

# BARUCH BACK BENCHER



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May-June, 1992

## Commencement Graduates More Than 2,500

More than 2,500 undergraduate and graduate students collect their degrees at Baruch's twenty-seventh commencement exercises on June 3. This year marks the return of the year-end event to the Paramount Theater in the Madison Square Garden complex. Renovations at the Garden forced the relocation of commencement to the New York Hilton and necessitated an additional midyear ceremony. The revamped facilities allow the College to hold commencement once a year.

This year's ceremony is highlighted by another first: the addresses of two co-Valedictorians, rather than the traditional Valedictorian and Salutatorian. Nicole Iovine and Aliza Schacter, both students in the School of Liberal Arts and Sciences, graduated with perfect 4.0 grade point averages. Ironically, Ms. Iovine left high school in 1983 to pursue a career in ballet and enrolled in Baruch in 1987. Ms. Schacter has been enrolled in a Ph.D. program in operations research in Columbia University and was granted permission to use her doctoral coursework to complete her undergraduate degree.

A. Barry Rand, Executive Vice President of Xerox Corporation, is the Commencement speaker. An African American who joined Xerox as a trainee in 1968, Rand is one of the company's top executives, responsible for the operations of the corporation's nine worldwide business divisions. He will receive the degree



Co-Valedictorians Nicole Iovine and Aliza Schacter

of Doctor of Laws (LL.D.) from President Matthew Goldstein.

Also honored is Korean economist Dr. Sung Sang Park, President of the Korea Institute for Industrial Economics and Technology. A former governor of the Bank of Korea and former chairman and president of The Export-Import Bank of Korea, Park is one of a handful of men credited with creating South Korea's economic prominence. He receives the degree of Doctor of Commercial Science.

Baruch's Harry M. Markowitz, the Marvin M. Speiser Distinguished Professor of Economics and Finance and recipient of the 1990 Nobel Prize in Economics, receives the President's Medal from Dr. Goldstein.

Also during the exercises, David Rosner, Professor of History, receives the President's Award for Excellence in Scholarship; George

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BARUCH COLLEGE LIBRARY

## ALUMNI ESTABLISH ACCOUNTANCY CHAIR

A newly endowed chair in accountancy has been established in the School of Business and Public Administration thanks to the generosity of Baruch alumni Eli and Claire Mason. Professor Joseph Kerstein has been named as the first recipient.

Mr. Mason, a 1940 graduate, has long been active in Baruch support activities. He helped establish The Baruch College Fund, served as its first president, and is now an honorary Fund Trustee and Fellow. He is widely recognized as the head of Mason & Company, a prominent accounting firm known for its expertise in entertainment and corporate accounting. He has assumed leadership roles in state and federal organizations, has written

numerous articles, and lectured in the United States and abroad. His success is all the more remarkable because of his personal triumph over a degenerative retinal disorder which finally rendered him blind.

Mrs. Mason, also a 1940 graduate, serves as a member of the Board of Directors and Executive Committee of the National Council on Jewish Women, New York Section. Both are active locally in the fight against hunger and poverty.

The Eli and Claire Mason Chair in Accountancy will be officially inaugurated by President Goldstein at a June 2 ceremony at the College.

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## From the President's Desk

Reflecting on my first year at Baruch, I see it as a year of contrasts. It would be an exaggeration to quote Dickens and claim "It was the best of times. It was the worst of times." Yet in the past nine months, Baruch has had to face both triumphs and hardships in rapid succession.

Last fall, Sidney Mishkin, a grateful alumnus, offered us the largest gift in Baruch's history. We worked closely with the family to name the gallery in his honor and to arrange an appropriate ceremony. But Mr. Mishkin succumbed to cancer very quickly, and the dedication took place a few weeks after his death, offering a mix of celebration and sadness.

Also in the fall, we received word that one of our faculty members, Martia Goodson, had a book nominated for the Pulitzer Prize. This life of Frederick D. Patterson tells the story of the founding of the United Negro College Fund and adds new elements to African American history. But at about the same time, Baruch lost one of its most beloved scholars, Addison Gayle, one of the first African Americans to hold the rank of Distinguished Professor in the City University. Gayle had published numerous books and articles, including important contributions to the study of Black writers in America. And we were further saddened in the spring by the loss of our colleague, Robert A. Martinez, a friend of students and pacesetter in Black and Hispanic Studies.

The year that began with a major alumni gift has also been the year of considerable setbacks in State funding for CUNY. Making plans for running the College in 1992-93 with \$4 million less than this year has been difficult. The College is losing valued employees, foregoing important projects, and

postponing replacement of equipment and supplies.

Nonetheless, the pain of the process and the prospect has been diminished by the enormous good will and commitment shown by students, staff, and faculty members alike in pulling together to find the least damaging ways to meet the required savings. The Community has worked closely together from February through May to find the best ways of maintaining our educational goals within fiscal restraints. Teachers are facing larger classes and heavier teaching loads; students too are facing larger classes, increased tuition, shorter club hours, and reduced support services; staff and administration are trying to do the same work — or more — with fewer personnel and resources. However, I think we have been through the worst of the budget crisis and we have maintained our sanity and our mutual respect. We continue to look forward, and, toward this end, I will present my recommendation of Dr. Lois S. Cronholm as the new Provost and Vice President for Academic Affairs at the June meeting of the CUNY Board of Trustees.

Writing this note just shortly before Commencement, I am tempted to think that a year of contrasts will be followed by a year of advances. Commencement itself brings a mix of joy and sadness: it is the end of one stage of life and the beginning of another. But mostly it is a day of joy, a day of achievement, triumph, and looking toward new horizons.

I wish all of you a restful and productive summer, and hope that the next academic year will be a time of re-creation for ourselves, our students, and the College we serve.

*Matthew Goldstein*

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### Mitsui Establishes Grad Scholarships for SBPA

Baruch's School of Business and Public Administration will receive two \$5,000 graduate scholarships from The Mitsui USA Foundation to further international business education. The scholarships will be awarded annually to students who have completed their undergraduate programs with outstanding academic records and demonstrated interest in international studies. The Mitsui USA Foundation was established by Mitsui & Co. (USA), Inc., a major trading company that is one of the top ten exporters of American products.

### Child Care Funding Okayed

Plans to continue and expand the Ross-Schomberger Center moved into high gear following a referendum among Baruch students. The center will provide on-campus child care for the Baruch community.

The referendum, which passed by a 863-347 vote, increases the student activity fee \$5 for every full-time student and by a lesser amount for part-time students and will raise up to \$80,000. Debbie Bick-Duggan, Assistant Director of Student Life and coordinator of the center, said that the center will serve 15 children when it goes into operation beginning with the fall 1992 semester. "By February 1993, we hope to reach our licensed capacity of 30 students," she added.

## Baruch Students Win Academic and Leadership Honors

Baruch students — historically among the high achievers in the City — have again earned top honors in a number of national and regional programs. Among the many marks of distinctions are the following.

Josephine Valencia, a public administration major, has received a Woodrow Wilson National Fellowship to study public affairs at Carnegie-Mellon University. The highly competitive award is given to minority students in their junior year who are pursuing a public service career. This summer, Ms. Valencia will complete an eight-week session at Carnegie Mellon, with concentrations in economics and statistics. Following her 1993 graduation from Baruch, she is guaranteed a fellowship for graduate studies at CM's School of Urban and Public Affairs.

Ivan Cintron and Edward Asante were awarded scholarships by the New York Financial Writers' Association. Cintron, managing editor of the student magazine *Dollars and Sense*, graduated from Baruch in fall 1991. Asante, who also graduated last fall, worked at the *Wall Street Journal* while attending Baruch.

Earl Bovell is a finalist in a playwriting contest sponsored by The Village Gate. His play, *A Lighter Shade of Pale*, was written originally for Professor Mimi D'Aponte's playwriting class and is one of five selected for performance at the "One Act Play Festival" at The Village Gate on June 7 and 8.

Four Baruch students were among the ten from New York City colleges chosen to attend the 23rd Annual Student Symposium of the Center for the Study of the Presidency in Washington D.C. The students were Frederick Eno, a 26-year-old Nigerian journalist now living in Northport, Long Island; Matthew Zuberko, 20, of Astoria, whose family emigrated from Croatia; Michelle Payne, a native of Barbados who helped organize student demonstrations against the Gulf War; and Dawn Steele, a 24-year-old African-American and ex-Californian now living in Bedford-Stuyvesant. The students traveled to Washington on March 20 for two days of intensive lectures, seminars, and workshops on the American political system. They were among 600 of the nation's outstanding college and university students.

## Commencement

*Continued from front page*

Otte, Associate Professor of English, receives the President's Award for Excellence in Teaching; and Susan Locke, Associate Professor of Psychology, receives the Baruch College Alumni Association Award for Faculty Service. Sixteen members of the Golden Anniversary Class of 1942 will also take part in the commencement procession.

At the ceremony, a new set of banners will make their debut. They include a new logo composed of three overlapping triangles representing the three Schools of the College.

Commencement exercises will be preceded by a June 2 awards ceremony in the main auditorium at 17 Lexington Avenue, honoring students who received awards, scholarships, medals, and other distinctions.

### **Let Us Know About Your Summer...**

*In the next issue of the Back Bencher, we'd like to include news about your academic or professional activities during the summer months, especially travel and publications. We go to press in early September, so be sure to contact us at Box 516 no later than August 15. Or phone ext. 1130.*

## Reich Lectures at Baruch



Political economist Robert Reich (*pictured left*), among the most prominent and visible economists in America today, riveted an overflow Baruch audience on April 15 with an often acerbic "look behind the recession." Reich, a Rhodes Scholar at Oxford with Governor Bill Clinton, suggested that American prosperity increasingly depends on educational brain-power in an integrated global economy. He noted that traditional blue-collar jobs are disappearing and those without a college education "are now in competition with poor and uneducated workers around the world."

His presentation was part of the 1992 series of lectures sponsored by the Philip Morris Program in Business and Society at Baruch College.

## Baruch Benchmarks and Personnel Postscripts

**Deborah Bloch** (education) completes her term as president of the National Career Development Association and will travel to the University of Wollongong, Australia, this summer to work with the faculty on curricular development.

**Lois S. Cronholm** has been chosen as Provost and Vice President for Academic Affairs. A graduate of the University of Louisville, she has received her Ph.D. in biology. She has served as Dean of Arts and Sciences at Louisville and Dean of the College of Arts and Sciences at Temple University. She has served as President of the Council of Colleges of Arts and Sciences and Chair of the Commission on the Arts and Sciences of the National Association of State Universities and Land-Grant Colleges. As an author, she has contributed to the *Journal of College Science Teaching* and the *Journal of Chemical Education*. Dr. Cronholm will be on campus shortly after August 1.

**Richard E. Kopelman** (management) and Ph.D. candidate Phoebe Massimino co-authored an article on organization structure and productivity that appeared in *Group and Organization Studies*.

**Herminio Martinez** (Offices of the Provost and Academic Skills) has been asked to serve on the Board of Directors of the National Council of La Raza, the Washington-based umbrella organization for Hispanic organizations.

**Philip R. Michael**, Director of the New York City Office of Management and Budget, was the guest speaker at the inaugural Executive MPA Leadership Forum on May 6. Among those attending the event were CUNY Chancellor W. Ann Reynolds.

**Robert Myers** has been elected chairperson of the speech department, effective June 3.

**Israel Pressman** has been re-elected chair of the department of statistics and computer information systems.

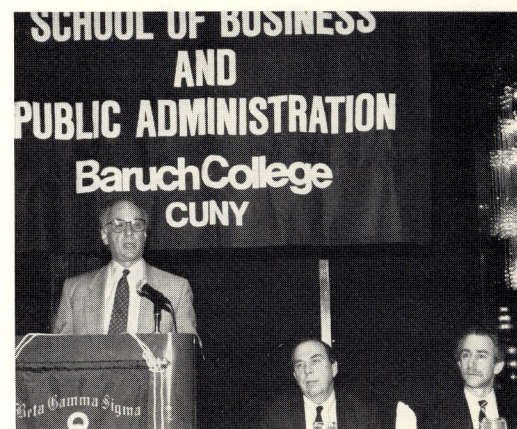
**Ronald C. Schurin** (academic administration) is among the authors of a CUNY study, *The CUNY Economic Advantage*. The study demonstrates that more than \$8.4 billion in economic activity is generated each year by The City University of New York — seven times the amount of the University's budget.

**Joshua Smith** has been elected interim chairperson of the education department. Current chair, **Donald Smith**, will begin a sabbatical during the 92-93 academic year.

**John Wahlert** was re-elected chair of the department of natural sciences.

**Marx Wartofsky** has been elected chairperson of the philosophy department.

**Cynthia Whittaker** (history) will do archival work in Moscow and St. Petersburg



President Goldstein addressed 400 inductees at the May 3 SBPA Honors Breakfast. To his right are Dean Connelly and keynote speaker Hugh R. Lamle, a 1970 MBA graduate and Executive Vice President of M.D. Sass Investors Services, Inc. Lamle and Acting Provost John McGarraghy were inducted as honorary members of Beta Gamma Sigma.

in June. Her article, "The Reforming Tsar: The Redefinition of Autocratic Duty in Eighteenth-Century Russia," appeared in the spring issue of *Slavic Review*.

**Maurice Wohlgelemer** (professor emeritus of English) authored "Facing Medusa Without Mirrors: Three Women Reflect on the Holocaust" in the February issue of *Modern Judaism*.

**Avner Wolf** has been elected chairperson of the economics and finance department.

**Elsbeth Woody** was re-elected chair of the art department.

**Michael Zavelle** has been appointed Vice President for Administration by President Goldstein.

President Matthew Goldstein and the Baruch community extend condolences to the family and friends of **Robert A. Martinez**, Assistant Professor of Black and Hispanic Studies. An educator for 27 years, Dr. Martinez taught at New Dorp High School and St. John's University before joining the Baruch faculty in 1972. He chaired his department from 1989 to 1992 and was former chair of the Black and Hispanic Faculty Caucus at Baruch. Among students, he was well-known as a mentor and friend and encouraged many minority students to extend their education and seek higher degrees. Honored as a Woodrow Wilson Hispanic Leadership Fellow in 1984, he also received the 1988 Fundacion Jesefina Romo Aregui Memorial Medal of Honor for "enhancing the eternal values of Hispanic culture." Dr. Martinez died of AIDS on April 3 at the NYU Medical Center.

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