Smokers ignore signs from above

BY MATA KASHYAP AND MICHAEL WURSTHORN
NEW EDITOR AND MANAGING EDITOR

The new smoking policy announced on Oct. 18, 2007 in a Student Life e-mail has received mixed reactions from Baruch students.

According to the e-mail released by Student Life, “No smoking is permitted within 20 feet of any building door, window or air intake. Smoking is limited to outdoor designated smoking areas.”

Baruch’s campus peace officers are responsible for making sure this policy is carried out. Lois McAndrew, assistant director of campus security and public safety, explained that the campus peace officers who patrol each building are responsible for enforcing the smoking policy. The officers have their hands tied when it comes to implementing the rule because they lack the ability to penalize rule-breakers.

When this policy was instituted, Baruch College opted to forget the issuance of a fine whenever a person was found smoking in a non-smoking area. “We can’t enforce it with punishment. We can’t make them move over there. If it gets to a confrontational situation where it warrants a student violation, that’s the only thing we can do,” said McAndrew.

According to some students, though this policy is rarely enforced, the guards who are enforcing it are rude and unprofessional. “They are very aggressive. We also have a right to smoke. Sometimes they push us, they don’t care…they do what they have to do. We don’t know what’s going on,” said Maeng Jung, an M.P.A. graduate student.

Students also feel that there has been little notification of this new policy to the Baruch community. Senior Fei Qu and graduate student Lee Jungwoo were not aware of the policy change, but have been told to move to the designated smoking area without any explanation.

Jung feels that his rights are being impeded when he is told to move away from a particular area, especially since there is no official structure for smokers. He noted that if it rained or snowed, smokers would have no place to stand but in the designated space. “Baruch College has no campus…if we had our own campus like Columbia, I could agree with the policy, but here, it is open space.”

Even Baruch staff members are not very knowledgeable about the policy. Cherelle Crowell, a staff member in graduate admissions, said, “I saw the sign that says go further down, but that’s about it…[campus peace officers] are never really out here… I know they can see right there and that [25th street entrance] is covered [by smokers].”

McAndrew feels that the policy will not be truly tested until the beginning of spring. “The spring, when people start hanging out, gets lighter and it’s going to get warmer…[smoking is going to be] an issue.”

CUNY Alerted

■ Details explained in conference call

BY MICHAEL WURSTHORN

MANAGING EDITOR

The shootings at Virginia Tech and Northern Illinois University has pushed CUNY to implement its own emergency system, CUNY Alert, with the hope that it will safeguard students, faculty and staff in the event of an emergency. Michael Arena, CUNY director of communications and marketing, held a phone conference with CUNY’s student newspaper editors on Tuesday to explain the intricacies of the new emergency system.

The system, which will launch within the week, is capable of sending alerts to all 19 CUNY campuses and can send alerts to particular campuses in the event of an incident or weather emergency.

Arena explained this type of service is for the benefit of the entire CUNY community and participation will continue building as CUNY Alert gains popularity. “This is a service [that is] of no cost to the students,” he said. “The hope is that it will create a buzz.”

The alert system will work with CUNY’s website, cuny.edu, which will provide a detailed message on the website explaining the emergency whenever an alert message is released. Arena explained that not every student needs to sign up in order for CUNY Alert to be effective. “There is a certain level of participation where one student in a classroom gets [the alert] and others will be aware,” said Arena.

Students and faculty who sign up for CUNY Alert can choose how they wish to be contacted since the emergency system provides text message alerts, voice messages and e-mail messages. To sign up, visit cuny.edu/alert and follow the registration instructions. An e-mail address will be required to sign-up and participants can provide up to three phone numbers for text or voice message alerts.

Once the system is up and running, CUNY will send out a message to all participants announcing that CUNY Alert is operational.

Cosmetics exec shares unique business model

BY ALAN ZENG AND EMMANUEL ONYENYILI
CONTRIBUTING WRITER AND BUSINESS EDITOR

“Knowledge is key. You can never get enough of it.” That is the key premise derived after attending Executives on Campus’ first power lunch on March 6. Keynote speaker Lisa Price, founder and managing partner of Carol’s Daughter Inc., an all natural beauty and cosmetics company founded in Brooklyn, NY in 1993, headlined the event.

Price shared her unique and inspiring story with the audience. If there was ever an individual who perfectly exemplifies Baruch’s motto that the American dream still works, it would be Lisa Price. She has managed to turn $100 into a multimillion-dollar company that is on the verge of becoming a household name.

“The business started off as a hobby and passion for cosmetics,” Price stated. From her one-bedroom apartment, she blended her own cosmetic ingredients. She added, “We can’t enforce it in a smoking area. “We can’t enforce it...”
Student loans arouse student moans

By Jana Kasperkevic  Senior Staff Writer

After a year of criticism and scrutiny from Congress and audits from the Department of Education, the student loan industry faces a crisis in funding these loans.

With Congress reducing subsidies to lenders in the federal guaranteed student loan program and the current United States mortgage industry meltdown, student loan agencies are finding it difficult to raise capital.

Even now, as the meltdown runs its course, investors are wary of purchasing securities backed by student loans, making it nearly impossible for student agencies to auction off bonds and continue to fund loans.

Kevin Burns, executive director of the trade group America’s Student Loan Providers, told The New York Times that while the sky is not falling, there are some pretty dark clouds and that such disruptions in the loan market could force students with existing loans to seek new lenders.

“As many Americans face foreclosure, millions of college students may now face foreclosure on their loans for a higher education,” said State Rep. William F. Adolph, chairman of the Pennsylvania Higher Education Assistance Agency (PHEAA) Board of Directors.

PHEAA press release announcing an emergency Student Loan Funding Summit on Thursday, Feb. 21, stated that lenders throughout the U.S. are exiting the $92 billion Federal Family Education Loan Program (FFELP) while others are cutting back, consequently jeopardizing the funding of plans millions of students.

FFELP creates federally guaranteed loans for students and parents through a public-private partnership between private, nonprofit and state-based lenders.

During the current school year, according to studentloandefaults.org, “FFELP served more than 4.5 million students and parents at 5,000 post-secondary institutions, lending a total of $55.3 billion, or 78 percent, of all new federal student loans.”

The summit took place at the most crucial time. According to the press release, in the recent weeks College Loan Corporation terminated its participation in the FFELP, Iowa Student Loan Liquidity Corp announced its inability to fund loans for the upcoming school year, a Michigan agency suspended its private loan program, and a Montana agency was unable to sell $583 million in bonds and PHEAA, after experiencing failed auctions, temporarily suspended its student lending activity.

Other agencies are experiencing similar problems. The Missouri Higher Education Loan Authority has temporarily stopped offering private loans as well, and Sallie Mae, the largest student lender, has tightened its loan standards. With big lenders such as College Loan Corporation and PHEAA suspending their services indefinitely and others like Sallie Mae tightening their standards, many students could find themselves without loans come next school year.

“The types of failed auctions were unimaginable before the sub-prime mortgage meltdown,” said James Preston, interim PHEAA president and CEO. “Wide-spread lack of confidence in the capital market has spilled over into other asset classes, driving up our costs of borrowing and denying us the capital needed to fund new student loans.”

As the summit came to a close, a unitying statement emerged calling for immediate actions from the secretary of the treasury, the secretary of education, the chairman of the Federal Reserve Board and others. Similar statements have been issued by various congress members.

Connecticut Congressman Christopher Shays wrote to Treasury Secretary Henry Paulson and Education Secretary Margaret Spellings, urging them to use their authority to prevent interruptions in the student loan market.

“While I believe markets will improve over time, until confidence is restored in the financial markets, we need to make sure that student loans remain available,” Shays stated. “As investors lose confidence in even highly rated securities, it has become difficult for some student loan lenders that meet the demand of our nation’s graduates and undergraduates.”

Rep. George Miller and Sen. Edward M. Kennedy wrote to the Secretary Spellings urging the DoI to come up with a plan.

“Having plans in place and operational now will help ensure that all stakeholders, including institutions and the federal government, can respond to any potential loan access problems with the least possible delay for students, families and schools,” they wrote.

They recommend that the DoI updates plans to implement a lender-of-last-resort program, which would ensure that the Direct Loan program is available to respond to any unanticipated increases in demand and provide colleges with information about both the lender-of-last-resort program as well as Direct Loan programs.
USG will sponsor the First Annual Intercollegiate Women's Conference on March 29 from 8 a.m. to 6 p.m. Guest speakers include models Atong and Naomi Lenoire; chef, Curtis Stone; author, Joan Green and The Laughing Sage Wellness Company. Workshop topics include Women Transitioning from High School to College to Career Life, How to Dress Fashionably and Dating 101 for women. There will be a $10 registration fee. All meals included.

Students should log on to ByStudents.com/Baruch and take a survey about their thoughts on the school. ByStudents.com is a website that will launch in August, along with a series of college guidebooks designed to help prospective students with the application process. The site intends to provide honest, uncensored and unbiased information about colleges and universities across the country. All information is provided by students.

... you have what it takes...
... debate the issues, win the cash, savor the victory...

Ethics Bowl ‘08
State your case, stand your ground, be the Championship team!
March 26th
Newman Conference Center

For more information or to register your 3-person team, contact Professor Ryan at sarah_ryan@baruch.cuny.edu

Ethics Bowl is open to all Baruch College undergraduates
You must pre-register by March 21st to participate

Corrections:
• The article "Por Columbia protests terrorism," which appeared in the Feb. 11 edition of The Ticker, misspelled the country’s name. It is Colombia.
• The author’s name for the article "KPMG offers faculty resources," which appeared in the Feb. 25 edition of The Ticker, was misspelled. It is Ana Sagalovitch.
Applications to CUNY Honors College surge

BY SOPHIA AHMAD
CONTRIBUTING WRITER

On Sunday, March 2, The Daily News reported that CUNY’s William E. Macaulay Honors College received a record number of applicants this academic year.

Cited as the most prestigious program in the CUNY colleges, the Honors College has attracted 3,846 applicants for the 2008-2009 school year.

The numbers are indicative of an increase in the number of applicants by almost 20 percent as compared to last year.

This year also brought forth the largest number of prospective students since the college’s inception in 2001.

Each student is competing for one of 350 seats in the seven CUNY senior colleges: Baruch, Brooklyn, City, Hunter, Lehman, Queens and College of Staten Island.

Students have the opportunity to be a part of a small community with individualized attention inside a larger college without losing the feeling of being part of an extensive university.

The dean of the Honors College, Ann Kirshner, made a statement in The Daily News where she commended those who applied based on their aptitude and academic achievements.

The Honors College admits students from high schools all over the country, including some of New York City’s more selective high schools.

Compared to last year’s pool of applicants, 8 percent more Stuyvesant students and 4.6 percent more Bronx Science students applied.

This surge in freshman applications to the CUNY colleges can be attributed to several different factors. Admitted Honors College students, also known as University Scholars, receive an Apple iBook, full-tuition scholarship, and funding for study abroad programs. They are also given a “cultural passport,” which offers either free or discounted admission to many cultural events, exhibits and intellectual resources throughout the city.

As matriculating students, University Scholars are required to complete a designated number of community service hours and attend cultural events sponsored by their respective main college. The Honors College’s website, macaulay.cuny.edu, posts testimonials from current students and alumni.

Jessica Mulligan, a student in the Macaulay Honors College in the College of Staten Island, said, “I was attracted to the Macaulay Honors College because I wanted to be challenged, but I didn’t want to be a number lost in a crowd. I was looking for that personal attention that would allow me to engage in intellectual discourse and would allow me to explore many opportunities.”

University Scholars also receive one-on-one advisement from advisors in their respective CUNY colleges, who, apart from focusing on academic advisement, also assist students in other aspects of life.

Michael Lamb, a Macaulay graduate fellowship advisor, said, “My goal is to do whatever I can to assist our students in the vital task of becoming who they are.”

“What’s great about going to school here is all the personalized support and attention we get. Having so many people we can turn to for advice and help makes all the difference,” said Meredith Meagher, a Hunter College University Scholar.

The William E. Macaulay Honors College has been receiving an increasing number of applicants every year.

The application process has become increasingly selective and admission to the program itself has become even more desirable.
It’s not the exams...

For one night... hundreds of students will come together for a one night stand against cancer!

This night culminates weeks of fundraising on behalf of the American Cancer Society.

Teams of students will walk around the gymnasium, enjoy musical entertainment and participate in athletic events.

They will eat, dance, laugh, play games and perhaps, shed a tear, as they celebrate those who have conquered cancer, remember those who have lost their battle and fight back against this disease.

A night like this, comes with no regrets... unless, of course, you are not a part of it!

Join Us for the 4th Annual
Manhattan Baruch & Hunter Colleges
RELAY FOR LIFE
American Cancer Society

Friday, April 4 @ 5 PM thru Saturday, April 5 @ 8 AM
@ Baruch College Athletics & Recreation Complex

To Register or for more info, Click on: www.baruch.cuny.edu/stulife
On a sunny afternoon, a friend of mine asked me to get coffee. I assumed that Starbucks was, of course, where we were headed. However, I am happy to report that The Tea Bar, an independent coffee shop. The attack in the first place? It seems that Sen. Barack Obama, which is it? Does Al-Qaeda seems anything?
It’s not the exams...

that you’ll remember
in 20 years...

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Alumnus rides Hess truck to the top

BY ANASTASIA SAGALOVITCH
Special To The Ticker

In continuation of our series on prominent Baruch alumni, a joint venture between the Baruch College alumni office, The Ticker staff writer Anastasia Sagalovitch recently had the honor and privilege of interviewing one of Baruch College accounting graduate, Class of ’79, and who is the vice president of retail marketing and planning at Hess Corporation.

For example, what a Baruch degree can lead to and to model for students going to school for multinational corporations.

In this interview, he speaks about his career, his love for the oil and gas industry and why he is encouraging others to begin their careers.

What got you interested in the field of accountancy and this particular industry?

I graduated from Baruch College in 1979 and went into public accounting. I began working in a firm now called KPMG, and obtained my CPA while I was there. I worked on different assignments and specialized in the oil and gas industry, but I began working for Hess Corporation since 1984.

I was always fascinated by the oil industry. I fell in love with the industry after reading The Prize: The Epic Quest for Oil, Money and Power by Daniel Yergin in my teenage years. It’s a very glamorous business and very story driven, I enjoy it very much.

It’s my goal to have opportunities to grow in the energy business. I have been with Hess for 23 years. I have had many different assignments, and I am very fortunate to have been exposed to different areas of marketing to re-engineering strategies, as well as international exposure in the Middle East and North Africa. Working abroad also allowed me to save money and finance my MBA from Harvard.

How was your education, particularly at Baruch College, helpful in your career?

My accounting background has been very helpful starting in the international financial control department. Being exposed to cultural and ethnic diversity in New York College will help you stand out at Baruch helped me in the international environment.

You must treat everyone the same, follow the golden rule, as corny as it might sound. Your ethics can be tested very easily but you must address these challenges in an honest way — with integrity.

Let’s talk about some of your career experiences, specifically with Mergers and Acquisitions and your work with re-engineering processes.

Mergers and acquisitions are very good career starters. Strategically, sometimes we need to restructure our portfolio. The CEO decides where we’re headed and our role is to make the transaction viable. For example, in diversifying strong businesses that are no longer in line with our decisions, you can free up cash flow that can be strategically used in other projects.

Selling assets in a sense is easier than buying because you know the assets you want to sell, there is less uncertainty.

However, selling it also impacts the employees and the possibility arises that you might have to look in people who you’re worked with and let them go. So, in that sense diversities can be tough.

In an acquisition on the other hand, you have growing the business. There is more risk involved because you do not fully know the assets until you get them. Both are fun and expose you to strategies and people that you don’t meet that have integrity and honor.

Re-engineering processes are an excellent break away from financial and accounting operations. It blends everything together. At times, this is the most difficult thing to do because you are telling people to change what to do and how to do things. I have learned that no matter how off-the-wall an idea could be, think it about and consider the re-engineering requirements.

There are some good answers that could be applied.

One of the challenges you might encounter is that you do not have the resources you were supposed to have. For example, you were working on a project in St. Croix, where a hurricane hit the project at the corporate level. The objective was to get back on track. I learned you have to be patient with your team. They must understand the big picture.

It’s important things to stop talking about what could go wrong and start talking about what needs to happen so you can get it to go right. Lead by example. Sometimes you need courage to go on your own and reconnect with the team. Later, so this will not only challenge yourself but for your team too.

From the industry perspective, with the recent United Nations conference in Bali (Indonesia) regarding climate change as well as the emissions timetables set forth by the Kyoto Protocol and other institutions, how do you operate in a business environment where certain countries have restrictions on the amount of greenhouse gas emissions while others do not? Also, on the subject of climate and energy, what is your view on fuel cell technology, a project you were involved with?

The challenge is that each country is working independently with some regional work. There are tough entitlements for countries in the Far East and the Middle East. These countries are experiencing tremendous growth and developing their share of global wealth.

In the United States, our president has signed on the American Fuel Act for Renewable Fuels. We are using ethanol in areas that are not required. Right now, it is not an efficient market with developing infrastructure. When we build our highways, we utilize energy efficient equipment. We want to do the green thing, though it is not just Hess doing this.

In Canada, for example, we might be able to reduce by emission requirements. It takes a lot of energy to get oil out, and in the process green gases are emitted. We honor the host governments and follow the regulations of the country to mitigate the increasing demand for oil and gas; everyone has to be part of this.

Fuel Cell technology is one solution to rebalancing consumption of energy. It is a cost challenge, there is a vulnerability associated with the transportation sector. The technology is really years away from being viable a solution to this country. It needs to be developed. It needs to solve the problem but will help with the challenge. Where do you get hydrogen gas if not from fossil fuels? There will be a need for a combination of petroleum, wind, and solar. The market is there but it will take time.

By 2050, the population will reach 11 billion people. This speaks to the tremendous need for rebalancing of consumer demand for fossil and non-fossil fuel.

In hiring decisions, what kind of skills do you look for in people your age and what skills spells success in that candidate?

First of all, it is a given that your work or specialty matches with the group or department that you are interviewing with and that you have a certain grade point average. Once we’re at this point, really you are interviewing the person of the candidate, is this person going to make the team better? How do we know the person is going to be one-sided?

The person must also convey a sense of integrity, interest, and enthusiasm for the job. How do they want to move through the next five years?

It’s what you can tell if there is going to be a fit. You need to express yourself as your own person. We want to know how you work within a team, do you move forward? Is the person going to keep it at, not going to quit? We’re looking for a person who could fit into your team and not everybody that has a different personality. The match must work out for both the candidate and the firm.

What has made you so successful and what could make others successful?

I am not going to define success as basically finding your love and your hobby. Stripe to be the best in your hobby and don’t do it for your hobby. If your heart is in it, the passion you put into it, it is not going to stick with it. Know that it is there and go for it.

You have a certain amount of time to figure out what you like, what really makes you passionate, and if you figure that out, love your hobby — go after it and make your passion come true.

I would also say that you must be very deliberate in your choices and your positioning. This also means learning what not to do, don’t pursue job opportunities just because you have friends doing it. When you are doing something you don’t love, it can create tremendous unhappiness which is not needed.

What is your advice, if you like what you are doing, things will fall into place easier.

You’ve already said so many inspirational things, but as a final thought when you are at Baruch and you bumped into a student, what would you share with them?

We have a certain grade point average. It is strongly recommended that you take the initiative to bring home a copy of your transcript and bring it forward. The person must also have a certain grade point average. The person must also have a certain grade point average. Therefore, always work hard, keep at it, not going to quit? We’re looking for a person who could fit into your team and not everybody that has a different personality. The match must work out for both the candidate and the firm.

Are you ready to score the coveted internship or full-time position at the company of your choice? If not, schedule a mock interview at the Star Center Career Development Center. This recent event is similar to an on-campus interview, which is followed by invaluable feedback.

Bring your résumé and a flash drive if you would like to bring home a copy of your mock interview videos. Dr. Ellen Stein, assistant director and Peers for Careers coordinator, is highly preferred that you attend an interview workshop beforehand to make the most out of your time spent in the session as students are only allowed to participate once for the mock interview once a semester.” In addition, students need to set up a schedule, a position, and a project on research on career interviewing techniques, however it is not required.

The first half of the mock interview, the feedback session, is held in the evening and then the room going to the interviewers. First impressions count, so make sure you smile, speak clearly and confidently, and avoid trips.

Next, you will proceed to another round of interviews. The next interview will last about 15 minutes. Questions will be asked about your skills and how you are prepared to handle more difficult scenarios. Don’t worry about making mistakes. This is a safe and friendly environment to learn and improve your interview skills where your actions will impact the recruiter’s decision.

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The circadian rhythm of the U.S. economy

With the Fed steering the wheel and the resiliency of the U.S. economy, the upside is not far from the norm. There are still and as always will be economic disasters. Yet, the FED has pulled through and remained strong. The American economy has proven to be unbeatable. So how does the sub-prime catastrophe compare to the greatest economic meltdowns of the past? As a start, such an evaluation is crucial in identifying what the US economy compares to with regard to standard from the past.

Inflation is inevitable. Currency fluctuations are a must. Currencies in the price of oil and food happen every multi-second. Economic and political tensions are unavoidable. Terror seems always imminent. Despite these grave concerns, the FED has sustained control and the US has maintained global economic leadership.

The FED and the U.S. economy endured 9-11 and numerous other stock market crashes prior to that. When we factor in all the strengths, add in the worst-case scenario of every current and unfavorable situation, the U.S. FED still comes ahead. The United State’s economic situation is gloomy but not all worse than any of the doom and gloom America has faced in the last 60 years. We were all prepared for the roller coaster ride, and now we must face the lows. Sit tight, because after the low, there is only one place to go from here, up.

Carol's daughter inspires Lisa Price shares her path to success during the first EOC power lunch.

The Federal Reserve sustains economic equilibrium through its power in controlling the federal funds and discount rates. No other power in controlling the federal system and disturbs economic relationships.

By ISMOLLA ALLI-BALOGUN
SENIOR STAFF WRITER

The most barbaric blunder committed by any economic institution is the abdication of the role it has been forced to perform. Like the mechanics of a timepiece, every economic institution caters to a distinct and well-defined purpose that of horror that terrorizes the entire system and disturbs economic relationships.

The Federal Reserve sustains economic equilibrium through its power in controlling the federal funds and discount rates. No other power in controlling the federal system and disturbs economic relationships.

But with the Fed steering the wheel and the resiliency of the U.S. economy, the upside is not far from the norm. There are still and as always will be economic disasters. Yet, the FED has pulled through and remained strong. The American economy has proven to be unbeatable. So how does the sub-prime catastrophe compare to the greatest economic meltdowns of the past? As a start, such an evaluation is crucial in identifying what the US economy compares to with regard to standard from the past.

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Lisa Price shares her path to success during the first EOC power lunch.

169 Sephora doors at the end of the fourth quarter this year. “What you can learn from that is to dream big and then keep dreaming bigger and bigger because life will surprise you,” stated Price.

Price is still amazed at the level of success she’s attained. “It’s amazing what you learn from life when you’re doing what you’re supposed to do and what you’re sent here to do. You’ll be amazed at how life constantly surprises you and challenges you and tests you,” she said.

She compares her business to a child. Like a child, she aspires to do everything she can to help it [her business] grow. “You want to learn all that you can and impart it into your child, you want to give it the best.” She adds, “What you learn is that your child has a mind of its own as our own children do and you learn that your child has a path that he or she has to follow and you have to then take on the role of a shepherd and a guide and then your business, [your child] starts to teach you about itself and yourself and that has been the most amazing part.” As her business grew, it taught her more about herself. She asserts that it is the growth, connections, people, experiences and the opportunities to be an inspiration to others that far exceed whatever else the company does.

During the Q-and-A session, Price answered all questions with concise, detailed and insightful responses. When asked what her long-term visions were for Carol’s Daughter, Lisa stated that she envisioned a legacy.

The last question regarded how mentors shaped her life and career. With enthusiasm, Price mentioned her mother as her main inspiration and mentor. She contends that while she does not have someone like Oprah as a personal mentor, she affirms that a figure like Oprah inspires her “by simply living her life and doing what she does.” She also mentions that her mentors have been people that she cannot necessarily touch, but can read about, be inspired by and learn from. She also counts Jada Pinkett Smith and Jay-Z, who she describes as a phenomenal person, as her mentors.

With such an inspirational speech from a very engaging and personable female executive, Women’s History Month got off to a roaring start in Baruch College.

THE BIZ GIST

119% increase in U.S. exports in the second half of 2007, improving the U.S. current account deficit. The lower foreign exchange value of the U.S. currency played a key role.

86% Percentage of the $3.2 trillion in daily currency transactions around the world that the U.S. FED still comes ahead. The United State’s economic situation is gloomy but not as worse as any of the doom and gloom America has faced in the last 60 years. We were all prepared for the roller coaster ride, and now we must face the lows. Sit tight, because after the low, there is only one place to go from here, up.

THE Biz Gist

Emmanuel Onyenyili I THE TICKER

Carol’s daughter inspires

Lisa Price shares her path to success during the first EOC power lunch.
On Wednesday, March 5 the Starr Career Development Center held its first “launching your finance career” presentation. The aim of this event was to introduce students to the different areas of front office finance, give an overview of asset management, sales and trading, investment banking, and inform students about what they need to do to launch their career in competitive front office positions. Rather than write our usual synopsis of events, we decided to create an organized illustration based on the “launching your finance career” presentation, that we hope will captivate your attention and inform undergrads about front office positions in finance. We hope this event addresses the concerns of the undergraduates who appreciate our financial engineering and quantitative sales and trading articles but requested more articles that cater to their needs. Please note the advice given comes from four of Baruch’s brightest students who all completed successful front office summer analyst programs in 2007.

### Financial Services Company

**Front Office**
- Refers to revenue generating sales personnel in a bank, insurance or other financial services company.

**The Middle Office**
- The group of employees in a financial service company that manages risk, calculates profits and losses, and generally is in charge of information technology. The middle office draws on the resources of both the front and the back offices.

**Back Office**
- Administration and support personnel in a financial services company. They carry out functions like settlements, clearances, record maintenance, regulatory compliance, and accounting. When order processing is down due to high volume, it is commonly referred to as “back office crunch.”

### Investment banking
- Superior Quantitative & Technical abilities
- Advanced Excel and Power Point skills
- High Energy and the ability to work long hours
- Strong communication and interpersonal skills
- Detail oriented

### Sales & Trading
- Superior Communication skills
- Ability to perform well in a high pressure fast paced environment
- Superior interpersonal skills
- Analytical & quantitative abilities
- High Energy

### Asset Management
- Superior communications and interpersonal skills
- Analytical and Quantitative skills
- Research and technical skills
- Advanced Excel & Bloomberg knowledge
- Superior interpersonal skills
- Attention to detail and an inquisitive personality

### Investment Banking
- Free School Resources
- Wall Street Career Programs from the Starr Career Development Center
- Spansion for Educational Opportunities (SEO)
- Management for Leadership Tomorrow
- INROADS
- Financial Women Association (mentoring Program)
- New York Society of Security Analysts (NYSSA) mentoring programs and student memberships
- Portfolio management clubs
- Investment Banking Clubs
- Finance & Economics Society

### Special Finance programs and organizations
- Investment Banking
- Sales & Trading
- Asset Management
- Research

### LAUNCHING YOUR CAREER

#### Getting started
- Maintain at least a 3.5 GPA
- Acquire finance related organizations and attend finance seminars
- Attend free workshops on Reuters and Bloomberg at the order department, Tuesday
- Read Vault guides and decide which front office position you should pursue
- Apply for part-time jobs and internships in finance
- Apply to the Wall Street Program at the start of your junior year
- Get involved with Sponsors for Educational Opportunity (SEO) Management for Leadership Tomorrow and INROADS
- Apply to Harvard Business Schools Summer Ventures in Management Programs
- Network

### What does it take?
- Two to three months prior part-time/internship positions in finance
- GPA of 3.5 or higher
- Superb quantitative and technical skills
- Knowledge and interests in financial markets
- Demonstrated leadership roles
- Strong communication and interpersonal skills

### What skills are crucial in investment banking and how did you attain these skills?
- The skills necessary are communication, analytical thinking, project management and the ability to see the bigger picture quickly, financial modeling and a great deal of attention to detail. I acquired the skills necessary via Sponsors for Educational Opportunity, Vault Guide to Finance Interviews, damodaran.com, WSJ/CNBC, and the BCI’s Wall Street Training courses.

### What did your duties as a summer analyst entail and what advice do you have for a Baruch student who will be a 2008 summer analyst?
- I built financial valuations, pre-Bloomberg & Point Excel, the third one (personality) I had to visit the CDC numerous times to develop.
- The three main skills that will take you a long way on a S&T desk are personality, sound math skills, and Excel. Fortunately for me, I was born with two of the three (math skills and Excel), the third (personality) I had to visit the CDC numerous times to develop.

### What did your duties as a summer analyst entail and what advice do you have for a Baruch student who will be a 2008 summer analyst?
- "As a summer analyst a sales and trading desk you won’t get the same kind of responsibility, as your peers on the corp finance or research side, reason being that you’re more likely to be a licensed broker/dealer. At your desk you’ll be a member of many of the people at desks as possible, making a name for yourself and having people know your name will be your number one goal. Your best bet is to follow the markets and find things you can talk about as well as things you don’t understand so that you can ask the traders and make the best of your conversations. The S&T desk is pretty much a boys club (regardless of gender), so you may find yourself talking interesting things that your friends on IB might not have even heard of...

### What does it take to be a summer analyst?
- Refers to revenue generating sales personnel in a bank, insurance or other financial services company.

### What skills are crucial in asset management and how did you attain these skills?
- The group of employees in the back office draws on the resources of the front office and these skills?•
- High Energy and the ability to work long hours
- Superior Quantitative & Technical abilities
- Analytical & interpersonal skills
- Strong communication and interpersonal skills

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President Kathleen Waldron

Salutes the College’s Award-Winning

COMMUNICATIONS PROGRAMS
FOR BARUCH STUDENTS

The prestigious Theodore Hesburgh Award was presented by TIAA-CREF to Baruch College in recognition of superb work by Baruch’s Schwartz Communication Institute and Baruch’s faculty in helping students master the art of effective communication. The award also recognizes the College for providing faculty with opportunities to develop their professional skills in teaching communication-intensive courses, blogging, and other state-of-the-art approaches. We thank TIAA-CREF, the nation’s premier retirement system for academics, for this high honor.

PICTURED (FROM LEFT):
The Chairman, president, and CEO of TIAA-CREF, Herb Allison; Mikhail Gershovich, director of the Schwartz Communication Institute (holding the Hesburgh Award plaque), and Dennis Slavin, associate provost for faculty development.
We all know how music can inspire various moods. When I was in Los Angeles last year, I heard composer James Horner speak on how a film’s score manipulates how we are supposed to feel while watching contemporary cinema, making even the hokiest, computer-generated story line seem acceptable and, even, moving.

But the genuine artists who effectively spin combinations of lyrics and music can be viewed as healers, treating us to an examination of our feelings through the abstract and music can be viewed as healing contemporary cinema, making even the hokiest, computer-generated story line seem acceptable and, even, moving.

One such musician and songwriter is Todd Bogin, who is able to conjure new songs that convey a remarkable sensibility rarely found in the consumer-oriented commercial context that is modern pop culture.

While still a student at Baruch College, Bogin is actively cultivating his markedly singular musical presence that stands apart from other acts and that speaks to a new generation disillusioned with the usual barrage of hyper-sensational garbage offered by most radio and TV.

His music is informed by a deep knowledge of quality artists whose work remains from the not-so-distant past, such as Bob Dylan, Buddy Holly, and The Beatles. “I love Dylan for his lyrics and the rawness of his early days. His whole career is one long American folk tale,” says Bogin in a recent interview. “There are gems throughout.” The songwriter also cites Hank Williams as a source of inspiration. “He sang the simplest songs you can imagine but they were as deep that, over fifty years after his death, they are still classics,” he reflects. “Straight up country tunes.”

Bogin thinks that people who seem to hate country music are now clouded by a vision of the ill-talented genre personified by “a drunken hill-billy with a bad tan and a cowboy hat wearing a buttoned down shirt,” bellowing “cheezy lyrics about your pick-up truck.” “But that’s not what country music in its rarest form is about,” he argues.

True country music relates to the common man’s strife, often expressing a frustration “about being poor, angry and heartbroken.” The genre’s challenge is putting hardships to song in the most realistic way possible, while maintaining a light, comical reflection on life. “Hank has a great sense of humor even in some of his saddest songs, such as ‘Lost Highway,’ or even ‘My Bucket’s Got A Hole in It’,” Bogin says. “He can be singing a ‘happy’ sounding song about the saddest thing.”

Bogin’s music is also influenced by the “Father of the Blues,” Muddy Waters (1913-1983), an inspiration who died in Westmont, Illinois, a town where Bogin spent some of his childhood. He also cites the lyrics and song formations of the legendary Cole Porter (1891-1964) as being a major influence.

“My song he writes is a story with the wittiest words that make you laugh and think,” Bogin says, “not to mention he is absolutely brilliant with his songwriting in terms of his chord structures and progressions.”

Of modern musicians, Bogin mentioned few names but expressed his admiration for the groups Modern Mouse and Wilco, declaring the latter’s music as being “natural and tight.”

Bogin’s love of reading inspires him equally, if not more than, the work of his musical predecessors. “I can read a great novel and be inspired to write a song,” remarked the musician. “Or even read a great line in a story and write a song.” After a moment’s reflection, he added, “Books are songs just waiting to have music put to them.”

Bogin’s artistic beginnings can be primarily credited to his father, a musician whose home was abundantly surrounded with acoustic and electric guitars, pianos, trumpets, drums and other instruments, which were readily available all around the home.

Music, however, was never forced on the younger Bogin. “It was just something I was drawn to. Even before I knew how to say the word ‘guitar’ I would pick up my father’s, and pretend to play. I would try to tune it even though I didn’t know how. I broke many strings,” he laughs.

Like a slew of revolutionary musicians ranging from Irving Berlin to James Ingram, Bogin is largely self-taught, showcasing his keen ability to self-discipline and seek melodious values and discoveries by himself.

The songwriter’s first independent-produced album — aptly titled The Midwest Fables — was released several years after the young musician moved from Illinois to New York in August 2005. Recorded with his group The Klaymations, the album contains an impressive number of great original songs, but admittedly was more of a published experience in the obvious trials and tribulations of recording a first album, as well as the great challenge in compiling songs that flow well together as a package. As a result, the sound quality and technical defects interfere with hearing Bogin’s marvelous numbers, but the song’s superior songwriting and melodic qualities persevere throughout.

The song “Flying on Empty,” is directly about an eating disorder, but in the broader sense, the piece seems to refer to one being addicted to one’s troubles – “using pain as a blanket and as an excuse,” the artist explains. Still, the song remains a happy back beat shuffle “that the kids can dance to.” Another outstanding number is “Relax,” written a few years ago through an accidental inspiration related to discovering an “awful drum machine” at a garage sale in Bolingbrook, IL. The machine projected toy-like sounds of percussion – and was “the only time I’ve ever made use of a drum machine,” Bogin laughs.

The Midwest Fables also contains a cozy little number called “The Wall,” which seemingly is about a hopeless romantic being in love with the concept of love, and further projecting that onto someone who simply doesn’t have the same understanding. The lyrics, however, are convenient pretend so they are open to interpretation. Some of the titles are almost psychedelic in nature, such as “TJ Bogin’s 21st Delta Blues Dreams.” The song, which has simple rhymes, strums along through a fun, finger-picking guitar with bass and drums behind it. “If I were to ever re-record that tune,” says Bogin, “I’d find a choir of children to sing it with me.” As for the song “Rented Time,” it is an unbelievably joyous, foot-tapping ode about the inevitability of death, set to rocking blues.

Currently working on perfecting songs for his sophomore album, Bogin plans to record it with his new group, The Levin’s Indifferent, under the guidance of evasive re-
I was treated to an un-named album sampling of rough studio tracks for a summer 2008 release. Judging by producer Thaddeus J. Snead forces me to be more creative and first gallant effort and may possibly be his ride to mass public appreciation.

“...the first time he will be controlling things on a project of mine. It will be interesting to see how we work after building a personal relationship. He can be really tough but he forces me to be more creative and competent than I think I can be.”

The songs to be featured in the album are still being determined — # and written. “The playing will be fair better over the past year we’ve played so many shows and have worked hard at getting better as musicians,” Bogin says. “The first album I brought the songs to the band and we went right in and recorded. This one we’ve spent hours lining out each one’s arrangements still leaving it with a raw feeling, I don’t want to sound ‘over-produced’ because that’s just not me.”

“Better lyrics,” he adds. “The first album I wrote the lyrics and never thought too much about them. This one I worked very hard on every word. But who wants to hear someone talk about a song they wrote? What can be more boring? It’s like listening to someone talk about their kids.” Hardly. The pieces deal with universally compelling material, often dark, such as our limited time on earth or the feeling of loneliness in the crowd. Among the songs being considered include a dark number written in December 2007 called, “The City,” which includes the lyrics “Why even bother when you’re gonna die?/Just call it living without being alive” followed by the poetic chorus line, “Just another burnt out bulb in the city lights.” Despite the subject matter, the song is inarguably upbeat.

Another piece is “The Convention of the Confused,” which originated one day when the composer was sitting in the subway car next to some lady engrossed in a self-help book. The book’s title had something to do with being lonely and that the reader was not at fault, others just don’t see her beauty. The image of the woman and her unintentional public declaration of her deep insecurities inspired Bogin to write the song, written from the woman’s point of view.

I was given about a dozen versions of cuts for “The Smile at the End of the Slope,” showcasing Bogin’s burning creative spirit. The many takes, which included different lyrics, contained so many brilliant thoughts that it was difficult to navigate or interpret the song, for one, it reflected on a cardiologist who died of a heart attack, yet with a romantic twist. Another version also discussed a one-year anniversary of the demise of a Brazilian model who had passed away from an eating disorder.

One of the versions contained the romantic line, “Love is a feeling I save for you.” While the simplicity of the title song appears to also fit a children’s book, it is loaded with meaning. It certainly suggests death, but also declares that there might be a smile when it happens. The formidable piece, once finished, promises to be a Bogin masterpiece.

Another single that may be included the new album’s mix is “Forgiving to Live,” which points out the mistake of sometimes looking too much to the future and not actually being in the moment. The song examines looking for a daydream — “What A Day For A Daydream” — found their group’s name from a Howlin’ Wolf song. Bogin had been listening to The London Howlin’ Wolf Sessions (with Eric Clapton on lead and Steve Winwood on keyboard) when regrouping his band.

As for the Weissel reference, a key line in the acclaimed author’s memoir Night poignantly declares, “The opposite of love is not hate, it’s indifference.” The juxtaposition of forces in The Lovin’ Indifferent’s name is a further testament to Bogin’s strong aura of displacement, evoking the age-old image, from medieval folklore, of The Wandering Jew. Bogin appears as a Midwesterner in the heart of the urban East Coast, New York City, a musician seeking truth in an era of popular lies; a classic rock/bbock composer (a “Folk & Roll” musician) in a sex-educed R&B/commercial rock soaked society; or, as Elvis Costello cryptically put it, “a man out of time.” Yet, Bogin faces the challenge and appears to master it, creating his very own image of an original, brilliant artist.

“I consider myself a citizen of Earth and to America. I like New York to a wonderfully healthy relationship with a spouse: I know everything that’s wrong with this city and there’s a lot, but all that is good outweighs the bad and I just can’t leave it.”

Todd Bogin
Musician / Songwriter

The Lovin’ Spoonful — the genius rock & roll quartet whose music includes the utterly timeless “What A Day For A Daydream” — found their group’s name from the Howlin’ Wolf song. Bogin had been listening to The London Howlin’ Wolf Sessions (with Eric Clapton on lead and Steve Winwood on keyboard) when regrouping his band.

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Parlour Song is no catchy tune

BY FRANK MARZULLO
SENIOR STAFF WRITER

British playwright Jez Butterworth, writes plays that are geared toward a specific audience. His perpetual quest for deeper meaning can leave audiences scratching their heads. That’s how I felt about the Atlantic Theatre Company’s 2003 production of The Night Heron.

The same theatre’s production of his new play, Parlour Song, is equally baffling, despite a quality cast.

The plot is awfully hard to understand, centering around a husband’s paranoia whose wife is stealing his belongings on a regular basis. Audience members are left on their own in an effort to untangle a trio of troubling psychological portraits.

The lights focus on Ned’s living room. Ned, a demolition expert, is showing his pal, Dale, a video of his crew demolishing a massive building. The collapse is actually displayed behind them against a back wall in the house.

Ned casually mentions newspaper and TV appearances for a future job. Dale offers sarcastic relief. When he finds out it’s the shopping center that has been demolished, he’s perturbed about losing his food.

Neddy Ned wants to show another video, but Dale having already seen it, describes every frame perfectly.

The scene moves into the living room where Ned and Joy’s once domestic bliss has turned into a domestic nightmare after eleven years of marriage.

Ironically-named Joy, she is void of joy, and indifferent to Ned’s elaborate dinner. While he realizes that his gold cuff links are missing, he is filled with rage. Joy is alternatively upset at the shopping center’s destruction. Even though it’s only 9 p.m., she runs off to bed. Audience members are amused while listening to Ned’s pleas to play the couple’s usual bedtime game — Scrabble.

I was confident that a plot would soon emerge in the next scene. Unfortunately, the scene showed Dale and Ned just hanging out, while the rotund Ned, desperate to enlist Dale as a fitness coach, pleads “I want to lose the teats.”

Dale tries to help out, while Ned does a weak imitation of Dale’s demanding regimen. The comedic exercise scenes alleviate the play’s monotony.

The strongest dialogue also comes through during this scene, a beautifully written tale. Ned finds a £50 note on his honeymoon, with which the couple goes ballooning. Joy thinks it’s a sign from God and insists that the two split the money to buy each other gifts. Ned impulsively buys an object a vendor has under a tarp. It’s a huge £25 birdbath, which he hags back to his wife buys Ned a tie with aerial balloons. The neslywoods watch birds meeting from their window every day.

It’s no great surprise to discover Joy’s method of relieving her boredom — beating Dale in Scrabble amid silk sheets. He pays Ned’s wife a left-handed complement, on how she looks much younger as a peroxide blonde.

Dale and Joy devise a plan to leave town on clueless Ned, just before he leaves her a voicemail. Vague relevant phrases appear before each scene such as “Everything is disappearing;” “I tried to grow lemons last year;” “An unquenchable thirst.” The revelations of whether Dale follows through with the escape, who the thief is or whether Ned gets a clue that is rather unsatisfying.

Chris Bauer, great in A Streetcar Named Desire, shows audience members an anguished Ned who deserves sympathy. He is too lost in his own demons to make, leaving him unable to make sense of his life.

Jonathan Cake creates the “cool man,” Dale, who is convincingly haunted by his own loveless marriage. Emily Mortimer, Alec Baldwin’s main squeeze on 30 Rock, as the unhappy trigger who bewitches both characters.

The multi-purpose set makes efficient use of the stage. Director Neil Pepe’s pacing is inefficient, and uneventful, impeding the 90-minute play’s momentum. Parlour Song is like the blank tile in Scrabble — unclear and open to interpretation.

Win It Before You Can Buy It!

The first 15 readers to stop by The Ticker in VC 3-290 today between 11:00 a.m. and 5:00 p.m. will receive a copy of the Two-Disc Special Edition DVD.

In Stores Tuesday, March 18™
This week will be short, yet intense with upcoming performances. On Monday at 7 p.m., The Acting Company will present Fräulein Else as part of the John McDonald Salon Series.

Fräulein Else is a beautiful young woman enjoying the last days of summer at a spa in the Italian Alps. The scene is picture-perfect; but the truth is not so perfect. This haunting play delves into the life of a family held hostage by a father’s gambling debts and a mother’s willingness to sacrifice her only daughter.

The New York Times wrote, “There are scripts that theater needs. Fräulein Else is one of them.”

However, not only will this be a theatrical week, it will also bring another artist in the “55 Underground” music series for music lovers.

Meet Rissi Palmer, who with her combination of talent, passion, and experience, brings country music to life. On March 12 at 8 p.m., discover what has brought Rissi Palmer to the forefront among country’s hottest young talent. Take advantage of this great season, featuring artists of diverse genres. Keep track and enjoy with all of your friends the fresh sound of Johanna Stahley, EdibleRed, Cynthia Lin, Brown Rane and Kaki King. Visit myspace.com/mroswald for more information.

Producer/rapper Mr. Ozwald debuts with The Road to Riches.

My first thoughts on Mr. Ozwald were, “Isn’t that a cartoon character?” Well, apparently it’s also the name of a certain college dropout/producer/rapper. Mr. Ozwald claims, “I can do anything” on the leading track on his myspace page. So I took a listen to see if he really has what it takes to be the next big hip-hop star.

“Anything” is a feel good hip-hop track with a killer hook. It’s a little bit Jay-Z, a little bit Kanye and a touch of Eminem. The beat is good and so are the rhymes. I was disappointed that the tracks I heard did not come close to being as catchy or commercial as this one did. But having said that, in the music business it only takes one hot track to make an overnight star. Mr. Ozwald raps about everything from his struggles in the music industry in the track “I know,” to the skyrocketing gas prices and the war in Iraq in “The Sky is Falling” to the ladies in “The Best.”

So, who is this underground rap artist creating so much hype on the East Coast? His biography lists poker degenerate, tallest rapper alive, entrepreneur and former Connecticut resident. From my own research Mr. Ozwald is also a beat maker and founder of his own record label Crown Digital Records LLC. It turns out that Mr. Ozwald is also innovative. Instead of releasing a full 12-track album he is releasing a track for every month of the year, calling it collectively The Yearbook. He describes his album as a year-long documentary with monthly tracks relating to events that occur in each particular month.

Selected tracks from The Yearbook are now available to download from iTunes and other major digital distributors.

Visit myspace.com/mroswald for more information.
Every generation is defined by the history of its surrounding world. But, the current generation of college students is old enough to feel the impact of world and cultural events on their lives. (If you are on the cusp of leaving your teenage years behind, then you are in the generation whose history is about to be discussed.)

According to many Baruch students, the most important event that has affected Generation Y is the terrorist attacks of Sept. 11, 2001, that brought down the fabled Twin Towers. Baruch sophomore Anton Gorter’s high school career was marked by that fateful day. “I entered high school a few blocks away from Ground Zero the year after it happened, and my high school experience was completely shaped by the terrorist attacks,” he said. “Our year was the first to experience such collective trauma.”

Among global political events, students said they were most influenced by the war in Iraq and the Republican domination of Capitol Hill for the past few years. Baruch sophomore Justine Stasiak said, “I think the economic situation correlated with these two events. Throughout my teenage years, my intuition about the economy has been bad,” she explained. “My whole life I feel like I’ve been watching prices rise since my childhood.”

Rising prices are a subject that made many students nostalgic. “I remember when I was a kid and a slice of pizza cost $1.25. Now, I pay as much as $2.75 for a slice. Things that used to be bargains are no longer so cheap anymore,” said sophomore Ali Siminovsky. “It’s really hard, almost impossible, to buy a decent lunch for $5 or less. Everything is so expensive now.”

By contrast, the area of cultural events students felt least affected by is entertainment. “There is so much culture to see, heard and experienced. There are too many movies, too many shows, too much music to ever listen to,” said Gorter. “You have to pick and choose carefully, because there is a lot of low-quality stuff out there, too.”

He referred to “low-quality culture, and elaborated on what the mixing of cultures has been really seen in music. The music of the future might be really cool and interesting to listen to.”

As the current college generation grows older, many of them will integrate into the consumer culture that has increased before our very eyes in the past few years. Who will be the revolutionaries of this generation and what oddities will they bring us? It will be interesting to hand over the workings of the world to the generation that will graduate college and replace the young professionals of today.

**Tales from our generation to the next**

*BY MAREK MERY
SENIOR STAFF WRITER*

It’s impossible to miss; a sight too commonly seen. Left on the table are bags of chips, empty soda containers and occasionally the traditional brown paper bag.

Aside from the fact that some of us don’t pick up after ourselves when we’re eating, these lunch tables strewn with garbage indicate that we are eating from anywhere and everywhere. We are overlooking the closest and quickest place to get food: the school cafeteria.

For nearly two decades, the Metropolitan Food Service has been doing their part to offer healthy food service to colleges within the New York City area. Some of these include institutions such as Brooklyn College, Queens College, and City College.

“Nearly a decade-old based company has been serving the Baruch community for five years now. Because of this, there are looks to address customers’ needs, provide fair value, a variety of fresh and wholesome food and a

*BY WILLIAM BATTAGLIA
STAFF WRITER*

Consider what some Baruch students have to say on this matter: “I eat from the school cafeteria once every two weeks because it’s convenient. However, I like more variety in my lunch,” said senior Shanab Kohal. “Don’t get me wrong, I think they offer decent food, but I need more tastes.”

This senior Jack Graham agreed to differ. “I’m not thrilled with the selection. It’s like high school cafeteria food,” he said. “I think they should franchise with McDonald’s, like put out actual brands of food.”

However, Metropolitan does stock and sell actual brands of food. For less than $2, you can feast on two Nathan’s hot dogs. Progress is being made. Mandemaker notes, “In the deli, we just switched over to all Boar’s Head meats. We just had the signage put up,” he explained. “As a matter of fact, it was just last Monday [Feb. 25] that we just switched over. That shows quality.”

Competition from outside food industries is tough, but with two daily soups, fresh fruits, vegetables and an assortment of salads to choose from, Metropolitan has been doing their part to offer healthy food options to the Baruch community.

“IT’s up to the individual. The busy area is always the grill. We try and offer healthier things but you got to give them what they want,” said Mandemaker. “We’ll have turkey burgers and veggie burgers, but 99 percent of the time we’re selling a regular burger with cheese and fries.”

So why might students stray away from the school cafeteria? Because of a bad experience with school food during their high school years? For the extra exercise walking from the corner?

“People will go to places that they know, so there is a certain level of expectation that needs to be reached,” said Emanuel Imperial, a junior.

With so many food choices is walking distance, one is left to speculate whether or not that expectation will ever be reached for the school cafeteria.
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Encounters Literary Magazine

Theme: Rebirth
Dimensions: 8”x8”
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Teen aggression is all in the mind

BY KEITH ARORA-WILLIAMS  
STAFF WRITER

When one attempts to conjure an image of the typical teenage boy in their mind, loutish and boorish behavior invoked usually prompts at least a chuckle. Most would think of the archetype emblazoned with a cause, clue, or any concept of facial hygiene. After all, the word “jovove” and in of itself bears a mark of condensation.

A recently published study in the journal Proceedings of the National Academy of Sciences, has elicited a link between the angst of early teenage years and a physiological mismatch in the development of certain areas of the brain.

Perhaps the ethical justification behind mental mockery of teenagers is in need of some evaluation in light of the fact that the embarrassing inelegance of those years could partially be caused by an underdeveloped stage of development.

A group of scientists at the University of Alberta, Canada that may be able to act as a reservoir for the HIV virus from replicating within the cell and begin in the human gene found that holds the title of the HIV lifecycle, the virus refused to replicate itself.

The drugs produced thus far have failed to stop the replication of the virus within the body. They have been able to prevent the spread of the virus, but they have not been able to completely eradicate it from the body. The new gene discovery could prove to be a significant step forward in the fight against HIV/AIDS.

The unbalanced growth of the amygdala to the prefrontal cortex is responsible for teenagers “acting out.”

The TRIM22 gene is the first known gene that holds the title of the HIV lifecycle, the virus refused to replicate itself. This gene was found in the human gene pool, revealing the potential of the gene to prevent the onset of AIDS. The new gene found may be able to act as a natural executioner, one free of artificialities. Credit is to be attributed to two scientists at the Harvard Medical School, who in May 2004 found a similar gene called TRIM5-alpha that prevented HIV from replicating inside cells.

This gene was found in the genetic structure of the thens monkey by Joseph Sodroki and Matthew Stremlau. Sodroki explained that in the experiment, “Cells carrying the gene for TRIM5-alpha didn’t get infected, no matter how much HIV you put on them. It is really potent in blocking HIV.” The same phenomenon in the monkey’s gene pool was strenuous, yet proved essential in understanding the HIV/AIDS virus.

So far, the TRIM22 gene is not able to eradicate the virus from people already infected, but researchers have known why the gene cannot be turned on in order to treat HIV. Barr’s only guess is that the gene may have already mutated in HIV-infected blood and become ineffective. This new discovery could prove powerful in the fight against HIV/AIDS as people all over the planet either battling HIV, or at risk of contracting it. Barr’s hope is, if not to cure HIV, to at least create new drugs or vaccines that will end the person to person transmission of HIV.

Joke of the Week . . .

Q: What did the male magnet say to the female magnet?  
A: From your backside, you were repulsive. But after seeing you from the front, I find you rather attractive.
Imagine that when you hear the note D-flat you envision sea blue. Or maybe you feel a tingling in your arm whenever you see triangles. If you have ever experienced any of these uncanny phenomena, chances are that you may have a neurological condition known as synesthesia. The term synesthesia is derived from the Greek “syn,“ meaning “with,“ and “aisthesis,“ meaning “sensation.“ The Greek word for taste, “aisthesis,“ is derived from “aizein,“ meaning “to feel.“ Synesthesia entails moisture binding to organic particles at certain temperatures.

The relationship bacterium has with meteorological phenomena can have a number of ramifications. For instance, the elimination of such bacterium can have adverse effects on levels of precipitation. In an opposite light, the introduction of bacteria such as Pseudomonas syringae to areas prone to drought could prove fruitful due to the likelihood of attracting additional moisture. Moreover, the levels of bacteria in the air can be a viable measuring stick for meteorologists and their forecasts. In the future, one thing is for sure: the comprehensive study of bacterium and its relationship to weather patterns could feasibly help unearth geological mysteries.
Big Daddy's Diner
239 Park Ave South
New York, NY 10003
(212) 477-1500
Subway: A, C, E, N, R, W, Q, O
Up 149 St. Union Square

BY OLESA CAPLII
SENIOR STAFF WRITER

With midterms quickly approaching, many students yearn for a place near Baruch that offers sinful comfort food, especially at those odd-hours of the night when cramming for exams. Leave it to Big Daddy’s Diner to fulfill all these wishes. At this fun, vintage-themed diner, the idea here is that bigger is better—when it comes to portion sizes, that is. Add to this the fact that the diner is open 24 hours on Friday and Saturday nights, and it’s soon to become a favorite late-night spot for the munchies.

The bright lights that illuminate the letters in the restaurant’s name outside immediately draw any one to the restaurant. The cool retro decorations inside are alone worth the visit. The diner’s narrow aisles are filled with vintage, 80s themed items. Making its way down on one wall that brings together 80s TV shows, comic book characters, shows, bands, food and other nostalgic items that are sure to ring a bell. There’s also memorabilia like toys and lunch boxes all wear playfully “Who’s Your Daddy?” T-shirts, which also bring out the sense of family. Customers can purchase these shirts as well as hats and other items. The restaurant is sure to be packed at night, especially on the weekends.

Big Daddy’s serves breakfast, lunch and dinner items. Breakfast items can be ordered at any time of the day. The massive menu has everything you could desire including pancakes, burgers, shakes and cakes. For breakfast, the “Hunka Hunka Burnin’ Love Pancakes” ($9.93) comes with about five pancakes and will leave you stuffed. These chocolate chip pancakes are topped with slices of banana and nicely decorated with powdered sugar, slices of oranges and strawberies. There is no-frills Aunt Jemima pancakes syrup located on every table, or you can buy “real maple syrup” offered on the menu. The popular “Malted Waffle” ($9.93) is one gigantic waffle that is often pleasedly presented with powerd sugar and pieces of fruit. This crunchy waffle is delicious and its flavor seems to go hand in hand with the aforementioned pancakes.

Moving on to the burgers, these are also hefty in portion size and are served with fries or tater tots, slow and a pickle. The “All American Burger” ($11.97) is a basic 8 oz. cheeseburger. The burger will definitely fill you up, but proves average judging from the taste and quality of the patty. Likewise, the patty in the “Daddy-O Burger” ($12.93) is average; the additional toppings in this burger are what added flavor. The Daddy-O comes with jalapeno jack sauce, two large pieces of thick, smoked bacon and huge cuts of crispy onions, all making for a yummy guilt- fest of a burger. The must-try,later tater tots ($3.94) are separate from the sleep-tired and their mouth-watering taste is slightly distinguishable from that of frozen Ore-Idas. These golden-brown babies are the ideal dish to comfort your soul. You can also choose to add cheese or veggie chili for $1.00, or both for $1.92. It’s better to eat the tater tots alone or only with cheese so as not to mask their fla- vor. After all, they’re big enough for two people, although I recommend to the addition of both chili and cheese, which is more suitable.

For dessert, “The Big Daddy” sundae ($9.66) is more than enough for two people and comes with three scoops of ice cream, marshmallows, hot fudge, Oreos cookies and whipped cream. Be warned, for this sweet combination of flavors is quick to take over. Also, although the menu lists marshmallow fluff as one of the ingredients, my sundae was served with mini marshmallow instead.

Big Daddy’s Diner’s decadent foods are available on the menu ($2.78) and are recommended. From the list of two large pieces of thick, smoked bacon and huge cuts of crispy onions, all making for a yummy guilt-fest of a burger. The must-try later tater tots ($3.94) are separate from the sleep-tired and their mouth-watering taste is slightly distinguishable from that of frozen Ore-Idas. These golden-brown babies are the ideal dish to comfort your soul. You can also choose to add cheese or veggie chili for $1.00, or both for $1.92. It’s better to eat the tater tots alone or only with cheese so as not to mask their flavor. After all, they’re big enough for two people, although I recommend to the addition of both chili and cheese, which is more suitable.

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Big Daddy’s Diner has a nostalgic atmosphere reminiscent of the 80s. With all of the beautiful new cosmetics, which according to M.A.C. makeup artist Liz Besancon, is all about “in-motion makeup,” especially when your eyes are exhausted from sleep deprivation. Smashbox also has O-Gloss, providing the same skin chemistry technology for the perfect pink lip. These products will run you $26 and $22 respectively.

These two products fit in perfectly with this spring’s trends in makeup, which according to M.A.C. makeup artist Liz Besancon, is all about “in-motion makeup,” especially when your eyes are exhausted from sleep deprivation. Smashbox also has O-Gloss, providing the same skin chemistry technology for the perfect pink lip. These products will run you $26 and $22 respectively.

The new line is the latest collaborative collection for M.A.C., this time with graffiti-inspired shades by French graffiti artist Fut. Fut has conjured up three different characters for the packaging of the cosmetics, nicknamed Fatline. All of these products are decorated with one of the three Fatlines. All of these products can be found at M.A.C. cosmetics or at smashbox.com. With all of the beautiful new cosmetics out there, you can embrace spring’s pink trend without looking like a character from a Tim Burton film and still escape to the prettier world of glitter and makeup.

BY KERRI JAREMA
CONTRIBUTING WRITER

Picture this: it’s 7 a.m. on a Monday morning and after countless cups of coffee to help you finish those papers and study for that test, you’re heading to class with only a couple of hours of sleep. Suffice it to say, you look horri- ble, tired, and)—but wait!—there are those few unbelievable girls that manage to look amazing even after their 3 a.m. study session. Wonder how they do it?

Suffice it to say, you look horri- ble, tired, and)—but wait!—there are those few unbelievable girls that manage to look amazing even after their 3 a.m. study session. Wonder how they do it?

There is a Japanese girl, Eiko, who loves Paris and the indie band The Klaxons, along with her hobby of collecting blue ashtrays. She also hates restaurants with bad food. Then there is the French girl, Erinne, who adores New York graf- fiti, the children’s show Yo Gabba Gabba and the smell of gasoline. Sophie happens to be a die-hard fan of all Tom Cruise films. Last but not least, there is the Tokyo-subservient girl Monoka, whose “hobbies” are singing 50 Cent songs at karaoke and their mouth-watering taste is quickly gone after five to seven days.

Sunless tanning is much safer than sunbathing or tanning beds since you are not harming the skin with damaging UV rays. Even though sunless products and the sun may give the same lasting tan, the sun does permanent damage by breaking down DNA in skin cells which makes it more susceptible to skin cancer.

When applying the product, make sure you don’t apply a lot; it is always better to apply less and build more. Remember to choose your choice of lotion, mousse or gel and do not put anything on your eyes, nose or mouth. This makes it easier to apply and keeps your skin healthy.

Neurogena Microtint Tanning Sunless Spray ($10 sprays) is spray based and colorless, so it won’t stain surroundings surfaces and clothing, only skin. This makes it much safer, easier to apply with fewer errors and hands-free, just spray and go, it’s great when you’re in a rush.

Jergens Natural Glow Firming Daily Moisturizer ($8, drugstores) is a moisturizing body lotion that doesn’t streak, is lightweight and absorbs quickly. It helps keep the color on for a longer period of time. Sunless products are the perfect solution.

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Intercollegiate Women’s Conference Information
USG
Second Floor Lobby (NVC)
10 a.m. to 7 p.m.
(Monday to Thursday)

Kabalah 101
Jewish Student Alliance
Room 3-240 (NVC)
12:30 p.m. to 2 p.m.

Promotion
NY Music Industry Association
Second Floor Lobby (NVC)
12:30 p.m. to 2:30 p.m.
(Monday and Tuesday; Wednesday from 12:30 p.m. to 7 p.m.)

Confession Heard for Lent
Chapel’s Office Newman Catholic Center
Room 3-216 (NVC)
2 p.m. to 4 p.m.

Movie Viewing
Women in Islam
Room 3-210 (NVC)
12:30 p.m. to 2:30 p.m.

Salsa Lessons
PRIDE, LAGOS, LX, Latin Society
Room 3-215 (NVC)
12:30 p.m. to 2:30 p.m.

The Friedman Hour
Jewish Student Alliance
Room 3-240 (NVC)
1:30 p.m. to 2:30 p.m.

Experience Tranquility: Yoga
Training and Discussion with Harmony, MSN
Women’s History Month
Room 2-125 (NVC)
7 p.m. to 9 p.m.

The Nisanov Zone
Jewish Student Alliance
Room 2-240 (NVC)
12:30 p.m. to 2 p.m.

Transfer Welcome
Internment and Orientation
Second Floor Lobby
4 p.m. to 7 p.m.

The NISanov Zone
Jewish Student Alliance
Room 2-240 (NVC)
12:30 p.m. to 2 p.m.

Transfer Welcome
Internment and Orientation
Second Floor Lobby
4 p.m. to 7 p.m.

Louis Stokes Alliance for
Women’s History Month
Room 1-107 (Multpurpose)
12:30 p.m. to 2:30 p.m.

Successful Colombian
Women in Business
Women’s History Month
Room 2-125 (NVC)
12:30 p.m. to 2:30 p.m.

The Female Rap Superstar:
Past, Present and Future
Women’s History Month
Room 2-125 (NVC)
12:30 p.m. to 2:30 p.m.

Becker CPA Review
ALPFA
Room 3-160 (NVC)
12:40 p.m. to 2:15 p.m.

Honorary Member Event
Golden Key International Honour Society
Room 2-125 (NVC)
6 p.m. to 8 p.m.

Pearls of Wisdom: Women’s Leadership Conference
Women’s History Month
Room 1-107 (Multipurpose)
6 p.m. to 9 p.m.

Cents Ability Wall Street
Career Panel
Women’s History Month
Room 2-125 (NVC)
6:45 p.m. to 8:30 p.m.

Submit your event listings to leisure@theticker.org
Baruch softball ready for takeoff

Head Coach Jose Negroni is confident about this season

BY ROSIE GENAO
SENIOR STAFF WRITER

March is said to come in like a lion; the air gradually becomes warmer, midterm exams loom at every corner and Baruch’s athletics department gears up for its outdoor sports.

One team that is ready to go after months of preparation is women’s softball, which is kicking off their season with a tournament in Virginia in mid-March.

For the past three years, the women’s softball team has clinched third place in the CUNYAC finals, with the top two spots going to either Hunter or Staten Island. The Bearcats were knocked out by Staten Island in a disappointing loss last year, but now, with a strong veteran lineup and promising rookies, the coaching staff looks forward to edging past Hunter and Staten Island this season on their way to the top.

“Last year, we were in our rebuilding stage,” said Head Coach Jose Negroni. “Now, the recruits from last year really stepped it up and the six incoming players are a phenomenal class.”

Assistant Coach Penny Weiner, who is now in her ninth season coaching the softball team, says, “We have a lot of versatility. This team is solid at every position. Plus, our pitching is deeper than it’s ever been, and when you have pitching and defense, you can have a very, very good team.”

Instrumental to recruiting quality talent is Assistant Coach and Recruiting Coordinator Anthony Rodriguez, who has a very meticulous process for selecting recruits.

Returning veterans include Melissa Pena, who was added to the CUNYAC All-Star First Team, and Idelissa Llveres, the 2007 CUNYAC Rookie of the Year, now team captain. Lillian Gaton, who made All-Star Second Team, will be making her final appearance on the team as a senior.

What will it take to actually beat Hunter and Staten Island this year? “Pitchers are critical,” added Weiner. “Without pitching, you cannot beat these schools. If the team plays up to our expectations, this year is definitely ‘the year’.”

Unlike other sports, softball can be a “battle of positions”; if you are a freshman, you can start and if you are a senior, you can sit. It is about what you bring to the table, regardless of your year.

This season is forecasted to be, among other things, a “battle of positions” given the skill set of the returning players and the strength of the new recruits.

In terms of the team making it to the playoffs this year, the coaching staff does not doubt that they will make it; it will only be a matter of getting past third place.

Quality players across the board is something that the team boasts, along with desire and total commitment from the new players.

“At the same time, it’s a luxury we’ve never had before,” said Coach Negroni. “It will be a matter of pulling everything together.”
A remarkable swim season for Bearcats

BY TIMOTHY PETROPOULOS
STAFF WRITER

This season was nothing short of historic for the Baruch swimming program. The men and women finished third and second respectively in the CUNYAC Championships, they both had their best finishes in the Metropolitan Swimming and Diving Championships, and they broke a ridiculous number of records.

On top of all the team accomplishments this season, Baruch also walked away with the three highest individual honors in the CUNY Athletic Conference.

For the men’s team, sophomore R. Michael Shiwmath won CUNYAC Male Performer of the Year this season, following up his CUNYAC Rookie of the Year award last season. “It’s long overdue for Mikey,” said Coach Charles Lampasso. “He has worked hard for a long time and it’s great to see him honored.”

Shiwmath broke multiple records throughout the season and was named the top performer at the CUNYAC championships earlier in the season. “Working with Mikey is a daunting task,” said men’s team Captain Igor Gorodetsky. “It’s not everyday you see a swimmer with a 3.7 GPA and two jobs swimming everyday and still coming in on weekends,” said Coach Lampasso. “She has worked hard for [the award] and deserves it.”

Gorodetsky dominated the field all season, breaking numerous records while leading her team to victory. "Adelie Gregor deserves all the awards out there," said Gorodetsky. "She is an amazing captain and improves everyone around her."

Coach Charles Lampasso also won CUNYAC Coach of the Year for the second time in three years for his work with both teams. "It’s a great honor," said the coach. "I know the other coaches and to be named Coach of the Year [ahead] of them is just a great honor.”

His players agree. "Coach Lampasso is an amazing coach," said Gorodetsky. "Tony Zhang and junior Camilo Reys made the all-star team."

For the women, they had five all-stars led by rookies Dorene Chin, Grace Kim, Dawn Wursthorn, sophomore Jessica Penaherrera and senior Laura Tumulak.

Despite all the awards that the Bearcats clawed in, if you ask Lampasso, the biggest accomplishment took place outside of the swimming pool. “They are student athletes, student first,” said Lampasso. "I am proud that GPAs is improving as well as [swimming] times.”

Visit baruchathletics.com for updates on the women’s basketball team’s journey through the playoffs.

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Volleyball racks up numerous accolades

BY ROSSIE GENAO

With only about a third of their season left, the men’s volleyball team seems to be in good shape to unseat the rest of the leaders, having advanced on the statistical front and picking up accolades along the way.

About three weeks ago, the team took on six games in a row, ending the grueling schedule with a win at the Bard Invitational Tournament. This year, the men’s volleyball team has broken records under Head Coach Allison Gunther, and what was originally thought to be a “rebuilding” season has surprisingly turned to be a record-breaking one.

Their packed week kicked off with matches against Polytechnic. Followed by conference rivals Lehman and Medgar Evers. At the Bard Invitational in Annandale-on-Hudson, NY, the visiting Bearcats advanced out of their pool group with victories over Purchase and Lasell, facing off against Bard in the final match and winning the tournament.

Daniai Levent led the Bearcats to victory against Bard College with a career-high 44 kills, 13 digs and seven blocks. Radu Wyrwas also notched a career-high 87 assists, 11 digs and 10 kills that weekend. Both Wyrwas and Jonathan Tuwaidan were added to the All-Tournament team, while Levent was named Most Outstanding Player.

Levent, who has been a consistent and instrumental player since the beginning of the season, made Baruch history when he was also named to the National Sports Import/AVCA Player of the Week.

For Tuwaidan, winning All-Tournament marked a distinctive point in his volleyball career at Baruch, beginning the first time he received an award. “The Bard Invitational was in the middle of the season right before the CUNYAC. We played a ‘rebuilding’ season has surprisingly turned to be a record-breaking one. Their packed week kicked off with matches against Polytechnic. Followed by conference rivals Lehman and Medgar Evers. At the Bard Invitational in Annandale-on-Hudson, NY, the visiting Bearcats advanced out of their pool group with victories over Purchase and Lasell, facing off against Bard in the final match and winning the tournament.

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From the 3-point line to the sidelines

Daniel Levent made Baruch history as the first athlete to be named the National Sports Import/AVCA Player of the Week.

BY JOSEPH CAFARELLI

When you look up the women’s basketball team records, the name Jessenia Marrero keeps popping up. The holder of the career 3-pointer mark (237, most for either men or women at Baruch), second all-time in scoring (1,192 points) and prior years, senior Captain Joanne Stamiatides named the National Sports Import/AVCA Player of the Week.

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