OCTOBER 2003 VOLUME 15, ISSUE 1

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THE CLASS OF 2007 KICKS OFF THEIR COLLEGE CAREER AT FRESHMEN ORIENTATION

Orientation 2003 proved an enormous success at welcoming the nearly 500 members of Stern’s freshmen class. The theme of this year’s Orientation, A Dreamer’s Quest, emphasized the countless paths that students can pursue during their four years at NYU.

Orientation, which lasted from Monday, August 25 to Friday, August 29, included a wide array of programming coordinated by Stern and the NYU Office of Student Life. Highlights of the Stern Orientation included extensive team building exercises, an introduction to academic advising and the Stern curriculum, book discussions focusing on the Orientation theme, a diversity workshop, and numerous social activities.

The Orientation kickoff event was Convocation during which Dean Choi presented students with the mission of fully maximizing their individual college experiences. He told them to “work hard and play hard” and to take advantage of the countless opportunities put before them at NYU and throughout New York City. Following Stern tradition, Dean Choi required that the entire freshmen class quickly learn the Stern song and they met the challenge as their performance projected throughout Tisch Hall.

Workshops at this year’s Orientation included book discussions on Don Quixote and Paper Son and a diversity workshop called, Facing History and Continued on Page 11
THE DEAN’S OFFICE, THE OFFICE OF ACADEMIC AFFAIRS, AND THE OFFICE OF ADVISING & STUDENT SERVICES

Frederick D.S. Choi, Dean
Carolyn Magnani, Assistant Dean of Academic Affairs
Lea Arnold, Director of Advising and Student Services
Jennifer Baron, Associate Director of Advising and Student Services
Carmen Johnson, Associate Director of International and Summer Programs
Jonathon White, Associate Director of Advising and Academic Programs
Tiffany Boselli, Academic Adviser
Melissa Iglio, Academic Adviser
Danielle Mitchell, Academic Adviser
Shana Carroll, Manager of Public Affairs
Mattie Kennedy, Executive Assistant to the Dean
Brian Dunn, Assistant to the Assistant Dean of Academic Affairs
Adam Hocke, Assistant to the Associate Director of Advising and Student Services
Tali Marom, Assistant to the Director of Advising and Student Services
Alice Charney, Administrative Aide to the Dean
Valerie Galinskaya, Assistant Editor of SterNotes

DEAN CHOI REFLECTS

Dear Sternies:

During the past six months you have experienced continued change at your Undergraduate College including: my announcement to step down as your dean, a number of new promotions and additions among the professional staff on the 8th floor, and the introduction of several new program initiatives. While change may cause some discomfort, it is what allows us to innovate and progress as an institution.

Throughout my deanship, I have been committed to constant innovation and the on-going enhancement of everything we do at the Stern School. The University is diligently searching for a dean who will continue to advance the mission of the College and I am confident that our distinguished search committee will identify a wonderful candidate.

In the following pages you will learn about several promotions among the professional staff as well as the addition of new members. This dedicated team works extraordinarily hard to guide you through your academic program and development of new processes and initiatives to enhance your Stern experience literally every day. It is truly satisfying to reward members of this wonderful team for their hard work and to welcome new talent to advise you as we move forward.

I would like to note again two new initiatives at the College that were introduced this fall. Both the Dean’s Arts & Culture Experience (ACE) and the Student Enrichment for Academic Development Program (SEAD) were introduced during the last two months and both received overwhelmingly positive responses from our community. I am delighted to see you actively participate in these new programs that are intended to further your development as a budding young business professional.

I encourage you to embrace change throughout your day-to-day life at Stern and to continue your personal involvement in the constant advancement of our great School.

All the best,

Dean Choi
In October, Dean Choi launched the Dean’s Arts & Culture Experience (ACE), a program that was founded with the goal of further exposing Stern undergraduates to New York City’s artistic and cultural riches. The program offers students the opportunity to see live performances, attend art exhibits, and learn about the business side of the arts.

The inaugural program was held on Thursday, October 2nd and featured a performance of Madame Butterfly at the New York City Opera at Lincoln Center. More than 500 students participated.

Prior to the performance, Stern hosted a session on opera that better acquainted students with the score of Madame Butterfly as well as the business side of promoting the opera. Speakers were Claudia Keenan Hough, Director of Marketing at the New York City Opera and Robert Firpo-Cappiello, an emmy-nominated composer.

The introduction of the program was enthusiastically received by students. Junior, Christopher Vella commented, “The program was both enlightening and fun. The session on opera helped bring a business perspective to the event as well as give an overview of the opera in general. The performance itself was definitely the climax of the evening and sparked an interest in opera in me that I was not anticipating.”

The next ACE event has yet to be determined but watch your email for details.

S.E.A.D. PROGRAM LAUNCHED

The Student Enrichment for Academic Development (SEAD) program was established in September. The program was initiated by Stern juniors Adrian Grant and Marvin Thomas, who proposed the idea at a diversity discussion group hosted by Dean Choi in June.

SEAD is a student-managed organization dedicated to promoting excellence in academics and leadership, while enhancing the overall undergraduate experience. The program is committed to fostering support and cultural enrichment for all students through innovative presentations, activities, and services. In particular, SEAD hopes to engage students of all races and ethnicities in its efforts to expand cultural awareness, while creating a supportive environment for underrepresented students.

Only 4 weeks into the program, SEAD boasts over thirty members and has hosted a wide range of events. At their second meeting, Daniel Glogower, CEO of Syscraper Management/Full Blast Music spoke to students about the music industry and provided insight on how to break into the field and find a niche within the vast industry.

Upcoming events include Vibe Sessions on business and political topics, a visit to the El Museo Del Barrio in Spanish Harlem as well as a trip to the Broadway production of Aida starring Toni Braxton. SEAD is also coordinating several community service events including a fundraiser for Covenant House.

SEAD meetings are held each Tuesday at 6:30 pm in Tisch 202. All students are welcome!
DEAN SEARCH UPDATE

Over the summer, a committee with administrator, faculty, student, and alumni representation was appointed by President Sexton and charged with identifying and interviewing candidates for the deanship. Professor Bruce Buchanan of the Stern School of Business chairs the committee.

The committee advertised for the position in national publications and conducted outreach within the NYU community through a nomination process in which students, administrators, and faculty were encouraged to offer suggestions.

The committee is currently conducting interviews with candidates and will make recommendations to the University leadership upon completion. The new dean will probably join Stern prior to the beginning of the next academic year. Dean Choi has agreed to continue to serve the Undergraduate College through the end of the current academic year.

STERN LEADS THE WAY IN CREATING FRESHMEN SEMINAR

This fall, the Undergraduate College developed the Freshmen Seminar, a year-long course designed to enhance the undergraduate experience by providing freshmen with the insights, tools, and relationships that will allow them to maximize their college experience. The Freshmen Seminar provides a forum for engaging in discussion about business topics, learning about Stern's curriculum and areas of study, and building community.

The seminar, which is composed of bimonthly seminars, includes panel discussions with administrators and outside lecturers, simulation exercises, and case analyses. Notable topics include a group advisement for pre-registration, a panel discussion on study skills and time management, and a creativity workshop. In addition, freshmen will be exposed to each area of study at Stern and will learn about both the curriculum and career paths that can result from study in each field.

The seminar requires that each freshman write a personal mission statement, assessing personal values and educational goals, and develop an individual brand analysis. These activities are designed to help students set the stage for a fulfilling college experience. Receptions at the end of each semester will serve as the closing stage for organizers and students to reflect upon the skills gained and lessons learned through the program.

STERNIES NAMED NYSSA SCHOLARS

In June, Stern seniors Luke Burgis, David Chin, and Mike Eng were named NYSSA Scholars at an awards dinner hosted by the New York Society of Security Analysts (NYSSA). They were chosen from the 19 students who participated in the 2002 SEMI Program.

The NYSSA's SEMI Program provides selected students with a head start on their careers in finance through education, internships, mentorship, and scholarships.

"The winners demonstrated a strong grasp of the fundamentals of finance, coupled with boundless intellectual curiosity," said Tom Mathews, CFA, senior vice president/treasurer of Mizuho Corporate Bank, and the new chair of the Student Committee. "They also showed their ability to serve as worthy ambassadors of NYSSA."

Luke, David and Mike were chosen to receive the scholarship based on their participation in educational programs and their internship evaluations.

Congratulations!

Dean Choi welcoming the freshmen class to the first Freshmen Seminar.

From left: Luke Burgis, Tom Mathews, David Chin and Mike Eng
STUDY ABROAD UPDATES

Events & Updates from the NYU Study Abroad Admissions Office

Information Session
7 East 12th Street, 12th Floor Lounge
NYU Study Abroad will conduct a general information session on Monday, October 27, 2003 at 4:30pm. Learn more about NYU’s five programs abroad, in Florence, London, Madrid, Paris, and Prague. Apply in person!

Take Stern courses at NYU in London this spring!
Choose from: Competitive Advantage from Operations; Foundations of Financial Markets; International Financial Management; Introduction to Marketing; Management & Organizational Analysis; and Managerial Accounting.

Stern courses in fall, 2004 in London!
NYU Study Abroad is pleased to announce that, beginning in Fall 2004, NYU in London will offer Stern courses during both the fall and spring semesters.

Courses include: Competitive Advantage from Operations; Economic Principles I; Financial Management; Foundations of Financial Markets; Global Business Environment; International Marketing; Introduction to Marketing; and Management or Legal Aspects of Business.

Note that courses are subject to change.

Please contact the Study Abroad Admissions Office with questions:
212-998-4433
studyabroad@nyu.edu
www.nyu.edu/studyabroad/undergraduate.

We look forward to seeing you at the Study Abroad Open House!

BETA ALPHA PSI INTRODUCES EXECUTIVE SERIES

This fall, Beta Alpha Psi launched its Executive Series featuring lectures from top leaders in the finance and information technology industries. The series, which will run the entire academic year, has already heard from leading professionals Richard Berke, Vice President of Human Resources at ADP and Charles Williams, Chief Operating Officer of Banc of America Securities.

“Historically, BAP has been focused on the accounting field. Our goal is to broaden our chapter’s mission by placing equal emphasis on finance and information technology. We believe that by bringing in top leaders from Wall Street and IT Consulting firms, we can achieve this objective,” says Yasser Salem, President.

Upcoming semester events include Huw Jenkins, Head of Equities at UBS and Joe Berardino, former CEO of Arthur Anderson.

Beta Alpha Psi is the premier National Honors Fraternity for Financial Information Professionals open to men and women that have proven academic excellence. The purpose of the Fraternity is to prepare students to succeed in the professional business environment by providing exposure to key issues in accounting, finance, and information systems. In addition, the Mu chapter at NYU is dedicated to giving back to the community and consistently participates in community service throughout the metropolitan area.

left: Mr. Williams with BAP executive and advisory board members, Jordan Banov, Stephen Fascianella, Dana Duffin, Sophia Umar, Yasser Salem, and David Kilin
UNDERGRADUATE PROGRAM COORDINATORS

In conjunction with the professional staff of academic advisers, each department has a faculty adviser dedicated to undergraduate students, referred to as an Undergraduate Program Coordinator (UPC). As experts in their respective disciplines, UPCs are responsible for the enhancement, management, and implementation of the undergraduate business curriculum. In addition, UPCs provide guidance to undergraduate students in both academic and professional pursuits in a particular career field, with office hours scheduled weekly for individual appointments and consultations. As an undergraduate student, the UPC represents your primary contact in each department.

At the Stern School of Business, we encourage students to engage faculty throughout the educational experience, including selection of an academic major and a professional career. We therefore recommend students take advantage of the opportunity to meet with an Undergraduate Program Coordinator for expert information and perspectives on the academic programs available at Stern.

**Accounting**  
Prof. Alex Dontoh  
Tisch, 418  
Office Hours: Monday, 2 to 3 pm or Wednesday 12:30 to 2 pm

**Economics**  
Prof. John Leahy  
269 Mercer Street, Room 710  
Office Hours: Thursday 3:30 to 5:00 pm

**Entertainment, Media & Technology**  
Prof. Al Lieberman  
KMC, 7-64  
Office Hours: Tuesday 1:30 to 4:00 pm or by appointment

**Finance**  
Prof. Stephen Brown  
KMC, 9-89  
Office Hours: by appointment (call Michael Jules at 212-998-0618 to schedule a time)

**Information Systems**  
Prof. Norman White  
KMC, 8-79  
Office Hours: Tuesday & Wednesday, 4 to 5:30 pm

**Management (International Business focus)**  
Prof. V. Srivatsan  
KMC, 7-68  
Office Hours: Wednesday, 12:30 to 2:30 pm and by appointment

**Marketing**  
Prof. Marco Protano  
KMC, 9-66  
Office Hours: Thursday, 3 to 6 pm

**Operations Management**  
Prof. Sridhar Seshadri  
KMC, 8-73  
Office Hours: Tuesday & Thursday, 12 to 1 pm

**Statistics**  
Prof. Halina Frydman  
KMC, 8-55  
Office Hours: Tuesday & Thursday, 12:30 to 1:30 pm and Tuesday, 4:30 to 5:30 pm
STUDENT COUNCIL UPDATE

Welcome back! I hope everyone had an enjoyable summer. My name is Todd Ruggini, and I am this year’s Stern Student Council President. The executive board and myself are really excited about the upcoming year and the events we have planned. The year has started off successfully with our second annual Stern Carnival. Over 200 Stern students converged on Gould Plaza for an afternoon of games, rides, and good food. We hope to keep the excitement going with the upcoming Class Wars in early November. Come out and show your class spirit. The Class of 2004, my personal favorite, is looking to remain victorious once again!!

With the 2003-2004 academic year already underway, I want to invite all Stern students interested in student government to attend one of our meetings. We meet weekly each Tuesday, at 12:30 in Surdna North to discuss various issues that have an impact on all Stern students, as well as to plan our events. We invite you to attend and voice your opinion, but most importantly, to simply come and have fun meeting Stern students. As the year continues, Student Council is looking forward to providing fun events for the students, such as the end of the year Casino Night, and next semester’s Semi-formal. Good luck everyone on the rest of the semester and please come out and enjoy the events.

Todd Ruggini
Student Council President

INTER-CLUB COUNCIL UPDATE

Hello to all Sternies and especially to the new faces! I am excited and honored to welcome you to another highly anticipated year for Stern’s outstanding extracurricular program. In line with Stern Inter-Club Council’s (ICC) commitment to professional development, career outreach, and freshmen recruiting, our focus will be on leadership, exposure, and community.

Be proactive. The Stern Professional Clubs provide great opportunities to develop and hone your leadership skills. As an executive board member of a Professional Club, you are given the chance to tackle the challenges and take on the responsibilities of various club functions that all businesspeople must address - management, finances, client development, and overall strategy. As a member of a club, you are given many opportunities to play valuable roles in the club such as being a committee chair, develop team-building skills by working on things like competitions, and enhance your public speaking and networking skills among other students and corporate guests.

Utilize the Professional Clubs. The clubs and the events they feature are your best sources of information outside of the classroom. Through the 18 clubs, which speak to a wide range of interests from marketing to accounting to real estate to finance to ethics, you are widely exposed to various industries, companies, and professionals.

Make friends - not "contacts". Chances are the fellow Sternies you meet from involvement with clubs are going to be the future movers and shakers of the business world. The Stern Professional Clubs are in place not only to foster community among clubs and majors, but also among students. The people you really get to know through clubs are people with whom you share a serious interest and people who you will probably see time and again.

Stern’s extracurricular program is waiting for you to get charged and active. Please check out the ICC website at: http://pages.stern.nyu.edu/~icc/ and the Stern Calendar at: http://calendar.stern.nyu.edu/undergraduate/ as well as club bulletin boards, and your weekly ICC emails for more information on how to get engaged and connected. Thank you.

Melinda Chao
ICC President
We are pleased to announce several promotions of Undergraduate College staff as well as introduce some new, and a few not so new, members of the team.

Jonathon White was promoted to Associate Director of Advising and Academic Programs. Jon most recently served as the Academic Adviser to the Class of 2003. Prior to advising at Stern, Jon worked in undergraduate admissions at NYU and as a financial aid counselor at Cornell University. Jon earned his B.A. with a major in government and concentrations in U.S. Latino and Africana Studies from Cornell University and his M.B.A. from Stern with majors in Marketing and Management and a concentration in Entertainment, Media & Technology. In Jon’s new role, he is coordinating the Freshmen Seminar, working with the newly introduced SEAD program, and advising transfer students and special populations.

Melissa Iglio was promoted to Academic Adviser, overseeing the class of 2007. Melissa brings a wealth of experience to her new position having served as Assistant Director of International Programs at Loyola College in Maryland as well as having worked at Stern’s Undergraduate College for the last two years. Melissa earned her B.A. in psychology from Loyola and is currently working towards a masters degree in counseling and guidance at NYU. In addition to advising, Melissa works closely with Inter-Club Council and on both the Connections Alumni Mentoring Program and various admissions events. In her spare time Melissa enjoys running with the NY Road Runners Club and reading.

Carmen Johnson was promoted to Associate Director of International and Summer Programs. Carmen was promoted from the position of Academic Adviser where she has been working with the Class of 2005 since their arrival at Stern. Prior to joining Stern, Carmen was the Program Coordinator and Academic Adviser of the First Year Class Center at Columbia University. Carmen holds a B.A. from Wake Forest University where she majored in Politics and French and holds a masters in higher education administration from The George Washington University. In her new role, Carmen will be coordinating all Stern’s international programs including IBEX, all international travel, and the Stern Advantage Program.

Adam Hocke is the friendly face that first greets you upon entering the Office of Advising & Student Services. Adam is a graduate of NYU’s Tisch School of the Arts where he majored in playwriting. His experience includes working on the Broadway productions of Les Misérables and Oklahoma! and creating educational programs that enabled high school and college students to get involved in the theatrical arts. Adam is glad to be back at NYU but loves to visit the surf and sand of his hometown - Ft. Lauderdale, Florida.

Tali Marom joined Stern this summer and currently serves as the Assistant to Lea Arnold, Director of Advising & Student Services. Tali is a graduate of SUNY Binghamton where she majored in Psychology. Tali previously worked at the NYU School of Continuing and Professional studies and in the marketing group at USA Networks. In her spare time, Tali enjoys singing and salsa-dancing.

Brian Dunn joined the Undergraduate College in March of this past year and has brought a sense of calm to the fast-paced Undergraduate College. Brian is the Assistant to Dean Carolyn Magnani. Brian works closely with the Academic Affairs office on curriculum, IBEX, ISP, and the scholars program. Brian is a graduate of the University of Massachusetts Amherst where he studied marketing and is currently pursuing a masters degree in counseling and guidance at NYU. Brian is a loyal Red Sox fan and enjoys cycling.

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Susan Kasloff is working towards a masters in counseling and guidance at NYU. Susan earned her B.A. from Vasser College where she studied Cognitive Science focusing on psychology, linguistics, and Artificial Intelligence. Susan has extensive experience working in advanced technologies focusing on the use of Artificial Intelligence and Expert Systems in business environments. Susan enjoys photography, travel, yoga and meditation.

Allison Mottola is working towards a masters in counseling and guidance at NYU. Allison is a graduate of Hofstra University where she studied psychology. Allison most recently worked at a group home for adults dual-diagnosed as mentally ill/mentally retarded. Allison plans to work as a school counselor when she finishes her degree. She enjoys hiking, vacationing, and adventure sports.

Sonya Squires-Caesar has been working with the Undergraduate College for over a year. Sonya works closely with Carmen Johnson on IBEX, ISP, and the Stern Advantage Program. Sonya is currently pursuing a masters in higher education administration at NYU and aspires to become a dean. Sonya earned her B.S. from NYU with a communications major. Sonya was born in London and lived in Barbados for 8 years and enjoys to travel and read.

Dominick Usher is working towards a masters in higher education administration at NYU. Dominick earned his B.A. from University of Massachusetts at Amherst where he majored in psychology. Dominick also earned a certificate in film studies. Prior to coming to Stern, Dominick worked at both Amherst College and Pace University as a Hall Director and served as Internship Coordinator at Amherst. Dominick was born and raised in Brooklyn and plans to be a Career Counselor and Life Planner.
The mission of the NYU Office of Career Services (OCS) is to provide personalized career services that empower NYU students at every stage of their career development. The OCS staff is very committed to assisting you with every aspect of your job or internship search, from career decision-making to resume writing through interviewing and beyond, even during these challenging economic times. Get connected to our various programs today!

UP-COMING EVENTS AND PROGRAMS

Career Week
10/20 - 10/23/03
5 Washington Place, 1st Floor
Speakers will share information about their diverse careers. Learn about a variety of careers and network directly with professionals. A sampling of the career panels include marketing, finance and consulting, law, entrepreneur, real estate, computer and multimedia.

Dining for Success
Monday, 11/3/03, 5 to 7 PM
Time Cafe
For juniors, seniors, and graduate students. Participate in a simulated meal interview dining experience including a full three-course meal and a fashion demonstration. Polish your dining etiquette skills and strengthen your abilities to "chat and chew" while maintaining a professional appearance. Learn the do's and don'ts of interview dining. An advance registration fee of $10 is required.

Senior Day (for Class of 04)
Tuesday, 10/28/03, 12 to 2 PM
5 Washington Place, 1st Floor
Meet representatives from organizations with overseas opportunities.

Sophomore Day (for Class of 06)
Thursday, 11/6/03, 12 to 2 PM
5 Washington Place, 1st Floor
Visit our "one-stop shop" for all of your career planning and job search needs. Gain expert career advice, 5-minute resume critiques, interview tips, job search strategies, and dining etiquette advice.

Diversity Career Fair
Thursday, 11/13/03, 11 AM to 3 PM
Puck Building, 295 Lafayette St.
Recruiters are seeking candidates with varying types of backgrounds, experiences, and perspectives including but not limited to diversity of race, ethnicity, gender, age, physical ability, economic status, sexual orientation, and religion. Meet with employers for full-time, part-time, and internship opportunities.

Work Abroad Information Fair
Wednesday, 11/19/03, 10 AM to 2 PM
5 Washington Place, 1st Floor
Meet representatives from organizations with overseas opportunities.

OCS SERVICES

On-Campus Recruitment Program
January, May, Summer 2004 graduates: Spring 2004 on-campus recruitment interviewing season is from 1/21 - 4/23/03.

Mentor Network Program
Explore careers by getting linked to NYU alumni and other professionals. Get an "inside look" at a variety of career options.

Overseas Mentor Network
Connect with NYU alumni living overseas to gain insight into career paths, industries, and local job search strategies.

NYU CareerNet
An on-line database that allows students to search for full-time, part-time, and internship positions. After registering with OCS, students with a valid NYU I.D. have access to job listings 24 hours/day via our web site.

OCS listservs
Stay informed about all of our programs and services. Join OCS listservs by your graduation year and area of interest. Your activated "nyu.edu" email address is required.

Call or visit the NYU Office of Career Services today!
Main Office
719 Broadway, 3rd Floor
212 998-4730

Student Employment and Internship Center
5 Washington Place, 2nd Floor
212 998-4757

www.nyu.edu/careerservices
On the social front, Orientation offered numerous activities for students to get acquainted with peers. Old and new residents alike got to experience the dynamic energy of the Big Apple and its culinary offerings through walking tours and a free lunch at one of 10 New York City restaurants. Baseball lovers got to experience the noise and fervor of Yankee Stadium while fans of Manolo Blahnik and Carrie Bradshaw were offered the opportunity to see real-life sites of TV’s *Sex and the City*. Other unique events included the Poetry Slam with the Nuyorican Poets Café, a DJ Dance Party, and Karaoke Night.

Helping incoming students feel comfortable in their new environment was a key focus of Orientation. The Bobst Library Tour helped lessen any intimidation some students experienced due to its colossal size. The session entitled, If I Had Known That, sponsored by the Office of Career Services, paired students with recent alumni to discuss internships and career paths.

For Stern students, the pinnacle of Orientation was undoubtedly the freshmen “First Friday” event at Central Park. Team spirit was at its height throughout the day’s events at which Stern students competed in sport competitions, including dodge ball and tug of rope, and had the opportunity to show off their creative skills during team presentations. The distinguished Stern Song was set to genres of opera, rap, hip-hop, Broadway, and country western as teams designed their own skits, coordinated unique and entertaining dances, and used their artistic talent to design posters depicting different aspects of Stern. “First Friday” was a fitting end to an exhilarating week that began each freshman’s NYU quest.
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, Tisch Hall, Suite 800 or via email at scarroll@stern.nyu.edu