College remembers 9/11 victims

Six years after the Sept. 11 attacks on the United States, the Baruch community, as well as the rest of the country, came together to honor those lost on that tragic day.

The commemoration began last Tuesday with a moment of silence at 8:45 a.m. when the first plane hit the North Tower of the World Trade Center.

Throughout the campus, flags were hung at half-mast in honor of our own Baruch family that suffered the loss of loved ones on that day.

During club hours last Tuesday, the Undergraduate Student Government, in collaboration with the Muslim Student Association and Hillel, hosted a memorial observation.

The event included a panel, which consisted of religious leaders and community advocates who spoke of their experiences on Sept. 11 and the future effect it will have since that day.

Sean Perryman, USG upper senator, introduced the panel of speakers, which included Rabbi Craig Miller, Fred Teng, Reverend Dr. Willard

Students honor fallen friends

The loss of Baruch students Jane Clavo and John Lau dealt a severe blow to the college’s community.

To lose not one, but two students on the same day, was a tragic and unheard of occurrence. To commemorate the lives of Clavo and Lau, Baruch student organizations Students Of Unlimited Leadership (S.O.U.L.), Intervarsity Christian Fellowship and Nu Alpha Phi held a memorial on Tuesday, Sept. 4 in the multi-purpose room.

The memorial, which was to last only until 2:30 p.m., was extended to 5 p.m. as students trickled in to pay their respects for the duration of the day. Baruch College President Kathleen Waldron and Vice President of Student Affairs Dr. Ben Corpus were also in attendance.

The dimly lit room contained approximately 10 tables and was decorated with candles and flowers. Two large screens on either side of the room displayed a slideshow of Clavo and Lau’s photos.

At the head of the room, two guitarists from Intervarsity Christian Fellowship sat at a table adorned with more flowers and two framed photos of Clavo and Lau. They softly strummed music as the memorial continued on.

Many students sat huddled at each table in reflection while still others left messages for the departed on the two large sheets of white paper on the walls.

On the sheet dedicated to Clavo, many friends wrote about her radiant smile and warm nature while Lau’s friends noted that life would not be the same without him.

The brothers of Nu Alpha Phi, Lau’s fraternity, sat together at a table with Lau’s beloved motorcycle helmet in tow.

After the memorial, all Baruch students with motorcycles were invited to join a ride once around the school, with traffic stopped by the school. Guitarists from the interivarsity Christian Fellowship play quiet melodies.

Baruch welcomes new staff to college

This semester is not just a new beginning for many of the new students at Baruch, but for a great number of faculty members as well.

This semester, Baruch College has witnessed a record number of new hires. Besides hiring replacements for departing or retiring faculty members, the college has created 22 new faculty lines and altogether hired 50 new faculty members.

The press release issued to announce these new hires to and welcome the new faculty stated that “Baruch has a total full-time and adjunct teaching staff of about 2,000,” and that these new hires bring a “total number of full-time faculty for fall 2007 to 534, including substitutes.”

In April 2007, The Ticker reported that “adjunct professors are teaching an increasing number of classes at Baruch College and CUNY’s 23 other public institutions. With a staff of approximately 20,000, a whopping 50 percent are considered adjuncts.” Considering the numbers provided in the press release, Baruch is no different.”

Nationally, the percentage of part timers among college faculty members increased 41% between 1990 and 2003. At CUNY, the increase in the same period was 71%,” wrote Barbara Bowen, the professional staff Congress (PSC) president, for Clarion, PSC CUNY Newspaper, summer 2007 issue.

“Half of the University’s courses are taught by adjuncts, and the ratio of part-time to full-time faculty is on the rise, even as more full-timers are hired. Though formally committed to the goal of 70% full-time faculty and 30% adjuncts, CUNY continues to rely on thousands of underpaid part-timers to balance the budget as enrollment climbs,” Bowen continued.

The Baruch-issued press release further stated that within the past two years there was a “5% increase in faculty lines, the first time in over 20 years.”

Students Of Unlimited Leadership (S.O.U.L.), Intervarsity Christian Fellowship and Nu Alpha Phi held a memorial on Tuesday, Sept. 4 in the multi-purpose room. Firefighters look on during a moment of silence.

Guitarists from the interivarsity Christian Fellowship play quiet melodies.
CUNY registers students to vote

BY MARK EMMANUEL CIRCULATION MANAGER

It has been no secret that the race for the White House has gotten off to an unprecedented early start. With candidates on both parties campaigning heavily throughout the summer, Labor Day weekend served as a midpoint rather than its customary official start to the election season.

As the country’s largest urban public university, the City University of New York has also gotten a jump-start in its efforts to encourage student registration. Since the beginning of the year, the Office of Student Life, has been doing its best to register as many students as possible.

According to Sean Porrini, president of legislative affairs in USG, “It’s essential to register as many students as possible to vote because this gives Baruch a greater voice when we go to Albany to lobby.”

The first and second place clubs were awarded to the top three clubs that will take place in a registration contest. The principle that they have in mind is to be able to send mass text messages to students via their cell phones.

Another challenge is also getting students to volunteer on election days as part of the city’s 30,000 poll workers or by assisting voters. CUNY, another CUNY partner, hopes that CUNY students will also be part of this operational voting process with the couple hundred dollars that poll workers can earn for their service, students have an extra incentive other than the right of serving their community.

Another advantage is that with e-mailing all of its students. It is imperative to have an emergency communication system in order to protect all the members of the campus community.

It is precisely for this reason that CUNY has decided to create such a plan. In fact, Baruch is currently testing bids from different companies in order to plan, create and implement this system as soon as possible. The principle that they have in mind is to be able to send mass text messages to students via their cell phones.

Baruch has previously attempted to set up a similar system. Approximately one year ago, the Air Baruch system became popular and well known to most of the student population. This was a way for teachers to communicate with students in case the teacher was not able to attend class. In addition, the Blackboard system was accessible in order for students to view assignments and important dates. The main idea was that if each student had the Air Baruch system, they would all be readily accessible in the case of an emergency.

Another challenge is also getting students to volunteer on election days as part of the city’s 30,000 poll workers or by assisting voters.

CUNY unveils alert system

BY JACK TEBBE CIRCUS STAFF WRITER

The tragic events of Monday, April 16 that took place at the Virginia Tech campus served as a wake up call. Students and administration at universities across the nation realized the importance of a good communication system.

During that fateful morning in Blacksburg, Va., it took over one hour for the remaining student population to be informed about what was occurring. There had been multiple shots fired, individuals injured and even one fatality, all before everyone knew what had happened. There was a breakdown of communication between the different members of the Virginia Tech organization.

Many issues of concern were raised following the events. Are teachers allowed or even required to report students who exhibit unorthodox behavior? Is it the fault of the individual who sold the gun and ammunition that Seung-Hui Cho used to murder the individuals? Accusations went as far as targeting the room advisors at the dorm where Cho lived.

Regardless, of who was at fault, many people of the Virginia Tech community felt that the initial shootings should have triggered an emergency response. Students, staff members and administration should have been contacted in order to warn them of the imminent danger.

During our age of technological innovation, it is not difficult to reach large masses in a short period of time. Virginia Tech should have e-mailed all of its students. It is imperative to have an emergency communication system in order to protect all the members of the campus community.

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Baruch increases staff number

BY NYA YU STAFF WRITER

A decade that Baruch has added a significant number of new positions. The college believes that since enrollment numbers remain steady, the additional faculty will have a direct, positive impact on class size.

Furthermore, these new additions to the faculty and their experience and skills in various fields will be a point of pride for the institution.

However, this does not change the fact presented in The Ticker article “Adjuncts: Unfairly Affordable,” which states that each new student will “pay it forward” too.

“Adjuncts: Unfairly Affordable” cited a study that each additional faculty member costs the college $100,000, with a quarter of that spent on hiring.

Due to increasing pressure on education funding, the college added 28 new full-time faculty members this year to Baruch’s 280 faculty members. The new faculty is not only a point of pride for the college, but a change in the college’s goal of being an employer of choice for academics of such depth and innovative.

“It’s an honor for me to welcome academics of such depth and breadth of talent to Baruch College,” said Kathleen Waldron, Baruch College president.

“Faculty is the source of our intellectual reputation and I’m proud to stake our claim with the full-time faculty and adjuncts who teach at Baruch.”

BY TERRESA LING CONTRIBUTING WRITER

“IT was the best conference I’ve ever been to, so good, I had to go twice,” proclaimed Keys Foster, a rising junior and biology major at the University of California, Los Angeles.

The Monster Diversity Leadership Program (DLP), a division of Monster.com, took place at St. John’s University from Aug. 10-12. Students across the nation have raved about this program’s $100,000 in scholarship money awarded and opportunities to network with companies such as PriceWaterhouseCoopers, New York Life and Bloomberg.

Chuck Knippen founded DLP in 2002 and also acts as its general manager. The program’s mission is to connect student leaders with companies based on the principal of “edutainment,” develop career-building skills, and motivate students to reach goals and succeed.

Knippen’s inspiration came from high school while attending the LEAD Program in business at Columbia University. It is his hope that each new student will “pay it forward” too.

Tying at place 10 locations during the summer, the program selects 3,000 student leaders to attend the all-expenses paid weekend conference at a college campus.

Although this opportunity is only open to rising sophomores, juniors and seniors, graduate students may submit their resumes for a chance to win scholarship money. Once accepted, students prepare to meet 299 others from across the nation.

The program commenced on Friday night with a pizza party sponsored by Enterprise Rent-A-Car. With music blasting in the background, students chatted excitedly and eagerly awaited the events of the weekend.

To add to the excitement, companies handed out bags of freebie, tickets for prizes and scholarship offers. Other features include prizes ranging from iPods to gift cards.

Students were then separated into groups based on majors and partnered with a company. This reporter was placed with PriceWaterhouseCoopers. PwC provided valuable information about attaining internships.

They advised on available opportunities, personally reviewed resumes and shared interview tips, such as always writing thank you notes and maintaining a pleasant attitude.

The highlight of Saturday was the Target Red Room Party. The red-themed lounge party had special red drinks with glow-stick straws, candy and a floating wave of blinking red lights in a semi-dark room.

Outside, students lounged on two revolving hemisphere-shaped chairs in the same red shade.

On Sunday, the final day, students participated in team building activities such as creating the tallest structure using construction paper and masking tape in 10 minutes. The winning team created a structure very much like the Eiffel Tower.

In addition, there was a Career Fair that featured all the companies and concluded with an inspirational keynote speaker.

DLP participants were truly blown away by what they experienced from this weekend. “I really enjoyed DLP” noted Myreli Lopez, a rising senior.

Danika Chen, a Baruch Collegiate junior majoring in international marketing added, “It’s a great way to spend a weekend. I made a bunch of friends and networking is always fun.”

Sally Reyes, a sophomore majoring in business administration at Fordham University, noted that “The playing field has been flattened even more, thanks to the diversity and unique contributors such as Monster DLP.”

Applying for DLP is simple, but competitive. This year, 25,000 students applied and only 3,000 students were accepted. Only a resume and an online application are needed. The past year, 26 Baruch students attended.

For more information about the program, visit monsterdlp.com.

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New program expands cultural knowledge

BY NYA YU STAFF WRITER

Baruch College is well known for its diverse student body and multicultural campus. Capitalizing on this enriching environment, the Weissman Center for International Business has created the Global Student Certificate Program to help Baruch students leverage their international skills.

The Global Student Certificate Program seeks to improve student knowledge of cultures and their presentation skills. Participants of the program are required to go to a number of cultural events ranging from Japanese tea workshop to a tour of the United Nations.

The minimum requirement is 10 workshops a year, which can translate into one workshop a month for students with busy schedules.

A capstone project is due at the end of the academic year to conclude the program. For the capstone project, students are assigned into groups to conduct research on a country of the group’s choice and present the research in the format of a website and a group presentation.

Throughout the year, training workshops and seminars on multicultural teamwork, cross-cultural negotiations, networking and globalization are given so that students can gradually improve their skills and effectively complete the capstone project.

This year, a writing workshop will be added to the program. Each group will have a student adviser who graduated from GSC the previous year to help with the project and provide general consultation.

Additional benefits of the program include a one-year subscription of the Wall Street Journal, a tour of the United Nations, networking events with global companies and membership in the Weissman Center’s global internship program.

The program is an alternative to studying abroad. Professor Lancia Yan, the program coordinator, said she would recommend this program to students because she sees how much they have learned during their time in the program.

The program is open to full-time students of all majors who have a minimum GPA of 3.0.

To apply, a student will need to submit the completed GST application form, which can be downloaded from the Weissman Center’s website, and an unofficial college transcript.

An interview with the program coordinator is also required.
Chronicling the life of American poet Amy Lowell

BY REBECCA FORBES

Professor Carl Rollyson of the English department is working on a biography of American poet Amy Lowell. A seasoned biographer of women, Rollyson notes that all of his subjects had “dramatic personalities” and were always willing to put their professional ambitions first. In addition, Rollyson says he writes about people whose previous biographies he feels “did not serve them well.”

Amy Lowell is no exception. In 2000, while on sabbatical, Rollyson devoted time to writing an encyclopedia on 20th century literature. As he was researching, Rollyson found that previous reference books mentioned the need for a new biography on Lowell. In reading her first biographies, he began to understand the need. “Most biographers couldn’t see her as a whole human being,” Rollyson says. “They couldn’t put together her lifestyle and her work.”

Lowell, born in 1874, was part of a prominent Massachusetts family. She left school at age 17, choosing instead to self-educate by reading in her family’s magnanimous library. Rollyson believes this choice was characteristic of Lowell. “She may not have benefitted from college.” Many of the men in her family were successful and high-profile in the community. Being part of such an illustrious family was both a gift and a burden. “Her family gave her a lot of confidence,” Rollyson notes. “She didn’t have to worry about money.”

However, the Lowells were supposed to act a certain way, and Amy’s behavior was not always what was expected. She was often criticized for being overweight, wearing masculine clothing and smoking cigars. Yet, Lowell didn’t seem to care about such evaluations. “She had a pretty thick skin,” Rollyson says.

Lowell didn’t begin publishing her poems until her late 30s. Rollyson notes that she took literature seriously and was not going to send out work unless she truly thought it was worth publishing. In addition, Lowell also helped other poets get published. “She had a business mind. She saw no contradiction between poetry and being successful and famous,” Rollyson says.

Yet, success came somewhat gradually for Lowell. Her first book of poetry, A Dome of Many-Coloured Glass, was thought to be very conventional. Rollyson observes that it was imitative of Romantic poets, such as John Keats, who Lowell was deeply influenced by and later wrote a biography on. At this time, the Imagist movement was growing in England. According to the Academy of American Poets, Imagism is rooted in imagery and clear, simple language. When Lowell heard about the movement, “it set her free,” says Rollyson. “She broke out of her poetic shell.” She traveled to England to meet with Imagist poets. Ezra Pound, Hilda Doolittle (known as “H.D.”), D.H. Lawrence and Richard Aldington all became major influences.

However, Rollyson explains that her enthusiasm for the movement bothered some because they thought it was part of a “marketing scheme.” In particular, Pound thought she was “ vulgar and not a good poet,” Rollyson says. Rollyson also notes that many in the literary world were prejudiced towards her because she did have money, a luxury not afforded to other burgeoning poets.

Lowell is credited with bringing the Imagist movement to the United States. She incorporated many of its basic ideals into her work. She continued to write books of poetry, which were all best-sellers in the old-fashioned sense. “They sold thousands of copies and went into second or third printings,” Rollyson says.

Amy Lowell died in 1925. The next year, she was awarded the Pulitzer Prize in Poetry for What’s O’Clock. “She would have cherished it,” Rollyson says. “It would have been a fulfillment of her work.” Yet, despite such an honor, Rollyson says her reputation went into a decline after her death. No one, not even her long-time lover Ada Dwyer Russell, carried on her legacy. “Pound and T.S. Eliot reasserted their position in the literary world,” Rollyson says. To them, Lowell was a novelty and they referred to her as such.

Rollyson explains that her work is only regaining attention because scholars looked back and felt she “needed to be re-examined.” Her abilities, which had once been trivialized by critics, are now being seen in a more understanding light.

The subject of Prof. Carl Rollyson’s book, poet Amy Lowell.
Peru in ruins after mega-quake

SEPTEMBER 17, 2007

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from falling debris. People fled to the streets seeking refuge in the worst affected districts of Ica, Pisca, Chincha and Cañete. The earthquake, which measured 8.0 on the Richter scale, dispersed to parts of Peru and neighboring countries were shaken by one of the most powerful earthquakes recorded to date.

On Wednesday, Aug. 15 at around 6:45 p.m., Peru and neighboring countries were shaken by one of the most powerful earthquakes recorded to date.

The massive quake, which measured 8.0 on the Richter scale, dispersed to parts of Peru and neighboring countries, having its greatest impact on the impoverished Peruvian districts of Ica, Pisca, Chincha and Cañete.

In the midst of chaos, civilians fled to the streets seeking refuge from falling debris. Communication lines were down, homes destroyed and all sense of normality was lost in fear of the aftershocks that ultimately occurred. Coastal regions were completely wiped out.

Villagers pulled out bodies from the rubble as families helplessly searched for loved ones among the corpses that lined the streets. At approximately 11 p.m., the president of Peru, Alan Garcia, declared a state of emergency with the government calling for the immediate evacuation of coastal areas and send any sort of relief.

Since then, the Pan-American Highway has been rebuilt to allow assistance to enter the devastated cities. Communication lines were down, homes destroyed and all sense of normality was lost in fear of the aftershocks that ultimately occurred. Coastal regions were completely wiped out.

Villagers pulled out bodies from the rubble as families helplessly searched for loved ones among the corpses that lined the streets. At approximately 11 p.m., the president of Peru, Alan Garcia, declared a state of emergency with the death toll rising every moment.

There is great criticism about the government’s delayed response to these impoverished areas and lack of an effective contingency plan. It took the government a surprising 20 hours to reach these areas and send any sort of relief.

Since then, the Pan-American Highway has been rebuilt to allow transportation, aid and medical assistance to enter the devastated cities.

The events that occurred in Peru two weeks ago, remind us of the U.S. government’s response to the victims of Hurricane Katrina in the poverty stricken areas of New Orleans, where civilians were left stranded without water and basic necessities for a substantial length of time.

Currently, great relief efforts are being made through private agencies, working to rebuild ravished cities and restore hope in the hearts of the victims.

Latin American Youth and Association of Latino Professionals in Finance & Accounting will hold the Peru Earthquake Relief Fundraiser on Thursday, Sept. 20 on the second floor lobby.

PHOTOGRAPH COURTESY OF THE NEW YORK TIMES

Students get $120 for every 25 debit card transactions

Your future’s filled with numbers but your bank account isn’t.

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CONTRIBUTING WRITER
BY CYNTHIA ROJAS

Peru in ruins after mega-quake

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TICKER TALK

That mysterious technology fee

The rise of the next Reich

While there are still many people living in this world who have witnessed the horrors of World War II and the terror of the Nazi regime, there is now an increasing number of people who are unaware of the similarities between the nature of the regime. In the United States, the annual Technology Fee Report is hidden behind other links.

Because of this, students might have the impression that information on the break down of the fee is non-existent. It’s true. But it’s bothersome to think that students don’t feel inherently compelled to search out the annual report when it’s money coming out of their pockets. The Peter Vallone Scholarship program undoubtedly pops up again as one of the main issues. The student will need the need to be educated on the Technology Fee — because they don’t pay for it, indirectly. Should they also be required to pay tuition through loans or out-of-pocket are more likely to feel curious as to where their money goes.

Regardless of whether or not the Peter Vallone Scholarship pays your tuition or if you literally pay out-of-pocket, as Baruch College students, we should all agree that if the buttons stick on the keyboards in Vertical Campus lounges or if all of the computer labs are full and another could be opened.

There’s a cyclical nature to why this fee feels so mysterious. The Student Technology Fee Committee could make a better job at providing the annual Technology Fee Report to students, but at the same time, students should keep more aware of where this money goes.

There’s no use in playing the blame game when both are at fault. The Student Technology Fee Committee needs to make sure that students know where their Technology Fee Report to each individual student and students need to feel more motivated to research where money in their name is going.

The members of this week’s editorial panel were: Lia Eustachewich (opinion editor), Elyssa Maldonado (leisure editor), Maya Kashyap (news editor), Kellie Clark (sport editor) and Elyssa Maldonado (leisure editor).

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PERFORMANCES START SEPT. 25!
The golden future of commodities

BY ARI JAHJA

The global infrastructure boom has lifted the demand and prices of industrial metals such as iron ore, nickel, aluminum, zinc and copper. Some Wall Street analysts have also reiterated their positive view on these commodities. Merrill Lynch recently raised its long-term price forecasts on a number of metals including iron ore, nickel, and aluminum. Meanwhile, RBC Capital Markets increased its 2008 copper price forecast by 16 percent, based on supply constraints amid healthy demand.

Demand for commodities these days are driven by fast growing economies overseas, such as China and India. Both economies are growing at an annual pace of roughly 11 percent and 9 percent, respectively.

At the end of July, the International Monetary Fund (IMF) raised its forecasts for world economic growth, forecasting GDP growth of 5.2 pct in 2007 and 2008, compared to 4.9 pct in a previous forecast. In contrast, it cut its forecast for the US in 2007 to 2.0 pct from its April forecast of 2.2 pct, and maintained at 2.8 pct its forecast for 2008.

The major concern right now is whether or not global economic growth could be affected by the slowdown in U.S. economy amid the subprime credit crisis and credit squeeze. Although some believe that the slowdown in U.S. consumer spending can hurt the Chinese economy, it is important to know that China’s export to the U.S. only accounts 20 percent of its total exports. Therefore, the slowdown is not substantial enough to drag growth in the Chinese economy and the demand for industrial metals. Due to increased production of cars, appliances, and building construction, China has become the world’s largest consumer of metals.

Furthermore, investors should also not overlook the surging demand for commodities from India, the world’s second fastest growing major economy.

Predominantly a service-based economy, there is a plenty of room for further industrialization in India. As of 2006, the India’s industrial sector accounted to only about 19 percent of GDP, a small portion relative to China’s 47 percent.

According to Bloomberg, India’s government plans to spend as much as $450 billion by 2012 to build new roads, ports and power stations and accelerate growth to 10% from an average 6.8 percent in the past four years.

BHP Billiton (BHP), the world’s largest mining company, mentioned in August that they have been pushing aggressively to India, as the country will need more energy commodities such as coal, as well as metals.

Blackstone (BX), the private equity firm also betting on India’s infrastructure boom through its $150 million investment in Nagarjuna Cement. Firm commodity prices can be seen as a good proxy of healthy global economic growth. One way to capitalize on this long-term up trend is through an exposure to commodity stocks in your portfolio. In addition to BHP Billiton, my top picks in the metals space include: Companhia Vale do Rio Doce (RIO), the world’s biggest producer of iron ore, and Freeport McMoran (FCX), the largest copper company that is also a major gold producer.

These companies have strong fundamentals and reasonable valuation at the current levels.

The Baruch Economics and Finance Department is planning a preliminary training round among Baruch students in late October. Participation in this challenging and rewarding competition should visit the New York Federal Reserve Bank’s web site at newyorkfed.org/education/fed-challenge/college.

I am carrying a very heavy course load this semester. Can I still participate in the "Chall Eng"? Yes, all student participants will be at the New York Federal Reserve Bank on Tuesday, Nov. 6 and Friday, Nov. 16. The winner in that competition will be at the New York Federal Reserve Bank's headquarters on Monday, Nov. 26 and Tuesday, Nov. 27.

The Baruch Economics and Finance Department is planning a preliminary training round among Baruch students in late October. Participation in this challenging and rewarding competition should visit the New York Federal Reserve Bank’s web site at newyorkfed.org/education/fed-challenge/college.html or contact Professor Michael Carew at michael_carew@baruch.cuny.edu, or at (646) 312-3488.

Baruch invited to join the Fed Challenge again

The golden future of commodities

BY MICHAEL CAREW

The Federal Reserve Bank of New York has designated Baruch College as a participant in its vigorously competitive "Fed Challenge." Student teams from 25 highly selective colleges will compete for a total of over $590,000 of which almost $50,000 is set aside for the students themselves.

The competition is directed at the education of students in the formation of policy in the management of the nation’s money supply.

Student teams will research current economic events and present their findings and recommendations to a panel of professional economists and Federal Reserve officials acting as the Federal Open Market Committee. They will be judged on the quality of their presentation and their ability to effectively respond to questions from panel members.

The initial round of competition will be at the New York Federal Reserve Bank on Tuesday, Nov. 6 and Friday, Nov. 16. The winner in that competition will proceed to the National competition in Washington D.C. at the Federal Reserve Boards headquarters on Monday, Nov. 26 and Tuesday, Nov. 27.

Fed Challenge 2007 Schedule

September 27 - Organizational meeting of student participants
October 9 - Student Orientation at NY Federal Reserve Bank
November 5 - New York Fed "1st Round" Regional competition at NY Fed
November 16 - New York Fed "Semi-Final" and Final competition at NY Fed
November 26-27 - Inter-District Finals in Washington, D.C.

Can non-econ/finance students participate? Yes, students need not be eco/finance majors, in fact the winning teams usually are strong with good “think on your feet” and argumentation abilities.

What happens to those students who don’t make the final “team”? We hope that all participants will keep up their enthusiasm as “back-up” helpers and analysts.

Where can I find more information on the “Challenge” and the Fed? You can visit the eco/finance office, the Fed website at nyfed.org or the Baruch website.

Will there be research materials available? Yes, all student participants will participate in this challenging and rewarding competition should visit the New York Federal Reserve Bank’s web site at newyorkfed.org/education/fed-challenge/college.html or contact Professor Michael Carew at michael_carew@baruch.cuny.edu, or at (646) 312-3488.

What will the “Challenge” be a faculty or student directed effort? This is emphatically a student directed effort, with the faculty available to assist.

Will we be able to select our own team members? Self-selected teams are preferable, while those looking for teammates can seek faculty assistance in locating teammates.

What is the benefit of participating in the "Challenge"? Aside from the possibility of winning some prize money, students can expect to both expand their knowledge of Monetary policy, get a big resume plus and improve their presentation skills.

How much effort will be expected of me in the "Challenge"? In the eight weeks of the competition, the equivalent of an additional course.

Will the "Challenge" be a faculty or student directed effort? This is emphatically a student directed effort, with the faculty available to assist.

Baruch Economics and Finance Department is planning a preliminary training round among Baruch students in late October. Participation in this challenging and rewarding competition should visit the New York Federal Reserve Bank’s web site at newyorkfed.org/education/fed-challenge/college.html or contact Professor Michael Carew at michael_carew@baruch.cuny.edu, or at (646) 312-3488.
Undergraduate

Career Day

Friday, Sept. 28
12 noon to 4 pm
NVC Gym

Companies registered so far:

Abbott
Advantage Human Resourcing
AKAM Associates, Inc.
Ambac Financial Group
American International Group
Ameriprise Financial
Amper, Politziner & Mattia
Anchin Block & Anchin LLP
Astoria Federal Savings
Bank of America
Bear Stearns
Berdon LLP
Bessemer Trust
bookjobs.com
Brant Publications
Bureau of the Census
Canon Business Solutions
Cintra Corporation
Citi Private Equity Services
Con Edison
Credit Suisse
CUNY Institute for Software Design
Deloitte & Touche
Drug Enforcement Administration
Elsevier LLP
Enterprise Rent-A-Car
Ernst & Young
Expeditors International
Federal Deposit Insurance (FDIC)
FINRA
First Investors Corporation
Fitch Ratings
Friedman LLP
FTI Consulting
G. X. Clarke & Co.
GEICO
Geller & Company
General Electric -Finance
Grant Thornton, LLP
IBM Corporate Accounting
Johnson & Johnson
KPMG LLP
Legg Mason
Lehman Brothers
Lloyd Group
Macquarie
Macy's East
Madison Square Garden
Marcum & Kliegman LLP
Memorial Sloan Kettering
Metropolitan Transportation Auth.
Misys
Morgan Stanley
MTV
National Futures Association
New England Wealth Strategies
New York Life and New York Life Investment Management
New York Police Department

New York Presbyterian Hospital
New York State Police
Novak Francella, LLC
NYS Banking Department
NYS Office of the State Comptroller
NYU Medical Center
O'Connor Davies Munns & Dobbins
PepsiCo/QTG Sales
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RTTS
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State of California Bd. of Equaliz
The Alliance of Ins. & Fin'l Profi
Time Inc.
Tishman Speyer
Travelers
U.S. EPA - Region 2
U.S. Marine Corps
UHY LLP
Unilever
VentureDirect
Walgreens
Weiser LLP
Wells Fargo Financial

For details, an updated list of registered companies, and to
register in advance go to: http://baruch-csm.symplicity.com/students

Updated as of 9/10/07
Activists gain momentum in new corporate landscape

BY EMMANUEL OYENYILI
CIRCULATION MANAGER

The emergence of new investment vehicles, instruments and structured products has led to the materialization of a new layer of sophisticated investors such as hedge funds and private equity groups. These investors have been an integral part of the three-year Bull Run in the equity market, but often misunderstood and underestimated are activist hedge funds, which are usually found under a highly secretive event-driven strategy. In essence, the old-school raiders of the ‘80s have tweaked their game plans to adjust to this new corporate landscape. The days of making investments, trying to get a quick tender and completing the process in six months or less are history. These days, activist hedge funds are uncharacteristically patient, holding their positions for two or more years. How powerful have activist investors become? Consider that the near $100 billion sale of ABN Amro was stirred up by a prominent London activist fund, Children’s Investment Fund, which is a prominent London activist fund, called for the company’s break up. Children’s Investment Fund, which is a prominent London activist fund, called for the company’s break up.

Activist investors are seeking out underperforming, undervalued companies with poor governance practices, and then try to buy significant stakes in those companies at discounts to the inherent value of the underlying assets (i.e. it’s balance sheet strength, cash flow and earnings power). More, but not all, activist hedge funds employ this bottom-up, asset-based approach. Through a variety of techniques, such as lobbying for stock buybacks, divestitures, increased stock-based compensation, board changes and proxy fights, they try to unlock shareholder value by influencing management decisions and ultimately fight for change that is beneficial to all shareholders. The range of activist hedge funds is not limited to the companies they invest in. In some cases, other hedge funds, institutions, pension funds and other major shareholders will follow suit and support the activist hedge fund.

The new shift in the post Enron, Tyco & Worldcom corporate landscape has ultimately helped the cause of activists. SOX (Sarbanes Oxley), scrutiny of executive compensation and option backdating scandals are some of the factors that have also contributed to this shift. Investors are now more willing than in the past to hold management more accountable. And considering that the whole rationale behind activist hedge funds is predicated upon the thesis that shareholders are owners of the business and management should be held accountable to drive shareholder value, activists are leveraging this shift. From an activist’s point of view, it’s their duty to resolve ‘agency problems’ or self-serving corporate behavior in public companies on behalf of shareholders who lack the resources and the leverage to do so, and in the process, to rectify a deficiency in the functioning of stock markets, while making a couple million dollars along the way.

Activist hedge funds are often characterized as disguised corporate raiders interested in earning a quick buck and victimizing companies. Studies, however, have inferred the contrary. Two recent academic studies give credence to the notion that activist investors do affect change. An academic paper by Nicole Boyson and Robert Mooradian, associate professors in finance and insurance at Northeastern University, concluded that because activist hedge funds usually target smaller firms with good operating performances, their agitation often results in better company performance. “On average, both short-term and long-term target performance improves following hedge fund activist activity.” According to their findings, activist hedge funds have been more successful than traditional activist investors, such as pension and mutual funds, due to four main reasons. “First, hedge funds rarely have conflicts of interest (such as politically motivated agendas) common among pension funds and mutual funds. Second, hedge funds are willing to spend money; the average target firm holding in our sample is about $18 million. Third, although hedge funds are often considered to be short-term investors, this is not true for our sample of activist funds considering that hedge funds typically stay active in their targets for over two years. Fourth, many activist hedge funds have lockup provisions. A lockup provision requires that hedge fund investors not withdraw their money for a fixed time (usually six months to one year), thus encouraging longer-term strategies.”

A second study by Harvard’s Robin Greenwood and Morgan Stanley’s Michael Schor, also concludes that because activist hedge funds have a niche for targeting companies that “can be put in play” or can be sold more easily in an M&A transaction. These are often smaller companies with small market-to-book ratios and little or no analyst coverage. “What accounts for these high returns [of activist hedge funds]” One hypothesis is that activists improve the firm as a going concern, either by fixing management or by forcing management to institute operational or governance changes; “the study adds. When you consider that private equity firms made a killing by buying companies, changing the capital structure and holding management accountable, activist investing starts to make solid business sense. In short, all the profit that private equity firms are making essentially stem from the current shareholders of the companies being traded. Private equity firms are now unlocking the intrinsic value that shareholders were unable to when these companies were public. As a result, activist investors are buying stocks in the public markets without paying the premiums while maintaining liquidity and pushing for the same changes that private equity firms would have made.

Legendary activist investor Carl Icahn puts it best when he says, “We do the job the LBO guys do, but for all the shareholders.” According to Fortune magazine, Icahn Partners, one of the marquee activist funds in the world, has returned 40 percent (28 percent after fees), since its inception less than three years ago. Compare this to the S&P’s return of about 13 percent within the same period. Notable activist hedge funds include Pirate Capital, Paulson, Capital Group, Steel Partners, Third Point and Tosca Fund.
Making Baruch a target school

In time for the fall recruiting season for summer and full-time jobs, the Investment Banking Club held its first event on Thursday to kick off the fall semester. The meeting featured the club’s message that there are opportunities for front-office careers on Wall Street, no matter what year you are in.

During the last couple of years, recruiters have slowly begun to show a presence at non-target schools. As a result of a gifted student body, and programs such as The Investment Banking Club and the Wall Street Careers Program, recruiters are now scouting Baruch College for front-office candidates. The ultimate goal of the Investment Banking Club is to make Baruch College a target school, giving each student at the college the equal opportunity to excel in a career in front office.

Already the shift to make Baruch a target has begun. JPMorgan for the first time is coming to Baruch to recruit for sales and trading internships. JPMorgan will be holding a dinner on Thursday, Oct. 18 to inform students about the opportunities available to them within JPMorgan.

“I spent eight of my 12-hour days working on excel this summer and 12 of the 16-hour days on excel last summer,” stated club president Maria Giraldo. With previous front office internships at Merrill Lynch as well as UBS, Giraldo was able to convey to students the realities that often time accompany interns during their initial stints in front-office positions. “It’s never too early to start,” she added.

In particular, Wall Street Training is a great resource that students have the chance to utilize. The financial modeling course is often made available to the general public for $3,000. At Baruch College, students will be given the chance to take the course for a fraction of the cost, which will give students a significant edge in finance interviews and front-office internships.

Due to the nature of Wall Street, which parallels the same drive and ambition of many Baruch students, the college has a good chance to become a target school within the next couple of years.

If at the slight mention of “market,” you’re not thinking fruit stands and shopping carts.

Write for Business.
Visit The Ticker in VC 3-290 to get started.
Living and learning in a country far, far away

n A Baruchian’s account of a semester in Israel

BY TARA EZER
CONTRIBUTING WRITER

A city that truly never sleeps, the Israel’s capital Tel Aviv is the place to win, dine and do everything in between for all ages. On any given night of the week, one can find club after club packed with people until seven in the morning. DJs from all over the world flock to spin in Tel Aviv clubs. There are lounges in the heart of the city near Lilleblum St., and many also venture off to the Naimal where the clubs are more intense than Manhattan’s.

When I made the decision to spend the spring semester of 2007 studying at Tel Aviv University, I received interesting responses. Many of my friends understood what the country represented whereas others, blinded by the media frenzy, feared for my safety and questioned my decision.

Since its inception in 1948, Israel has suffered a bad reputation. For those who have never traveled to this tiny country that is roughly the size of New Jersey, Israel is per-

rather than just touring landmarks, you comprehend their significance within the history of the nation. Rather than gazing at natives, you begin to understand their origins, language and means of self-expression.

Second, since being abroad automatically puts you into a foreign environment, you are forced to leave behind what is familiar and comfortable. Thus, you are able to undergo tremendous personal growth.

CUNY students, many of whom are not used to the mythical “dorm life” experience, can experience an intermediary lifestyle between living at home and complete “real world” independence.

Keiko Akashi, a junior who studied in Japan last year, had the opportunity to live in a dormitory. “There was a huge feeling of community,” she says. “Not only did we attend class together, but we got together to do our homework, and then to go out.”

“One student spent a semester in Paris — it was his first time doing laundry,” says Mitten. “He came back, like many do, much more capable and confident.”

Those dealing with the foreign academic bureaucracy are also forced to rely on themselves. “In addition to taking increased responsibility, students have the chance to broaden their perspective on foreign ways of life, and gain insight into the role of their own culture within the larger global community.”

“Baruch students make up a unique population,” says Mitten. “Because New York City is so culturally diverse, students do not realize until they go away that they still have a shared American experience.”

Through interaction, students shed preconceived notions and experience complete cultural immersion.

Students remember Salamanca

Scores of Baruch students have studied at the Colegio de Espana in Salamanca. Students who went to Salamanca in June 2007 recall their experiences:

“Being abroad, I started to understand the language and culture better. I fell in love with Spain; people are very hospitable and friendly, and all cities have their own histories.”
– Irina Pikhanov, senior

“I was lucky enough to have my stay in Salamanca coincide with the city’s hosting of an International Arts Festival. Beautiful architecture, free concerts and a friendly social atmosphere all create an unforgettable backdrop to this study abroad experience.”
– Jennelle Boodhoo, junior

“There was a huge community of international students in Salamanca so, to interact, we had to speak Spanish. I loved it.”
– Keiko Akashi, junior

“Spending the month in Salamanca taught me so much more than just the language. This was the first time that I really had to take care of myself and live on my own.”
– Alyssa Vwick, junior

“Salamanca was a great mix. I learned in class with amazing professors, I enjoyed the picturesque scenery and I had plenty of opportunities to go out!”
– Danika Chen, junior

See study abroad page 14

The Writer on an all-day/all-night desert trek in Tel Aviv, as part of her Israel and the Environment course.

Tara Ezer’s Special to The Ticker

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PAGE 14 I THE TICKER FEATURES

PAGE 14 I THE TICKER FEATURES

SEPTEMBER 17, 2007
Thinking about studying abroad?

Come to Baruch College’s

Study Abroad Fair

Thursday, September 20, 2007
12:00-3:00pm
Multipurpose Room
Vertical Campus Ground Floor

• Choose from over programs in over 35 countries
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• Earn credits towards your degree and your major
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Phone: 646-312-2070 | Fax: 646-312-2071 | E-mail: study_abroad@baruch.cuny.edu | Website: http://zicklin.baruch.cuny.edu/
immersion. You are given the chance to build upon interpersonal relationships with other students of diverse origins. Suzanna Bondino, a junior who studied in Salamanca, Hawaii, notes: “Being in a foreign country may not always be the best situation, but it may mean that you have a lot of fun in the end.”

Study abroad participants report that coming to Italy was one of the best days of their life. "I am very glad that I did it," says Jennifer Quickley, a student at Tel Aviv University that makes it the amazing place where you study." I feel safer in Israel. The comfort and the safety are always number one priority. Safety and security are always number one priority in Israel," says Diana Fuldman, a junior at NYU. "I was able to take classes such as Italian History, and Religion and Magic."

To further become familiar with study abroad options, the Study Abroad Fair on Thursday, Sept. 20. Representatives from a plethora of study abroad and exchange programs will be distributing information. In addition, students who already have spent time studying abroad will present their experiences.

"We were given the chance to decide on when and where to study, get acquainted with the Study Abroad Office. It is here that the director, Ms. Lila Biskind details of the process are taken care of. To speak individually with a study abroad advisor, call (461) 312-2070. The Weizmann Institute for International Business under the aegis of the six steps of the application process to WEIS. One of the important steps is choosing the courses you want to transfer, paying tuition, and applying for a study abroad permit."

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**CONTINUED FROM PAGE 12**

**THE TICKER FEATURES PAGE 14**

**Ask Chandresh**

I am very suspicious of my girlfriend. I have known her for the last four to five years, and as far as I know, she is very innocent. She makes me feel very special at times, and I feel deeply loved. But I still feel doubtful of her. What can I do to drop my suspicions?

Anonymous

Dear Anonymous,

There is a concept in psychology called projection, which states that we attribute our unwanted thoughts and emotions onto someone else. In this concept, Psychology simply states what you think about others is basically what you think about yourself.

There must be something in you that won’t let you trust your girlfriend. You’ve known her for the last “four to five years” and admit that you are innocent, but still doubt her!

Deep inside you must be aware that if she is not around, you might flirt with other girls. This is what is causing your problem.

When she is not around, you are tempted to do something you shouldn’t. You think that when you are away from her, you must be having a good time behind her back.

The problem is you mistrust yourself. Anonymous! There must be too much repression inside you. Whenever you repress something, you soon start projecting it onto others. So, what is the solution? First of all, trust yourself. Accept yourself the way you are.

Secondly, be more open with your girlfriend. Being more expressive would definitely help you take your repressed feelings out.

Chandresh

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**10/19/2007**

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Find out more information at: www.wallstreetbankingclub.com/bulletinboard
Combating money drains

n Prevent your wallet from becoming any thinner with these helpful tips

BY DANA ANDERSON SENIOR STAFF WRITER

We live in a consumer’s world. One need not venture outside of Baruch to be enticed by the latest one that came out before you knew it was on sale. If it’s still important, you’ll find the desire is there. If it’s not, it’s a smart investment. Rushing to get these mindless purchases that you’ll later regret is not a smart strategy. Rushing to get your hands on the latest thing is not a smart investment. Rushing to get these mindless purchases that you’ll later regret is not a smart strategy.

n Decide what’s important

While actively seeking things that you don’t need or for which you have no use for simply because it’s on sale. Buy only things you need and want, which go hand in hand with a long, cushioned banquette, and a “very cold room”, an entire operation, customers love the corner restaurant. And under-standably so, the staff is friendly and helpful, the atmosphere relaxed and cozy (no cell phone use). The storage space includes a “cool room” for cheese each week. The restaurant still preserves its original installations. The side where the chef’s seat used to be now offers take-out pasta, sandwiches, salads and soups (as pointed out by an employee, one deal is particularly popular among students: one pint of pasta or soup is only $4.95). The dining room re-mains the same, and is decorated with photographs by Diane Arbus, Rene Lavall, and paintings of woven bags, all on an exhibit at the Brooklyn museum for an exhibit. Lamarca restaurant has since been bought by a clothing boutique. Owners Daniel Lessin proclaims, “You can find love at Bembe”. This Afro-Cuban, two-level bar/lounge has an exotic flair with banana leaves on the tables, and even a hammock. “The main room is furnished with a long, cushioned banquette, woven-straw chairs and a festive hammock; exposed brick and richly crafted wood walls hold Cuban photos as well as vases for candles, incense and instruments,” says CitySearch.com. It feels like every detail of this place is accounted for, from the tropical drinks menu to the live drummers. Owners Daniel Lessin and Anthony Pillaskas’s vision was to “create a warm tropical oasis.” This cool, Latin American hot-spot has a variety of talented DJs spinning every night of the week including “Tuff Tuesdays”, where resident DJ Chad Dubz spins con-cussive reggae and lover’s rock all night. Other nights, vibrant Latin music including salsa, mambo and merengue fills this Brazilian fan-cy local. Local Williamsburg resident and regular at Bembe, Carlos Nieves, 29, proclaims, “You can find love at Bembe”. The crowd has some of the coolest people in New York, very chill, friendly and beautiful people – this is what we expect from the crowd period.” The island vibe at this spot has a variety of talented DJs spinning every night of the week including “Tuff Tuesdays”, where resident DJ Chad Dubz spins conscious reggae and lover’s rock all night. Other nights, vibrant Latin music including salsa, mambo and merengue fills this Brazilian fancy local. Local Williamsburg resident and regular at Bembe, Carlos Nieves, 29, proclaims, “You can find love at Bembe”. The crowd has some of the coolest people in New York, very chill, friendly and beautiful people – this is what we expect from the crowd period.”

Imagine walking into a tiki bar on a beach in Jamaica. That’s what Bembe is. The Afro-Cuban, two-level bar/lounge has an exotic flair with banana leaves on the tables, and even a hammock. “The main room is furnished with a long, cushioned banquette, woven-straw chairs and a festive hammock; exposed brick and richly crafted wood walls hold Cuban photos as well as vases for candles, incense and instruments,” says CitySearch.com. It feels like every detail of this place is accounted for, from the tropical drinks menu to the live drummers. Owners Daniel Lessin and Anthony Pillaskas’s vision was to “create a warm tropical oasis.” This cool, Latin American hot-spot has a variety of talented DJs spinning every night of the week including “Tuff Tuesdays”, where resident DJ Chad Dubz spins conscious reggae and lover’s rock all night. Other nights, vibrant Latin music including salsa, mambo and merengue fills this Brazilian fancy local. Local Williamsburg resident and regular at Bembe, Carlos Nieves, 29, proclaims, “You can find love at Bembe”. The crowd has some of the coolest people in New York, very chill, friendly and beautiful people – this is what we expect from the crowd period.”

Find love at Bembe’s

BY JESSICA BAPTISTE SENIOR STAFF WRITER

Imagine walking into a tiki bar on a beach in Jamaica. That’s what Bembe is. The Afro-Cuban, two-level bar/lounge has an exotic flair with banana leaves on the tables, and even a hammock. “The main room is furnished with a long, cushioned banquette, woven-straw chairs and a festive hammock; exposed brick and richly crafted wood walls hold Cuban photos as well as vases for candles, incense and instruments,” says CitySearch.com. It feels like every detail of this place is accounted for, from the tropical drinks menu to the live drummers. Owners Daniel Lessin and Anthony Pillaskas’s vision was to “create a warm tropical oasis.” This cool, Latin American hot-spot has a variety of talented DJs spinning every night of the week including “Tuff Tuesdays”, where resident DJ Chad Dubz spins conscious reggae and lover’s rock all night. Other nights, vibrant Latin music including salsa, mambo and merengue fills this Brazilian fancy local. Local Williamsburg resident and regular at Bembe, Carlos Nieves, 29, proclaims, “You can find love at Bembe”. The crowd has some of the coolest people in New York, very chill, friendly and beautiful people – this is what we expect from the crowd period.” The island vibe at this spot has a variety of talented DJs spinning every night of the week including “Tuff Tuesdays”, where resident DJ Chad Dubz spins conscious reggae and lover’s rock all night. Other nights, vibrant Latin music including salsa, mambo and merengue fills this Brazilian fancy local. Local Williamsburg resident and regular at Bembe, Carlos Nieves, 29, proclaims, “You can find love at Bembe”. The crowd has some of the coolest people in New York, very chill, friendly and beautiful people – this is what we expect from the crowd period.”

Visiting Bembe or any other hipster hotspot in Williamsburg, Brooklyn is like stumbling upon the hipster-hipster atmosphere is so distinctly different from the highly social Williamsburg atmosphere. The island vibe at this spot has a variety of talented DJs spinning every night of the week including “Tuff Tuesdays”, where resident DJ Chad Dubz spins conscious reggae and lover’s rock all night. Other nights, vibrant Latin music including salsa, mambo and merengue fills this Brazilian fancy local. Local Williamsburg resident and regular at Bembe, Carlos Nieves, 29, proclaims, “You can find love at Bembe”. The crowd has some of the coolest people in New York, very chill, friendly and beautiful people – this is what we expect from the crowd period.”
PSC CUNY 39
AWARD
PROGRAM

Electronic Application Deadlines
Regular competition:
NO LATER THAN 5pm
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catID=1190

For additional information contact Melisa Mendez at the
Office of Sponsored Programs and Research
646.312.2207 / melisa_mendez@baruch.cuny.edu
The essentials of mediation

BY CHANDRESH BHARDWAJ SENIOR STAFF WRITER

Having talked about the benefits of meditation in last week’s article, let’s see how we can get it started.

1. Self Discipline: The most important thing in meditation is self discipline. It is required that you spent at least 30 minutes every day in it. Some people skip three to four days, and then they sit for two hours straight to compensate for the lost time. Remember that it doesn’t matter if you sit for hours after skipping few days; what matters is that you sit everyday, even if only for a short period of time.

2. Place: Meditation can be done anywhere. However, it is suggested that you choose a specific place where you can sit everyday. By meditating everyday at the same place, you will create very good vibrations for meditation. This will definitely help you to easily fall into a state of meditation when you sit there next time. Try choosing a place where no one will disturb you.

3. Time: Although it can be done at any time of the day or night, the best time would be early in the morning when you wake up, or before you fall asleep. When you meditate in the morning, your mind becomes fresh. When you meditate before sleeping, all your stress will go away. You will also have a very peaceful sleep. You will feel very fresh and energetic when you wake up next morning.

4. Surroundings: A soothing music and nice fragrance in the room is beneficial. If you can light a candle, that would be great, too.

5. Everything is set up, now what? Sit quietly on a chair or cross-legged on the floor. Focus in between your eyebrows. The best point of focus is light. Just see more and more of light coming into you through your eyebrows. Feel your body fill up with that light. Keep doing this for at least 25 minutes.

6. Be thankful: These last five minutes should be spent thinking about everything you have. Right from your health to your career, family and basically every single moment you get to breathe you should be thankful for. You will realize that day by day, you will gain satisfaction with the things that you are thankful for. You will also attract the many things or situations that you have always wanted.

Having read everything, you might think that meditation doesn’t look like much effort because it just takes 30 minutes from the 1,440 minutes that we have in one day. But once you start doing it, your mind will wander a lot. You might remember things which you never wanted to remember. Some unwelcome memories from your life may come to mind. However, don’t stop meditating! This is the cleaning of your mind. Unless you clean it fully, you won’t experience all the benefits of meditation.

This is where most people stop meditating because all their repressed feelings and emotions come to the surface.

Next week, we will discuss how to deal with the obstacles faced during meditation. Till then, keep meditating!
Fringe honors Piaf and patrons with encore

BY FRANK MARZULLO
SENIOR STAFF WRITER

It has been another hectic summer in the downtown theatre scene. A 15th annual New York International Fringe Festival just wrapped up — for most of the 382 shows, that is. A lucky 13 asked to stay a while longer, in the Fringe’s Encore Series.

Of the cream of the crop, I took in Roger Peace’s Piaf! Love Conquers All, which won the Fringe Overall Excellence Award for Outstanding Musical. The former Top 10 of the Toronto Fringe more than lives up to its billing. Naomi Emerson plays Edith Piaf, while also directing, producing, designing and adding text to Peace’s piece. She acts in English and sings her heart out in French. It would probably be strange to hear Piaf singing in English.

The set design is tongue in cheek, worthy of Toulouse-Lautrec. All the furniture is painted on flat, stiff, white panels. A floor lamp stands on a gently curved pole. At one point, she slips a liquor bottle out of a magazine stand.

The intimate chamber musical concentrates its powers on music and love. Edith Piaf had a hard knock life full of drama. Like her U.S. contemporary Billie Holiday, there was too much talent and tragedy. Born on the pavement in Bel-leville, she was soon abandoned by her show business parents and was raised by prostitutes in her grandmother’s brothel for a while. She had a daughter out of wedlock, who died at age two due to meningitis. Singing for sous on the street at age 19, she is discovered by impresario Louis Leplée, who drops actual paper money in her plate. Leplée quickly gives her a new name: La Môme Piaf - the Sparrow. She amusingly tries to sew a dress for his audition and arrives an hour late.

Voilà! Her legendary vibrant voice gets her a prime showcase in his club, where the elite meet. When Leplée was later found mur- dered, Piaf suddenly became a suspect. She was forced to sing in the suburbs until the scandal died.

Even Piaf had her limits. “Never date an actor,” she counsels. “They are all crazy.” She had a torrid affair with the French middleweight champion Marcel Cerdan, to the dismay of Cerdan’s wife. She beseged him to come to New York in 1940. His plane crashes and her life unravels. Piaf hits the booze harder, pops pills and shoots dope right through her dress. Later, she suffers a series of car accidents.

Leplée and the rest of the characters are ably played by Stephanie Layton, who also finds time to ac- company on piano and accordion. These ladies sure can multitask. The budget may be low, but so is the ticket price. Act I is strict, and highly entertaining. Act II has a disjointed, cobbled together feel. I would have preferred cutting 20 minutes and the intermission. C’est la vie.

Emerson, who first played Piaf in 1993, is channeling her in a rivet- ing performance, complete with 13 songs. A light song, Milord, throws some levity into the often gloomy selections. Emerson brings the standard “La Vie en Rose” to full life. “Sous Le Ciel De Paris” is a charming love song that begs for re- hearing. Agropos of which, CDs are hawked for $20. Commerce rarely yields to art, even at the Fringe.

The programhumorous, above a phone number, “Ms. Em-erson is unrepresented.” That condition will surely soon be reme- died. Prospective Leplées are urged to RSVP and put her on speed dial.

Stardust, a chick flick for all

BY JOHN LEE
SENIOR STAFF WRITER

Does a chick flick loaded with action and violence also make it an enjoyable movie? Stardust kicks off our 11th annual Top 10 Hollywood franchise. Shot in Britain, the stylish fairy tale journey of desire stars Robert Downey, Jr. as a swashbuckling pirate. Downey is quite the character, a stylish, quirky, and charming actor. His performance is both charming and captivating. The story follows a young woman, played by Sienna Miller, as she navigates the treacherous waters of the high seas. The film is rich with action and adventure, as the characters face numerous challenges and obstacles on their journey.

The film’s atmosphere is both enchanting and captivating, with stunning visuals and a captivating score that adds to the overall experience. The acting is top-notch, with strong performances from the entire cast. The film is a beautiful blend of fantasy and reality, with elements of both. The themes of family, love, and adventure are explored in a way that is both heartwarming and inspiring. The film is a must-see for anyone who enjoys fantasy and adventure in their films. Overall, Stardust is a captivating and enjoyable film that is sure to delight audiences for years to come.

A warning from The 11th Hour

Our vast consumerism both creates these conditions and allows us to willfully ignore them as we sate ourselves with material goods. The film is hard on all of us, not just the oil-obsessed Bush-Cheney adminis- tration, Wall Street or corporate America.

While making the audience aware of the full extent of the global nightmare, it also tries to inspire. Environmentalist Paul Hawken said this is our generation’s greatest challenge — to rise up and fix these problems. We have the technol- ogy to make sustainability a reality. The real problem, they say, is that the link from the political leader- ship to the people is not intact, and also that corporate special interests stand in the way. What is needed, in addition to innovation and tech- nology, is a fundamental change in society. Let’s hope this optimism is not misguided.
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Welcome to Baruch Performing Arts Center’s (BPAC) weekly column. This is the place to find out what’s happening at BPAC and how you can be involved and take advantage of our professional arts center on campus.

On Sept. 7 at 7p.m., Blind Mouth Singing was presented by National Asian American Theater Company (NAATCO) which opened in the Nagelberg Theatre. Blind Mouth is set in a mythic seaside stone littered valley and dares to ask the question what happens when you face yourself? Do you run away or hide? Playwright, Jorge Ignacio Cortiñas challenges the characters and the audience to self-examination and leads us on a quest of self-identity. Baruch students, faculty and staff can see this contemporary masterpiece for only $17. Tickets can be purchased at the box office, via phone at (646) 312-4085 or online at ticketcentral.com. Blind Mouth continues through Saturday, Oct. 6.

Thursday, September 20 will see a new era for BPAC with the opening of the BPAC Café. The BPAC Café will be open every Thursday from 12p.m. to 3p.m. The BPAC Café will feature gourmet snacks and drinks and live entertainment. Check this column weekly to keep up with Café events. Students and faculty who wish to perform at the BPAC Café, may contact performingartscenter@baruch.cuny.edu.

Congratulations! Finally, the winner of the BPAC give-away during Freshman Convocation is Deanna Vadala. Please contact Shawyonia Pettigrew (646) 312-4081; shawyonia_pettigrew@baruch.cuny.edu to claim your prize.

### Now Playing

- **Eastern Promises**
- **Mr. Woodcock**
- **Across the Universe**

### Coming Soon

- **Resident Evil (9/21)**
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- **The Game Plan (9/28)**
- **The Kingdom (9/28)**

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Fallen idols in today’s sports world

BY ROSELINY D. GENAO
SENIOR STAFF WRITER

NFL quarterback Michael Vick’s recent outrageous confession of his involvement with dog fighting has placed the media in a frenzy and animal-supporting organizations such as People for the Ethical Treatment of Animals (PETA) on the defense. Vick’s confession marks the fall of yet another idol in the sports world — not only for children, but also for college students and athletes alike.

While some believe that personal life does not, and should not, portray the sport itself, the opposing sentiment resonates with athletes at Baruch. During an intense conversation among current baseball players at Baruch, previous cases of athlete misdemeanors were mentioned. “One of the best hitters couldn’t make it to the Hall of Fame because he was involved with gambling,” says John Reyes, now in his second year on the baseball team. “Guys like Michael Vick make it seem like they can get away with anything, they don’t justify why they do it and ultimately give their team a bad name,” adds Joseph Valentin, junior baseball player.

Fortunately, measures have been taken by PETA to ensure that cruelty to animals is included in the NFL’s personal conduct policy. Adhering to PETA’s request would be a strategic move for the NFL. Valentin echoes this statement. He states, “Any team that picks Michael Vick from now on will be attacked by PETA . . . hurting [NFL] sales, statistics, as well as Vick’s marketing power and ratings” Tying all of this back to his life as an athlete, the senior adds, “It is about the attitude that you present to your friends. You don’t want to tarnish your image with your actions . . . it’s up to the team as a whole to not allow that.”

Because of such behavior, many athletes lose out on once-in-a-lifetime opportunities and may even lose their careers. The cases of Mark McGwire’s, Jose Canseco and Rafael Palmeiro’s steroids use, and Sammy Sosa’s use of a corked bat marked defeat in Major League Baseball. The blaz- ing records they once set mean nothing now.

As athletes, Bearcats know that their triumphs and losses are shadowed by the school’s media sources. Fortunately, they aren’t scrutinized to the extent found in the world of professional sports. Professional athletes and other high-profile individuals get away with a lot. Should the same apply when their behavior involves drug use, spousal and animal abuse, and sexual misconduct? You be the judge. As soccer player Camilo Reyes sums up, “Just like with any profession you have, there are moral ethics you should follow . . . be prepared to live up to the consequences.”

Because of such behavior, many athletes lose out on once-in-a-lifetime opportunities and may even lose their careers.
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When hearing the word “October,” one may immediately think of the crisp autumn weather, the excitement of Halloween, or even the relief that the fall semester is at hand. However, for Yankees fans feeding their way through the season, October is strictly the relief that the fall semester is at hand. Nevertheless, the Yankees were in need of a critical reality check after losing two out of three games against the last place Devil Rays, in the final weekend of September.

Disgusted Yankees fans and other sports critics would describe losing such a series as inexcusable, especially in the midst of the wild card race. Thus, moving forward was the only relevant option remaining for the Yanks and who better to lead his team on the quest for the title than the man-beloved by many as the Most Valuable Player of the year, Derek Jeter.

Across the borough, in Queens, the first place Mets are already trying to seal the deal on their “magical number.” And although the Yankees have won more World Series titles than the amount of players on a regular season Mets roster, it will be interesting to see if the Subway Series rivals will finish the regular season with the same record. Does there exist the potential chance for a repeat of the 2000 World Series? Anything is possible. But then again, not everything is realistic. The date may arrive when it is undeniable that the New York Yankees are notorious for jaw dropping, “I can’t believe they did it again,” play off moments. Does the name, “Mr. October” ring a bell? How about Aaron Boone’s walk-off homerun in game seven of the 2003 ALCS? Who knows? Come October, the Bean’s the best team that traveled to South Africa in 2004.

Murdock currently works at Bear Stearns, participates in the Pure Power Boot Camp (a program that uses techniques taught to military personnel), is an active member of the New York Road Runners and is a mentor in the Northfield Leadership Academy. He is a recent recipient of the Burt Beagle award and member of the CUNYAC All-Star team that traveled to South Africa in 2004.

Murdock is a four-year veteran of the Men’s Soccer Team. Back on the team now as an assistant coach, he is a recent recipient of the Burt Beagle award and member of the CUNYAC All-Star Team.