy Heyman, a longtime psychologist in Baruch's Starr Career Development Center who passed away in 2018. Camara notes that Dr. Heyman always took her dreams and goals seriously and encouraged her to pursue politics.

Years later, Dr. Heyman attended an event that Camara hosted at the United Nations.

"I looked over and saw that, all these years later, she was watching me work alongside the mayor," Camara says. "I'll never forget it. She said she couldn't have been prouder of me."

—DANIEL JACOBSON



CLASSNOTES

20s **Lorie Caval** (MA '20), a program officer at the NYC Department of Cultural Affairs, was accepted into the National Association of Latino Arts and Cultures 2023 Advocacy Leadership Institute fellowship program. The two-month arts advocacy fellowship included an intensive training program in Washington, DC.

Payal Dhanda ('21), who came to New York from India in 2017, is now an operations associate at First Street Foundation, a nonprofit research and technology group based in Brooklyn, NY. She reached out to the Office of Alumni Relations and Volunteer Engagement to share her story in the hopes it will inspire other international students.

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IN MEMORIAM

Willem Kooyker '71 (1942–2022)



The Baruch College community mourns the passing of Willem Kooyker ('71). Kooyker came to New York City more than 50 years ago as a young Dutch immigrant and an analyst for a spice trading company. By night he studied economics at Baruch, which he would often call his "launching pad." He later founded and served as chair of Blenheim Capital Management, LLC.

He became one of the College's most distinguished alumni and prominent benefactors, endowing the Deanship and establishing the Global Leadership Initiative and a faculty support fund, all within the Zicklin School of Business. He also served for many years on the Zicklin Dean's Advisory Council. In appreciation of his extraordinary generosity, in 2018 he and his wife, Judith-Ann Corrente, were awarded the William and Anita Newman Medal for Philanthropy.

"I personally cherish the time I was able to spend with Wim over the years. He was wise and good," said H. Fenwick Huss, PhD, who served as Willem Kooyker Dean of the Zicklin School from 2014 to 2022. "Wim and his family have been wonderful friends of the school; students and faculty benefit every day from their support."

Adele (Chernev) Weinstein '36
Albert D. Chernick '42
*Jack Shor '42
Bernard Raphan '43
Blanche P. (Jelaso) Kogan '44, '77
Cecile W. Papirno '44
Richard J. Heaslip '45
Beatrice Z. Fraiman '46
Aileen (Lipkin) Hallow '46
Marvin W. Marcus '47
Alexander S. Parks '47
Neal Florman '48
Trudy Hans '48
Daniel Soba '48
Martin Soloway '48
Shirley (Uretsky) Silvers '49, MA '53
Sidney Silvers '49, MA '54
Carl Stitzer '49
Lloyd A. Albin '50
Harry Finkelstein '50
Sheldon R. Kantor '50
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Joseph A. Riccardi '51
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Daniel A. Hodes '57
Gordon Nathanson '57
Allan Firestone '58
Robert D. Marder '58
Frank N. Milewski '58
Bette (Silver) Mahoney '59
*Jack Sobel '59
Fredda R. (Freeman) Stuart '59
Timothy P. Dineen '60
Victor Gartenstein '60
*Leona (Weiss) Lazar '62
Robert A. Signer '62
Willie M. Bailey '63
Martin J. Goldman '63

Leonard Silver '63
Harvey M. Abrams '64
Louis E. Baldasty '65
Victor E. L'Eplattenier '66, MPA '77
Norman F. Swanton MBA '66
Samuel Brooks '67
Alfred Goldstein '67
Robert W. Aikin '70, MBA '74
*Willem Kooyker '71
Kevin F. McCrohan MBA '71, PhD '77
Robert C. Moller MPA '71
Robert A. Plotzky '71
Charles A. Sclafani '72
Waynett Sobers, Jr. MBA '72
Sheila W. Still '72
Frank J. Madonna MBA '73
Alan Smilowitz '73
Donald E. Campbell '74
John G. Alouisa '75
Michael J. Fishbein '75
Joseph B. Guarinello '75
Carmen R. Intintoli '75
Joseph P. Hinkley '77
Bernard Lynch '77
Desmond A. Reid '77
Carol L. Adamson '78

Edward Cummings MBA '78
Andrew Guerrieri MBA '78
Nicholas Sabbatini '78
Richard Scheckman '78, MBA '82
Eleanor T. Barba MBA '79
Bert Nelson MBA '80
Christian E. Bekmessian '81
Ruby C. Crawford MPA '81
Susan Minsberg MBA '83
Russell J. Damitz '84
Christopher Okesola '84
Keith O. D. Moses '85
Donna J. Weissman '85
Patrick J. Lloyd '87
John A. Pritchard MBA '87
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John H. Strong '88
*William J. Eglinton MPA '93
James P. Waitword '94
Beverly F. Ballard EMBA '98
Simon L. Rodriguez '00
James A. Peterson '02
David Saldana '03
Lilla Plaszczymaka '05
Leticia Piper MPA '20

*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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