AUTHOR LECTURE SERIES

The Office of Alumni Affairs, in conjunction with the Museum of American Financial History, a Smithsonian affiliate, organizes the Author Lecture Series at NYU Stern. This series is part of an ongoing effort to provide lifelong learning opportunities for Stern alumni.

Nearly 400 alumni and students attended the launch of the 2004-2005 Author Lecture Series on October 14, with Robert E. Rubin, Director and Chairman of the Executive Committee of Citigroup Inc., Former Secretary of the Treasury under President Clinton and author of “In an Uncertain World: Tough Choices from Wall Street to Washington.” In his lecture, Mr. Rubin provided analysis of some of the most important events in recent American history, presenting a clear, consistent approach to thinking about markets and dealing with the new risks of the global economy.

On November 30, the series presented Jagdish Bhagwati, author of “In Defense of Globalization.” Mr. Bhagwati, Member of UN’s Advisory Group of the NEPAD process in Africa, University Professor at Columbia University and Senior Fellow in International Economics at the Council on Foreign Relations, confronted globalization’s critics in his lecture, using economic principles and examples to show that globalization is a powerful force for social good in the world today.

“Through our collaboration with the Museum of American Financial History, we are able to bring renowned authors to Stern, broadening the intellectual content of business education,” noted Jeanne Marano, Executive Director of Alumni Affairs. “We are excited to offer this opportunity to our alumni and students.”

The spring series begins on March 10, with Peter G. Peterson, Chairman of the Blackstone Group and Former Secretary of Commerce under President Nixon. In his book, “Running on Empty: How the Democratic and Republican Parties are Bankrupting Our Future and What Americans Can Do About It,” he presents hard facts and a harrowing view of the domestic and foreign deficit’s real impact.

On April 27, the series welcomes Niall Ferguson, Professor of International History at Harvard University, Senior Research Fellow at Jesus College, Oxford University, and Senior Fellow at the Hoover Institution at Stanford University. His book, “Colossus: The Price of America’s Empire,” covers the entire history of America’s foreign entanglements, examining all the different dimensions of American power and fusing them into a single coherent vision.

For more information, please call the Office of Alumni Affairs at (212) 998-4040 or visit the website at www.stern.nyu.edu/Alumni/events/author04-05.html.

FOURTH ANNUAL STERN ALUMNI BALL

Dean Thomas F. Cooley welcomed attendees and stressed the importance of the support of alumni in helping Stern reach the pinnacle of business education. William R. Berkley, BS ’66, Chair of the NYU Stern Board of Overseers, and Thomas G. Fogarty, EMBA ’01, Member of the Alumni Council, also presented remarks and joined fellow members of the Board of Overseers and the Alumni Council in a festive evening of dinner and dancing.

The Solomon R. Guggenheim Museum is home to one of the world’s finest collections of Modern and contemporary art. The Guggenheim’s special exhibition, “The Aztec Empire,” was open for viewing during the evening.

The Office of Alumni Affairs thanks the Alumni Ball Committee and all those who attended for making this event a success.

Photos from the evening are available for viewing in the online Photo Gallery at www.stern.nyu.edu/Alumni/gallery2004/alumniball.html.

Mark your calendar for December 3, 2005, for the Fifth Annual Stern Alumni Ball.
A MESSAGE FROM THE DEAN

Dear Alumnus/a:

One of the key priorities of my tenure as Dean is to continue to build and strengthen SternNet – the NYU Stern global alumni network. I’ve spent a lot of time meeting with alumni in cities all over the world. The opportunity to meet Stern alumni, hear their stories and enjoy their successes is one of the most rewarding aspects of my job. It keeps me in touch with what makes the Stern School so special: the sense of community and energy that characterizes all our students, alumni and faculty.

As you will see elsewhere in these pages, Paris 2004: Global Alumni Conference, organized by the Office of Alumni Affairs, was a wonderful celebration of the School and its intellectual mission. The conference, which brought together alumni from 20 countries, featured an impressive group of internationally recognized speakers as well as some wonderful networking and social events. In addition, I was delighted to participate in a full schedule of alumni programming here in New York City, including the Fourth Annual Stern Alumni Ball, which was held at the Guggenheim Museum.

I was delighted to welcome Sally Blount-Lyon to her new duties as Vice Dean and Dean of the Undergraduate College. She is undertaking several exciting initiatives, which are highlighted on pages 8 and 9 of this newsletter, in an effort to foster community among the Undergraduate student population. The Stern Undergraduate College is the most competitive of NYU’s undergraduate programs, and Sally is just the right person to challenge and develop these future alumni.

Over the last year, we have upgraded SWAP (Stern Worldwide Alumni Platform), which now offers you more community features than ever before, enabling you to stay connected to the School and to your fellow alumni. In the coming year, we look forward to building upon our innovative programming and communications to offer additional opportunities for you to stay connected to the Stern community. As members of one of the largest and most successful alumni networks of any leading business school, you are one of our most important assets – and the strength of the network depends on your direct involvement and participation.

I urge you to become involved in the School. You are part of a dynamic community that will welcome and reward your participation. I look forward to meeting many of you in the coming months and wish each of you all the best in this New Year.

Best regards,

Thomas F. Cooley
Dean

SESHADRI NAMED FIRST TOYOTA PROFESSOR

Toyota Motor Corporation has given a $1 million gift to NYU to establish the Toyota Professorship of Operations Management and Information Systems. Sridhar Seshadri, Associate Professor of Operations Management, has been named the first Toyota Professor.

“Toyota Motor Corporation has long been recognized as a leader in operations management, and we value our long-standing relationship with the company,” said Thomas F. Cooley, Dean of NYU Stern. “This generous gift will not only allow Professor Seshadri to build on his own substantial body of research, but also to help enhance Stern’s excellence in operations management and create a community of scholars that have the potential to shape processes for the next generation of business leaders.”

The Toyota Professorship recognizes the outstanding research and teaching of faculty members specializing in operations management or information systems as it relates to operations management. Professor Seshadri will focus his research in the areas of supply chain management and business process improvement, while continuing to teach in the NYU Stern undergraduate and graduate business programs.

“We are very glad to recognize such a deserving faculty member of the Stern School of Business,” said Hideaki “Harry” Otaka, President and CEO, Toyota Motor North America Inc., presenting the gift on behalf of Toyota Motor Corporation. “One of Toyota’s core beliefs is that continuous learning and improving the ways of doing things is key to building a successful organization. Stern’s programs are at the forefront of innovation in operations management and we hope this gift will play a vital role in helping develop new ideas and cultivating new leaders in business.”

LARRY BOSSIDY SPEAKS AT CEO SERIES

On November 15, Dean Thomas F. Cooley (l) welcomed Larry Bossidy (center) to campus for the launch of the 2004 – 2005 CEO Series. Mr. Bossidy, retired Chairman of the Board and CEO of Honeywell International Inc., participated in an interview and conversation during which he discussed his five-decade career in business and his experiences leading three Fortune 100 companies. He also explained the importance of maintaining a work/life balance and provided insights on how to succeed in business. Mr. Bossidy was interviewed by Geoffrey Colvin (r), MBA ’83 and Senior Editor at Large at Fortune magazine. The lecture was followed by a Q&A session with audience members as well as a reception.

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LETTER FROM THE CHAIR OF THE ALUMNI COUNCIL

Dear Fellow Alumnus/a:

The Alumni Council continues to work on a number of exciting initiatives to provide you with more ways to stay connected to SternNet – the NYU Stern global alumni network.

Task forces of the Alumni Council continue to focus on key areas, including working in conjunction with the School-wide initiative to better define and communicate the NYU Stern brand; refining and targeting alumni communications and programming based on feedback from the annual alumni survey; conducting outreach to regional groups around the world to connect them with the School; and developing new opportunities for social and networking gatherings. In addition, we are working to develop new task forces to focus on strengthening outreach to additional segments of our alumni population, including the Alumnae Network and Underrepresented Minority Engagement.

Be sure to sign on to SWAP – the Stern Worldwide Alumni Platform – the password-protected online community of Stern alumni. By keeping your contact information up-to-date, you will receive important information from the School as well as invitations to the many dynamic and innovative programs offered. SWAP provides you with many valuable tools to stay in touch with the Stern network, including e-mail forwarding, resume posting, mail groups, class and regional web pages and Class Notes.

As we continue to build and strengthen the alumni network, our success depends upon your commitment to remain involved. If you are interested in volunteering, sharing feedback or speaking with someone about how to get connected, please contact Alumni Affairs at alumni@stern.nyu.edu or (212) 998-4040. For additional information on these opportunities and the many events and programs planned for the spring, check the Alumni Affairs website at www.stern.nyu.edu/Alumni.

I look forward to continuing to work with you in the year ahead.

Best regards,

Christine Schneider, MBA ’94
Chair, NYU Stern Alumni Council

PROFESSORS WINER AND DHAR TO LEAD CeDER

Russell S. Winer, William Joyce Professor of Marketing and Deputy Dean, and Vasant Dhar, Professor of Information Systems and Deputy Chair of the IOMS Department, have been named Co-Directors of the Center for Digital Economy Research (CeDER) at NYU Stern.

CeDER was developed to support research and other activities related to the transformation of business by information technologies. The Center aims to create a forum for engaging business leaders, information technology professionals, scholars and students in discussion about the intersection of research and practice in the digital economy.

CeDER research tracks currently include: Business Intelligence and Data Mining; IT Economics; Technology-enabled Organizational Forms and Relations; and Interactive Marketing. Additional tracks will be added in the future.

NYU Stern anticipates that CeDER will become the hub for important and substantial research and outreach programs that will help the School attain a new level of recognition and excellence.

For more information on CeDER, please visit the website at http://w4.stern.nyu.edu/ceder/ or contact Julia Mills, Administrative Assistant, at jmills@stern.nyu.edu or (212) 998-0848.

NYU STERN SCHOOL OF BUSINESS 2004 - 2005 ALUMNI COUNCIL

Christine Schneider, MBA 1994 – Chair
Ron Bolen, MBA 1997 (Houston)
Martin Boyer, MBA 1973 (France)
Tammi Stegeman Brodsky, MBA 2000
Ashish Contractor, BS 1997
Kristine Demareski, MBA 1998
Jessica Dowd, BS 2000
Thomas G. Fogarty, EMBA 2001
Mary Ellen Georgas, MBA 1993
Robert Goodman, MBA 1980
Carl Greene, MBA 1960
David Hernández, MBA 1999
David Kelly, EMBA 1990 (Los Angeles)
Mark Kozhin, MBA 2000
Lawrence A. Lieberman, MBA 1991
Joan Martens, MBA 1975
Ted Marzilli, MBA 1998
Goran Mornhed, EMBA 1996
Brett B. Rochkind, BS 1998
Juan Antonio Samaranch, MBA 1986 (Spain)
Susan Salgado, PhD 2003
Hassan Tabbah, BS 1978
Fara Tischler, BS 1996
Lauren Sekuler Traum, MBA 1999
John Williams, MBA 1995

Student Representatives:
Josh Hardt, Full-time MBA Program
Rick Hoffman, Undergraduate Program
Leon Morales, Part-time MBA Program

DAVID HERNANDEZ NAMED DISTINGUISHED ALUMNUS BY AHBBS

David Hernández (l), MBA ‘99, CEO of Liberty Power and Member of the NYU Stern Alumni Council, received the Distinguished Alumnus Award from the Association of Hispanic and Black Business Students (AHBBS), an MBA student organization, at its 19th Annual Conference and Career Fair on October 15. Kimberly Manney (r), MBA ’05 and Vice President of Alumni Relations for AHBBS, presented the award to Hernández in honor of his entrepreneurial achievements and contributions to the NYU Stern community.
DINA DOMMETT TO LEAD MBA ADMISSIONS

Dina Consolini Dommett has joined NYU Stern as Assistant Dean for MBA Admissions, overseeing full-time and part-time MBA admissions and financial aid.

Ms. Dommett comes to Stern with an impressive 15 years of achievement at top educational and cultural institutions in the U.S. and U.K. Her background in the world of business education began at Columbia where she directed the Chazen Institute, served as Associate Dean for Executive MBA Programs and was instrumental in the creation of the Columbia/London Business School joint degree program. From there Ms. Dommett moved to London with Marconi PLC, where she launched the Marconi University Leadership Academy, an innovative online learning platform for global training. For the last two years, before joining Stern, she served on the senior staff of the London Business School. There Ms. Dommett oversaw special projects for the Dean, represented her to corporations and government, and worked with student leaders to maximize the quality of campus life.

Ms. Dommett holds a PhD in Italian Language and Literature from Yale University and spent a year as a Fulbright Fellow at the University of Rome after earning her BA in Italian and German from Boston College. Ms. Dommett’s breadth of experience, energy and leadership skills make her an exciting addition to the Stern team.

INVEST IN NYU STERN

Alumni support for the annual Stern Fund continues to be on the rise. Last year, more than 7,000 alumni and friends, a 10 percent increase in participation as compared to the year before, helped raise more than $3.6 million for the Stern Fund. As NYU Stern looks ahead to the future and to the preparation of the next generation of global business leaders, the continued enthusiasm, generosity and support of alumni remain key to maintaining a place for Stern among the world’s top business schools.

As of December 15, 2004, the annual Stern Fund has raised $1,000,000, and is 26 percent toward the goal of $3.9 million by August 31, 2005. Participants to date include more than 2,600 alumni, students, faculty, parents, corporate partners and friends.

Each year, Stern Fund gifts provide the essential funding that not only supports the School’s core programs but also makes possible initiatives that otherwise would not be covered by tuition fees and restricted gifts. Your participation is encouraged. Every gift to the Stern Fund, no matter the amount, broadens our base of support and helps guarantee the future excellence of NYU Stern.

To request a detailed brochure on the Stern Fund or to arrange a visit to the School, please contact Amy Buick, Director of Annual Giving, at (212) 998-0677 or abuick@stern.nyu.edu.

To make a gift to the 2004-2005 Stern Fund today, please call 1-800-NYU-4144 or visit www.stern.nyu.edu/giving.

MERRILL LYNCH SERVES AS CORPORATE PARTNER

NYU Stern has benefited from a long and substantial relationship with Merrill Lynch & Co Inc. The firm is presently a leading NYU Stern Corporate Partner at the elite Managing Director sponsorship level, having more than doubled its support of the School for the last two academic years. Merrill Lynch is not only one of Stern’s largest institutional funders, but is also a top recruiter of Stern students and top employer of Stern alumni.

Merrill Lynch’s commitment to business education is evidenced through its wide portfolio of sponsorship in various areas of the School. The firm has supported pre-term orientation for the last two years and sponsored backpacks for all MBA1s this year. The firm also sponsors NYU Stern’s Preview Weekend and has been a consistent supporter of Stern Admissions events. In addition, Merrill Lynch supports Stern MBA student organizations, including sponsoring annual conferences for the Association of Hispanic and Black Business Students (AHBBS) and the Graduate Finance Association (GFA), as well as the GFA Hour, a lunch program which gives financial institutions the opportunity to discuss their industry as well as specific opportunities within their corporations. The firm also sponsors an alumni lunch, which brings Stern graduates currently working for the firm back to campus to share their professional experiences with MBA1s.

Stern’s Corporate Partners Program enables supporters of Stern to play a pivotal role in shaping the future of the School while enjoying privileged access to its faculty, students and intellectual capital. Stern encourages its Corporate Partners to interact with the School’s over 5,000 students and nearly 200 faculty members in ways that extend well beyond the recruiting process. Corporate Partners gain increased visibility on campus and a relationship with Stern that is strategic, efficient and easy to leverage.

For more information, contact Kerry Kruckel Gibbs, Assistant Dean of Development, at kkruckel@stern.nyu.edu or (212) 998-0568.

TRUMP SPEAKS TO STERN MBAs

Donald Trump visited NYU Stern on September 29, as a guest lecturer for the “Leadership in the Communications Industry” class, led by Steven T. Florio (r), BS ’72, Executive-in-Residence at NYU Stern School of Business, Vice Chairman of Advance Magazine Group and Former President and CEO of Condé Nast Publications Inc. Schimmel Auditorium was filled to capacity as current students, faculty and administrators joined Mr. Florio’s class to hear business advice and insights from Mr. Trump.
STERN HOSTS CONFERENCE ON AUTOS, ENERGY AND THE ENVIRONMENT

Dean Thomas Cooley and NYU Stern hosted the Resources for the Future Conference (RFF) in November, bringing together business leaders from automotive and energy companies, along with academics, journalists, alumni and students to hear the latest information on “Autos, Energy, and the Environment: Challenges for the 21st Century.”

A dinner was held the night before the event, at which Allan Gilmour, Vice Chairman of Ford Motor Company, touched on the overarching themes of the conference in his keynote address: the outlook for the global auto industry, the pros and cons of different automotive fuel technologies, and the public policy implications of the intersection of automobiles, energy use and the environment.

The conference continued the next day with a breakfast, at which Dean Cooley and Paul R. Portney, President and Senior Fellow, Resources for the Future presented welcoming remarks. The conference included three panel discussions throughout the morning, each providing different perspectives from a variety of industry and regulatory experts.

Thomas W. Sidlik, BS ’71, Member of the NYU Stern Board of Overseers and Executive Vice President of Global Procurement and Supply for DaimlerChrysler Corporation, served as moderator for the first panel discussion on The Future of the Global Auto Industry. Panelists included David Cole, Chairman for the Center for Automotive Research and Maryann Keller, a former industry analyst.

The second panel on Fuels and Technologies included Donald Paul, Vice President and Chief Technology Officer for ChevronTexaco, who offered thoughts from an energy company’s standpoint; and Deborah Morrissett, Vice President of Regulatory Affairs and Product Development for DaimlerChrysler; and Dennis Cuneo, Senior Vice President of Toyota Motor North America, who provided perspectives on engine and other technologies.

Raymond Kopp, Senior Fellow for RFF, moderated the final panel, The Intersection of the Automobile, the Environment and Public Policy. Panelists included Charles Shulock, Vehicle Program Specialist for the California Air Resources Board, who discussed California’s proposal to limit greenhouse gas emissions from motor vehicles; George Eads, Vice President, Charles River Associates, who touched upon sustainable mobility; and Christopher Grundler, Deputy Director, Office of Transportation and Air Quality, U.S. Environmental Protection Agency, who provided a Federal regulatory perspective.

JOHN BIGGS NAMED CITIGROUP FELLOW

Professional responsibility has become a hot topic in business education and practice, and has long been a cornerstone of the NYU Stern educational experience. Last year Stern launched a new, comprehensive initiative in this area, the Citigroup Leadership and Ethics Program, through the generous support of the Citigroup Foundation. Each year, the program appoints a fellow, recognized for his or her dedication to and activism in business ethics.

Stern is pleased to announce the appointment of John H. Biggs, Former Chairman, President and Chief Executive Officer of the Teachers Insurance and Annuity Association College Retirement Equities Fund (TIAA-CREF), as NYU Stern’s Citigroup Distinguished Fellow in Leadership and Ethics for the 2004-2005 academic year.

Known today as one of the world’s largest and most respected retirement systems for the academic, research, medical and cultural fields, TIAA-CREF was established by The Carnegie Foundation in 1918 to provide a fully-funded system of pensions for professors and employees of colleges and universities. Under the strategic direction of Mr. Biggs, TIAA-CREF earned a reputation for leadership in corporate governance and accounting reform before these issues moved more recently into the mainstream. Additionally, this financial services provider was built on a philosophy of investor choice and long-term investment.

Bringing more than 30 years of professional experience to TIAA-CREF, Mr. Biggs became Chairman and Chief Executive Officer in 1993 after having previously served as President and Chief Operating Officer for nearly five years. His published research addresses such timely issues as corporate governance, social security, and regulation and taxation of pension plans. Mr. Biggs currently serves on a number of boards of directors and is a trustee of the International Accounting Standards Committee Foundation.

GLOBAL OUTSOURCING CONFERENCE

The Global Business Institute (GBI) and the Department of Information, Operations and Management Sciences (IOMS) at NYU Stern and the Purdue University Center for International Business Education and Research (CIBER) co-hosted an international conference on Global Outsourcing on December 9 – 10 at NYU Stern.

The event commenced with a Dinner Reception, featuring keynote remarks by Rick Dauch, Vice President of the Metal Formed Products Division at American Axle & Manufacturing. Attendees then had the unique opportunity to hear presentations by several renowned business and academic leaders, including William J. Baumol, Professor of Economics in the Faculty of Arts and Science at New York University, and Ralph Gomory, President of the Alfred P. Sloan Foundation, co-authors of “Global Trade and Conflicting National Interests.” Each speaker presented his/her views on the issue of outsourcing, its scope, grounds and probable impact for firms in the U.S. and other countries.

Individual presentations were followed by a panel discussion offering direction on possible areas of future research from industry experts. The panel, moderated by Ingo Walter, Seymour L. Milstein Professor in Ethics and Corporate Governance and Strategy and Director of the Global Business Institute at NYU Stern, included participants from Deloitte & Touche, McKinsey and other leading international firms.

“The goal of this conference was to provide different perspectives on the issue of outsourcing,” explained Professor Walter. “The Global Outsourcing Conference offered a forum in which Stern and other leading institutions’ researchers could come together in one venue to provide a comprehensive overview and discussion on the issue.”

The Stern Global Business Institute was established in fall of 2003 as a self-standing academic center, designed to foster exciting research in international business and provide a focal point for those with interests in the global dimensions of their field.

For more information on the Global Business Institute, please visit the website at http://w4.stern.nyu.edu/gbi/ or contact Gloria Asuncion, Administrative Coordinator, at gasuncio@stern.nyu.edu or (212) 998-0401.
TRIUM RECORD ENROLLMENT

Following a year of strong recruitment, TRIUM Global Executive MBA welcomed the Class of 2006 in September to its first module at the London School of Economics and Political Science (LSE) with a record total of 53 students, an increase of 43 percent. TRIUM, an alliance between NYU Stern, LSE and HEC Paris was launched in 2000 with its inaugural class beginning September 2001. An executive-friendly program, TRIUM offers its students a global learning experience combining six modules at international locations, with a distance learning component between classes. With two cohorts now graduated, TRIUM’s new class proves to be one of the most diverse cohorts yet.

Representing 24 nationalities, the Class of 2006 comes from all corners of the globe. As senior executives with an average age of 40, these students have a combined average of 17 years work experience. Thirty-eight percent of the class are vice presidents and directors while 32 percent are CEOs, managing directors, partners and executive vice presidents. Managers and consultants comprise 24 percent of the class while six percent are CFOs and controllers. They also represent a diverse range of companies and organizations including Sony Pictures, Citigroup Private Bank, Morgan Stanley Investment, Allied Steel, Péchiney, 3M Corporation, Carrefour and the United Nations. For more information on TRIUM visit www.triumemba.org.

MBA RECRUITING GETS SUPPORT FROM ALUMNI

This fall, MBA Admissions visited nearly 40 cities worldwide to recruit top talent for the full-time MBA program. At presentations, fairs and events for women and underrepresented groups, prospective students learned that Stern is the only top business school to deliver the opportunities of New York City with a community-oriented MBA experience. Over 500 alumni played an integral role in Admissions recruiting efforts this year by sharing their Stern experiences, in addition to generously securing corporate sponsorships for events.

“The support that we receive from local alumni is critical to successful recruiting events,” noted Isser Gallogly, Director of Full-time MBA Admissions. “Prospective students are always impressed with our alumni’s enthusiasm for Stern and that they return each year to recruit. It demonstrates the collaborative community that is our strength.”

Admissions events are also an opportunity for local alumni to reconnect with each other. In cities around the world, alumni and Admissions staff organized dinners following the presentations. Dinners in London, Seoul and Santiago were attended by several alumni. A special thank you goes to the Korea Alumni Association for their efforts in planning their dinner, and to Francisco Moreno, MBA ’99, for organizing the Santiago dinner.

For information or to participate in Admissions events, please contact Alison Goggin, Assistant Director of MBA Admissions, at agoggin@stern.nyu.edu or (212) 998-4025. If you would like to view the Admissions recruiting video, visit the website at www.stern.nyu.edu/admissions/video.


We also thank alumni for attending events in the above cities, as well as in: Boston, Chicago, San Francisco, Los Angeles, Houston, Washington, D.C., Atlanta, Beijing, Shanghai, Madrid, Brussels, Paris, Munich, Buenos Aires, Rio de Janeiro, Milan, Mexico City, Moscow, Hong Kong, Beijing, Athens, Seattle and Mumbai.
**ENTREPRENEURIAL OPPORTUNITIES**

**BERKLEY CENTER BUSINESS PLAN COMPETITION**

The Berkley Center for Entrepreneurial Studies 2005 *Maximum Exposure Business Plan Competition* is well underway. In the competition, students of all NYU graduate schools have the opportunity to partner with Stern alumni and students to win cash prizes totaling $150,000 in two tracks, Traditional and Social Entrepreneurship.

A $100,000 share of the prize will be awarded to the best venture concepts in the new Social Entrepreneurship division, which must display a dual mission to both provide societal benefit and be financially self-sustainable. Participants in the Social Track compete for the Stewart Satter Family Prize, which has been made possible through the generosity of Stewart Satter, MBA ‘82, Chief Executive Officer of Consumer Testing Laboratories Inc. and Member of the NYU Stern Board of Overseers.

Participants in the Traditional Track compete for the Ira Rennert Entrepreneurial Prize, which was established through the generosity of Ira Leon Rennert, MBA ‘56, Chairman of the Renco Group Inc. and Member of the NYU Stern Board of Overseers.

Students and alumni were invited to participate in programs throughout the fall including the Teammate and Mentor Hunt on October 6, the Entrepreneur Retreat on October 24, and the Elevator Pitch Contest on November 12. Business concepts were due by December 3, and quarter finalists were chosen on December 6. Semi-finalists will be named on January 27 and are invited to attend an Entrepreneurial Boot Camp on March 6 to prepare for the final rounds of the competition. The competition culminates on April 29, with the competition finals and awards ceremonies.

The competition provides practical guidance and financing that will help candidates develop venture ideas into sustainable businesses. The competition provides content-rich feedback to participants as they benefit from exposure to Stern’s distinguished faculty, seasoned venture capitalists, industry experts and entrepreneurs. In addition to winning funds to finance their ventures, winners receive an automatic invitation to Stern’s Incubator Program.

Several winners of prior competitions have successfully launched businesses following the Business Plan Competition. Judges will include leading venture investors and entrepreneurs, many of whom are Stern alumni.

For more information on the Berkley Center or the Maximum Exposure Business Plan Competition, please visit the website at www.stern.nyu.edu/berkley or call Loretta Poole, Assistant Director, at lpoole@stern.nyu.edu or (212) 998-0074.

**SOCIAL ENTREPRENEURSHIP FUND AWARDS GRANTS**

NYU Stern’s Stewart Satter Social Entrepreneurship Fund has announced the first set of five grants totaling $250,000 in funding. This year’s grant recipients were chosen based on their potential for social impact, sustainable venture plans and relevant expertise of the management team. The inaugural request for proposals generated 25 applicants from the Stern community. The projects awarded range from new social ventures in healthcare, job training and the philanthropic sector, to research on practicing social entrepreneurs and an educational forum on social venture financing.

The Satter Fund, launched in the spring of 2004 as part of the School’s new Stewart Satter Program in Social Entrepreneurship, awards grants to Stern-affiliated new social ventures, programs in social entrepreneurship and research in the area. The fund, modeled on a real-world foundation or venture philanthropy fund and a first among business schools, operates like a competitive market run by highly engaged grant makers. Project proposals compete for grants based on their measurable return on investment, both financial and social. An Advisory Board comprising practitioners, faculty and administrators will award annual grants to support new projects.

“We’re delighted that the Satter Fund received so many top quality proposals in its launch year,” said Thomas F. Cooley, Dean of NYU Stern. “By creating a new program in social entrepreneurship, we’ve not only taken our commitment to social responsibility to the next level, but have also provided members of the Stern community with the resources to turn their innovative ideas into viable social ventures.”

Congratulations to the grantees for 2004: SimulTel, Philantech, Center for Employment Opportunities, the Early Stage Social Entrepreneurship Research Project and the Social Entrepreneurship Conference.

The Stewart Satter Social Entrepreneurship Fund has been made possible through the generosity of Stewart Satter, MBA ‘82, Chief Executive Officer of Consumer Testing Laboratories Inc. and Member of the NYU Stern Board of Overseers.

For more information on the Stewart Satter Program in Social Entrepreneurship, contact Sarah Kroon Chiles, Program Director, at schiles@stern.nyu.edu or (212) 998-0055.

**THE NYU STERN INCUBATOR**

The Berkley Center for Entrepreneurial Studies (BCES) at NYU Stern has created a new resource for entrepreneurs within the NYU Stern community. The Ster Incubator serves as a catalyst and platform to spawn and nurture new NYU affiliated ventures, which are founded and run by students and alumni. The Incubator aims to cross pollinate these concepts with the wealth of resources, intellect and expertise found within the NYU campus, the Entrepreneurs Exchange Inc. (EEX), an MBA student organization, and the BCES.

One partner of each incubating company must be a current NYU student, or MBA alumnus/a. Participants in the Incubator receive office space; administrative support; coaching and assistance from BCES faculty, staff and other professionals to refine and launch their ventures; and opportunities to share information among the BCES community. The Incubator hosts up to three teams during each six-month term, with the opportunity of a one year renewal. During one term, the Incubator will offer two of its three available Pods to the two winners of the Annual Maximum Exposure Business Plan Competition.

“The goals of the Incubator are to support the development and growth of sustainable, profitable new ventures run by Stern MBA students and alumni and provide a further business development stepping stone to Maximum Exposure Business Plan Competition Winners,” explained Russell S. Winer, Acting Director of the Berkley Center for Entrepreneurial Studies, William H. Joyce Professor of Marketing and Deputy Dean of NYU Stern. “In addition, the Incubator stimulates entrepreneurial activity within the NYU community and enriches the academic experience.”

If you are an alumnus/a and are interested in applying to the Incubator Program, please visit the website at www.sternincubator.com/stern incubator/. If you would like to offer pro bono services or any other contributions to the Stern Incubator, please contact Elizabeth Ingrassia, Executive Director, at eingrass@stern.nyu.edu or (212) 998-0076.
SUSAN GREENBAUM REJOINS UNDERGRADUATE COLLEGE

Susan Greenbaum, BS ’71 / MBA ’78 and dedicated administrator for 23 years, rejoined Stern in September in the newly created position of Associate Dean of the Undergraduate College. In this position, Associate Dean Greenbaum oversees the daily operations of the Undergraduate College, and serves as a liaison between the College and University. She plays an integral role in cultivating the College’s relationships with corporate sponsors and alumni, facilitating greater support and involvement.

“As a former employee and alumna, Susan brings a deep knowledge of the institution, a strong commitment to advancing its goals and a high level of enthusiasm for the School, its students and alumni,” said Sally Blount-Lyon, Vice Dean and Dean of the Undergraduate College. “I was extremely pleased that she was interested in returning to Stern. I could not have found a more dedicated colleague to work with me on the College’s continued advancement.”

In Greenbaum’s more than two decades of prior service at Stern, she held a variety of dean-level positions focused on the Undergraduate College, including serving as Associate Dean over the School’s external relations. She was recruited from Stern in 1998 to serve as Managing Director with the Maloney Group, and for the last four years served as Chief Executive Officer of the Girl Scout Council of Greater New York.

“My interest and heart have always been focused on Stern,” commented Associate Dean Greenbaum. “In this new role, I enjoy working with students to foster a greater sense of community at Stern. In addition, I am excited to work with alumni, creating greater opportunities for them to stay involved.” Associate Dean Greenbaum can be reached via e-mail at sgreenba@stern.nyu.edu or by phone at (212) 998-0211.

THE NYU STERN CAREER CENTER FOR WORKING PROFESSIONALS

The NYU Stern Career Center for Working Professionals (CCWP) provides a variety of services including one-on-one career counseling, career development workshops, professional development seminars, mock-interview programs, exclusive job postings and networking events. The CCWP, which was established in 2003, has rolled out its career services in a phased approach, starting with MBA students and alumni. As of fall 2004, the CCWP is pleased to announce the introduction of services to alumni of the Undergraduate program. Marking the completion of their roll out, the CCWP now offers lifetime career services and resources to all alumni of the Stern School.

In just over one year, the CCWP has identified more than 1,700 employment opportunities, delivered over 25 career development workshops and conducted more than 1,500 individual career counseling sessions. Dedicated to providing comprehensive career development assistance to Stern’s working professionals, CCWP offers its broad array of services during convenient evening and Saturday hours.

The CCWP presented the inaugural workshop of its Undergraduate Alumni Program, “Creating a Career Transformation,” on September 22. The seminar, attended by over 100 Undergraduate and MBA alumni, focused on effecting career changes and communicating effectively through a compelling story. On November 8, the CCWP presented “Networking Plus,” a professional development seminar focusing on strategies for successful networking at work and beyond. The CCWP has a variety of programming planned for the remainder of the 2004 – 2005 academic year, including:

- Thursday, January 20: Undergraduate Alumni Networking Reception
- Monday, February 7: Executive Search Firm Panel
- Tuesday, February 15: Negotiation Skills
- Thursday, April 21: MBA Alumni Networking Reception

Log on to SWAP for more information on these or other numerous career transition and development opportunities, from career workshops to exclusive job postings, offered through the CCWP. Additionally, Stern alumni are invited to contact the CCWP’s office directly for more information about career services or to make an appointment. The CCWP may be reached at ccwp@stern.nyu.edu, (212) 998-0235 or online at www.stern.nyu.edu/ocd/alumni/

STAYING CONNECTED - NETWORKING SKILLS FOR LIFE

On November 10, the Office of Undergraduate Advising in conjunction with the Office of Alumni Affairs hosted a workshop, “Staying Connected – Networking Skills for Life,” for mentors and mentees participating in the Connections Mentor Program. The event featured Wendy Alhus-Rothman, an Organizational Psychologist and entrepreneur, who provided practical networking tips that are effective for both short and long term career management. The event was attended by nearly 100 alumni and students, including Martina Himlова, BS ’01 (l), seen here talking with student mentees Clare Jones, BS ’07; Jaya Velamakanni, BS ’07; and Brittany Boals, BS ’07. To view the recorded webinar, please visit the website at www.stern.nyu.edu/Alumni.
COHORTS INITIATIVE

The NYU Stern Undergraduate College’s newly introduced Cohorts Initiative is quickly establishing strong bonds between incoming freshmen and Stern alumni. The program, which allows alumni to individually or jointly sponsor a cohort of 40 freshmen students, is one of Dean Sally Blount-Lyon’s first initiatives designed to foster greater community among both students and alumni.

“I believe the Cohorts Initiative will play an instrumental role in building and shaping the Stern Undergraduate College during the coming years and long into the future,” said Dean Blount-Lyon. “Building a lifelong community and network of friends is the cornerstone of a fulfilling undergraduate experience. Through this program, we hope to deepen and strengthen the sense of community that all Stern students encounter at NYU.”

Students and alumni have fully embraced the program since its introduction in August at Freshmen Orientation. Every one of the School’s 550 freshmen have been assigned to a cohort that will last their entire four year experience. Each cohort is sponsored by an individual alumni/a or an alumni team and, in one case, a corporate sponsor with an alumni leader. Cohort sponsors serve as mentors to students during this pivotal time in their lives; students learn from their sponsor’s work and life experience and benefit from sharing their college years connected within a small cohort.

Throughout the four years, cohorts will participate in wide-ranging activities, many of which will be designed and led by their alumni sponsors. Thus far, cohorts have gone on corporate visits at the headquarters of their alumni sponsors, attended movies, visited some of New York’s cultural institutions and gone on restaurant excursions.

We would like to extend special thanks to our sponsors for their generosity and commitment to the program’s success: Marvin Barasch, BS ’47; Phyllis Barasch, MBA ’81 and NYU Alumni Trustee; Steve Bensinger, BS ’76; Vishal Garg, BS ’98; Richard Gordon, BS ’75/MBA ’77; Sally Guido, BS ’62; David Handler, BS ’87/MBA ’90; Matthew Heyman, BS ’84; Andy Khubani, BS ’89; Natalie Maksin, BS ’95; Steve Maksin, BS ’94; Shirley Onacilla, BS ’74/MBA ’75; Gabrielle Pietrangelo, BS ’99; PricewaterhouseCoopers; Joe Puglisi, BS ’76/MBA ’83; Richard Rzasa, BS ’82/MBA ’85; Thomas W. Sidlik, BS ’71 and Member of the NYU Stern Board of Overseers; and Steve Wolitzer, BS ’73.

A MESSAGE FROM THE DEAN OF THE UNDERGRADUATE COLLEGE

Dear Alumnus/a:

In my first months as Dean of the Undergraduate College, I’ve had a fast and enlightening education about NYU’s undergraduate program. Under my predecessors, the College rose dramatically in prestige and standing. Our excellent faculty, the advantages of our New York City location, and our popular and successful international study programs are among the frequently cited strong points.

Yet the single most frequent comment I have heard, in meetings with faculty, administrators, and other deans, is that Stern is blessed with great students. This invaluable treasure comes as no surprise and has been a consistent and rich part of the school’s history. Our current high ranking would be impossible without such a high caliber student body. Their desire for success, intellectual curiosity and consistent record of achievement make my job immeasurably easier.

In my last message to you, I spoke of our ambitions to establish Stern as an institution on the cutting edge of undergraduate education – an institution that trains thinking world citizens, not technicians. As we strive to meet this end, we are stressing three core values of business education: explore, collaborate, engage. Our goal is that on graduation day, our students graduate with the courage to challenge themselves in new arenas, the skills to thrive in collaborative environments, and the passion to get involved and address the needs of their communities. This message resonates for the entire Stern community: alumni, students, staff and faculty.

As we work to instill these core values in our undergraduates, our alumni partners, through such programs as the Cohorts Initiative and the Connections Alumni Mentoring Program, are playing an integral role. Through regular events and meetings, our alumni mentors are sharing insights on their life experiences, both personal and professional, with students each and every day. In the months ahead, we look forward to engaging more and more alumni in this endeavor.

Sincerely,

Sally Blount-Lyon
Vice Dean and Dean of the Undergraduate College
BUILDING THE NYU STERN GLOBAL ALUMNI NETWORK

While there is a large concentration of graduates around New York City, there are significant numbers of alumni worldwide. Regional alumni groups provide a community connection to local graduates, Stern’s administration and faculty, and alumni around the globe. Currently, there are 49 regional groups in 24 countries worldwide. Whether an informal mixer, business-related panel discussion, faculty presentation or gathering with current or prospective students, events organized by regional groups provide unique opportunities for networking, education and enjoyment.

To advance regional group development, the Alumni Council established the Regional Development Task Force (RDTF), chaired by Council member David Kelly, EMBA ’90 and Chair of the Los Angeles Stern Alumni Regional Group. The Task Force is developing a network for regional leaders, collecting best practices to ensure the success of existing groups and encouraging the development of new ones, in addition to strengthening ties between regional groups and Stern. The RDTF provides communication and support to regional leaders through an e-mail group and message board, quarterly mailings and periodic articles on regional outreach.

Alumni Affairs works closely with regional groups to help develop and promote local activities, and provides assistance by coordinating events with University Development and Alumni Relations (UDAR), presentations with traveling faculty, recruiting events with MBA Admissions, and alumni receptions with the Office of Career Development (OCD) and student clubs.

Faculty Travel
Alumni Affairs also organizes educational opportunities with traveling faculty. Peter Golder, Associate Professor of Marketing, recently traveled with the Global EMBA Study Tour to Shanghai where he spoke at an alumni dinner. In addition, Professor Al Liberman, Executive Director of the EMT Initiative, hosted a brunch with Los Angeles alumni working in entertainment, media and technology.

This spring, events are organized in Tokyo with Professors Roy Smith and Ingo Walter, in Mumbai and Singapore with Deputy Dean Russell S. Winer, and in Warsaw with Professor George Smith.

Recruiting Prospective Students
This fall over 500 alumni in 40 cities worldwide played an integral role in MBA Admissions recruiting efforts, sharing their Stern experiences and generously securing corporate sponsorship for events.

“Participating in the Chicago MBA Admissions presentation was an effective way to stay involved in Stern on a local level,” noted Lauren Toomer, MBA ’99. “These recruiting events provide us the opportunity to help ensure the future success of Stern by assisting in securing the best students from around the globe.”

For more details on alumni participation in recruiting events, visit page six of this newsletter for “MBA Admissions Travel.”

Career Development
Alumni Affairs assists the Office of Career Development (OCD) and the Office of Student Activities (OSA) each year in organizing MBA student treks to cities worldwide to visit major corporations, discover career opportunities and build awareness of NYU Stern. Alumni support treks by organizing corporate visits and networking with current students.

This fall, Robert Stansky, MBA ’83, Vice President of Fidelity Investments and Member of the NYU Stern Board of Overseers, spent time with MBA students on the Association of Investment Management (AIM) trek to Boston, providing insights and advice on his firm and the industry as a whole. Boston-based alumni from State Street Global Advisors, Wellington Management and Putnam Investments also welcomed the students to their firms, offering recruiting strategies and interviewing tips.

Additionally this year, the Asian Business Society (ABS), European Business Society (EBS), Japanese Business Association (JBA), Media and Entertainment Association (MEA) and Technology and New Media Group (TANG) met with alumni in Hong Kong, London, Tokyo, Los Angeles and San Francisco, respectively.

For additional information on groups in your area, please see the list of regional groups/leaders on page 11, visit the community section of SWAP or contact Elena Piercy, Senior Associate Director of Alumni Affairs, at epiercy@stern.nyu.edu or (212) 998-0672.

Events
Each semester, Alumni Affairs works in conjunction with several groups to develop events and networking opportunities in their areas. Alumni Affairs has teamed up with area groups for receptions in many locations, including Hong Kong, Mexico City, London, Seoul, Tokyo, Houston, Los Angeles and San Francisco. This spring, regional receptions are planned for Boston, Chicago and Philadelphia.

“NYU in Your Neighborhood,” organized through UDAR, is another program in which regional groups participate. At these evening cocktail receptions held around the country, NYU alumni from different educational and career paths come together for the opportunity to network and hear updates on the University from special guests, including NYU President John Sexton. Receptions are planned for Atlanta, Washington, D.C., Orlando, Miami and several other cities this spring. For more information, please visit www.nyu.edu/alumni/news/regional_events.shtml.

At Paris 2004, Deputy Dean Russell S. Winer (5th from right) and Alumni Affairs hosted a meeting for regional group leaders and Alumni Council members to exchange ideas on initiatives and priorities for regional groups, enhancing admissions and recruiting opportunities, alumni outreach and strengthening the global alumni community.

Kenichi Tanaka, MBA ’78, President of the Japan Regional Group (l); Shinichi Kato, MBA ’92, Alumni Contact for the Japan Regional Group (far right); and fellow alumni pause for a photograph with Margaret McKeon, Senior Associate Director of MBA Admissions (center), at a dinner the group sponsored in conjunction with an Admissions recruiting event in Tokyo.

Professor Michael Pinedo (l) hosts a faculty dinner with local alumni in Amsterdam.
Following is a list of current regional alumni leaders around the world. New regional leaders are continually coming forward and launching groups. Visit www.stern.nyu.edu/Alumni/chapters/ for updates to this list. For more information about Stern alumni regional groups, please contact the Office of Alumni Affairs at (212) 998-4040 or e-mail alumni@stern.nyu.edu.

### Regional Development

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<td>Boston</td>
<td>NYU Stern Contact Alex Wu, MBA 2004</td>
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JANUARY 20
Career Center for Working Professionals (CCWP)
Undergraduate Alumni Networking Reception
6:00 – 8:00 p.m.; The Commons
Contact: (212) 998-4040

JANUARY 27
Alumni in Entertainment, Media and Technology (EMT) Happy Hour
6:00 - 9:00 p.m.
Contact: (212) 998-4040

JANUARY 28
Lifelong Learning Workshop: “Mutual Funds: Investing in the Current Environment”
8:30 a.m. – 1:30 p.m.; KMC 2-60/The Commons;
$100/person
Faculty presentation by Ned Elton, Nomura Professor of Finance, followed by industry panel and networking lunch
Contact: (212) 998-4040

FEBRUARY 4
Stern Women in Business (SWIB) 13th Annual Student Conference: “The Road Ahead: Mapping Your Own Path to Success”
9:30 a.m. – 5:00 p.m.
NYU Kimmel Center
Alumnae Reception following: 5:00 – 8:00 p.m.; The Torch Club
Contact: Kristin Sanborn at kristin.sanborn@stern.nyu.edu

FEBRUARY 7
CCWP Workshop: Search Firm Panel
5:30 - 7:00 p.m.
Contact: CCWP at (212) 998-0235 or ccwp@stern.nyu.edu

FEBRUARY 15
CCWP Workshop: “Negotiation Strategies”
5:30 - 8:00 p.m.
Contact: CCWP at (212) 998-0235 or ccwp@stern.nyu.edu

FEBRUARY 22
CEO Series: Craig Donohue, CEO of Chicago Mercantile Exchange
4:30 p.m.; Cantor Boardroom, KMC, 11th Floor
Details: www.stern.nyu.edu/ceo
Contact: Public Affairs at (212) 998-0670

FEBRUARY 24
Fifth Annual Wine Tasting hosted by Alumni of The Langone Program
6:00 – 8:30 p.m.; The Commons; $25 per person
Contact: (212) 998-4040

FEBRUARY 25
9:45 a.m. – 6:30 p.m.
Details: www.stern.nyu.edu/gbsc
Contact: Monica Wuebbling at gbc@stern.nyu.edu

FEBRUARY 27
Author Lecture Series: Niall Ferguson on “Colossus: The Price of America’s Empire”
6:30 – 9:00 p.m.; Schimmel Auditorium, Tisch Hall
Contact: (212) 998-4040

FEBRUARY 29
Berkeley Center for Entrepreneurial Studies “Maximum Exposure Business Plan Competition” Awards Ceremony
Final Pitches: 2:00 – 3:00 p.m.; Room 2-60
Reception: 3:30 – 5:00 p.m.; The Commons
Contact: Loretta Poole at (212) 998-0074 or lpoole@stern.nyu.edu

MARCH 10
Author Lecture Series: Peter G. Peterson on “Running on Empty: How the Democratic and Republican Parties Are Bankrupting our Future and What Americans Can Do About It”
6:30 – 9:00 p.m.; Schimmel Auditorium, Tisch Hall
Contact: (212) 998-4040

MARCH 11
Lifelong Learning Workshop: “Interactive Marketing”
8:30 a.m. – 1:30 p.m.; KMC 2-60/The Commons;
$100/person
Contact: (212) 998-4040

MARCH 12
NYU Commencement
MAY 10
Undergraduate Pre-Commencement
MAY 11
Graduate Pre-Commencement
MAY 13 – 15
NYU Alumni Reunion Weekend
For more information please see page 16 for more details.

“NYU IN YOUR NEIGHBORHOOD”
Reservations are required.
Contact: Maureen Walsh at (212) 998-6913 or mw96@nyu.edu

February 7
Palm Beach, FL
February 15
Atlanta, GA
February 17
San Francisco, CA
March 1
Albany, NY
March 10
Orlando, FL
March 12
St. Pete Beach, FL
March 15
Miami, FL
March 16
Delray Beach, FL
April 14
Los Angeles, CA
April 21
Santa Fe, CA
May 24
Washington, D.C.

For the most up-to-date information on events, visit the Office of Alumni Affairs website at www.stern.nyu.edu/Alumni or contact the Office at (212) 998-4040 or alumni@stern.nyu.edu.
SIGN ON TO SWAP FOR THE CHANCE TO WIN A GREAT PRIZE

SWAP - Stern Alumni Worldwide Platform
Thousands of alumni have already connected with the Stern community by signing on to SWAP, the password-protected online community. In response to requests from alumni, the SWAP system was revamped to add new, as well as enhanced functionality.

We are confident that when you look at the new SWAP, you will be very pleased. You can personalize a portal page, search for fellow alumni by name, class year, company, industry, location and more, check class notes for updates on your classmates or to announce personal or professional milestones, access career resources, visit regional group websites, join mail groups, and much, much more. Most of all, alumni wanted the ability to change their SWAP username, password and e-mail forwarding address, and we responded. And, each individual can decide how much of his/her information to make viewable to the community through expanded privacy settings.

As a SWAP user, you will receive exclusive invitations to events and programs open only to Stern graduates, as well as publications and important updates from the School. You also will have access to the calendar of events where you can go to learn about upcoming programming, including career workshops, industry-related panels, lifelong learning opportunities, author lectures, reunions, social and networking events, as well as the Annual Alumni Ball and Global Alumni Conferences.

2005 SWAP Raffle
If you have never visited SWAP before, now is the time to sign on. The Office of Alumni Affairs is offering a new incentive – the 2005 SWAP Raffle. Presently, 23 percent of Stern alumni have actively signed on to SWAP. To continue to build the community and to increase networking opportunities, Alumni Affairs is asking alumni to log on to SWAP between March 1 and April 30, and either add, update or confirm contact/user profile information to become eligible to win great prizes. To participate, you must provide complete contact information, including an e-mail address. Remember that this community is only as strong as each individual’s commitment to participate.

Additional information will be mailed out to all alumni in the coming weeks. Visit the Alumni Affairs website for details. Raffle prizes have been donated by alumni and friends of the School, and are still being accepted. If you are interested in donating a prize for the raffle, please contact Hae Soo Kim, Assistant Director of Alumni Affairs, at (212) 998-0899 or hkim0@stern.nyu.edu.

There Is Strength In Numbers - Log On To SWAP Today
Take this opportunity to tap into SternNet – the NYU Stern global alumni network. It’s all just a click away! Visit the Alumni Affairs website at www.stern.nyu.edu/alumni to sign on today.

By signing on to SWAP, you will be part of a community that includes 68,000 fellow alumni living and working in 100 countries worldwide, as well as current MBA candidates. Use your current SWAP username and password to access the new system. If you have not logged on to SWAP in the past, you will need to log on via the New User screen by entering your last name and identification number to start connecting with your global network today. You can request your user information via e-mail at SWAP@stern.nyu.edu or call the SWAP hotline at (212) 998-0669. Please note that we take every step to protect your privacy. SWAP is intended for personal networking only, not commercial marketing or solicitation.

SALOMON CENTER LAUNCHES EXECUTIVE SEMINAR SERIES
The NYU Salomon Center for the Study of Financial Institutions has re-introduced its famed “Frontiers in Finance” Executive Seminar Series. This series of high level and topical executive seminars was launched in the early 1990s and had great success in attracting practitioners, regulators and students of the financial markets. The series is taught by full-time faculty of Stern’s world class Finance and Accounting Departments.

Fall programming included sessions on Valuation presented by Professor Aswath Damodaran on November 18-19, and Distressed and High Yield Debt presented by Professor Edward Altman on December 14-15.

Upcoming 2005 “Frontiers in Finance” seminars include:

- Volatility, presented by Professors Robert Engle and Stephen Figlewski on January 27-28;
- Credit Risk, presented by Professors Edward Altman and Anthony Saunders on February 15-16;
- Advances in Asset-Backed Securities, presented by Professor Ian Giddy on March 1-2;
- Distressed Restructuring & Turnarounds, presented by Professors Edward Altman and David Yermack on April 11-14;
- Finance & Accounting Essentials, presented by Professors Paul Brown and Robert Whitelaw on June 6-8; and

NYU Stern alumni receive a 15 percent discount off regular registration fees. For more information, please call the NYU Salomon Center at (212) 998-0700 or visit their website at www.stern.nyu.edu/salomon.

PHD PROGRAM RECEIVES GRANT
NYU Stern PHD student Ebony Bridwell-Mitchell, along with Associate Professor of Management and Organizations Stephen Mezias, have received a $460,190 award from the National Science Foundation for their research project entitled, "The Strength of Social Assessments and Influence as a Determinant of Organizational Change." This four-year project encompasses three studies designed to test how social networks influence understandings of and motivations for organizational change in New York City public elementary and secondary schools.

The main goal of their project is to demonstrate the processes by which schools under review respond to pressure for change. They hope to compare successful schools to the troubled schools to determine the variables that affect failing schools and how they can be turned around. With this information it may be possible to gain insight as to why efforts for change are so often unsuccessful.

Ms. Bridwell-Mitchell and Professor Mezias are working on the project with Professor Theresa Lant, Associate Professor at NYU Stern School of Business, and Professor Ray Reagans, Assistant Professor at the Columbia School of Business.
MENTORING OPPORTUNITIES

STERN ALUMNI MENTORING PROGRAM (STAMP / PT STAMP)

Javed Siddique, MBA candidate, STAMP mentee and former Investment Banker, hopes to transition to a career in Asset Management after graduation. Mr. Siddique’s STAMP mentor, Brian Reich, MBA ‘01 and Vice President of Private Wealth Management at Deutsche Bank, has provided support on his shift within the finance industry.

“Brian has given me great advice and has devoted much time and energy to helping me achieve my next career goal,” explained Mr. Siddique. “As STAMP is a one-on-one mentoring program, I hoped to be paired with a mentor who would really get to know me and offer guidance on my career development. Brian’s enthusiasm and dedication have far exceeded my expectations.”

STAMP was developed in 2001 by the Alumni Committee of S Corp in conjunction with Alumni Affairs to add a real-world perspective to the MBA experience. Alberto Pagliarini, MBA2, coordinates the full-time STAMP program for this academic year, pairing current MBAs with recent MBA graduates. Alumni mentors offer guidance to MBAs on participating in campus life, leveraging opportunities in New York City, balancing academics and extracurricular activities, as well as industry-specific and networking tips. Two versions of the program are offered, one for full-time and one for part-time MBA students, PT STAMP.

PT STAMP is similar to its full-time counterpart, pairing current part-time students with graduates of The Langone Program. Marybeth Lynch, MBA candidate, Business Operations Analyst at Merck & Co. and PT STAMP mentee, is currently studying abroad at the London Business School. “Being successful in the Langone Program and maintaining a demanding job requires a considerable amount of time, energy and sacrifice,” she remarked. “It can be difficult to see the broader picture when you are focused on your next deliverable at work and your next Stern assignment. My PT STAMP mentor, having successfully completed the program, offers the reassurance and insight I need to stay motivated.”

Diana Awed, part-time MBA student and former Co-Chair of the Alumni Committee of S Corp, was instrumental in developing PT STAMP. “Part-time students require a different type of mentorship,” explained Ms. Awed. “We are experienced in our fields and currently employed. Generally, we are not on the job market and are not expecting to change careers. We face a unique set of challenges in balancing school, work and life, and appreciate the support and advice we receive from alumni mentors.”

For additional information on STAMP or PT STAMP or to get involved, please contact Elena Piercy, Senior Associate Director of Alumni Affairs, at epiery@stern.nyu.edu or (212) 998-0672.

INTEGRATED DEVELOPMENT PROGRAM (IDP)

Sidhartha Singh, MBA candidate and former consultant from England, wanted to transition into investment banking after graduation. “I was fairly unfamiliar with the American banking industry when I arrived in New York,” explained Mr. Singh. “I wanted an opportunity to gain industry insights from successful Stern graduates in investment banking and IDP presented it.”

Offered through NYU Stern’s NYC Initiatives, IDP is a highly selective mentoring program that provides first-year, full-time MBA students the opportunity to interact with dedicated alumni professionals. Thirty-six students, including Mr. Singh, were selected from 100 applicants to participate in IDP and were placed into three tracks: Marketing, Consulting and Investment Banking.

Amanda Craine, MBA ‘01 and Manager at AT Kearney, is an IDP alumni mentor along with two other colleagues and fellow alumni, Tim McNicholas, MBA ‘98, and David Keyser, MBA ‘01. “Personally, I enjoy working with people to help them address questions and issues. IDP offers me the chance to do the same in a mentoring capacity” explained Ms. Craine. “Working with the Consulting track, my colleagues and I are able to offer advice on various aspects of these students’ career searches, such as resume-writing, networking and interviewing.”

“My mentor helped me gain knowledge of the industry and a heightened confidence,” remarked Mr. Singh, who will join UBS as an Investment Banker after graduation. “New York City is one of the great business capitals of the world and one of the things that differentiates Stern. IDP leverages Stern’s city location by providing us instant access to successful alumni, something other programs can not offer.”

“I believe in Stern and in the people it attracts and the talent it produces,” remarked Ms. Craine. “Serving as a mentor is my way of supporting the School and its perception and standing in the business community, as these students will carry on the Stern legacy.”

For additional information on IDP or to get involved, please contact Janine Lanzisera at (212) 998-0752 or jlanzise@stern.nyu.edu, or visit the website at http://w4.stern.nyu.edu/initiatives/idp.cfm.

CONNECTIONS MENTOR PROGRAM FOR UNDERGRADUATES

Justin Pollack, BS ’98 and Senior Associate at Auda Advisor Associates, became involved with the Undergraduate Connections Alumni Mentor Program as a way to give back to NYU Stern in appreciation of the support he received from alumni as a student. “Several alumni and I wanted to offer career advice and insight to current students, and were looking for a program that would nurture these exchanges,” explained Mr. Pollack. “Connections provides a structured platform on which alumni can formally serve as mentors.”

Connections is a one-on-one mentoring program that pairs undergraduate students with undergraduate alumni who are interested in similar career fields. The goal of the program is to support the career development of current juniors and seniors and to engage alumni in the life of the School, helping them network and further their own professional development.

Keith Sabalja, BS ’07, is double majoring in marketing and management, with the goal of working in Sports and Entertainment after graduation. Mr. Sabalja, a Stern Scholar and WNYU sportscaster, was relatively inexperienced in business and looking for advice on his career development. “Connections offered me the chance to learn from and network with established Stern alumni as well as my peers,” remarked Mr. Sabalja. “It is an effective way to start building business contacts and gain insight, from a general business standpoint to industry-specific information.”

The Connections Alumni Mentor Program hosts events throughout the year, giving mentors and mentees the opportunity to network, socialize and build lasting relationships with each other along with fellow Connections participants.

“I have maintained contact with several students from the program and as they’ve grown professionally our relationships have transitioned from mentor / mentee to peer-to-peer professional relationships,” said Mr. Pollack. “In addition, several former mentees have returned to serve as mentors, which stands as a great testament to the program. It is rewarding to see people come full circle.”

For more information on the Undergraduate Connections Alumni Mentor Program or to get involved, please contact Jennifer Baron at (212) 998-4022 or jbaron@stern.nyu.edu.
On October 22, 23 and 24, NYU Stern alumni from around the world came together in Paris for the Paris 2004: Global Alumni Conference. This international event reunited nearly 200 Stern alumni and guests from 20 countries. The weekend featured intellectual and cultural components, bringing together leading policymakers and an eminent group of scholars, including keynote addresses from Jean-Claude Trichet, President of the European Central Bank, and Robert Engle, NYU Stern Professor and 2003 Nobel Laureate in Economics.

“Our host city has served as a major European center for enterprise, politics and culture for centuries, making it an exciting venue for this event,” noted Dean Thomas F. Cooley. “Paris also serves as a home base for an engaged and growing population of committed Stern alumni.”

Saturday included panel discussions with a morning session on The Future of the European Union and the choice of one of two breakout sessions in the afternoon, European Capital Markets or The Global Luxury Market. The luncheon featured a keynote presentation by Jean-Claude Trichet, President of the European Central Bank, with introductory remarks by William R. Berkley, BS ’66, Chairman and Chief Executive Officer of the W.R. Berkley Corporation and Chair of the NYU Stern Board of Overseers, and Bernard Ramanantsoa, Dean of the HEC School of Management. The day concluded with a Gala Dinner, at which Dean Cooley delivered a state of the school address, after which NYU Stern Professor Robert Engle, 2003 Noble Laureate in Economics, presented keynote remarks.

Alumni were offered optional cultural and museum tours including a Paris city tour on Friday afternoon and day trips to Versailles and Champagne on Sunday. Throughout the weekend, alumni were able to network with fellow graduates, Stern administrators, faculty members and special guests, including several panelists.

"It was well worth the trip from Japan to Paris to participate in this special event," remarked Mami Hijikata, MBA ’90. "The reception was a wonderful opportunity to expand my network and meet many fellow international alumni. I hope to attend next year’s conference and to continue being an active member of the alumni community."

The conference opened with an evening reception at the Musée Jacquemart-André and included entry to a special exhibition of never-before-seen pieces, “The Treasures of the Napoleon Foundation.” The Museum houses a collection of masterpieces of the Italian Renaissance and of eighteenth-century French painting, presented in the mansion of Edouard André, a nineteenth-century collector. Dean Thomas F. Cooley and Martin Boyer, MBA ’73 and Chair of the Stern Alumni in France Regional Group, offered opening remarks to alumni, administrators, faculty and guests.

“I was delighted to join Dean Cooley and Chairman Berkley in welcoming fellow alumni and distinguished members of the Stern community to Paris,” noted Mr. Boyer. “This international event was a unique opportunity to build relationships with fellow alumni, raise the global awareness of the School and meet with political and business leaders in beautiful and historic surroundings.”

Moderator Georges de Ménil (center), Professor of Economics at Ecole des Hautes Etudes en Sciences Sociales (EHESS), and panelists Lord David Howell (l), Conservative Party Foreign Policy Spokesman in the House of Lords, and Horst Seibert (r), President of the Kiel Institute for World Economics, discuss The Future of the European Union in the plenary session on Saturday.
NYU ALUMNI REUNION WEEKEND 2005

Save the date for the next NYU Alumni Reunion Weekend, which will take place May 13 - 15, 2005. For the third year in a row, all alumni are invited to reunite with fellow classmates during three days of exciting panel discussions, school specific luncheons and the weekend’s ever-popular Alumni Gala Dinner Dance at the Grand Hyatt Hotel.

The 2005 Alumni Reunion Weekend will begin the day after Commencement. “We’re excited about this,” said Ann Marie Ladisa, Director of Alumni Relations and Services, “because all of our events honoring our alumni will be held during one celebratory weekend.”

Included in the weekend’s schedule of events is the NYU Alumni Association Awards Dinner. This year’s honorees will be Dorothy Height (ED ’33); Ray Suarez (WSC ’85); Marvin Leffler, BS ’42/MBA ’51; Abraham Lackman (WSC ’71); Mel Stein, BS ’53; and Stanley Turetzky (DEN ’62). The ceremony will take place once again in the historic Roosevelt Hotel at Madison and 45th Street.

If you graduated in a class year ending in a 5 or 0, (1955, 1960, 1965, 1970, 1975, 1980, 1985, 1990, 1995, 2000), then this year marks your reunion year. Reunion Committees are forming to ensure the greatest possible turnout for these milestone years. If you’re interested in getting involved with a Reunion Committee, please e-mail alumni.reunions@nyu.edu for more information.

“Every year we learn more about how to make the weekend more successful for our alumni,” says Ms. Ladisa. “We’re already hard at work to make this year’s reunion even better than the last.”

Updates on Alumni Reunion Weekend can be found on the website at http://alumni.nyu.edu/weekend, check often for the latest information. We look forward to seeing you in May.

STERNS HOSTS MBA REUNIONS

In conjunction with NYU Alumni Reunion Weekend, the Office of Alumni Affairs at NYU Stern is hosting 25-, 10-, and five-year reunion receptions for MBA alumni from the Classes of 1980, 1995 and 2000. The receptions will be held on the evening of Thursday, May 12, and will include hors d’oeuvres, food stations, drinks, a tour of Stern’s facilities and a gift bag give away.

Alumni Affairs looks forward to welcoming these alumni back to campus, where they will have the opportunity to reconnect and network with former classmates and take advantage of alumni weekend programming. For more information, visit the website at www.stern.nyu.edu/Alumni.

The Office of Alumni Affairs is currently looking for volunteers to assist with outreach to these classes to help make these reunions a success. To volunteer, contact Sheri Pillo, Associate Director of Alumni Affairs, at (212) 998-0671 or spillo@stern.nyu.edu.

ALUMNI REUNION WEEKEND ACTIVITIES

May 12
Stern 50th Anniversary Class of 1955 and the 50 Plus Anniversary Classes Luncheon
12:30 – 2:30 p.m.; The Commons
Contact: Hae Soo Kim at (212) 998-0899 or hkim0@stern.nyu.edu

May 12
MBA Class of 1980, 1995, and 2000 Reunion Receptions
6:30 – 9:30 p.m., NYU Stern
Contact: Sheri Pillo at (212) 998-0671 or spillo@stern.nyu.edu

May 13
NYU Alumni Association 2004 Awards Dinner honoring Stern alumni Marvin Leffler, BS ’42/MBA ’51 and Mel Stein, BS ’53, with the Distinguished Alumnus award and the Alumni Meritorious Service award respectively.
6:30 – 9:30 p.m.; Roosevelt Hotel
Contact: Marian Newsom at 212-998-6940 or mmn208@nyu.edu

May 14
EMT Industry Panel: “The Digital Revolution in Entertainment”
11:30 a.m. – 1:00 p.m.; Schimmel Auditorium, Tisch Hall
Contact: Elena Piercy at (212) 998-0672 or epiercy@stern.nyu.edu

May 14
Dean’s Luncheon featuring the Joseph I. Lubin Lecture
1:30 – 3:30 p.m.; The Commons; $25/person
Contact: Angela Antonelli at (212) 998-0697 or aantonel@stern.nyu.edu

May 14
Alumni Gala Dinner Dance
7:00 p.m. – Midnight; Grand Hyatt New York
Contact: Marian Newsom at 212-998-6940 or mmn208@nyu.edu

For details, visit http://alumni.nyu.edu/weekend

CLASS OF 1955 AND 50-PLUS REUNION LUNCHEON

NYU Stern is hosting a special luncheon for the 50th Anniversary Class of 1955 and the 50-Plus Anniversary Classes following commencement on Thursday, May 12. The 50-Plus Luncheon is a big success every year and alumni travel from around the globe to reconnect with former classmates and hear updates on the School. NYU Stern alumni from these classes are also invited to attend the 50-Plus Anniversary breakfast in Bobst Library, which is open to all NYU alumni from the Classes of 1955 and prior; after which all 50-Plus alumni are invited to march in the NYU Commencement procession to Washington Square Park. For more information, contact Hae Soo Kim, Assistant Director of Alumni Affairs, at (212) 998-0899 or hkim0@stern.nyu.edu.
Ray Katz, BS ’35, of Flushing, New York, is Senior Managing Director and Media Analyst with Bear, Stearns & Co. He was recently featured in Broadcasting and Cable describing his varied career path leading to his current post as one of the most influential media analysts on Wall Street.

Sidney Schwartz, BS ’37, of Boca Raton, Florida, celebrated his 64th wedding anniversary with his wife Beatrice on September 29, 2004.

Gerald Fisher, BS ’40, of New York, New York, is a volunteer counselor at SCORE and has initiated a partnership between the Berkley Center for Entrepreneurial Studies (BCES) at NYU Stern and SCORE, which will bolster the pool of mentors as well as provide Stern entrepreneurs guidance in facilitating Small Business Administration loans.

Nicholas L. Heiny, BS ’41, of Fort Wayne, Indiana, celebrated his 90th birthday with an open house party at the Fort Wayne Indiana Summit Club on May 8, 2004. Celebrations included a four-day family trip in June on the Ohio River. He retired from Heiny Markets Inc. in 1981 and is currently an active community volunteer in Fort Wayne, Indiana.

Leo Wilson, BS ’46, of Las Vegas, Nevada, has been happily retired since 1986.

Edward Dalton, MBA ’47, of Jackson Heights, New York, was recently named an honorary member of the American Institute of Certified Public Accounts. The honorary member certificate is given to CPAs who have been members of the AICPA for 40 years.

Mitchell Kaidy, BS ’48, of Rochester, New York, was included in “Who’s Who in America, 2004” and will be included in “Who’s Who in the World, 2005.” He has worked for three daily newspapers, public radio and commercial television stations in New York state, as well as been a legislative assistant/speech writer in both branches of the New York Legislature.

Walter Willey, BS ’50/MBA ’52, of Hacienda Heights, California, would enjoy hearing from fellow classmates from the Class of 1950. He lived in New Rochelle, New York, for 17 years, then Utah, Bronxville, Valley Stream, West Islip, New York, and also Bloomfield, Connecticut, and all over Southern California. He can be reached at wjw52@earthlink.net.

Harvey Frommer, BS ’57, of Lyme, New Hampshire, and his wife, Myrna Katz Frommer, both professors at Dartmouth College, recently published a book through the University of Wisconsin Press entitled “It Happened on Broadway: An Oral History of the Great White Way.”

Mary Ellen Winston, BS ’57, of New York, New York, was a stylist for TV commercials and magazine ads since 1955. In 1967 she became a member of Local #829 for designers in the film industry.

Sam R. Goodman, MBA ’58/PHD ’69, of Atherton, California, has enjoyed a successful career as a high-level corporate executive, and in recent years, as a turn-around consultant. He has served as a Senior Adjunct Professor at Golden Gate University for the last 25 years, and prior to that spent ten years as an Adjunct Professor at Pace University. He has been a consultant to U.S. and foreign governments. He has authored seven well-known books, and over 150 articles, which have appeared in over 30 major magazines. He has been profiled by leading publications, such as Barron’s, Business Week, Investor’s Daily and USA Today. He served on active duty with the U.S. Navy for four years during the Korean War and received two military awards.

Marion Sandler, MBA ’58, of Lafayette, California, is the Co-Chief Executive Officer of Golden West Financial Corporation. She was recently profiled in the Oakland Tribune, for her successful tenure with Golden West and was described as a “role model for any CEO.”


Harvey Sieran, BS ’59, of Winchester, New Hampshire, was named Business Manager for the Waltraud M. Blüm Fine Arts Organization in the sale of fine art.

James Tomlin, MBA ’60, of Baldwin, New York, was selected as the $10,000 first prize winner of the 2003 Amy Writing Awards by the Amy Foundation for his essay “The Faith of a Child” (High Point (NC) Enterprise, October 26, 2003). Tomlin serves as a feature writer and columnist for the High Point (NC) Enterprise.

Albert del Rosario, BS ’61, will be leaving his post as Philippine Ambassador to the U.S. to return to the private sector. He is credited with reaping economic gains for the Philippines, including substantial development assistance from the United States.

Charles Makovec, MBA ’61, of Leicester, Vermont, would enjoy hearing from fellow classmates from the Class of 1961. He is currently working as a Sales Representative for The Valley Voice Newspaper in Middlebury, Vermont. He celebrated his 57th wedding anniversary with wife Grace in October 2004. He can be reached at (802) 247-3075.

Fred Campbell, MBA ’62, of Savannah, Georgia, was recently profiled in Savannah Magazine. Mr. Campbell is a former scholar-athlete, an A-average student and Pennsylvania Hall of Fame inductee. After a prolific career in advertising, he transitioned into the sports industry, working for the National Basketball Association (NBA) and then for the Amateur Athletic Union (AAU), where he is best known for his pioneering work with the International Olympic Committee (IOC) in the 1970s to allow corporate spon-
CATHY E. MINEHAN, MBA ’77

Cathy E. Minehan is President and Chief Executive Officer of the Federal Reserve Bank of Boston, one of 12 regional Reserve Banks that together with the Board of Governors in Washington, D.C., form the Federal Reserve System. As one of the nation’s central bankers, her primary responsibility is to contribute to policy decisions that promote the safety and soundness of the U.S. financial system and the health of the nation’s economy. She is the current Chair of the Conference of Presidents of the Federal Reserve Banks, a body that addresses issues of common concern among the Banks. She is also an expert in payment systems, and serves on the Payment System Policy Advisory Committee, a point group of Reserve Bank Presidents and Governors that considers issues related to systemic risk in national and international payment systems.

Since being named President of the Boston Fed in 1994 - the first woman to be named to that post - Ms. Minehan has also focused her energies on areas of structural economic development within New England, including community development, public education and training. She chairs the Board of Directors of the United Way of Massachusetts Bay, and is Vice-Chair of the Boston Private Industry Council, which has responsibility for school-to-career, welfare-to-work, and career center programs and policy input. Ms. Minehan serves on the boards of many civic, professional, and educational organizations, including Massachusetts General Hospital, the Massachusetts Business Roundtable, Jobs for Massachusetts, The New England Council, the Boston Public Library Foundation, the Boston Economic Club, the University of Rochester and the Carroll School of Management at Boston College.

Named New Englander of the Year in 2002 by the New England Council, her other recognitions include the New England Women’s Leadership award and the International Women’s Forum “Women That Make a Difference” award, the Boy Scouts of America’s Champion of Character Award, leadership awards from the Patriots’ Trail Girl Scouts and the BostonYWCA, awards from the Women’s Economic Round Table for her distinguished career in banking, from the Boston Partners in Education for her leadership role in supporting educational partnerships, and the Medal of Hope from the Organization for a New Equality. She is the recipient of numerous honorary degrees.

Ms. Minehan began her career with the Federal Reserve in New York following graduation from the University of Rochester. She received an MBA from NYU Stern in 1977, and in 1995 was designated a Distinguished Alumna of NYU.


Ron Barone, MBA ’70, of Mahwah, New Jersey, has achieved ranked status for the 30th consecutive year in Institutional Investor’s ranking of All-American analysts.

Carol Silverman, MBA ’71, of Scarsdale, New York, volunteers as President of the Board of the Straight Spouse Network, a 501c3 organization helping straight current/former partners of gay, lesbian, bisexual and transgender mates.

Charles Wankel, MBA ’71, of Bridgewater, New Jersey, has recently published “The Cutting Edge of International Manage-
ment Education.” (Greenwich: Information Age Publishing, 2004)

Dr. Frederick Zito, MBA ’71, of Babylon, New York, was awarded the Ellis Island Medal of Honor on May 15, 2004, by the National Ethnic Coalition of Organizations Foundation Inc. The award was established to pay tribute to Americans of all ethnic groups who have distinguished themselves through their personal and professional contributions to the United States. Past recipients of the Ellis Island Medals of Honor include six presidents of the United States, members of Congress, Nobel Prize winners, justices of the U.S. Supreme Court, prominent scientists, business people, entertainers and military heroes.

Andrew J. Barile, MBA ’72, of Rancho Santa Fe, California, has been designated an Insurance Industry Expert by A.M. Best Company. His company, Andrew Barile Consulting Corporation Inc., has been listed by A.M. Best Company in the Directory of Insurance Experts.

Thomas A. Bologna, MBA ’72, of Rancho Santa Fe, California, was appointed President and Chief Executive Officer of Quorex Pharmaceuticals Inc., a biotechnology company developing new classes of anti-infective medicines. Bologna has a 20-year track record of leading venture-backed and publicly traded biotechnology companies, turnarounds and highly profitable healthcare divisions and subsidiaries of Fortune 500 companies. He is a Director of the Tuberous Sclerosis Alliance, Member of the Business Advisory Board of The Epilepsy Project and Chairman of Leonardo MD.

Michael Lorelli, MBA ’73, of Darien, Connecticut, was named President and CEO of Latex Foam International based in Shelton, Connecticut. Latex Foam is the largest supplier of latex products to the high-end bedding industry. Mr. Lorelli has 20 years of global Fortune 100 senior leadership experience, including serving as President of a $1.5 billion PepsiCo operating company, President of PepsiCo’s $1.7 billion Pizza Hut International division and Executive Vice President of Pepsi North America.

Sally G. Narodick, MBA ’73, of Seattle, Washington, was elected Member of the Board for Cray Inc. She will serve on the Board’s Audit Committee. Ms. Narodick is a retired educational technology and e-learning consultant.

Ronald J. Statile, MBA ’75, of Purchase, New York, was appointed Senior Vice President and Chief Financial Officer of Great Lakes Carbon Income Fund.

Antonio C. Alvarez II, MBA ’76, of Englewood, New Jersey, is Co-Chief Executive Officer of one of the country’s biggest turnaround firms, Alvarez & Marsal LLC. He was recently featured, along with his partner, in Business Week, which described their success in salvaging sinking companies, naming them “Corporate America’s Favorite Repairmen.” The firm is currently involved with rehabilitating Interstate Bakeries Corp.

A. Ann Armstrong, BA ’76/MBA ’77, of Auburn, California, is a Certified Specialist in Estate Planning, Trust and Probate law. She has a private practice with three offices in Auburn and Grass Valley, California.

Janice Edwards Gates, BS ’77, of Coral Gables, Florida, has recently joined Camp & Associates International Real Estate and Investment Company Inc. She specializes in relocation and second home/investment properties. Prior to this she was involved in luxury home design. She also is a member of the Chamber of Commerce, the Coral Gables Cultural Affairs Committee, an active member of the PTA and the American Cancer Society, to which a portion of the proceeds from her transactions are donated for research on breast cancer.

Steven J. Heyer, MBA ’77, of Atlanta, Georgia, was named Chief Executive Officer of Starwood Hotels & Resorts Worldwide Inc. Prior to his appointment, he was President and Chief Operating Officer at The Coca-Cola Company.

Lorraine Raggio, BS ’77/MBA ’78, of Dallas, Texas, is running for Civil District Court Judge in Dallas County. She is currently President of Preservation Assessment Services LLC, a small environmental and engineering consulting company in Dallas. She previously was an Associate with Johnson & Sylvan PC handling litigation involving medical malpractice, personal injury and property damage.

AMBASSADOR CLIFFORD SOBEL, BS ’72

Clifford Sobel currently serves as the United States Ambassador to the Netherlands. Ambassador Sobel’s career has been noteworthy for its wide experience in the business and government sector, as well as its diversity, and his community and philanthropic service. In 2004, his contribution to the high tech community in the Netherlands was recognized by the Information and Communication Technologies (ICT) sectors when he was named the ICT personality of the year.

Prior to his current post, Ambassador Sobel served as Chairman of Net2Phone Inc., a public company listed on the NASDAQ and the largest provider of Internet telephone service. He also served as Chairman and President of SJJ Investment Corporation and CMS Realty Company. In addition, he worked in the nonprofit sector as Chairman of the Sobel Foundation, which contributes to numerous children’s charities, among others. From 1985 to 1991, he was a Founder and Board Member of Norcrown Bank of Roseland, New Jersey. He began his career in the 1970s, founding several companies that designed, manufactured and imported fixtures for retail interiors and themed environments.

By Presidential appointment, he served on the United States Holocaust Memorial Council in Washington, D.C., from 1994 to 1998. He has served on the board of two public policy think tanks, the Lexington Institute and the Alexis de Tocqueville Institution, where he also served as Chairman of the Board of Overseers.

Ambassador Sobel was on the advisory boards of Empower America, the Republican Leadership Council, and Business Executives for National Security (BENS). He was asked to testify before Congress on fast-track international trade treaties and from 1993 to 1997, served on the Board of Visitors of the Naval Post Graduate School in Monterey, California.

He was elected as a delegate to the Republican National Conventions in 1996 and 2000 and served on the Platform Committee and the Sub-Committee on Foreign Policy in 2000. He served as the New Jersey financial chairman of the primary and presidential campaigns for [then] Governor George W. Bush.

In his home state, Ambassador Sobel is a member of the Board of the New Jersey Performing Arts Center and has served on the executive committees of Prosperity New Jersey and the United Jewish Federation of Metrowest NJ.

Ambassador Sobel attended the University of Vermont and graduated with honors from NYU Stern in 1972. In 1999, he was awarded an honorary Doctorate of Laws degree from Kean University in New Jersey in recognition of his public service contribution.
HELENE FORTUNOFF, BS ’53

Helene Fortunoff is President of Fortunoff Fine Jewelry and Silverware Inc., the legendary home and fine jewelry retail chain with stores in Westbury and White Plains, New York; Fifth Avenue in Manhattan; and Paramus, Wayne and Woodbridge, New Jersey. Long respected as a leader in the merchandising and design of fine jewelry, she established the fine jewelry division of Fortunoff which became a vital part of the company’s business.

As Fortunoff grew from a small housewares store in Brooklyn in 1922 to its constellation of New York metro stores known around the world, Mrs. Fortunoff became involved in many of the strategic decisions that enabled the company to become a nationally recognized leader.

Mrs. Fortunoff’s successful career includes winning a number of distinguished accolades and awards that underscore her personal commitment to professional leadership. She became the first woman member of the private and prestigious DeBeers Cart Club. She was presented with an honorary appointment by the Republic of Italy and received prominent recognition by the Gemological Institute of America for her sustained national leadership role in this demanding discipline. After serving as President of the Women’s Jewelry Association she remains active and received the Hall of Fame award for retailing excellence by this leading industry organization.

Mrs. Fortunoff, a past Chairman of the Board of Trustees of Hofstra University, continues to serve actively on its board. Most recently, she joined the Committee of 200, an organization that strives to exemplify and promote entrepreneurship and corporate leadership among women of this generation and the next. In addition Mrs. Fortunoff serves as an advisory board member of the Women President Organization.

Mrs. Fortunoff received her bachelor’s degree from NYU Stern School of Business in 1953. She makes her home in Old Westbury, New York. Of her six children, five work closely with her in executive retailing positions at Fortunoff.
the National Masters Championships, winning the bronze medal in the 4 X 100 meter relay, and placed 9th nationally in the 400 meter (age 50-54). As President of Mitchell Management Group Inc., Collin’s duties include taxation, business, formation and public accounting.

Carolyn O'Keefe, MBA ’85, of Glendale, California, was appointed to the position of Chief Marketing Officer with IHOP Corp. Prior to her appointment she served as Vice President, Retail Concepts for Baskin-Robbins and Vice President, Marketing for the Walt Disney Company’s Disney Interactive Division.

Neil Wolfson, BS ’85/MBA ’89, of Ridgewood, New Jersey, was named Chief Investment Officer of Wilmington Trust, one of the nation’s leading wealth management firms.

Patricia Poli, MPHIL ’86/PHD ’94, of Newtown, Connecticut, was elected by the Connecticut Society of Certified Public Accountants to serve as President-Elect for the organization’s 2004-2005 activity year.

Steven Spencer, MBA ’87, of Livingston, New Jersey, was named Senior Vice President and Chief Technology Officer of UPOC Networks.

Rob Herzberg, MBA ’88, of Port Washington, New York, was named the new Editorial Director of Thomson Media’s Advisor Group of publications: Financial Planning, On Wall Street and Bank Investment Consultant.

Francis I. Perier Jr., MBA ’88, of Summit, New Jersey, was appointed Senior Vice President – Finance and Chief Financial Officer of Forest Laboratories Inc.

Ken Lerman, BS ’89, of New York, New York, is co-owner of New York City-based Litho Partners Inc., a commercial printer. Lerman and his partner have spent the past six years doing business as Happy Printer, a division that prints for non-profit organizations, donating percentages of costs along the way.

1990s

Scott Hood, BS ’90, of Sierra Madre, California, is a portfolio manager at Pasadena, California-based First Wilshire Securities Management. He was recently featured in Investment Management Weekly describing his strategy in assessing profitable stocks among small-cap companies.

Jon Zefi, BS ’90, of New York, New York, was admitted to the partnership of BDO Seidman LLP effective July 1, 2004. BDO Seidman LLP is a national professional services firm providing assurance, tax, financial advisory and consulting services to private and publicly traded businesses.

Keith Kaplan, MBA ’91, of Ramsey, New Jersey, was recently appointed Director of Product Development at Comtex News Network, a leading provider of electronic news and web applications worldwide.

Ken Zekavat, MBA ’91, of Moorestown, New Jersey, with wife Suzanne, announced the birth of their second daughter, Anya Farah, on September 16, 2004.

Melissa Linninger, MBA ’93, of New York, New York, joined Bombo Sports & Entertainment as Chief Financial Officer. Prior to her current position, she was Vice President of Finance at Oxygen Media.

Nahla Azmy, MBA ’94, of Princeton, New Jersey, joined NRG Energy Inc. as Director, Investor Relations. In this role, she will serve as a liaison between the Company’s management and investors and the financial community.

David Polson, MBA ’94, of New York, New York, was appointed Assistant Vice President and Research Analyst covering Banking & Finance and Insurance sectors with 40|86 Advisors Inc., a leading fixed-income asset manager and investment advisor.

James Wescott, MBA ’94, of Montclair, New Jersey, was appointed Vice President, Global Project Management, with Schering-Plough Research Institute.

David G. Panitz, MBA ’95, of Armonk, New York, was appointed to the position of Chief Operating Officer of Bernard Chaus Inc.

Risa Arin, MBA ’96, of New York, New York, recently founded Smart Solution Partners dedicated to offering 50+ adults products that make using a computer easier and more enjoyable.

George R. Zoffinger, MBA ’71

George R. Zoffinger was appointed President and CEO of the New Jersey Sports and Exposition Authority in March 2002. He previously served as President and CEO of several corporations, including: Constellation Capital Corp., Value Property Trust and Constellation Bancorp and its principal subsidiary, Constellation Bank, N.A. He also served as Chairman of CoreStates New Jersey National Bank until the bank’s merger into CoreStates Bank, N.A.

Mr. Zoffinger was appointed Commissioner of Commerce and Economic Development for the State of New Jersey in 1990. As Commissioner, he was responsible for the State’s Economic Development, International Trade, Small Business Development, Urban Revitalization, and Travel and Tourism programs. In that capacity, Mr. Zoffinger served as Chairman of the New Jersey Economic Development Authority and Chairman of the New Jersey Council on Job Opportunities.

During his tenure as Commissioner, he spearheaded the effort to bring the World Cup 1994 games to New Jersey. In 1992, FIFA and World Cup USA 1994 announced that New York/New Jersey would host this world premier sporting event at Giants Stadium in the Meadowlands Sports Complex. Mr. Zoffinger was appointed Chairman of New Jersey’s Host Committee for the 1994 World Cup Soccer games.

Mr. Zoffinger is a member of the New Jersey Council of Economic Advisors (CEA). He serves as Chairman of the New Brunswick Development Corporation and is on the Corporate Board of Directors for New Jersey Resources Corporation, Commercial Federal Corporation, NTL Inc. and Anchor Commercial Bank.

Mr. Zoffinger currently serves on the Rutgers University Board of Overseers and has served for ten years on the Rutgers Business School Board of Advisors, five of those as Chairman. Penn State awarded Mr. Zoffinger an Alumni Fellowship in 2004.

Mr. Zoffinger received an MBA with a focus in Finance from NYU Stern in 1971 and graduated with honors from Pennsylvania State University with a BS in Business in 1970.

James Wescott, MBA ’94, of Montclair, New Jersey, was appointed Vice President, Global Project Management, with Schering-Plough Research Institute.

David G. Panitz, MBA ’95, of Armonk, New York, was appointed to the position of Chief Operating Officer of Bernard Chaus Inc.

Risa Arin, MBA ’96, of New York, New York, recently founded Smart Solution Partners dedicated to offering 50+ adults products that make using a computer easier and more enjoyable.

Mike Zhang, MBA ’96, of San Francisco, California, recently joined Diet.com as President. He also is the director of Prayer-Pager.com for patients with catastrophic disease and InternationalBibleMinistries.org which distributes Bibles in countries of need.

Jack W. Drapacz, MBA ’97, of New York, New York, was named Director and General Counsel of PBS Realty Advisors LLC, a commercial real estate boutique specializing in senior-level strategic services catering to the corporate commercial real estate market.
DIPA TALATI, CLASS OF 2005

Dipa Talati is a senior in the Undergraduate College and currently holds several volunteer positions at NYU Stern, including serving as a chair on the Legacy Campaign for the Class of 2005 and the Stern Honor Council. Ms. Talati will graduate in spring 2005 with a degree in CPA Accounting and Finance with a minor in International Politics. She will go on to join UBS as an investment banker in their Healthcare division.

Ms. Talati is a Stern Scholar and serves on the Executive Board for the NYU Chapter of Beta Alpha Psi and for Young Jains of America, a nonprofit organization. Last year, Ms. Talati and her team won first place, out of 22 participating universities, in the PricewaterhouseCoopers X-Tax (Extreme Tax) Competition. She also has the distinction of being one of a handful of NYU undergraduates chosen from over 5,000 applicants nationwide to participate in the Sponsors for Educational Opportunity (SEO) Career Program, which provides minority college undergraduates with training, coaching and internships in leading corporations. As a successful SEO participant, Ms. Talati now serves as one of the NYU Stern Campus Captains for recruiting for SEO.

“NYU Stern has given me so much. The education, the opportunity and the network of people I have discovered here are astounding,” remarked Ms. Talati. “For this reason, it is important for me to give back.” Ms. Talati is especially grateful for the community she has discovered at Stern. She describes the Undergraduate College as a close-knit program and looks forward to maintaining the lifelong contacts, both personal and professional, that she has made at Stern.

Ms. Talati is a native of Queens, NY, and a graduate of Bronx High School of Science in Bronx, NY.

Mahesh Kumar, MBA ’97, of Edison, New Jersey, recently joined UBS Investment Bank as Director of Prime Brokerage Operations.

Himanshu Patel, BS ’97, of New York, New York, is an analyst for JPMorgan Securities where he covers the U.S. auto sector and coordinates global coverage of the auto industry. He was recently interviewed by Barron’s magazine to give his expert assessment of the auto industry during which he forecasted which auto stocks he expected to fare well in the future.

Jordan Schlachter, MBA ’97, of New York, New York, was named Vice President, Marketing, for the NBA’s New York Knickerbockers basketball team.

George Arau, BS ’98, and Bianca Noici Arau, BS ’98/MBA ’03, of Bronx, New York, announced the birth of their daughter Alexis Isabelle on October 18, 2004.

David A. Lee, MBA ’98, of Fresh Meadows, New York, joined Calyn Americas, a French investment bank, in New York as Vice President and Senior Analyst in Interest Rate Derivatives Systems in August 2004.

Elanna Pollack Reiss, MBA ’98, of New York, New York, and her husband, Stephen, announced the birth of their daughter, Hallie Bay, on July 26, 2004.

Veenu Taneja, BS ’98, of Weehawken, New Jersey, and his wife Manisha, won the Z100 FM Win a Wedding contest, allowing them to renew their vows on January 1, 2005, on Long Island, NY. The couple was married in a civil ceremony on September 3, 2004.

Patricia Wancevich, BS ’99, and Juan Carrasco, BS ’00, of Hackensack, New Jersey, were married June 21, 2003. They are expecting their first child in January 2005.

2000s

Howard Adams, MBA ’00, and Patricia Wong Adams, MBA ’00, of Norwalk, Connecticut, recently announced the birth of identical twin girls, Sarah and Jamie, on October 10, 2004.

Carol Ng, BS ’00, of Hong Kong, China, received a Master of Arts from Westminster Theological Seminary at the 75th Commencement on May 27, 2004. The Seminary awarded a total of 103 degrees and certificates at the annual Commencement Exercises.

Miri Polachek, MBA ’00, of New Rochelle, New York, and husband Yoav, announced the birth of their second son, Edan, on February 20, 2004.

Jeremy Szeto, BS ’00, of Sugar Land, Texas, recently graduated from medical school and is completing his residency at Memorial Southwest Hospital in Family Medicine. He married Jamie Wu on May 22, 2004.

Jason Yidong Wang, MBA ’00, of Hong Kong, China, was married to Anna Chenye on June 26, 2004.


Lissette Chang, BS ’02, of Brooklyn, New York, was promoted to Sales Development Manager of the Brooklyn General Office of the New York Life Insurance Company. She was hired in May 2002 as a New York Life insurance agent/registered representative for NYLife Securities Inc.

Shawn Gillon, BS ’02, of Beachwood, New Jersey, was recently promoted to Staff Level II Accountant with Withum-Smith+Brown, Certified Public Accountants and Consultants.

M. Gui Goodreau, MBA ’02, of Shanghai, China, has left the Investment Banking industry and moved to Shanghai to start a business importing Italian, Spanish and Argentine wine into Asia. His company is called Single Vineyard Imports.

Tammy Lewis, MBA ’02, of Scarsdale, New York, was recently promoted to Chief Marketing Officer with Sure Scripts, the largest network provider of electronic prescribing services. She joined the company as Executive Vice President of Marketing in July 2003.


David Chapman, MBA ’03, of Brooklyn, New York, and Laura Boyd were married on May 22, 2003, outside of Annapolis, Maryland.

Kalman Goldberg, MBA ’03, of New York, New York, is Senior Vice President at Hill Knowlton’s corporate and financial practice. He was recently featured in PR News praising the value of his MBA in his public relations career.
In Memoriam

Charles J. Svercel, BS ‘32, of San Antonio, Texas, passed away on September 13, 2004. He was employed at Bank of New York until his retirement in 1971 as Vice President of Investments.


Angela Lucchi Noel, BS ‘44, of Flushing, New York, passed away on January 1, 2003.

Warren Moucha, BS ‘50, of Brandon, Florida, passed away on July 30, 2004, from cancer.


Donald Bowman, MBA ‘59, of Peoria, Illinois, passed away on July 21, 2004, at the age of 75. He last worked as the comptroller at Argonaut Great Central Insurance in Peoria, Illinois, before retiring in 1993.

Corrections

In the Summer 2004 (Volume 3, Issue 2) edition of Sternalumni, in the “Class of 1954 and 50-Plus Reunion” photo caption on page 10, Gerald Blum, BS ‘54, was incorrectly identified as Edward R. Roberts.

Send in Your News

Let other alumni know about the good things happening in your life.

You can send us your news online through Class Notes in SWAP – the Stern Worldwide Alumni Platform – at www.stern.nyu.edu/Alumni, or by mailing in the following form.

Share your recent news of:

• New job or promotion. Include your new title, the full name and location of your company and your previous position.

• Professional or educational achievement. Completion of advanced degree, professional certification, accreditation or other achievements. Include the full name of the granting institution or association.

• Award or honor. Include the name of the award and the organization, along with the month you received it.

• Marriage. Provide the name of your spouse and Stern graduation information, if applicable.

• Baby or adoption. Provide the name of your spouse and the baby or child’s name, sex and birth date or age.

We will publish your news in an upcoming issue of STERNalumni, which is published two times per year.

Building the Alumnae Network

Call for Volunteers

The NYU Stern Alumni Council recently identified building the Alumnae Network as a networking /community building concentration area. A committee will be formed, chaired by Christine Schneider, MBA ‘94 and current Chair of the Alumni Council, that will focus on building and strengthening the network of female alumni in the Stern community, through identifying needs /interests, developing programming, supporting MBA Admissions outreach, and working with current students. If you are interested in participating on the Alumnae Network Committee, please contact Jeanne Marano, Executive Director of Alumni Affairs, at (212) 998-4040 or jmarano@stern.nyu.edu.
STERN IN THE NEWS

For a comprehensive look at NYU Stern School of Business media coverage, visit the News and Information website at http://w4.stern.nyu.edu/news.

The New York Times: “Welcoming Graffiti as a Partner in Promotion”
November 14, 2004
The Rheingold Brewing Company recently unveiled a new series of advertisements featuring graffiti art painted on several Lower East Side storefronts. The ads are in line with the brewing company’s strategy, which was analyzed in a case study by NYU Stern MBA students under the guidance of Deputy Dean Russell Winer last year. Their findings underscored Rheingold’s desire to gain a foothold in the LES neighborhood that is home to the young, the creative and the unorthodox.

Financial Times: “Training Top People to Lift Top Line”
November 1, 2004
The past few years have seen a significant increase in the market for global executive MBA programs, due in part to companies who view the degree as a means to enhance top-line growth. The TRIUM global EMBA, an alliance among the London School of Economics, HEC Paris and NYU Stern School of Business, was cited as one of the top programs offering a global executive degree.

The Wall Street Journal: “Corporate Recruiting Picks Up At Many U.S. Business Schools”
October 19, 2004
In an article about increased job prospects for MBA students, NYU Stern was cited as one of the top business schools where companies are recruiting more aggressively. This year, the number of scheduled interviews for second-year Stern students is up 55 percent over the same time last year, and top banks are offering signing bonuses of up to $30,000. Associate Dean Gary Fraser noted that the signing bonus “seems pretty universal” this year. Dean Fraser was also quoted in articles that appeared in Market News International and Financial News Online on the same topic.

Barron’s: “Cut Taxes and Spend”
October 18, 2004
NYU Stern’s Author Lecture Series was mentioned in an article about former Treasury Secretary Robert Rubin who, despite having voiced concerns over the national deficit, suggested that a middle-class tax cut could still be a possibility. While speaking at Stern, Mr. Rubin referred to this moment in history as “a critical juncture in our economy,” adding that there’s a “high probability of trouble” if fiscal imbalances are not rectified.

SAVE THE DATE

SPRING 2005
AUTHOR LECTURE SERIES

March 10, 2005
PETER G. PETERSON on
“Running on Empty: How the Democratic and Republican Parties are Bankrupting Our Future and What Americans Can Do About It”

April 27, 2005
NIALL FERGUSON on
“Colossus: The Price of America’s Empire”

For more information, contact Alumni Affairs at (212) 998-4040 or visit the website at www.stern.nyu.edu/Alumni.