After eight years of dedicated service, Dean Choi will step down as dean of Stern’s Undergraduate College. Under his extraordinary leadership, the Undergraduate College has advanced across the board consistently to be recognized as one of the premier undergraduate business schools in the country. The caliber of students who enter each academic year continues to heighten. The entering class now boasts an average SAT score of more than 1,400.

Over the years, Dean Choi has worked closely with faculty, alumni, students, parents and NYU administrators to provide an enriching and fulfilling experience for all involved. He has built a core of dedicated faculty, devoted to the mission of undergraduate teaching, who have revitalized the curriculum into one that is both a model throughout the University and among peer schools, and a source of great pride to us institutionally. He furthermore broadened the scope of undergraduate business education by recognizing the importance of its international dimensions and by bringing that global perspective into the classroom through his truly innovative International Study Project which exposes students to international business first-hand. Dean Choi was also the leader in opening the pathway for undergraduate students to engage in top-level research with senior Stern faculty through the Honors Program, now in its third year.

Alumni engagement has also been a hallmark of Dean Choi’s tenure. The tremendously successful Connections Alumni Mentoring Program engages more than 500 students and alumni throughout the year, and the establishment of an undergraduate alumni committee has been instrumental in fostering alumni activity around the world.

Most importantly, through his great warmth, humanity and generosity of spirit, he brought a spirit of camaraderie and community to the undergraduate experience at Stern, making a whole generation of Stern School graduates, Sternies, as he likes to call them, proud to be a part of the Stern family.

In his remaining months as dean, Dean Choi continues to innovate and further distinguish the Undergraduate College. In the fall, he will launch the Dean’s Arts & Culture Experience to develop
DEAN CHOI REFLECTS

Dear Sternies:

Thank you for your numerous e-mails and thoughtful good wishes following my decision to step down as Dean of your Undergraduate College. The beautiful Tiffany plaque that the seniors presented to me at Precommencement, on behalf of the student body, touched me deeply and will be cherished.

I have agreed to serve as your dean until the results of a national search for my replacement is completed. I intend to continue teaching at Stern and will work more closely with the Provost's Office in enhancing the student experience across NYU.

Till then, we continue to work on new curricular and extra-curricular initiatives at your Undergraduate College. On June 9, we held a group discussion on the issue of diversity at Stern to explore new avenues for celebrating and supporting our cultural richness. One outcome of that discussion will be the creation, this fall, of a peer mentoring and support program that will provide academic tutoring and counseling for underrepresented minorities and anyone who is feeling overwhelmed at Stern. Educational forums that foster a greater understanding and appreciation of our cultural differences and that engage our diversity are also envisioned. I am grateful for the ideas and constructive input provided by the Sternies that attended the June meeting. Please note that I will continue to hold my weekly chat rooms in the fall and encourage you to drop by and speak with me about your Stern experiences or anything that is on your mind.

I am particularly pleased to recognize our 2003 victory at this year's All University Games. The teamwork and school spirit that was exhibited at this year's event was truly inspiring.

Hearty congratulations to our Class of 2003 graduates whom we warmly welcome to our alumni community. We hope that you are enjoying some time off this summer and looking forward to starting your professional careers.

I also point out the tremendous accomplishments of this year's Honor Key recipients and Beta Gamma Sigma inductees. They have earned our respect and emulation. Stern seniors, Jocelyne Lesko, Joy Martinez, and Elizabeth Vayda did us proud by winning the North America Challenge in the L'Oreal Marketing competition as did up-and-coming sophomore, Lee Miller, who was recently named a Goldman Sachs Global Leader.

Lastly, this issue highlights our most recent International Study Project travels abroad and we applaud Stanford Park, Tal Savariego, Hemant Sharma, Kunal Vora, and Sharon Zicherman for taking home the gold in this year's ISP team competition. However, given the exceptional learning that occurred during this year's visits to Monterrey, Stockholm and Tokyo, and the high quality of the student academic presentations, all ISP participants were winners this year.

Have a wonderful summer!
The class of 2003 celebrated their graduation at several ceremonies in May. The graduates were first recognized at Stern’s Precommencement Ceremony at the Theater at Madison Square Garden on Tuesday, May 13.

At this ceremony, each graduate was individually recognized and student awards were presented. Abby Joseph Cohen, Chair, Investment Policy, Global Investment Research at Goldman Sachs gave the keynote address. In addition, the Stern Legacy Chairs, Yuna Cho, Olivia Fu, and Prashant Raykar presented Dean Choi with the Class of 2003 Legacy gift of more than $10,000 to create a career resource library for Stern undergraduates. Lastly, Scott Pollack and Dora Morillo presented Dean Choi with a commemorative silver tray to recognize his years of commitment to the College.

The Precommencement Ceremony was followed by Grad Alley and the University’s 171st Commencement Exercises in Washington Square Park. Prashant Raykar, Senior Class President, accepted the degree on behalf of Stern undergraduates. Honorary degrees were given to Michael Bloomberg, Kenneth Chenault, Paul Greengard, Antonia Novello, and Joe Torre.

AWARD WINNERS

Undergraduate College Awards
- Valedictorian Award - Aaron Rosen
- Dean’s Community Service Award - Karen Narang
- Eugene J. Keogh Award - Jerry Revich
- John Ben Snow Award - Scott Pollack
- John Stevenson Award - Dora Morillo
- Laurence A Tisch Award - Scott Pollack
- Alumni Connections Award - Olivia Fu & Dora Morillo
- Student Speaker Award - Matt Stephenson

Department Awards
- Eisner & Lubin Award - Brad Watkins
- Tredwell H. Hopkins Memorial Award - Michael Gathy
- F.W. Lafrentz & Co. Prize - Katerina Shaustuyk
- NY State Society of CPA's Superior Scholarship - Jiwei Yuan
- Jules Backman Economics Prize - Alina Kotlarsky
- Jacob Marschak Memorial Award - Thomas Mintner
- Lloyd E. Dewey Memorial Prize - Aaron Rosen
- Information Systems Award - Syed Bokhari
- International Business Award - Beenaal Shah
- William B. Cornell Management Award - Joanne Yee
- Advertising Club of NY Awards - Michael Castagnola, Bhoomi Gandhi, & Sandeep Kandhari
- Eleutherius G. Chingos Award - Inna Dlugach
- Priscilla A. LaBarbera Award - Kelly Jankowski
- Operations Management Excellence Award - Kunjan Chikhlikar
- Joseph M. Juran Award - Manjiri Agarwalla
- W. Edwards Deming Award - Richard H. Barnes
- Willford I. King Award - Jennifer Fan
Stern Undergraduate Precommencement on Tuesday, May 15 at the Theater at Madison Garden. Above photos from left: Keynote speaker Abby Joseph Cohen, Chair, Investment Policy Committee, Global Investment Research, Goldman Sachs; Dean Choi congratulating Professor Juan Alcacer who was awarded Teacher of the Year; student speaker Matt Stephenson; Scott Pollack and Dora Morillo presenting Dean Choi with a silver tray recognizing his years of service to the Undergraduate College.
In February, Stern undergraduates conquered all other NYU schools and emerged victors at the annual University Games. The University Games is the peak of inner school competition at NYU and although often dominated by the law and Stern graduate programs, this year Stern undergrads were on a mission to win. And win they did!

Contenders and spectators, including Dean Choi who subsequently lost his voice after cheering for Sternies for hours on end, packed the Coles Sports Center. Stern undergrads were well coordinated, all wearing t-shirts with their very appropriate motto for the games - "It's Not Just Personal…It's Business!" School spirit was at an all time high with painted faces, intense pep talks, and serious game faces.

The night got off to a slow and disappointing start when Stern did not place in the first three events of the evening - basketball, volleyball and foosball. The first turn in Stern's favor started with sumo wrestling when Courtney Bordone captured a first place victory. This was a particularly impressive feat considering the pungent odors of the not recently dry-cleaned sumo wrestling ensemble she was required to wear. Courtney's victory was immediately followed by a second place finish in ping-pong by Ivan Boban and Karan Saraf. Now, the Stern momentum had started.

The next series of events were rock climbing, rock-paper-scissors, and the limbo. These events truly allowed Sternies to exhibit their impressive flexibility and analytical skills. The Stern Undergraduate rock climbers captured impressive first and third places by Jessica Sun and Josko Deletis respectively. In the Limbo contest, superior flexibility resulted in first and second place honors by Alison Lee and Marc Arevalo respectively. Next it was onto rock rock-paper-scissors competition. All players took this event particularly seriously and Stern captured first place after an inspiring motivational speech by team captain, Scott Pollack. Other team members included Rick Hoffman and Alex Lu.

The final events of the night were the donut-eating contest, dodgeball, and tug-of-war. In the donut eating contest, Kirt Rosenbaum took second place; his strict training regimen paid off. The highlight of the evening was a victory in dodgeball, led by Stern's MVP, Ravi Mani, who was twice left all alone on the court. But thanks to the encouragement of deafening screams and cheers by all the Stern students and Dean Choi, Ravi took out the remaining members of the law school to capture a Stern victory. Dodgeball team members included: Gregg Bordes, Mark Branden, Melinda Chao, Jack Gaffaney, Christina Hsieh, Michael Jordan, Scott Kaufman, Helen Law, Corey Lee, Ravi Mani, Dora Morillo, Todd Ruggini, Yasser Salem and Jeff Tu.

The last event of the night was Tug-of-War. While not placing among the top three schools in this event, the Stern Undergraduate College had already locked in their first place victory. The evening was topped off by the announcement of Stern's victory and a rendition of the Stern song led by the Stern students, Dean Choi, and Mrs. Choi.
STERN JUNIORS TRAVEL THE WORLD DURING 2003 INTERNATIONAL STUDY PROJECT

Over spring break, nearly 500 juniors traveled to Monterrey, Stockholm, and Tokyo to participate in the 2003 International Study Project. Trips featured a combination of academic sessions, corporate visits, cultural excursions and, of course, free time to explore the sights of each city.

The International Study Project marks the culmination of the global curriculum where students are required to apply theory gained in the classroom, coupled with a sensitivity to international cultures, to a practical, real-world global business situation. Prior to the trip, student groups thoroughly researched a company located in their assigned international destination and formulated hypotheses regarding the company's operating strategies. Once on site, they visited the firm and either confirmed or refuted their hypotheses through discussions with the company's management. This interaction not only provided students with insight into the business challenges that these global managers face but also created a unique networking opportunity with leading international firms.

"With the increasing globalization of business, it is critical that we thoughtfully prepare our students for the cultural, sociopolitical and business interchange that characterizes business today," said Dean Choi. "One objective of this trip is to develop students' cross-cultural sensitivity, a trait that is highly valued by the leading firms that recruit our students and one we deem critical for global business success."

This year's participating companies spanned technology, industrial and consumer industries and included such leading names as Alfa, Cemex, Grupo IMSA and Grupo Vitro in Monterrey, Mexico; Atlas Copco, Ericsson, SCA, and Skanska in Stockholm; and Dainippon Chemical (DIC), NEC, Toyota, and UFJ Bank in Tokyo. "The enthusiasm and commitment among the participating companies is phenomenal. Their contributions add a tremendous amount of value to the Stern education," Choi added.

Upon returning, students participated in a competition in which nearly 100 student teams, having collectively visited 12 different companies, presented their research. The top teams, who were selected by their professors, then competed before a panel of judges composed of faculty members and administrators. Winners of this years competition include: Stanford Park, Tal Savariego, Hemant Sharma, Kunal Vora, and Sharon Zicherman who are pictured below with their professor, Bill Guth.

Edward E. Barr, former chairman of Sun Chemical Corporation, and his wife, Nancy, generously support the program. Mr. Barr is a member of the Stern School's Board of Overseers and an alumnus of the Undergraduate College.
We are pleased to announce the promotion of Lea Arnold to Director of Advising and Student Services for the Undergraduate College. In her role, Lea will be managing the advising and student services team, will oversee precommencement and will continue to ensure that we meet and exceed student expectations.

Lea has been with the Stern School since April 1999. She joined as an Academic Adviser and was later promoted to Associate Director of Advising and Student Services. In her tenure with the Undergraduate College, she has coordinated numerous events and programs including orientation and admissions open houses. In addition, she developed numerous publications to promote the Undergraduate College and to better service students. Most importantly, she has advised students from all classes and special populations, including transfer, readmitted and former part-time students.

Prior to joining Stern, Lea was Director of the First-Year Program at Barnard College and served as a Reader for the Columbia Business School Admissions. Lea holds a B.A. in Art History and an M.Ed. in Educational Policy, Research and Administration from the University of Massachusetts at Amherst.

We are pleased to announce the promotion of Jennifer Baron to Associate Director, Advising and Student Services.

Jennifer has been the Academic Adviser for the Class of 2004 since she joined Stern in August 2000. In addition to advising, Jennifer coordinates the Stern Connections Alumni Mentor Program, which pairs juniors and seniors with Stern alumni according to industry interest.

Jennifer holds a B.A. in History with a concentration in Latin America from Oberlin College. She also holds a M.A. and a M.Ed. in Counseling Psychology from Columbia University’s Teachers College. Prior to her graduate studies, Jennifer gained corporate marketing experience at Addison Wesley Longman, an Academic Publishing Company, where she worked on their Education List.

In her new role as Associate Director of Advising and Student Services, Jennifer will take on Stern Freshman Orientation and will assist in managing the advising team. We wish Jennifer much success in her new role.

Michael Simmons, a junior at the NYU Stern School of Business, has written a book called *The Student Success Manifesto* targeted at college students. Pulling from his experiences as a student entrepreneur and extensive research, Michael hopes to spark the entrepreneurial mindset in students and inspire them to pursue their own vision. “I learned so much from starting a company and doing research that I felt like I had to share what I had learned. So many students follow the norm, and I wanted to show students how they could blaze their own path,” said Michael.

Michael co-founded a web development company in high school that was rated the #1 web development company in the country by *YoungBiz Magazine* in 2000. Additionally he has won the National Foundation for Teaching Entrepreneurship Youth Entrepreneur of the Year Award and the Fleet Youth Entrepreneur of the Year Award for New York City among other awards.

To learn more about Michael’s new book, you can visit his website, http://www.successmanifesto.com.
RYAN HUGHES, STERN SENIOR, REPRESSES NYU AND U.S. HOCKEY AT WORLD UNIVERSITY GAMES

Ryan Hughes, Stern senior and NYU hockey defenseman, gained international recognition for NYU and its sports program when he represented U.S. Hockey in the 21st World University Games in Tarvisio, Italy this past semester. Ryan was the only Division II player to qualify for the team of 22 players.

Being selected for the team was an extensive process requiring multiple steps. Over 600 hockey players from all over the U.S. were nominated by their coaches and of those only 100 were invited to participate in tryouts held at the University of Iowa last fall. After several days of grueling tryouts, Ryan was selected as the first alternate for the team.

As the first alternate, Ryan needed to prepare for the games but would not travel with the team unless another player was unable to participate. At midnight on the day the team was departing from Washington, D.C. for the games, Ryan received a phone call at his home in Stamford, CT telling him to pack his bags and get to Washington in 12 hours to leave with the rest of the team for the games. Another player had been injured during a game a few hours earlier and would be unable to participate.

That phone call proved to be one of the most exciting in Ryan's life as he quickly began packing and booked a flight to Washington for the next morning.

At the games, U.S. Hockey competed against Canada, Czech Republic, Finland, Italy, and Japan. Ryan described the hockey as the most physical and exhilarating of his 16-year career. And he added that the games were, without question, "the best experience of my life".

DEAN’S ROUNDTABLE LUNCHEONS PROVE TO BE GREAT SUCCESS

During the spring semester, Dean Choi launched a new series of roundtable luncheons featuring prominent Stern alumni. The luncheons, which were open to all Stern students, were small, intimate discussions allowing students to ask questions and gain insight on each speaker’s career path.

Alumni who participated include: Steven Bensinger (BS ’76), VP & Treasurer, AIG; Marc Breslawsky (BS ’63), Chairman and CEO, Imagistics International Inc.; Jerry Cohen (BS ’53, MBA ’59), Tishman Speyer Properties; David Handler (BS ’87, MBA ’90), Senior Managing Director, Bear Stearns; Ilan Kaufthal (MBA ’71), Senior Managing Director and Vice Chairman, Bear Stearns; Frederick Leuffer (BS ’78, MBA ’79) Senior Energy Analyst, Bear Stearns; Philip Mannino (BS ’69), Managing Partner, PricewaterhouseCoopers; Edward Scheider (BS ’39, MBA ’41), former VP, Kidder Peabody; Larry Zimmerman (BS ’65), CFO, Xerox Corporation.

Due to the overwhelmingly positive response from the more than 100 students who participated this past semester, the series will continue in the fall. Watch your email to see the lineup and reserve your space.
BETA GAMMA SIGMA

Beta Gamma Sigma is the national honorary society of collegiate schools of business. Beta Gamma Sigma was founded nearly a century ago and has 119 chapters throughout the country. Membership in the society is open to juniors whose grade point average places them in the top 5 percent of their class and to seniors whose grade point average places them in the top 10 percent of their class. Congratulations to the following students who were inducted this spring!

SENIORS

Rishi A. Aswani*
Kenneth Bellendir
Jessie Bronfman
Rosaria Castania
Anthony P. Cazazian
Oswald W.H. Cheung
Shang Y. Chuang
Andrea E. Clarke
Steven D. Cohen
Brad M. Colman
Jessica A. Criscione
Joseph C. Dazio
John J. DeRaimo
Michelle Minhua He
James T. Howe*
Daphne Y. Huang
Neha C. Jikaria
Sandeep Kandhari
Mark A. Konarski*
Gaurav Kumar*
Alina Lerman*
Daisy D. Lin
Anisha Malhotra
Stamatios Mamounas*
Shilpa K. Marda*
Amir Markowitz*
Thomas R. Minter
Pavel S. Nazarov
Grace H. Pai
Michael P. Punzalan
Jaimin D. Rangwalla
Javier E. Rocha
Shashank S. Sane
Sapan B. Shah
Xiu-Jing Shi*
Danielle M. Stines
Michael A. Tanella
Daven Tjandradjaja
Sofya Tsinis
Irina Vekselman

Peter M. Walsh
Brad M. Watkins
Zhi Ming Wen
Jeremy D. Wodakow*
Rebecca Yuan Wu
Timothy J. Yam
Jiwei Yuan

JUNIORS

Krishna K Agrawal
Christine E. Batten
Sarah Berreby
Hirak J. Biswas
Suzanne A. Bostrom
Roger Y. Chi
JaeEun Chung
Todd W. Cohen
Erik R. Daly
Tanvi R. Desai
Minjal Dharia
Daniel J. Domb
Pamela C. Foohey
Tracy C. Gardner
Jason N. Gruenbaum
Theodor L. Jalba
Rupen M. Jhaveri
Rebecca S. Johnson
Steven G. Kleiman
Yekaterina Kotlyarskaya
Yelina Kvurt
Lily K. Lam
Benton K. Lee
Tianhao Liu
Katherine K. McClure
David W. Miller
Bhavik Patel
Chirag B. Patel
Syed A. Razvi
John R. Robak
Jonathan Roshanzamir
Todd W. Ruggini
Yasser K Salem
Vishal H. Sheth
Ronald J Tarantino

Maria A. Testani
Michael G. Thieling
Yuriy Tsarevskiy
Sunaina R. Velagaleti
Srdjan Vukovic
Jing Wang
Aaron Yuan

* indicates the students who graduated prior to the spring of 2003

Laura Pederson (BS ’87), author and host of her own TV show on the Oxygen Network, was the distinguished speaker at this year’s induction ceremony.

Yasser Salem (far left), pictured here with Bhavik Patel and Assistant Dean Carolyn Magnani was this year’s recipient of the Beta Gamma Sigma Scholastic Award.

Yekaterina Kotlyarskaya signing the Beta Gamma Sigma Charter.
Nearly 150 students were recognized at this year’s Honors Ceremony. More than 100 received the honor key for being named to the Honor Roll for three consecutive semesters. Several other students received special honors for academic excellence, exceptional extracurricular involvement, leadership and service to the College. Congratulations to all the award winners!

HALL OF FAME - SENIOR HONORARY in recognition of outstanding achievement in service to the college, coupled with academic excellence awarded to: Mark Gelberg, Kelly Jankowski, Justin Mondshine, Karen Narang and Aaron Rosen

SPHINX - SENIOR HONORARY presented to those students who excel in extracurricular activities awarded to: Vlad Barbalat, Mark Branden, Mike Eng, Justina Lai, Anisha Malhotra, Prashant Raykar, and Matt Stephenson

ARCH AND SQUARE - JUNIOR HONORARY presented to seven students on the basis of exceptional service in student activities to: David Chin, Erik Daly, Pamela Foohey, Ravi Mani, Aakash Patel, Todd Ruggini and John Paul Singh

VINCENT C. ROSS AWARD presented to one extraordinary junior on the basis of their scholastic record, character, and extracurricular involvement to Sarah Berreby

HONOR KEY RECIPIENTS
Hussein Adatia
Dinesh Advani
Jonathan D. Adwar
Nitesh Akhaury
Robert C. Anstey
Paritosh Batra
Jennie-Angelique M. Benza
Miklavz Bevc
Raj P. Brahmbhatt
Douglas J. Bunim
Edgar Benjamin Cabrera
Nelda Chang
David Y. Chin
Shang Y. Chuang
Daniel G. Ciraldo
Brett J. Clair
Danny Claudio
Joseph Cohen
Todd W. Cohen
Vincent M. DeSimone
Drew T. DeWitt
Jess Diamond
Inna Dlugach
Irene Dovas
Eva T. Ducruetet
Guang Seng Eng
Victoria Epstein
Robert A. Felice
Adam M. Fitzer
Bhoomi Gandhi
Anu R. Ganti
Mark J. Gelberg
Christine S. George
Irwin P. Guzman
Elan A. Hakimian
Jason Hammerman
Frank Han
Wen Wei Han
Shakya Harish
Tamara O. Heimur
Tiffany Hsu
Brenden E. Hursh
Meredith B. Josselson
Judy H. Kang
Jason I. Kessler
Christopher S. Kim
Tae Young Kim
Jason B. Kurtz
Robert Y.L. Lee
Michael Y. Liang
Tianhao Liu
Alexander M. Lu
Cathryn E. Lunn
Kevin Lynn
Alexandra C. Lyon
Alexander W. Marrs
Marissa A. McAleer
Jared L. Melnik
Leslie S. Miller
Boris E. Milman
Edward Y.K. Min
Jyothi L. Narayanan
Chris S. Neamontis
Charlotte HoiYin Ng
Dular D. Pandya
Georgia Pappas
Kimberly A. Parrett
Tejas M. Patani
Aakash C. Patel
Biral A. Patel
Tyler G. Peters
David B. Pirollo
Syed A. Razvi
Javier E. Rocha
Nicole Schwarz
Eric A. Shaffer
Ankur V. Shah
Avni U. Shah
Kevin M. Shah
Sapan B. Shah
Jia Shan
Rutvij P. Shanghavi
Yelena Sheftelevich
Anne Shih
Stanley Shin
Danielle M. Stines
Alan J. Strasser
Shana Sueoka-Matos

continued on the next page
Several Stern students were recognized for excellence in programming, service, and leadership at the Annual President’s Service Awards which were held at the Puck Building in April. The following individuals and organizations received awards for their exceptional contributions to NYU:

**INDIVIDUAL RECIPIENTS**

**Karen Narang**
For her outstanding service to the NYC community as co-founder of L.I.V.E., an organization that provides free vocational training to young people and adults.

**Maria Elena Perez**
For her work in opening dialogue and increasing awareness of sexual health issues and educating the NYU community on this topic.

**Scott Pollack**
For his outstanding leadership as president of Stern’s Inter-Club Council, and for working to create an exceptional out-of-classroom experience for Stern students.

**Rochelle Sinclair**
For her work and dedication in organizing the first Annual NYU Black Solidarity Conference, and for her key leadership in the NYU community.

**ORGANIZATION RECIPIENTS**

**Entrepreneurial Exchange Group**
For their endless programming which provides an entrepreneurial mindset and inspiration to NYU undergraduates. Accepted by Michael Simmons and Young Ji Park.

**NAACP at NYU**
For their commitment to raise the level of community engagement and social consciousness on campus, particularly through their contributions to the NYU Black Solidarity Conference and African Heritage Month Programming. Accepted by Sherry Ann Mohan and Rochelle Sinclair.

**Stern Summit on Global Business Organization**
For their hard work, diligence and tremendous success in creating, organizing and executing the first undergraduate business conference at Stern. Accepted by Kunjan Chikhlikar, Hunter Martin, and Praju Shah.
STERN’S ANNUAL SEMI-FORMAL SHOWCASES A FASHIONABLE TWIST

On Friday, April 11, the NYU Stern Student Council held its annual semi-formal. This year’s gala affair was held at The Supper Club and featured a new twist - a fashion show sponsored by Stern’s Student Council and NYU’s Fashion Business Association. The show featured clothing and accessories from a wide variety of designers and was modeled by more than a dozen NYU students.

Janice Tang (pictured on top right), Co-Executive Producer of the show said, “The purpose of the show was to target the fashion conscious NYU Stern community and represent the typical day of a young educated urbanite.” The show, called A Day in the Life, was divided into unique sections, each featuring specific designers and styles. Show segments included: casual wear, business attire, eveningwear, and sportswear.

The show unmistakably succeeded in its goal of reaching young, fashion-conscious urbanites. More than 500 Stern students were on hand to watch the show. And there is no doubt that each walked away with a greater sense of New York City style and a desire to go out shopping the next day.

NYU runway models included: Nick Barbieri, Robyn Brausa, Melanie Cristi, Luis Cuevas, Carmen Flores, Jack Gaffaney, Beth Howard, Liana Lindenberg, Leo Mednik, Yeida Reyes, Janice Tang, Rebecca Wakenight, and Shirley Wang. The show’s Public Relations team included: Elina Kazanskaja, Alison Lee, and Dora Morillo.

Designers that contributed to the show include Femme Arsenal, Nicole Miller, and Playboy Enterprises. Boutiques that contributed include EVA, Evil Sugar, Institut, Le Corset, Loftworks @ Lafayette, New York New York, NYU Palladium Dorm Sports Store, Sean, Tutu, Union, and Untitled. Makeup was provided by RAMY Beauty Therapy.

NYU students, Heather Golphin and Janice Tang, were the shows Executive Producers and together coordinated logistics for the event. Janice, a Stern junior, commented that her Stern education was constantly in play during the event's organization - from enticing designers and makeup artists to sponsor the show, coordinating contracts with vendors, and spearheading marketing efforts.
STERN STUDENTS WIN U.S. L’ORÉAL COMPETITION

Stern seniors and marketing majors, Jocelyne Lesko, Joy Martinez, and Elizabeth Vayda put their marketing expertise into action this semester while competing in L’Oréal’s Marketing Award competition. The extensive competition required the team to create their own product line that would fit into L’Oréal’s Garnier haircare product suite, manage the packaging design and marketing, assess market opportunities, and determine financial projections all while becoming industry experts.

The trio, named Team Tonic, proved apt at handling the extensive requirements of the competition when they were declared the winners of the North America Challenge in April. They competed against University of Pennsylvania’s Wharton School and the Fashion Institute of Technology.

The team’s winning product line, GO2, includes shampoo, conditioner, deep conditioner, and a revolutionary new revitalizing hair-spray, which they named InvigorBoost. Team Tonic determined the ingredients for their product line and used scents such as jasmine and peppermint to awaken the senses as well as herbs like jojoba to produce healthy hair regrowth. Team Tonic’s target market is women between 27 and 35 who they describe as the “super schedulers” - women who lead hectic and happy lives. The GO2 product line helps them live their fast-paced lives.

In addition to creating the products, Team Tonic worked closely with Publicis, a leading communications agency that works with L’Oréal. Publicis worked under the direction of Team Tonic in creating a magazine layout for their advertising campaign (see below).

Team Tonic went on to compete in the L’Oréal Marketing Award Finals in Paris this past month. The team was awarded an impressive fourth place after competing with more than a dozen international universities.

Team Tonic stressed that their Stern education, and particularly their marketing classes, played a critical role in executing their campaign. Congratulations to Jocelyne, Joy, Liz and Professor Marco Protano who served as an advisor to the group on a truly impressive performance!
Lee Miller, a Stern sophomore studying economics and international business, was recognized in April as one of Goldman Sachs Global Leaders. A prestigious honor granted to only 20 undergraduates from across the United States and Canada each year.

The Goldman Sachs Foundation and the Institute for International Education (IIE) formed the Global Leaders Program two years ago to recognize and reward outstanding college sophomores around the world. The program is designed to foster leadership skills and prepare students to serve their communities and society in their future careers. Lee was selected as a Goldman Sachs Leader for academic merit and service to NYU and the larger community.

After being selected, Lee participated in several events organized by Goldman Sachs and IIE specially designed to foster the leadership potential among these exceptional students. The twenty Global Leaders from the US and Canada gathered in New York to attend seminars on leadership, corporate governance, and social responsibility.

Lee said that meeting the other Global Leaders was a humbling experience. She described her peers as an "articulate, confident group of students that were eager to contribute to their communities." In addition to the leadership seminars, the weekend also encouraged a lot of networking among the students and Lee, the resident New Yorker, was automatically tasked with coordinating after-hours festivities.

Next on Lee’s agenda as a Global Leader is her plan to submit a proposal to a Social Entrepreneurship Fund that is available through the Global Leaders Program. Although her proposal is in its early stages, Lee plans to propose the establishment of an organization that will engage students from around the world to talk about worldwide economic issues and environments. Lee aspires to write for The Economist.

Lee is the co-founder of Reconstructed Clothing, a company that allows customers to design their own tank tops. Customers can choose from a variety of vintage materials, construction material (e.g. snaps, safety pins etc.) and style. Lee and her partner are working to have their operation completely web-based in the coming months. In addition to running Reconstructed Clothing, Lee interned at MarketNews Int’l where she analyzes two- and five-year treasury bonds and is spearheading the creation of an Economics club at Stern to begin this fall.

Next semester, Lee will be hosting an information session on the Goldman Sachs Leadership Program so that other students can find out more about applying to this prestigious program. Watch the 8th Floor News for details.
SterNotes is a periodic newsletter produced by the New York University Leonard N. Stern School of Business Undergraduate College.

We Want to Hear From You!

Send your submissions to Shana Carroll, Suite 800, Tisch Hall, or email scarroll@stern.nyu.edu

SENIOR EXPERIENCE CLASS OF 2003

SterNotes June 2003