



# the ticker

BARUCH COLLEGE, THE CITY UNIVERSITY OF NEW YORK



Professors gone wild! Students pay the price. Page 8.

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APRIL 7, 2008

## Candidates spar over presidency

BY MAYA KASHYAP  
NEWS EDITOR

With the Undergraduate Student Government elections heating up, the debate on Tuesday, April 1, served as a highlight of the process so far, as it was the first time both candidates shared their platform in an open forum. The debate, held by *The Ticker*, pitted presidential candidates Hernan Giraldo and Rezwana Hoque against each other.

The candidates squared off on many issues like renovations of student space, the student fee referendum, and transparency within the government, among others.

Moderator Michael Wursthorn, managing editor of *The Ticker*, commenced the presidential debate by raising the question of current USG initiatives and the plans for future ones. Hoque described many initiatives already underway, such as the "30 million dollars to start on 17 Lex. We started on the game room and we started on the club room," she said of the renovations presently taking place.

In response, Giraldo replied, "I think everything that she said is more or less what student government is supposed to do, so I don't really see them going above and beyond what their duties and responsibilities are." Giraldo's plans for the future of USG's initiatives include the proper distribution of funds and resources. "I don't understand



JERADATE KANCHANAWONG | THE TICKER

The two presidential candidates Hernan Giraldo, left, and Rezwana Hoque duke it out.

why USG has so many events on campus, some of which are successful but the majority aren't. It's just a misallocation of resources," he explained. "It's just a matter of duplicating other events that other clubs and organizations already have on campus," said Giraldo.

Giraldo also stressed that USG should be supporting students by co-sponsoring more events instead of conducting events on their own. "There are a lot of events that USG has now, that quite frankly, students don't attend. I know I haven't. I did last year because they were relevant

to me, but this year, I honestly don't know what USG has done."

Hoque fired back and said, "I think the reason why you don't really know what we've done is because you haven't joined a single meeting this year. If you cared about changing what you want to do on campus

you would have come to the USG meetings and become involved [...] It doesn't take a lot. It takes one person to make a change on campus," she said.

Hoque continued, "As far as involvement, we did cosponsor many clubs this year. We helped out a lot of students. One thing people, the students of this school have to understand is that we cosponsor and fund and allocate money for clubs. It is our responsibility as the senators at the E-board to attend every event on campus because we do allocate money to them."

In speaking about USG's visibility, Hoque said, "Our name is all over *The Ticker*, of all the things we've done on campus. Inside the newsletter, there is an invitation for students to come to our meeting. There's a date and time. Now it's up to the students to come in and find out about us."

As the debate progressed, the pressing issue of student space arose. Hoque favors the renovation of the game room and the transformation of the current TV lounge into a gaming center. "I'll try my best to work with the auxiliary board to get as much furniture and renovation space as much as possible," she said.

Giraldo, however, disagreed. "I don't support this initiative. I think that there is very little student

SEE DEBATE PAGE 5

## Women's weekend

BY CHRISTOPHER ESPEJO  
COPY CHIEF

On Saturday, March 29 the first Intercollegiate Women's Conference took place at Baruch College. The event, sponsored by the Undergraduate Student Government, *The Ticker* and the Office of Student Life among others, invited a host of speakers and professionals to give a variety of workshops centered around issues women face today.

The event, after some delays, opened with keynote speaker Tirza Barnes-Griffith, a career counselor who has worked in various fields and currently writes a column for a magazine targeting professionals and entrepreneurs. She set the tone for the event by touching on the struggle modern women face in achieving equality and making a mark in the world. After introductions and breakfast, participants were ushered to the third floor of



DANA L. CANNON | THE TICKER

A panel discussed female empowerment in "Transitions in Womanhood" workshop.

the Vertical Campus to begin the first set of workshops. The discussions were scheduled simultaneously, so students were required to choose which workshop to attend, missing the other taking place at the same time. The workshops were aimed at providing students with discussions on topics ranging from equality in the workplace to transitions in womanhood. Titled "Your

Body is a Wonderland," one of the first workshops focused on women's health and how to eat well.

Talks for the event began back in November of 2007, although planning didn't begin until January of this year by USG. Originally, Baruch's student government had planned to make the conference

SEE CELEBRATING PAGE 7

## MBA students win big in nat'l competition

### < Executive Leadership Council's 2008 Business Case Competition

BY NGA VU  
SENIOR STAFF WRITER

A group of five Baruch MBA students won first place in a national competition, surpassing students from the University of Michigan, Florida A&M University and Cornell University. This victory is extremely remarkable because it was the first time Baruch students entered the competition.

The competition is organized by the Executive Leadership Council and sponsored by Shell Oil. The participants were asked to find the solution for a business problem and present it to the ELC and Shell Oil at Shell's headquarters in Texas. The team from Baruch was assigned a case on the problems stemming from the recent acquisition of Jiffy

Lube International franchises by Shell Oil.

Shell Oil is an oil and gas producer with significant presence in the United States; Jiffy Lube, with more than 2,000 service centers in North America, offers car maintenance services such as oil changes, fuel system services, and inspections. Combining the two companies was supposed to be a match made in heaven, but there was a brand-repositioning problem.

After countless hours of working under high pressure, the team from Baruch had found a solution that "was able to use Shell's existing resources to maximize their potential returns with minimal risk by simultaneously: (1) satisfying their core customer group, (2) entering into a growing segment of the declining market, (3) protecting existing product lines from cannibalization, and (4) revitalizing the brand image."

In December 2007, when the director of Graduate Student Life

SEE MBA PAGE 7

### INDEX

- Opinion . . . . . 8
- Business . . . . . 10
- Features . . . . . 14
- Arts . . . . . 16
- Science . . . . . 20
- Leisure . . . . . 22
- Sports . . . . . 23

### FEATURES



CUNY rallies against Coca Cola.

Page 14.

### SCIENCE



Fruit flies, rejoice! High-tech equipment for 17 Lex.

Page 20.

### LEISURE



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Page 22.

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# News

## A place for the Pod people

BY LILLIAN RIZZO  
SENIOR STAFF WRITER

The new StudyPods, small areas where students can sit in isolation and silence, according to the deputy chief librarian, are part of new initiatives that the library faculty has come up with to help Baruch students.

The StudyPods have taken over the area on the third floor across from the laptop loan desk, where the microfilm machines used to be located. They are small cubicles that have swivel chairs with tablets and accessible outlets for laptops and other electronics.

"We got the idea from the suggestions of students for more private study space," said Professor Jerry Bornstein, deputy chief librarian.

Every two years the library dispenses surveys to students. After collecting them the faculty looks over all of the sections that need improvements and the major requests from students.

The new study area replaces the 15-year-old outdated microfilm machines that resided in the space. Being that the machines were rarely used, the faculty decided to take advantage of this open area. Ultra-



ABRAHEME HASSAN | THE TICKER

The StudyPods are located in the same space that was once occupied by microfilm machines.

modern new microfilm machines were also bought for the third floor. Over the next few weeks the library will be holding workshops for research and personal appointments for term papers. They will start

loaning out DVD players to be used in the library. According to Bornstein, all of these changes including the StudyPods, have been funded by money allocated by Baruch to the library.

A certain number of StudyPods will be installed because of limited space. Instead of additional pods, sofas and new chairs will be put in places for informal group discussions.

Students have begun discovering these StudyPods and they are growing in popularity. Most students are attracted to the comfortable light green chairs that can be turned in any direction. On every chair there is a tablet that can be switched from left to right for the student's convenience.

"If I want to sleep I go downstairs, but if I want to study I come here for the comfortable chairs," said freshman Max Pashinskiy.

Sounds are not blocked out completely, but the atmosphere is peaceful, especially with only a few students walking in between the area.

The pods are not crowded early in the morning and it is easy to find a seat. Most students are either using their laptops or DVD players.

During the afternoon, it is harder to find a seat here, and once someone gets up their seat is already taken. Although hidden behind the magazine shelves in a secluded area, these StudyPods have become increasingly sought after within a matter of weeks.

On the second floor of the library and VC there are large posters announcing the location of the newest place to study, along with flyers available at the front desks.

## Gioia speaks at Baruch

BY SHERRY MAZZOCCHI  
SENIOR STAFF WRITER

In a speech at Baruch on Friday, March 28, Queens Councilmember Eric Gioia said citizens do not expect enough of their elected officials. He compared what students expect from their professors and school administrators to what is generally asked of City Hall, Albany and Washington. Gioia said, "It speaks to the level of expectations when they say, wow, you've been in office for six years and you haven't been indicted?"

Speaking at the weekly Toastmaster's Club meeting, his speech, barely over 30 minutes, was a tribute to hard work, high ideals and a call to help New York City become a better place.

At the end of his speech, Gioia began talking about his upcoming candidacy for New York City Public Advocate when Toastmaster of the Evening, Michael Steinberg, discreetly indicated he could not elector on campus.

However Gioia, councilmember for Woodside, Sunnyside and Long Island City since 2002, had already won over his Baruch audience. A graduate of New York City public schools, he worked nights as a janitor to pay for his New York University tuition.

After starting law school at Georgetown, he began working in the West Wing of the White House during the Clinton administration. "If there was a totem pole, I was the lowest person on it," he said. "If anyone was lower, I never met them."

When introducing Gioia, Steinberg said he "didn't get where he is today because it was handed down to him, like Prince Charles or George Bush." Gioia grew up in Woodside, Queens where his family owned a flower shop. The Councilmember, who is allergic to flowers,



NYMAG.COM

Councilmember Eric Gioia spoke about raising citizens' expectations of politicians.

was the first person in his family to go to college. Working all night and going to school during the day was "incredibly challenging. When you are in the basement of a building in Manhattan and it's winter and its dirty and smelly and there are insects, you appreciate what hard work is."

Gioia said when people do not have resources, they have a tremendous amount of anxiety. He described how his mother would always worry about the future of her family; if anything happened to his father or their business. "It made me look at law in this majestic way, like David's slingshot against Goliath," he said.

He told the audience that the vast majority of people in his neighborhood care about safe, clean streets, high quality public libraries and access to good public libraries but did not participate in government because they did not think it would make a difference.

Gioia talked about how he

helped transform his district. By establishing sports activities like baseball and soccer leagues, crime in the neighborhood dropped. He helped establish a college prep program in schools and test scores started going up.

Before he was elected, there were no banks within a one-mile radius of a housing project. He described how he mobilized the community and made presentations to banks, enticing them to join the community.

As a result, a new bank has opened a branch and is making loans to buy houses and help families save, so children can attend college. He estimated that before, approximately 40 percent of the people in the community had never even had a bank account.

Responding to a question about who he favors for president, Gioia said he was supporting Hillary Clinton. "Her office was close to mine in the White House," he said. "She's been a good friend."

## A cross-dresser in Russia's war

BY HSI CHAN  
CONTRIBUTING WRITER

On March 27, Professor Hilde Hoogenboom from the University of Albany gave a presentation to Baruch students on Nadezhda Durova, a noblewoman who served in the Russian military during the early 18th century. Sponsored by Baruch's History Department, Modern Languages Department and Woman Studies Program, the event, titled "A Cross-Dressing Woman Cavalry Officer in Russia's War Against Napoleon: Nadezhda Durova's Career as Aleksandr Aleksandrovich," concluded Women's History Month.

Hoogenboom, whose research interests include woman in power and Russian literature, previously translated "The Memoirs of Catherine the Great" from French in collaboration with Markus Cruse. During the event, Hoogenboom explored the themes of nobility, duty and honor in Russian society.

Durova, who was born in 1783 to a Russian noble, served in both the Prussian campaign and Napoleonic invasion of Russia. She enlisted in the Russian military as a 23 year old in 1806, disguised as a man under a variation of her father's name. She left behind her parents, brother, husband and son.

Emperor Aleksandr I personally commended her bravery on the battlefield with the Cross of the Order of Saint George. Durova adopted the Emperor's name and became known as Aleksandr Aleksandrovich. She retired in 1816, having achieved the rank of a staff captain. She later published her memoir, *The Cavalry Maiden*, detailing her life in the army in 1836. According to Hoogenboom, "Durova's memoirs are a very interesting and exciting reading, but like her portraits, they are foremost pro-

fessional testimonials to her noble character and status." Described by some later historians as "eccentric," Durova lived as a transvestite until her death in 1866.

In her memoir, Durova laments the fact that she was born a woman, describing women as "full of weaknesses," and the "most deplorable creature in the world." While other historians have primarily focused on Durova's gender and sexuality, suggesting that she was a man trapped in a woman's body or that she was androgynous, Hoogenboom argued that, "Durova's noble identity transcended her gender and functioned to reconcile the very real contradictions of her position." Hoogenboom examined Durova's life not as a woman, but as an officer honoring the military code. Durova continually sought honor for her family. Due to her influence, her brother became an officer in the military and her son entered a prestigious school for orphans of slain officers.

Hoogenboom also explained the impact of Peter the Great's introduction of the Table of Ranks, a formal list of positions in Imperial Russia determined by service to the emperor rather than birth or seniority, Catherine the Great's rise to power and Durova's career as a soldier.

The last portion of the presentation focused on the significance of Russian regalia. Hoogenboom explained that, "regalia represented one's personal access, or physical proximity to the ruler." Durova displayed her Cross of the Order of Saint George prominently in all her portraits.

Durova, skilled with both the pen and the sword, is an intriguing figure in history. As Hoogenboom remarked, "It is ironic that Durova found freedom in [the] military with strict regulations."

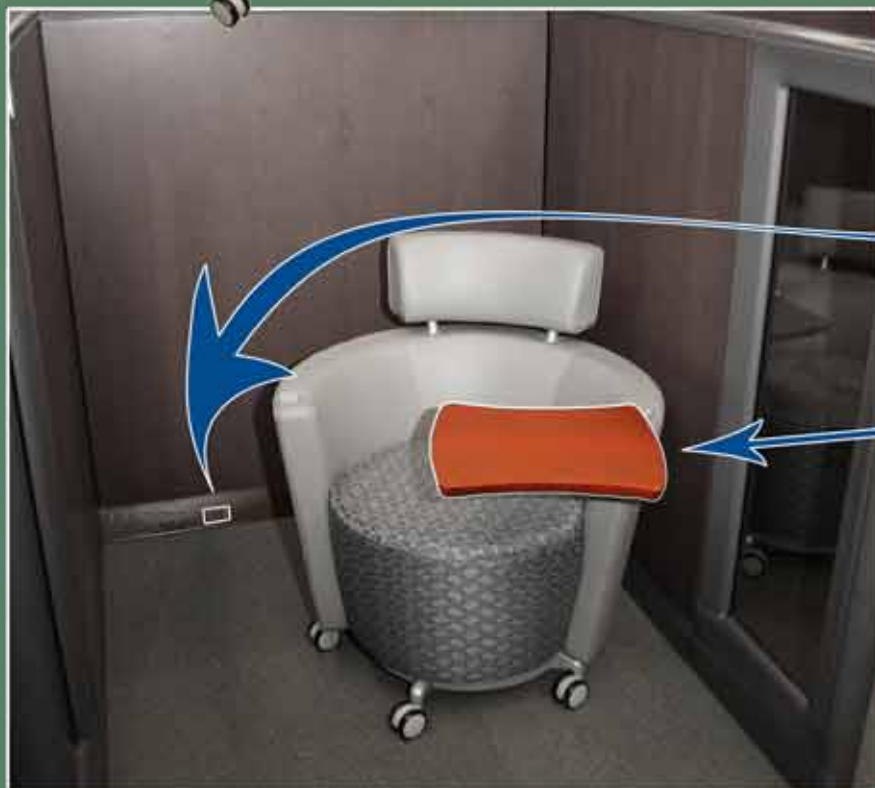


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**BARUCH IS CU NY**

# An innocent charged with murder

BY ROB REALE  
SENIOR STAFF WRITER

Jeffrey Deskovic, a man wrongly convicted of rape and murder, gave a speech at Baruch last Wednesday, April 2. Deskovic's talk, lasting over an hour, was one of the most disturbing accounts of miscarriages of justice ever told. The organization that helped overturn Deskovic's conviction after 16 years, The Innocence Project, has another 215 convictions that it has helped overturn since its founding in 1992. Alpha Phi Delta, The Black Student Union and The Undergraduate Student Government sponsored the presentation.

In 1989, Jeffrey Deskovic was a 16-year-old high school senior living in Westchester, New York. When a female classmate had been murdered, there was an enormous public outcry since there had not been a murder in Peekskill in the last 25 years. Classmates noted that he was quiet and emotional at the funeral; they told this to the police who quickly decided that Deskovic must be the culprit.

Without an attorney and denied food, he was interrogated for seven and a half hours. Towards the end of that interrogation, the police threatened to assault him. He was told that he could go home after confessing, and that he would not go to jail, but instead receive psychiatric treatment. He gave a false confession, which essentially matched the officers' suggestions of how the murder took place.

However, DNA evidence had actually cleared Deskovic. Not only did the Westchester County District Attorney ignore this evidence, they



Jeffrey Deskovic, right, was unjustly imprisoned for murder and served six years in prison. Members of Alpha Phi Delta, left, brought him in to tell his story.

fabricated a story to explain the evidence presented. The District Attorney fabricated a story where the victim had consensual sex before the rape — this alone did not raise any red flags. The lie became even more elaborate: the district attorney refused to test Deskovic to prove that the victim did indeed have consensual sex with him. At sentencing, the judge said, "Maybe you are innocent," and proceeded to sentence him to 15 years to life.

Deskovic spent 16 years in prison, mostly in the upstate Elmira prison which houses some of the state's most violent inmates. Deskovic states that there were three to four stabbings or cuttings per day. He discussed in detail, the horrible conditions, one of the most notable being when an inmate is assaulted. They were disciplined regardless of their role in the assault. Standard disciplinary action results in being restricted to a cell for 23 hours per day, two showers per week, no phone calls at all and being fed small quantities of food that was two to three days old.

Then, Deskovic told a story about his dying grandmother. His grandmother was his primary caretaker growing up and she became

ill. Prison officials gave him the choice of visiting her on her deathbed or going to her funeral. They drove him four hours each way, wrists and ankles handcuffed, so he could spend exactly one hour with her.

In prison, Deskovic pursued an education, first getting his GED, then an associates degree. He started on a bachelors degree when former Governor Pataki cut funding for prison rehabilitation programs.

Deskovic detailed a 10-year-long appeals process in the span of an approximately 20 minutes. Then-District Attorney Jeannine Pirro (not the original prosecuting DA) twice argued against Deskovic's appeal. Once petitioning the court to deny a motion filed four days late, only because Deskovic's defence was late. The lateness was no fault of Deskovic or his lawyer; he had been given incorrect information by the court's own clerk.

In 2001, his final appeal, the United States Supreme Court declined to hear his case. After that, he spent years writing what he called "SOS letters" to beg for help. Every law firm he wrote to declined to offer pro bono services, but was happy to quote him exorbitant fees for their assistance; he received no replies from reporters or community groups.

From what he described as a "chance encounter" in 2005, Deskovic met a woman who encouraged him to contact The Innocence Project. He had contacted them in 1993, but DNA technology had gotten much more sophisticated, and so their policies for accepting cases had changed since that time. He applied to have his case heard, and six months later his case was accepted. The new Westchester District Attorney agreed to run the rape kit DNA against the state's database and there was a match for convicted murderer Steven Cunningham. Cunningham confessed

to the crime and Deskovic was released from prison on Sept. 20, 2006.

Deskovic was released with nothing more than the clothes on his back. There is no policy or system in place to give the exonerated any financial support after leaving prison.

He continued his education and graduated with a bachelor's degree from Mercy College while on scholarship. He is currently awaiting the results of his LSAT test. He wants to become a lawyer and help other wrongfully convicted people.

According to the Department of Justice, over 2.5 million people convicted of crimes were incarcerated as of Dec. 31, 2006. A *New York Times* article from March 25, cites Professor Samuel R. Gross, a law professor at the University of Michigan, as calculating the false conviction rate for inmates sentenced to death as about two to five percent.

The article goes on to cite his estimation that 185,000 innocent people have served hard time in the past 30 years. Even with factoring in the lowest variable of about two percent, there are roughly 52,000 innocent people serving time in jails and prisons across America. While it is not statistically accurate to extrapolate the two percent to the entire prison population, it is not an unrealistic estimation.

Baruch College sophomore Vincent Pullara, Jr. organized this event. Pullara has volunteered at The Innocence Project since February 2007 and showed a real passion for the cause in his opening remarks.

Through The Innocence Project, he has met people including Barry Scheck, Janet Reno and John Grisham. He is interested in coordinating more events on this topic, including educating students on their rights when dealing with the criminal justice system.

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## CUNY helps the disabled

BY NGA VU  
SENIOR STAFF WRITER

When it comes to internships and job opportunities, students with disabilities are always at a disadvantage. To help equalize the playing field, the CUNY LEADS project, which stands for Linking Employment, Academics & Disabilities Services, was created to equip CUNY students who have disabilities with skills and essential knowledge to gain equal access to internships and jobs.

Any CUNY student in a degree or non-degree program, in the Adult & Continuing Education or allied program, who has a documented disability but not necessarily registered as a disabled student at Baruch, are eligible to join.

The benefits of the program include career counseling, job placement assistance and job seeking skills, which are similar to that offered by the Starr Career Development Center. The participants also receive training regarding the Americans with Disabilities Act, Section 504, which is the civil rights act that protects against discrimination in the workplace. Students who join the program receive free textbooks, regardless of their financial aid status.

Students with disabilities have different needs regarding internships and job assistance. At interviews, potential employers might not be sure if the person can handle the job. If the interviewee lets his nervousness become apparent, this may spell disaster in terms of getting a job.

Knowing when and how to disclose the disability, or never do it at all, is another huge concern for the students.

To help students overcome such disadvantages, the CUNY LEADS project hires specialized counselors who have extensive experience

in working with students, and place them in every CUNY campus. The specialized counselor at Baruch College is Melanie Menge in the Office for Services for Student with Disabilities.

Since the start of the program in February, Menge has been busy reaching out to students. The program now has about 35 students. An example of something Menge does is a mock interview, in which she helps students get ready to face obstacles like the ones mentioned above.

Menge advises, "instead of worrying about what you cannot control, it is better to work on something that you have control over." Having a good interaction with potential employers during an interview helps convince them that you are the right person for the job.

The project receives enormous support from Baruch's Office of Services for Students with Disabilities. Barbara Sirois, the director of the office, has been working for years to help students. Sirois says she is glad that the project expands the resources for students on campus.

CUNY was approached by VESID, a state agency that assists individuals with disabilities to obtain employment, about the project.

On Nov. 1, 2007, CUNY hired three people to develop the project, since the concept of LEADS is entirely new. The specialized counselors were recruited, trained and sent to each individual campus.

For the remaining time of this semester, Menge will keep reaching out to new students.

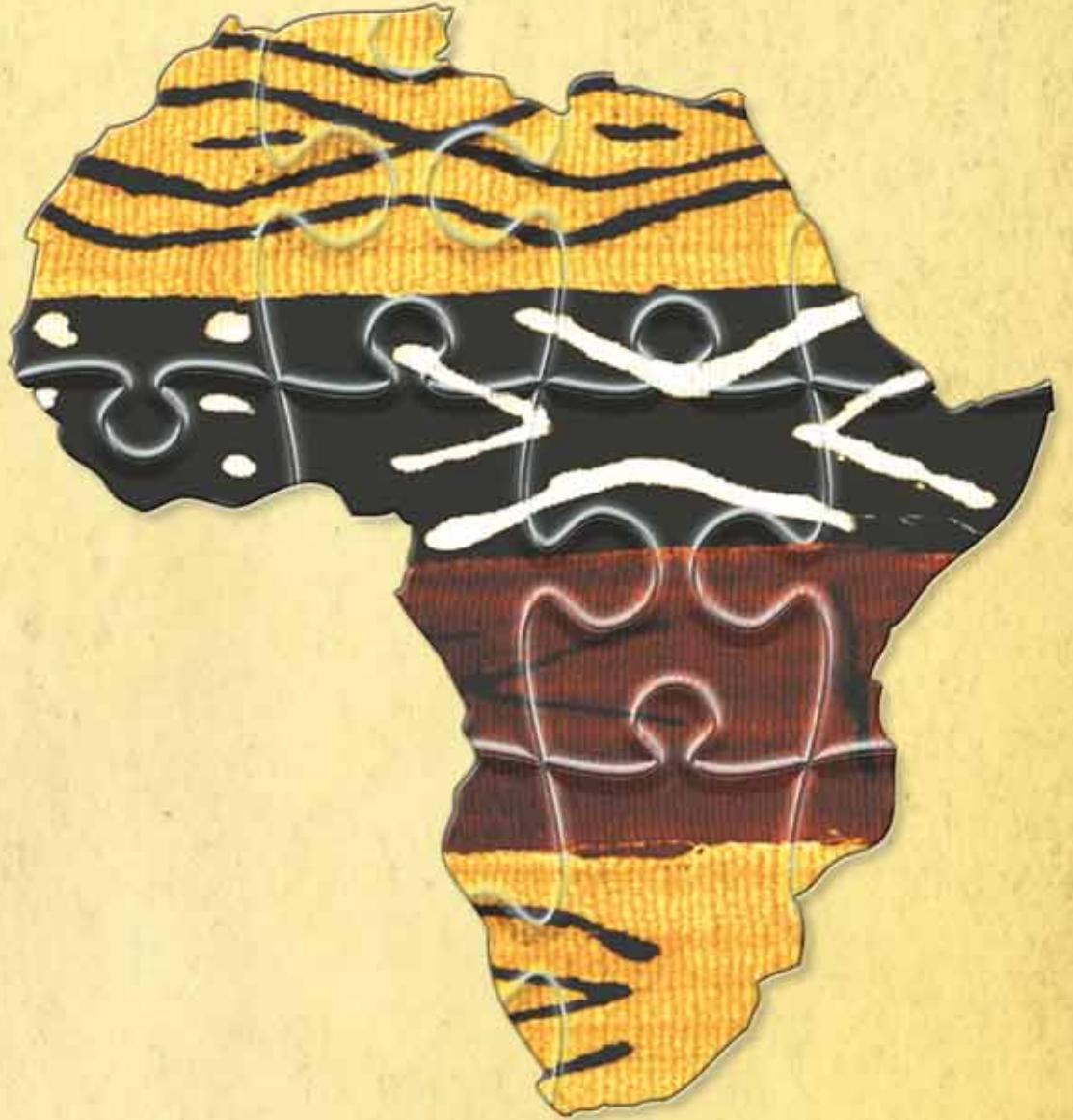
More information can be found at the Office of Services for Students with Disabilities, located in Room 2-271.

The issue of privacy and disclosure is taken very seriously at the office. Students can even arrange meetings off-campus.

ZICKLIN AFRICA BUSINESS CLUB PRESENTS



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### USG Briefs



COMPILED BY WILLIAM BATTAGLIA  
USG CORRESPONDENT

- The CUNY Compact Plan talked about doing a college dorm for Baruch/Hunter/John Jay in Manhattan. In addition, for the renovated 17 Lexington, USG may be pushing for more science labs for science courses.
- USG Transition Event: Original Dates of May 1 or 2 were canceled due to lack of room space. Tentatively rescheduled for May 8 at 6 p.m. Event to possibly be held in the Library building.
- According to Vice President Mary Grace Torres, the Intercollegiate Women's Conference "was a modest success. We didn't get the amount of attendees that we wanted, but got great response and feedback."
- Athletics Committee: Met on April 1 to request an increase in the reimbursement for athletic shoes and tennis racquets for athletic teams.
- Baruch Association of Russian Students (BARS) received a co-sponsorship in the amount of \$737 (\$200 for refreshments and \$537 for supplies) from USG for a Matryoshka painting event to take place Thursday, April 10 or Tuesday, May 13.
- Coffee Night: This event to be held Wednesday, April 9 for evening students.

## Candidates debate

CONTINUED FROM FRONT

space on campus and that taking the TV lounge and turning into a game room would just take away even more from that, specifically from clubs who hold events in that room," he said.

Lastly, Wursthorn raised the question of the failed student activity fee referendum. USG was required to obtain 1,250 student signatures in order to have the referendum appear on the April ballot. They fell short by nearly 600 signatures. When asked if she supported the increase in the student activity fee, Hoque replied, "The student fee referendum, basically it was to gauge student interest and if the students aren't interested, then my party isn't interested and I'm not

interested as well." She went on to say, "The primary thing of the student activity fee that people have to take in mind of is that most of the money went to healthcare and you have to understand that international students as well as the other students in school are not able to get healthcare."

Giraldo countered and wondered, "How much USG really did to get the votes out. I think that it is a great idea but what I would want to do to change that is to have a meeting with administration just to see what it is we should do in terms of how much we should increase the student activity fee by."

"Ultimately that means that they have to pay more money but the money is going to the right places," he said.

## CAMPUS BRIEFS

### 9 WEDNESDAY

**Leadership Series** presents Shelley Lazarus, chairman & CEO of Ogilvy & Mather Worldwide at 8 a.m. in room VC 14-220. Business attire is required.

### 10 THURSDAY

**The Counseling Center** is holding a conflict resolution workshop at 12:30 p.m. in 137 E. 25th St, 9th floor conference center.

**The Peter F. Vallone Sr. Seminars in Government Lecture Series** presents "Slingshot: How Low Will We Go In 2008?" in the Newman Conference Center at 8 a.m. Call 646-660-6851 to RSVP.

**A committee of students, faculty and administrators** seek student feedback in recommending a cafeteria vendor for Baruch for the next five years. To voice your opinion, complete a five-minute survey.

### CORRECTIONS

The photo of Vagina Monologues was taken by Jo Ramatis.

The photo for the campaigns article was taken by Dana Cannon.

Dustin Winegar should be credited for the Eagles spied on Bearcats graphic.

### ONLINE

View a slideshow of the ThinkFast competition at [theticker.org](http://theticker.org)

# New math game fosters learning

BY KEITH ARORA-WILLIAMS  
SENIOR STAFF WRITER

Although Baruch College offers the standard base of liberal arts majors, it is inarguably a school that receives distinction for its commitment to providing a competitive business education compared to private institutions like NYU.

Baruch's student population is chocked full of aspiring stock analysts and prospective investment bankers who hope to stock the halls of corporate giants like Merrill Lynch and UBS.

With dreams like this, it is disheartening that a substantial impediment on the road to success is turning out to be required courses in basic college level math.

Without passing these classes, students are disqualified from entering the Zicklin School of Business. The problem is compounded by the fact that this is one of many prerequisites for entrance into Zicklin. If time is wasted retaking these courses, it becomes increasingly difficult to complete 11 other courses within the two-year deadline, especially if math is put off until the last semester.

The problem for students with inadequate math skills is not specific to Baruch. It is a national endemic that has fanned the flames of the immigration debate in this election year.

Google Executive David Drummond explained that staying competitive means "hiring the top graduates of the top math, engineering and computer science programs in the country ... which is why every company in Silicon Valley had come to rely heavily on foreign students."

To be accepted to Baruch from New York State, a student needs to pass the Regents B exam in Math

with a score of 65 percent. However, the results of these tests are curved in secret, so it is likely that students have snuck by knowing less than half of the material.

When nearly 44 percent of students failed the calculus course, MTH 2206 in 2007, the need for change hit a tipping point.

As of April 3, the Undergraduate

be inclined to even try to compete in the hardest competition. But by the same token, staggering the divisions by class would just be too much work for professors in terms of making problems," she said.

In Broadwin's eyes, "any event that is aimed at fostering a more math friendly atmosphere at Baruch is definitely positive and I be-

"If it's open to all students and the prizes are the same at every level, then I don't understand why a student in a 4000 level class would be inclined to even try to compete in the hardest competition. But by the same token, staggering the divisions by class would just be too much work for professors in terms of making problems."

- Judy Broadwin  
Mathematics Coordinator  
for the SAC Center

Student Government, in collaboration with the math department, announced the first ever MATHlete competition. The event is a limited registration prize-oriented contest comprised of reasoning and logic questions.

Supposedly, with iPods and cash prizes in their sights, struggling students will compete with and possibly triumph over their more successful colleagues, who also register for the event.

Math coordinator for the SACC Center Judy Broadwin cited concerns over the event's logistical workings. "If it's open to all students and the prizes are the same at every level, then I don't understand why a student in a 4000 level class would

lieve that is the competition's goal."

The math department of Baruch, chaired by Professor Warren B. Gordon, has instituted a considerable number of additional tools aimed at helping students who are in dire need of supplementary pedagogical assistance.

According to Gordon, "With the new resources on hand for students, the passing rate for the 2003 and 2206 classes have increased significantly, especially in 2003. The rate of passing students jumped from 59 to 79 percent last semester."

Students now have 24-hour access through BlackBoard to online videos of senior professors teaching lessons that they might have missed. Also in the works is a set

of videos, in which, these same professors methodically work out hundreds of problems from sample exams posted online. The plan is to make these videos available in DVD format and sold at a marginal cost in the Baruch Book Store.

According to Gordon, "The videos are good because, say you have a terrible adjunct as your teacher who doesn't make any sense, you can just watch the videos. It's sort of a second line of defense."

Gordon indicated that the overall enhancement of student performance has a different, more relevant impetus.

"The main reason that students are improving is that they are doing their homework now. Most classes don't have a serious homework grade, so students took this as an invitation to ignore assigned textbook work," he said. "Now, because of a new program started in the fall called WeBWork, students can do their homework online and the program grades it makes it easy for the teacher establish a legitimate homework grade."

WeBWork, a Java-based application developed by OpenSymphony, is used by many prominent schools including Columbia, University of Virginia, Rutgers and Hartford. Baruch would have to expend around \$2,000 per year to make WeBWork a fixture at the school.

The MATHlete competition should take place April 17 but this is subject to approval by USG. Vice President of Academic Affairs Carlos Ruiz has championed this event from the start and has spent months organizing it. Funding for the event was supposed to be approved on April 1. Due to some awkward politics on the part of Ruiz, co-sponsorship by USG was nearly forfeited and ultimately put off until 10 days before the event.

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# Celebrating women MBA students rake in \$20,000 in cash

n CONTINUED FROM FRONT

an overnight event where students would sleep in the Vertical Campus' gymnasium in sleeping bags. Due to logistics and budget constraints, this idea was scrapped and the conference was condensed into one day. Similar to the sleepover attempt, a registration fee was imposed and then retracted after an insufficient number of people paid.

Approximately 175 people registered online and 200 were expected to attend. According to sign-up table records, only 70 students were present for the opening of the event. By lunchtime, approximately 40 students were left to take part in the remaining workshops.

The general consensus for the conference was positive. Referring to the quality of the workshops, Baruch junior Daphne Pena said, "I enjoyed them. They were very informative."

Lunch was provided for all in attendance halfway through the conference. To help spark discussion at tables and get students to know each other, debate questions were provided in small gift bags.

The questions ranged from "When you get married, would you keep your bank account separate or combine them once you are married?" to "In a relationship, does age matter?"

After lunch, students were again ushered upstairs for the second set of workshops. One of the speakers, Leigh Henderson, managing director for Leadership Training Room, found the conference "very inspiring."

Henderson provides consulting and coaching services to help individuals with professional advancement. "I loved it. I loved sharing what I've learned about my career



DANA L. CANNON | THE TICKER

Students discuss personal appearance with a makeup professional.

and what hopefully will inspire others."

"I thought it was amazing," said Amaris Guzman, a graduate of St. John's University who attended the conference. "The panelists were so credible. I thought they did a great job."

One of the panelists included one of Baruch's own communications professors, Denise Patrick. She was one of three panelists who conducted the "Transitions in Womanhood" workshop. The panel, which had approximately 16 students in attendance, discussed what it means to be a "woman" and how that differs from being a "girl." The panel also included Alisa Vitti, founder and director of Laughing Sage Wellness, and Zina Richardson, a representative of the CUNY central office of student affairs.

"A conference like this is extremely important to our women on campus," said Patrick. "It helps them to understand how to define themselves and helps them voice their own issues in a safe environment." When asked whether she

would participate if the conference were organized again, she said, "Absolutely. I love doing this."

The majority of attendees were Baruch students despite USG's efforts to attract students from other colleges. According to Mary Grace Torres, executive vice president of USG, "Most of our attendees are from Baruch."

Torres attributed the low attendance to the event being scheduled on a Saturday and USG's advertising efforts. According to Torres, advertising took the form of announcements on USG's and CUNY's websites, e-mails to all club presidents, invitations to representatives of other colleges in the New York area and flyers posted around Baruch's campus. Despite all this, Maria Dahlmann, a graduate of SUNY Purchase who attended because of her friend, said, "It was only publicized within Baruch."

Apart from the difficulties USG had with attendance, the event was well received. According to Torres, "It was a great conference. From the feedback, they were happy."

# MBA students rake in \$20,000 in cash



ILLUSTRATION BY DUSTIN WINEGAR | THE TICKER

The winners received a \$20,000 prize and a trophy was awarded to the college.

n CONTINUED FROM FRONT

Office, Ginny Goldberg, sent out e-mails about the competition to the students, and two teams of Baruch students rose to the challenge. The applications were completed in the same month. In January, the teams were assigned their cases and had to come up with a proposal by February.

The finalists were selected to defend their solution on March 13 at Shell's headquarters, and one of the teams went on to win first place in the competition. Johnson, a member of the winning team, said "I was so nervous when the judges announced the finalists. I'm so happy we won!"

The teams received tremendous support from Myung-Soo Lee, the Dean of Academic Affairs for graduate students at Baruch, who says "The confidence that students gain when they realize they can compete against skilled rivals and win is immeasurable, and ultimately be-

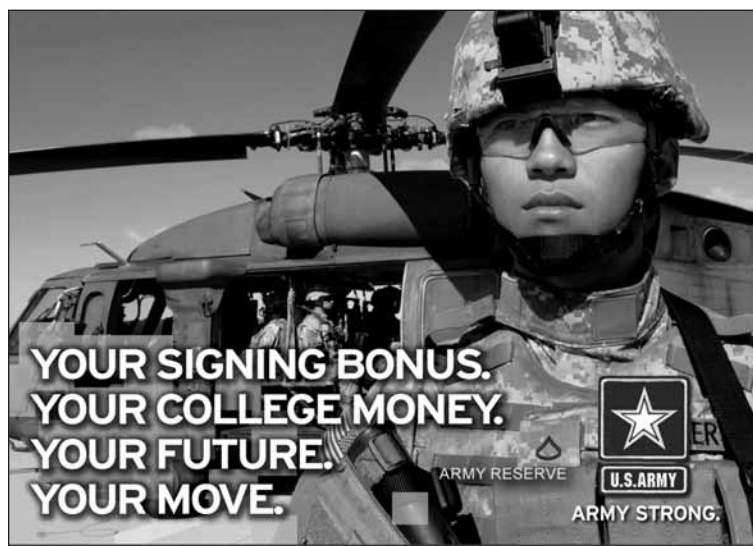
come a permanent asset for them."

Another key supporter of the students is Dean John Elliott of the Zicklin School of Business. In recent years, he has been promoting student participation in national business case competitions by modifying to the curricula that encourages student's interests.

The ELC Business Case Competition is also open to undergraduate students. To participate, the team has to be comprised of at least three African-American students.

When asked about other upcoming contests, Goldberg advised about the National Society of Hispanic MBA's, sponsored by Dell and Microsoft. There is no ethic requirement for this business case competition. For more information, visit [nshmba.org/casecompetitions](http://nshmba.org/casecompetitions).

The winners of the ELC competition received \$20,000 in cash and the trophy was donated to Baruch College.



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# Opinion

## Did you know...

That 80,000 jobs were cut in March, marking the third consecutive month of increasing unemployment? Tell us what you think at [oped@theticker.org](mailto:oped@theticker.org).

# Terrible professors run amok

Wasting money on poor classroom and learning experiences

ANNA AULOVA

We've all talked about it and we've all had at least one experience of a bad professor during our Baruch career. What amazes me is how those professors are the ones getting paid and we are the ones paying to take their classes.

I'm sure that just by hearing "bad professors," any student can automatically envision that one particular professor who either came to class unprepared, speed-raced through the subject, failed to answer questions or committed a mix of all three.

I understand you need a Ph.D. to be a college professor, but just because you are able to get a degree in a particular field does not automatically mean you are able to teach it.

There are a number of wonderful professors in Baruch and I am fortunate enough to have met some of them. But that's what makes me so disappointed when I get stuck with the few horrible ones.

When I decided to take physics this semester to fill my requirement for the Weissman School, I chose a decent professor. But what I did not choose was his wonderful protégé who teaches the lab.

I acknowledge that he is intellectual and knows physics like the back of his hand, despite the fact that he cannot be older than 20 years old.

Just because he knows his stuff, though, does not change the

fact that this semester is his very first time teaching. He has one of the thickest foreign accents and is nervous to the point of stuttering through our questions rather than try and explain the material. My classmates and I literally had to pick out the shyest, yet smartest guy from our class and make him substitute for the actual lab professor for the entire semester.

Now, my question is, why did my particular class have to be the guinea pig for this professor? And of all classes, why did it have to be in physics? Everyone in the class is taking it to fulfill their requirements and is obviously struggling with the subject.

I was lucky enough to be able to drop the class and not run the risk of ruining my GPA, but I truly feel

for all the seniors in the class because from what I have been hearing, it has not been easy trying to decipher the material through the "professor's" nervousness.

I am sure that most of you reading this article can relate to a frustrating experience like mine. I've heard countless stories from friends about professors always coming unprepared to class, completely ignoring their questions or using the same exact monotonous voice for the entire hour and 40 minutes of calculus.

I do not understand why we should spend our hard-earned money, if not our parents' hard-earned money, or even the govern-



DREAMSTIME

ment's "hard-earned" money, on these courses and receive unsatisfactory results.

The semester evaluations can definitely help in preventing others from making the same mistake as we did with certain professors, but the evaluations do not give us back a whole semester's worth of correcting the teacher's mistakes made in the classroom.

I do not want to spend my class time evaluating just how bad my professor's presentation skills are and how COM 1010 would be very helpful to them.

All I'm saying is that school administrators should pay as much attention to professors' ways of teaching as to any other matters within the school.

Professor projects his own lack of skill onto students; calls them "incompetent"

MILDRED JOHNSON\*

Nicholas Barone, whom I believe is teaching his first semester here at Baruch College, teaches my ACC 3202 class. And hopefully, no other classes.

Barone is quite incompetent with his teaching. He gets confused in class, sometimes cannot answer questions from the practice midterms and is also known for asking questions and putting students down when they try to answer. He often tells his students that their answers are wrong, but then turns right around and gives the same answer in a slightly different sentence.

On numerous occasions, Barone has called his students "incompetent" and downright stupid because the whole class failed a test that students from other sections passed. He has specifically told us that he does not care whether or not we complete our accounting degree.

These are a few of the things that he does on a daily basis. My personal problem with him is that I believe he is sexist and I, apparently, have become his scapegoat.

The problem started about two weeks ago, when I came to class about 20 minutes late. Barone stopped lecturing, came up to me, put me down in front of the whole class and refused to let me sign in the attendance sheet.

Unfortunately, as I work in a tax department to pay for my tuition, and tax season is no joke, I was late for the next class. Barone asked to see me after class. He told me that because I had been late on numerous occasions, if I were to be late or absent one more time, he would give me a WU.

I listened to him and tried to explain that I had only been late twice and was, in fact, very early to his other classes. I also tried to explain why I was late.

The result of this was Barone yelling and screaming all sorts of things at the top of his lungs in front of about 15 students who were still left in class. Needless to say I cried my way home that night.

Last class, Barone told about 20 students, including me, that because they were the last set of peo-

ple to turn in their tests last time, for this test, they would have to sit in a "special section" of the class and would get 10 minutes less than the other students.

For the last test, Barone had instructed us to form a line in order to turn in our tests and started yelling once again at people not to crowd up the front of the line. Logically, this means that it was inevitable to have a set of people at the end of the line.

I put my hand up to ask him a question and I stated that it was inevitable to avoid having a last set of people. Barone replied that though he understood my concerns, he did not care. He said that when he asked us to put our pens down; some chose to continue writing. I tried to ask him another question, but once again it turned into a "screamfest." Once again, I left with a sour feeling, never wanting to come back to his class or Baruch ever again.

I have never, in all my years of going to school, experienced anything like this. I try to be as polite as possible, not only to professors, but to anyone older than me since this is my nature. But I do not know what to do about this class and Barone, who has chosen to pick on me almost every class for reasons that escape me.

Did I fail to mention that the day he started his "screamfest" and refused to let me sign the attendance sheet, there was a male student who had left class about 30 minutes early for the second time, but all Barone said to him was, "Oh, you're kidding with me, because you keep leaving early." And when the man tried to explain, Barone simply brushed him off with "This is a warning."

Did this male student get to sign the attendance sheet on both days? Sure. Did I get to sign mine? Absolutely not!

I really hope that this matter does not go unrecognized. I really hope that for other students' sake, Barone is either spoken to about this issue so that he has a better attitude towards his students or he simply be replaced.

Needless to say, I will be changing my major from accounting to finance because I have found finance professors, like Ozgur Demirtas, to be much better at teaching. Ozgur makes me love finance because of the way he teaches and shows that he cares.

I wish there would be more like him at Baruch.

\*The author's name was changed for fear of academic repercussions.

## Hockey, snow and maple syrup

I'll never forget my pre-calculus class: by the end of the semester, only eight students made it through, down from about 30. It was simple: the professor barely spoke English, and was so smart, that it was hard for him to teach because everything was obvious to him.



MARIANE ST-MAURICE  
Opinion Editor

It's a story often heard at Baruch. Students complain about the bad professors they have who lead them to drop classes.

Here's the problem: students don't complain to the right people. When we had that horrible math professor, the entire class (when it was still big) signed a petition against him. It was his first semester, and the following semester, he was gone.

In that case, we were proactive and went to the right people. But complaining to your friends over coffee (or strong alcoholic beverage when the professor is just that bad) isn't going to solve anything.

You see, I may be over-optimistic, but I believe that the administration of this school wants us to do well, which means that if we complain to them about bad faculty members, they should take action.

A visit to the department or a letter to the administration will be much more effective than peer complaints. Also, as students, we often overlook the importance of professor evaluations we fill out at the end of every semester for every single class.

If your professor sucks, don't let him/her off easy. If you just take the evaluation as an excuse to get out of class early, the next thing you know, that professor will have a 10-year contract and unfortunately become untouchable.

You can also write to the newspaper (wink wink) or go on a rant on [RateMyProfessor.com](http://RateMyProfessor.com).

So, instead of aimlessly complaining, take action in the right places. You might also want to mention the great professors. That way, together, we can change things.

Hey, we pay tuition. They kinda have to listen.

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Established 1932



# Bush is economy and democracy wrecker

YOSHI TSURUMI



In March, as President Bush ignored the worsening financial crisis, the Federal Reserve finally took action by rescuing Bear Stearns. Wall Street's fear of a financial market meltdown, however, continued to spread, compelling desperate Fed Chairman Ben Bernanke to quickly lower the Fed funds' rate to 2.25 percent. This is the rate that member banks charge one another.

He also poured \$400 billion in cash liquidity into the ailing banking system. This was a back-door bailout for troubled banks, potentially costing U.S. tax payers billions of dollars. Our financial crisis continued to jitter European and Asian financial markets. Their crisis was boomeranging back to deepen America's economic recession. Just how did this crisis begin?

As president, Bush ignored the Constitution, Congress and even the Supreme Court, dismantling democratic foundations first established with the New Deal. In New Deal America, the government was to maintain a high level of employment and the safety of financial institutions, not service the greed of big business and financial speculators.

Bush eliminated government supervision of financial markets and privatized the government's traditional responsibilities from mine safety inspection to waging war in Iraq. He gave hefty tax cuts to big businesses at the expense of the working class and abetted Wall Street's financial games. He also ignored the lessons of the bank failures of the 1930s: that unregulated, unsupervised financial markets inevitably produce frauds and

catastrophic failure and depress the economy. Wall Street increasingly wriggled free from New Deal regulations that maintained the financial market safety.

After the crash of the "dotcom" stock bubble in 2002, Wall Street shifted its bulging cash into real estate speculation. Traditionally, banks and insurance firms that made housing and real estate development loans carried the mortgages and acted as investors and credit providers. In their quest for quick profits, however, they invented mortgage-backed securities and sold them to banks and firms worldwide. The mortgage credit standards were relaxed and then eliminated. Banks became the "commission retailers," peddling securitized mortgage funds.

Many low-income families rushed to buy their dream homes without down payments, but at premium interest rates beyond the "promotional" low rates, called subprime mortgages.

In spring 2006, the real estate boom faded, declining employment in the manufacturing and services sectors. This hit the already overburdened lower-income

households. Collapsing housing prices made homeowners default on their mortgages and lose their homes. The subprime mortgage funds had turned into bad debts that weren't collectable, and no one could evaluate their financial risks. Investors shunned all bonds, funds and commercial papers; banks were left holding uncollectible debts and stopped lending and investing. A meltdown of the financial market and real economic recession followed.

How can the U.S. avoid sinking deeper into serious recession? Albert Einstein once said, "You cannot solve the problems with the same thinking and people that produced the problems in the first place." President Bush's wrecking of American democracy and economy is the root cause of the financial crisis and deepening recession.

The Republican presidential nominee, Sen. John "Bush" McCain, has already promised to continue President Bush's disastrous domestic and foreign policies. Both of them are now blaming the poor's "unwise" house purchases for the subprime mortgage fiasco.

Nothing less than a true regime change will save the U.S. and the world. Thirty-four years ago, when President George W. Bush was a student of mine at Harvard Business School, he declared in my class: "People are poor because they are lazy." Tell this to the hard-working people who lost their jobs and homes through no fault of their own.

*Yoshi Tsurumi is a professor of in the department of marketing and international business.*

# Obama's free pass

ZACH KLEIN

Sen. Barack Obama has just weathered his most serious political crisis amongst his own democratic party — race.

A few weeks ago, reprehensible comments by Obama's former pastor, Reverend Jeremiah Wright, surfaced. The now well-publicized videos of Wright's hate sermons shocked America.

Wright's words of "God damn America" after the Sept. 11 attacks, as well as other racist words, left America with serious doubts about Obama as a person.

He has been a member of Wright's church for over 20 years and has publicly referred to Wright as a friend and mentor. Until the videos surfaced, Obama had campaigned as the candidate who "transcends race."

But Obama was forced to confront the elephant in the room and talk about it.

In his much-applauded speech, Obama said that he vehemently disagreed with Wright's words and said they are against his core beliefs. However, Obama did not go as far as disowning Wright as a person or as his pastor. He said about Wright, "I can no more disown him than I can disown the black community. I can no more disown him than I can my white grandmother."

The popular media gave rave reviews about this speech; it was said to have opened up a true dialogue about race and to have confronted this important issue.

I agree that Obama's speech was well orchestrated, well delivered and most importantly, honest. What the media did not mass publicize, however, is how Obama

still refers to Wright as his friend in that speech.

Yes, Obama rebuked Wright's comments, but not their relationship. I have a problem with a presidential candidate saying he is not affected by his mentor of 20 years, whose sermons have even inspired a book.

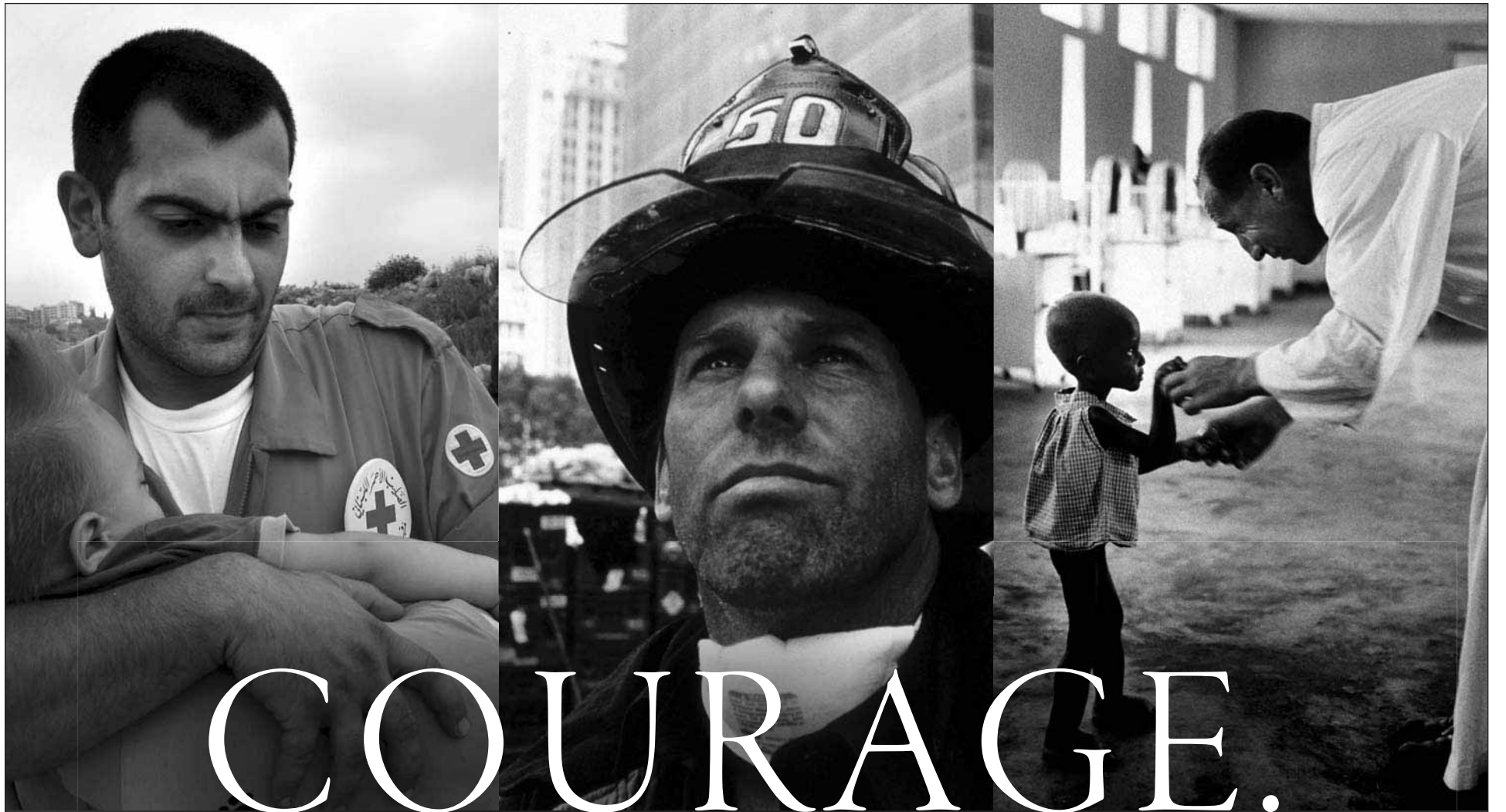
Obama's speech left many questions unanswered about him as a person. How could he still call Wright, a racist American hater, his friend? Why has Obama only now publicly criticized his pastor's words? How can Obama be a member of Wright's church after years of hate speech?

The media has gone so far as to turn this negative crisis about Obama into a positive story. Obama's democrats certainly may buy what the media is feeding them, but if he succeeds in becoming the Democratic presidential nominee, Republicans, Independents and non-Obama Democrats will indefinitely be re-examining the media's free pass given to Obama.

This race issue is inevitably going to be at the forefront of the media in the general election, and this time around, liberals won't be the only ones doing the examining.

I do believe Obama would have benefited from a full examination of the controversy by the media. He would have overcome the scrutiny and been in a stronger position overall.

This issue has not been vetted, and there are still more headlines to come. But unfortunately for Obama, it could very well be in the general election, and not with the comfort of his fellow Democrats.



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# Business

## Being outstanding is standing out

< Students learn the value of team work while learning to take creative initiatives.

BY HELEN LI AND DANIEL SO  
CONTRIBUTING WRITERS

Here is a riddle: what do B. Smith Enterprises, Random House Publishing Inc., Farata Systems and Kellari's Parea Greek Bistro all have in common? The answer: creativity in their approaches to make change in the workplace.

Their commonality is more mind-boggling than it sounds. All four companies cover different industries and cater to distinctive audiences. One is a radio/magazine network while another is a book publishing company. The others are a counseling firm and a restaurant.

We invited Dan Gasby, chairman of B. Smith Enterprises Inc.; Yakov Fain, managing principal of Farata Systems; James Perry, business manager of Random House Publishing Inc. and Stathis Antonakopoulos, owner of Kellari's Parea Greek Bistro in New York City.

In our group interview with these representatives, we found that each company allowed themselves to stand out through making their companies unique to their customers.

For a Greek bistro to succeed in today's competitive surroundings, Antonakopoulos said one has to set one's self apart from the



ILLUSTRATED BY DUSTIN WINEGAR | THE TICKER

In a sea of corporate sameness, the key to success is to be unique.

rest. By being perceived as different and unique, customers feel that the establishment is extremely different from the others.

As the class progressed and our panels were presented, it became clear to us that there was a reason for Professor Abraham Tawil's madness.

We realized that when group members work diligently without delay and procrastination, they can create high quality work and

bring together prestigious speakers for their panels. This project was no small task.

The panelists gave great advice for students: If you have an idea, grow on it. If you have a dream, put it to the test. If you survive, you're successful. If you don't survive, you're not a failure. The person next to you who did not try to accomplish his goals is the real failure.

Creativity affects every as-

pect of business, like the employees. When asked what type of individuals they hire, Yakov answered, "I hire people who can adjust to what I want them to do." What employers look for is whether a person is able to learn and adapt to the environment quick and efficiently.

The speakers also urged students to think outside of the box and work hard. In order to be successful, you must prove that you

deserve more challenging roles and responsibilities. The panelists assured students that big companies don't develop overnight. They've all had their ups and downs.

Speakers also urged students to really think about what their goals are. Just as Tawil had, the speakers described the importance of not being lazy when it comes to projects and assignments. In the real world, you can't slack off.

The panelists also reiterated the point that your future is in your own hands. School only takes you so far. After that, you're in the real world.

If you are interested in becoming an accountant, start joining some of Baruch's prestigious accounting clubs or talk with an accounting professor to learn about the job's specifications.

If you wish to become a stock broker, pick up a copy of *The Wall Street Journal* to learn the language that brokers and traders use.

"The evolution in management has changed dramatically. Forty years ago, changes in business would occur every five to 10 years while today's changes occur every year or two," said Smith.

Today, businesses have a small survival rate, and in order to beat those odds, they have to evolve with the rest of the world. According to Perry, "Creativity is the ability to stay one step ahead with the rest of the world."

The panelists essentially agreed that the business environment is constantly changing and innovative ideas and decisions must be initiated by business leaders.

### SPRING CAREER DAY: APRIL 11



BY SUSANA GOMEZ  
SCDC CORRESPONDENT

Spring Career Day is coming on Friday, April 11, and over 70 companies are registered to attend. Organized each semester by the Starr Career Development Center, Career Day is a job fair which gives students the opportunity to meet potential employers.

Companies will hear about students' interests through preliminary interviews and give information about the positions they offer. Baruch students are highly regarded because of their exposure to diversity and strong academic background.

On the day of the fair, you are required to wear business attire. Since companies expect to hear about what qualifies you as a candidate, we recommend that you prepare your personal pitch, a brief infomercial about yourself, and to bring several proof-read copies of your resume.

In order to assist you in polishing it, the SCDC is hosting a "Résumé Rush Day," on April 9 from 10 a.m. to 4 p.m. You don't

need an appointment and you can bring a draft of your resume for review.

Also on April 9, from 5:30 p.m. to 7:30 p.m. in VC 2-190, and on April 10, from 12:30 p.m. to 2 p.m. in VC 3-160, the "Preparation for Job Fair Workshop" will cover everything you need to know before coming to the fair, from appropriate grooming and researching your preferred companies to what to ask the recruiters on the day of the fair. To attend either of these workshops, you need to sign up online through Starr Search, the SCDC online career management system.

If you are looking for a job, the Starr Search database currently has 560 internships and 750 full-time and part-time jobs waiting for you to apply.

Many of these companies will be on campus on Spring Career Day. Check them out at [baruch-csm.symplicity.com](http://baruch-csm.symplicity.com).

Remember, you are eligible to attend the fair if you are an enrolled Baruch College undergraduate or a Weissman graduate student, or if you graduated from any of these programs in December 2007 or January 2008.

*Spring Career Day is on Friday, April 11 from 12 p.m. to 4 p.m. in the NVC Arc.*

### TICKER WATCH: CREDIT CRISIS CLAIM STUDENT LENDERS

BY EMMANUEL ONYENILI  
BUSINESS EDITOR



INSIGHTEMPIRE.COM

Students may soon start to feel the effects of global credit market crises. On Thursday, CIT Group Inc. was the latest lender to suspend its student loan operation. CIT, which stopped originating private loans last year, announced that it would no longer make government-guaranteed student loans.

Since the start of the credit crises, over three dozen lenders nationwide have exited the federally backed student loan business. Even with the credit crises,

almost 2,000 additional lenders still remain in the market.

Lenders are simply having a hard time finding investors. Investors are moving away from bonds backed by educational debt and, according to UBS, AG analysts securities with student loans as collateral fell 65 percent in the first quarter.

Bloomberg recently reported that about 60 U.S. schools, including Pennsylvania State University, have switched to a federal student loan program. Private lenders are now offering fewer benefits due to increased borrowing costs.

### BUSINESS SITE OF THE WEEK: INSPECTD.COM

BY EMMANUEL ONYENILI  
BUSINESS EDITOR

For students fascinated by the technical analysis or the price action of stock charts, [inspectd.com](http://inspectd.com) will give you a great opportunity to perfect your chart-reading skills through practice.

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## Biz Gist

BY EMMANUEL ONYENYILI  
BUSINESS EDITOR

### Small talk: It's a big deal

On Tuesday, the Starr Career Development Center held a workshop called "Corporate Success: The Art of Small Talk." The workshop was designed to help students improve their communication skills and learn to make small talk in professional and social settings. During the workshop, students explored the importance of social skills in "making it," both in corporate and social environments.

### Launching your career

On Tuesday, students had the opportunity to discover the many career tracks in marketing and advertising. Students were able to obtain information on the variety of job scopes within the industry and skills required. The panelists shared information and knowledge about their marketing/advertising careers.

### Everyone's Going Green: A Corporate Leader's Challenge in the 21st Century.

The Zicklin Center for Corporate Integrity at Baruch College held a conference on Tuesday, April 1 to address the issue of climate change. The conference addressed a range of environmental issues that businesses face and offered ways to help companies approach them in an informed, ethical and responsible way. Among the issues addressed were the increased regulation and enforcement that governments are enacting like

carbon offsets and innovating high-tech and management solutions that are transforming the way companies do business and the way consumers behave.

Last week, recruiters from Goldman, Sachs & Co. were on campus for two presentations titled, "Why Work on Wall Street?" and "Internship 101: Making the Most of Your Summer Internship." The first presentation on Tuesday, April 1 was geared towards students both with an interest in financial services and those with limited knowledge of the industry. The presentation answered questions such as "what happens on Wall Street?" "how can I get a summer internship?" and "what skills do I need to succeed?"

The second presentation on Thursday, April 3 was intended to help students prepare for their summer internships, addressing summer internship do's and don'ts and included tips for success from former interns.

### In Next Week's Issue

The Zicklin Graduate Leadership Speaker series will take place on Wednesday, April 9 at 8 a.m., featuring Shelly Lazarus, chairman & CEO of Ogilvy & Mather Worldwide.

Distinguished lecturer Bernard Donefer will present an event titled "CDSs CDOs and SIVs? What are they and how have they impacted Bear, Citi and Carlyle?" This event will be held on April 8 from 12:45 p.m. to 2 p.m. at the Subotnick Financial Services Center.

# Altria: Image vs. Reality

< Phillip Morris parent company sends mixed message on cigarettes

BY NASTASIYA KOROLKOVA  
PRODUCTION MANAGER

Altria Group, Inc., the parent company of Philip Morris USA (PM USA), Philip Morris International (PMI) and Kraft Foods claims to honor a "commitment to responsibility" to its customers, to its employees and to the environment.

However, the company sends a mixed message: while declaring, "There's no such thing as a 'safe' cigarette," it thrives on markets, holding a 14.5 percent international market share in the tobacco industry. A discrepancy thus arises between Altria's desired positive image and the reputation of its business.

Phillip Morris Companies became the Altria Group in 2001. Two of the company's three constituents, PM USA and PMI, specialize in tobacco products such as the well-known Marlboro, Virginia Slims and L&M brands.

A recently acquired third, Kraft, includes various food and coffee products such as Nabisco, Oreo, Maxwell and Gevalia. The company also holds a 33.9 percent economic interest in SABMiller.

Altria Group claims adamancy about its social welfare program advocacy. One of its main objectives is to promote awareness about

cigarette hazards, especially among youth. As manufacturers of some of the top-selling brands in the world, Philip Morris International prides itself on candor.

A member of the World Health Organizations Framework Convention on Tobacco Control (FCTC), it cites goals such as "regulation of the contents of tobacco products" and "licensing to prevent illicit trade." PMI also encourages smoking minimum-age laws.

In addition, the firm supports financial contributions to charities to four main areas: domestic violence prevention, hunger relief, disaster relief and arts development.

"In 2004, we made charitable contributions in 70 countries, totaling more than \$13.6 million," claims the PMI website. It has pledged \$6 million for the tsunami relief effort and \$5 million for Katrina/Rita hurricane relief. It has also been a beneficiary of the arts, donating over \$130 million in dance and theater grants in the last decade.

Although striving for positive recognition through its vast quantities of global projects, the company cannot shake its tainted Marlboro Man reputation so quickly. This is partly due to the infancy of the acquisition of Kraft, as well as the company's new name.

The title Altria, a shift for neutral territory contemplated since 1989, is perceived as an attempt to take the heat off the company and its notorious litigation battles.

As proof, the American Journal of Health states, "Philip Morris has purchase domain names such as altriakills.com, altria-stinks.org and altriasucks.net." Others share the opinion.

"A name change can't white-

wash decades of deceiving the public, marketing to kids and manipulating their deadly and addictive products," declares M. Myer of the Campaign for Tobacco-Free Kids.

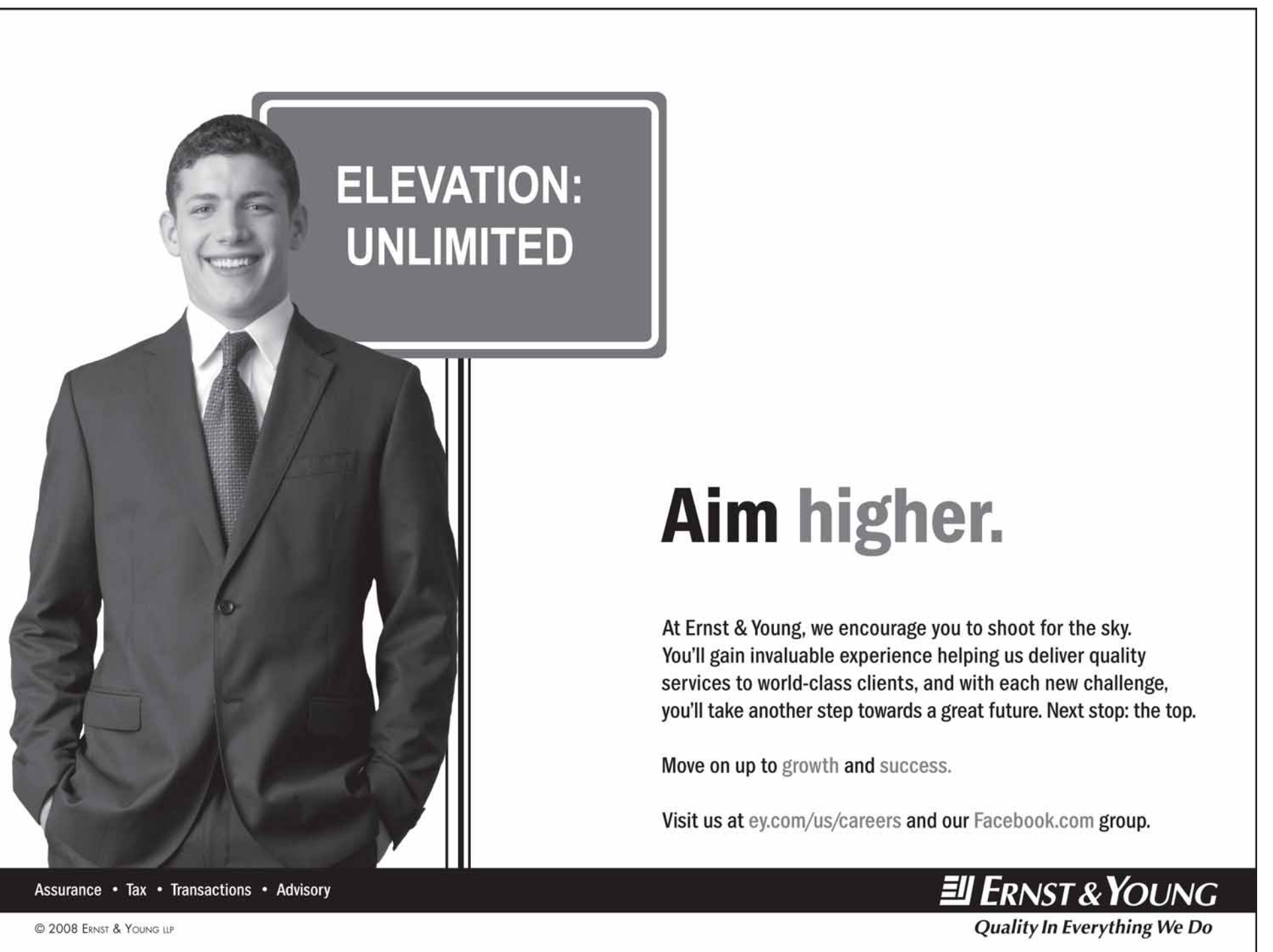
Another factor is the belief that Phillip Morris continues to market to young people.

As late as 1998, the company used native youths from Japan and Cambodia to hand out free cigarettes and sold child-sized Marlboro T-shirts in Kenya. The history of targeting teenagers goes much farther back, however. Past documents make disturbing suggestions.

A 1975 report from PM researcher M.E. Johnston reads, "Marlboro's phenomenal growth rate in the past has been attributable in large part to our high market penetration among young smokers, 15 to 19 years old ... The[se] years are important because [this is when] most smokers begin to smoke, initial brand selections are made, conformity to peer-group norms is greatest."

The main argument lies in the opinion that Altria focuses more on how it is perceived in the public eye than on actual improvement projects. Altria's donations account for less than one percent of total net expenditures.

AccountabilityRating.com, which "measures the extent to which companies have built responsible practices into the way they do business," based on categories such as strategic intent (to reach social/environmental aims), performance management (meeting the goals) and public disclosure, gave Altria a score of 21 out of a potential 100 on the accountability scale.



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# Undergraduate Elections



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**NO ELECTIONEERING**  
**AT THE POLLS.**

# Features

## Baruch plays kick the (Coke) can

BY ANNA AULOVA  
CONTRIBUTING WRITER

Have you ever enjoyed a glass of Coca-Cola with your favorite meal? Since 1886, Coca-Cola has been the most popular soft drink in the world. Many disregard competing soda, Pepsi, in order to stay loyal to the most powerful brand on earth. But regardless of your choice of soda, would you still drink it if the corporation was involved in human rights abuse? The multi-billion dollar company has recently been accused of implementing violent tactics in order to silence trade union leaders in Columbia.

A documentary, which was televised in England in 2007 and has won British Academy of Film and Television Awards, examined the allegations by traveling to South America to further investigate.

Such serious allegations first began in 2001 when lawsuits were filed on behalf of SINALTRAINAL, a labor union representing Coca-Cola workers in Colombia.

The documentary presents an inside look through employees who have been threatened, tortured and even killed by paramilitary security forces for criticizing the business and demanding better working conditions. Armed and ruthless, the troops are said to have acted with the permission of the company

because they would not be allowed to enter the factories without the managers' knowledge.

Such human rights abuses have not been the first to surface. The Coca-Cola company faced similar lawsuits in the 70s and 80s from Guatemala. The people of the city are said to have "fought a battle with Coca-Cola for their jobs, their trade union and their lives."

Furthermore, El Salvador, which supplies sugar for the corporation from its sugar cane fields, has shown evidence of illegal child labor. Coca-Cola has been facing other lawsuits concerning water pollution and depletion as well as racial discrimination. The company has even spent over \$200 million in settling complaints from African-American employees over refusals of promotion and higher pay.

The allegations of a complete lack of social responsibility have sparked the establishment of many campaigns against Coca-Cola products. The most controversial, Killer Coke, has worked relentlessly to raise awareness of the organization's strategies through its banners and advertisements, portraying dead men floating in a Coke glass and tortured bodies lying under the famous "Enjoy"

slogan.

The campaign has strongly urged for a boycott of all the company's products and has received a massive response. Several major universities such as Rutgers, Hofstra and New

York University have already kicked Coca-Cola off their campuses to demonstrate intolerance of human rights abuse.

Over 100 more schools, including CUNY colleges, have refused to do business with Coca-Cola until they renovate their image and take responsibility for the accusations. Since Baruch had a preexisting contract with Pepsi, which students may have noticed by passing by the vending machines throughout the Vertical Campus, the call for boycott should not affect our school in any direct way. This means that because of the usual long length of contracts, Coke products on campus, including drinks like Sprite, Fanta and Dasani, are unlikely to be found anytime soon.

According to Under Graduate Student Government President Anthony Hernandez, the chairperson for University State Senate, Robert Ramos, will be visiting Baruch soon to discuss the Coca-Cola boycott, which will ultimately decide the future of Coca-Cola products on campus.

"If the USS, which has the primary say on campus activities, votes to kick the product off campus, Coca-Cola products will not be welcome here any longer," he explained.

Hernandez also explained how Coca-Cola has denied all allegations of wrongdoing and has made attempts to regain a good reputation by "proposing plans for the use of recycled water and advocating safe working conditions for employees throughout the world."

Even their website, Hernandez noted, states, "Our company is built on two core assets, its brand and its people ... [work] should be a place of exploration, creativity, professional growth and interpersonal relationships."

The CEO of Coca-Cola, Neville Isdell, issued a statement saying, "The allegations [of human rights abuse in South America] are not true. Despite the controversial claims, we have a solid relationship with organized labor in Colombia."

Even the official Coca-Cola website, cokefacts.org, was created to counter the official anti-Coke website, killercoke.org. The website helps promote the "truth about the Coca-Cola company around the world."

A spokesperson for the American beverage said, "Just because an allegation is repeated over and over again, doesn't mean it is accurate."

If similar allegations arise from different sources, perhaps there is some merit to accusations that have been made. In any case, you be the judge: to sip or not to sip?



HERO.AC.UK

## Clubs' concerns with current USG

BY WILLIAM BATTAGLIA  
USG CORRESPONDENT

Baruch's Undergraduate Student Government is at the forefront of over 170 registered clubs on campus each year. According to their web site, the organization's purpose is "to see that no one student goes unheard in their concerns." However, it seems that some students' concerns may be falling on deaf ears. Taking a look at their annual budget as well as their relationship with USG, certain club members speculate whether or not USG is doing the best they can.

"Our relationship is non-existent. So far I feel we don't receive an adequate amount of funding from them; our budget is extremely small," said Juan Cadavid, president of Por Colombia. "I heard that the USG funded the S.O.S. fashion show which they provided ridiculous amounts of money for; meanwhile, our club gets nothing."

Kalechi Noel, president of the MovieMaker's Club, felt similarly about USG saying that funding is one of his biggest concerns. "The USG has tried to do their best but sometimes their best isn't good enough," he said. "I understand we are a brand new club that needs to build up more credibility, but I feel we are without adequate funds and the budget that was given to us was low."

While the funding is a prevalent issue between clubs and USG, it looks to be just the tip of the iceberg. Beta Alpha Psi Executive Vice President Ted Lim, told *The Ticker* that his club experienced problems with payment for a banner they ordered.

Lim explained that he filled out the proper paperwork for money to pay for the banner twice, but as of last month, the banner vendor



ALEX SKURATOVSKY | THE TICKER

Club leaders and students: get your voice heard at USG's weekly Tuesday night meetings at 6 p.m.

claims to have not been paid yet. Lim called this incident a "huge lack of communication" between Beta Alpha Psi and USG.

"So, we went to USG and they said after digging through their records, 'On your flyer, you didn't write speaker event.' It's like you have to understand that if you are doing business with people and this is a business school, we should understand that time is money," Lim said. "So, quite frankly, how are we going to get deals done with people who are giving us supplies at cheaper prices if they aren't going to get their money?"

Ben Guttman, USG's chair of appeals, said that when it comes to interaction between USG and clubs on campus, finance is the single most important issue. He explained the process through which clubs

receive their annual budgets.

"Most clubs will come to the Chair of Finance at the beginning of the year and they'll submit a budget proposal. USG controls the allocation of \$180,000 or \$190,000 that comes in through student activity fees for clubs. The Chair of Finance interviews all the clubs and they try to get the fairest allocation of those funds," he said. "If [the club] feels they need more money, they would come and meet with the Chair of Appeals and they would be interviewed in regards to their budget."

USG President Anthony Hernandez and Treasurer Rezwana Hoque were contacted but were unavailable for comment.

USG elections are just around the corner on April 15 through 17, and it's no doubt that club leaders and members will take their griev-

ances with USG into consideration before pulling that lever.

"I still have a positive outlook on USG. I would like them to revise the policy and process on how money is spent and can be spent," said Noel.

For Cadavid, working on strengthening communication between USG and clubs is on the top of his list of concerns.

"I would like to see USG reach out to the clubs a little more. They started doing that this semester. They asked if I wanted an adviser for the club," he said. "Maybe some of the USG representatives can come to visit clubs to hear out our issues and make their presence known, just more involvement."

Jana Kasperkevic also contributed to this article.

### THE PROUSTIAN PROBE

BY REBECCA FORBES  
SENIOR STAFF WRITER

In the late 19th century, French writer Marcel Proust popularized the pastime of answering several questions that were meant to reveal the preferences of the person. Although he did not create the questionnaire, it was later named after him.

This issue's interviewee is Professor Angela Jones of the sociology and anthropology department.



ANGELA JONES  
Sociology Professor

**What is your current state of mind?**

Perplexed.

**Who are your favorite authors?**

W.E.B. Dubois, Judith Butler, Susan Strayker and Donna Haraway.

**What is your most obvious characteristic?**

My wit.

**What is your favorite journey?**

Any given Sunday on the back of the Harley.

**What do you consider the most over-rated virtue?**

Patience.

**If you could choose an object to come back as, what would it be?**

A baby grand piano.

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# Arts

## Music, charity are Live @ Baruch

< InterVarsity Christian Fellowship hosts David Tyree of the New York Giants

BY JOSHUA KU  
CONTRIBUTING WRITER

The InterVarsity Christian Fellowship, with the help of World Vision, recently held a Live @ Baruch event to raise awareness of the crisis in Uganda. Hosting the event was the Fellowship's president, Prijo Thomas, with guests David Tyree and Tom Richter and performances by Jeevo, Jonathan Walton and Sherwin Gardener.

For the past two decades, two million people in northern Uganda have been dealing with the effects of war between the Ugandan government and the Lord's Resistance Army. Due to its diminishing support, the LRA has resorted to abducting children and forcing them to become child soldiers.

Fortunately, in recent years, awareness of the crisis has grown considerably, with the help of media outlets and organizations working towards a peaceful resolution.

As able Christians, there is a need to serve those who are less fortunate. In the case of Uganda, there exists an opportunity to make an impact.

Sophia Babael Gaboury, a campus minister, explains, "We want to provide morally enriching experiences at Baruch in hope of inciting

students to make a positive difference in the world."

The testimonies and performances during the event all expressed a common theme of gaining the strength to overcome hardship through hope and faith. And by doing so, counteracting negative influences from the people around you.

Spoken word artist, Jonathan Walton said, "We are people pebbles tossed into a pool, every ripple I create in turn ripples you. So in unison we are rippling, a type of ripple rhythm but we need to ripple in a way that benefits our living."

Towards the second half of the event, David Tyree, of the New York Giants, began to speak about his own story. He explained that on the outside, he seemed to have the perfect life. But in reality, there was a struggle with substance abuse and an idling state of mind.

After falling to an all-time low in his life, sitting in a prison cell, Tyree began to really feel the need for a change. "What seemed to be the lowest point in my life ended up being the greatest thing that ever happened to me," he said, standing, mic in hand.

Tyree attributes his material and substantial success to his faith as a born-again Christian. His down-to-earth vibe provided the necessary context to which he gave his testimony.

Tyree concluded by expressing the need to come to a certain realization of your self as an individual, only then can you help the larger picture.

Hallelujah. Amen.



PHOTOGRAPHS BY BORIS BERDICHEVSKIY | THE TICKER

Top: Concert performer Jeevo, left, and a crowd warmer and singer Sherwin Gardener (bottom).

## Get yourself a ticket to *Getting Out*

BY MARSHA NORMAN  
**GETTING OUT**  
DIRECTED BY THOM GARVEY

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The City University of New York  
PERFORMING ARTS CENTER

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april 12 at 2 p.m., 7:30 p.m.  
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www.baruch.cuny.edu/bpac

Baruch Performing Arts Center

POSTER DESIGNED BY VIKTORATILYEV

BARUCH.CUNY.EDU

< Five questions for Director Thom Garvey

BY JACQUELINE CHANCER  
ARTS EDITOR

Beginning April 8 and running through April 12 at 7:30 p.m. with a 2 p.m. matinee on April 12, Baruch's Nagelberg Theatre will be featuring Marsha Norman's award-winning 1977 play, "Getting Out." Featuring a cast of Baruch students, the play is directed by Thom Garvey.

**Briefly, what is this play about?**

The play is about Arlene who is leaving prison after eight years at the age of 27. She has had a very troubled life. She grew in very difficult circumstances and has made some very bad choices, which landed her in juvenile prisons and then finally she committed a very serious crime, which led to her eight-year incarceration.

While in prison, she has a conversion of sorts and begins to take stock of her life. She is determined to change her life and go straight on the outside despite all of the temptations and challenges that ex-cons face day to day. She has no job or any prospects for a getting a good job. She has no family support of any kind.

Throughout the play we also see Arlie, the younger Arlene played by another actress, on stage simul-

taneously with Arlene. Arlie acts out Arlene's past at different stages of her troubled youth engaged in all kinds of illegal activities. It is a play about someone trying to make peace with her past so she can move on with her life.

**Why this play?**

I like the complex nature of this play. I like its emotional intensity. Bringing the colorful array of characters to life is a great challenge for me and the actors. It's an intelligent play with many good roles for the students. The play also grapples with one of the major issues facing the United States: an ever-growing prison population. We now incarcerate over two million of our citizens.

**I learned from one of the actors that you took them to a prison. Do you believe in method acting? How else did you attempt to get the actors into character?**

I took the cast to Bedford Hills Correctional Facility, which is a maximum security prison for women. It was part of our research to gain some insight into prison life and prisoners, to learn about the basic workings of prisons to the day-to-day life of prisoners to the psychological experience of being behind bars. It was quite compelling and eye opening to be in the presence of so many people who had committed violent crimes and who would never be on the outside again.

**Being an actor yourself, do you think that helps your directing?**

"I find my experience as an ac-

tor is invaluable to my directing. I wouldn't be able to empathize with the actor's experience, nor would I be able to speak their language.

My job as a director is to fill the actor's imaginations. I want to lead them to the water, but I don't want to tell them when to drink it, or how to drink it. I want them to find their way organically so their choices are a result of their own discoveries shaped by my sense of the world of the play. Theatre is a collaborative process."

**Being at a business school, did you find it difficult to get actors to fulfill the required roles?**

It can be difficult to get enough people to audition for the plays here at Baruch, but I find that more and more students are finding their way to the theatre department. I think it's a kind of oasis for those students who are creative, but maybe have never tried acting. The students I've worked with in the plays and in my classes have been highly motivated and committed. They really give themselves over to the process of acting and rehearsing.

**Last Words ...**

Theatre can't happen without an audience. I want to urge everyone to come to the show. There's nothing quite like the live theatre experience. It's cheaper than a movie and it will be a very moving and memorable experience. The Nagelberg is a wonderful facility. Support your fellow Baruch students.

For tickets to the play, call (646) 312-4085 or visit the Box Office.

"Getting Out" was first produced at the Actors Theatre of Louisville and was inspired by the playwright's work experience at Kentucky Central State Hospital.



# Tristan is dull and uninspired

BY JACQUELINE CHANCER  
ARTS EDITOR

"Our lives are a set of interlocking plays," Gavin Rose (Tom Patella) sorrowfully laments on the night of his suicide, as he stares at the crowd of no more than 10 spectators in the tiny Where Eagles Dare Theatre (which is more a boiler room than a performance space).

Gavin's self-actualization of his family's star-crossed fate, in which he follows the worn footsteps of his father and his father's father before him, was probably meant to stir serious contemplation. However, his soliloquy merely provoked a yawn from my neighboring audience member, who informed me during intermission he had difficulty staying awake.

Playwright Don Nigro's "Tristan," an off-Broadway installment of his Pendragon series, loses the audience in a dark web of familial lies and betrayals and further appears to be an inferior cache of classic dramatic motifs from the works of Sophocles, O'Neill and Tennessee Williams.

Set in 1887 Armitage, Ohio, the play begins as Gavin's son Rhys (Russell Moore) rescues a beautiful young woman, mysteriously hiding in the bushes not far from their home on a stormy night. Allison (Jennifer Sandella) awakens the secrets of the old Pendragon house from their deep slumber, leading to the demise of its inhabitants. By the play's conclusion, only Allison and the family's servant girl Sarah (Jennifer Rapp) remain in the Pendragon house.

Nigro's "Tristan" leaves the audience scratching their heads as a result of extensive family trees and relationship maps, reminiscent of daytime soap operas. Without any

knowledge of Nigro's earlier plays, the audience is confused as to the contextual history, which serves an important role in the fates of the characters.

Yet, the play is predictable. The incestuous plotlines are wrenched directly from ancient Greek myths, particularly Sophocles' "Oedipus Rex."

Gavin and Rhys are pitted against each other in a love triangle involving Allison, who of course turns out to be Rhys' half-sister, mother of his baby and father's new wife.

Similarly, the classic dysfunctional family refusing to come to terms with their bleak reality evokes the Tyrones of Eugene O'Neill's "Long Day's Journey into Night" and the Wingfields of Tennessee Williams' "The Glass Menagerie."

But, Nigro's family lacks the depth of both the Tyrones and

the Wingfields since the situations they are forced into seem ludicrous and their responses inadequate. Furthermore, we find ourselves asking who is Tristan since there is no character who bears that name



TOM PATELLA



RUSSELL MOORE



JENNIFER SANDELLA



JENNIFER RAPP



THEATERONLINE.COM

The play's Southern setting is painted on programs for the show.

in this play, nor is there any evocation of the legendary myth "Tristan und Isolde."

Granted, there was a lack of quality material with which to work. Regardless, Director Christopher Thomasson failed to move the play along, and at points, the monologues grew stale, particularly Gavin's, which is probably why I caught my neighbor nodding off. Furthermore, the disinterest among some members of the cast was reprehensible.

Tom Patella, who played Gavin, has a very long list of credits to his name. That didn't stop him from fumbling his delivery, though. His monotonous voice sounded like he was reading the script for the first time that night.

Similarly, Gavin's son Rhys, played by Russell Moore, was all too aware that he was acting. His body language and tone seemed to contradict his words. Both characters fell in and out of southern accents, which seemed anachronistic

and actions play a bigger role in her performance. But her voice oscillated between shrill, discordant octaves, and as a result, the audience was constantly on the edge of their seats fearing the drastic direction her vocal chords might take.

It's no wonder the family's servant girl Sarah, played by Jennifer Rapp, was so annoyed by Allison regardless of the fact that Allison brought the demise of the entire family. Rapp, who had the only sane role within the play, remained true to her character despite the failings of the script.

However, Gavin's first wife Bel, played by Susan Neuffer, stole the show with her slightly unstable personality. Married by Gavin out of pity for her madness, Neuffer's dialogue was definitely the most interesting, but more importantly she had a striking stage presence and exuded wit, which provided a much-needed comedic respite from this long, drawn-out play.

Her strongest scene by far was that of her death where she delivered a riveting, oddly poetic soliloquy pinned against a wall in complete darkness. The scene felt so unlike anything that preceded it, yet served as a neat transition piece to the second act of the play where disorder ensued.

"Tristan" strives to be a classic, but loses credibility with its contrived situations. The fatal flaw lies within the script, which is unable to stand alone and be fully understood without knowledge of the Pendragon series. I may have wasted my time at "Tristan," but according to the play, "All lost things are beautiful and all beautiful things lost." I'm not quite sure how much I believe this melodramatic assertion since much of the play was lost on me and I didn't find it very beautiful.

Allison, played by Jennifer Sandella, who was also the play's producer, took her role very seriously and perhaps went a bit overboard with her use of emotion. She plays a femme fatale, manipulating Rhys and Matt Armitage to worm her way into her rightful position within the Pendragon household.

Sandella could have let her looks

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# BPAC scores a win with Lin

BY FRANK MARZULLO  
SENIOR STAFF WRITER

Cynthia Lin is one of seven artists on the emerging artist roster this spring at the Baruch Performing Arts Center. But I suspect the audience came away from her concert sensing a singer-songwriter worth keeping on their radar.

Lin got off to an auspicious start with a gorgeous song of regret called "Eclipse," which remains unrecorded. She segued into a playfully ironic song, "Chemicals," in which she vowed to alter her brain chemistry with the right medication so that she could feel bliss again. "Blue and Borderlined," the title track of her 2005 album, is less immediate.

The abstract quotient is high — it wouldn't exactly go in the crowd-pleaser column. I found it opaque and wanted to crack its code. Your reaction all depends on your desire to "fly away to where the water meets the sky." It had all the makings of artistry with Lin's soaring and urging voice, but the listener may not climb aboard.

Thankfully, "Skipping in NYC" followed. Lin strummed her way right back into our hearts: "I was skipping down the sidewalk on Sixth Avenue. Everybody looked at me like I was looney tunes." Not even the dirty subway below could take the skip out of the enamored girl's step once the realization of love kicked in. It's a warm retro song, suitable for ballroom dancing, should you be so inclined.

She changed the vibe dramatically with "Microscope," a thoroughly modern song about showing one's real self to their significant other. She offers to be our blanket and shelter in "Home." It's a moving piece with a generous, vulnerable heart-opening about giving and receiving affection.



CYNTHIALIN.COM

Cynthia Lin is one of seven emerging artists on the BPAC's roster.

"I'm Shy" takes us back to a retro mode. The mellow guitar gives way, hinting at a woman who's "got a big heart, but nowhere to show it." It's a very soft sell to an oblivious guy, doggedly determined to make an impression. This and "Skipping" wouldn't be out of place in an upscale supper club with patrons twice Lin's age.

Her "End of the Line" is a depressing reminder of our economic malaise. It sounds like a folk version of Billy Joel's "Allentown," bemoaning a time and place long gone. Here, town relevance is quashed by its inaccessibility by public transportation. It's a bummer, but she holds a mirror up to life while her gentle voice buffers the bad news.

I was puzzled by Lin's cover of Cyndi Lauper's "Time After Time." Fans of the original will be disappointed. Lin and her band don't reach for heights, they prefer to stay in their comfortable safe zone while issuing a pedestrian cover. Her "Fever" cover was also slightly bland.

"Doppelganger" is the title track of Lin's latest CD, released in 2007, and the night's highlight. She's

struggling to balance a split personality: "I told your exes about the web of lies, the other guys, the alibis. All your flimsy alibis." Her repetition of "the real you" is sublime. She could incorporate some movement on stage to spice the drama, but the song is a gem.

Doppelganger is German for "double walker." It doesn't take a psychology degree to assume that Lin, a Princeton graduate in economics, is listening to her own doppelganger and unleashing the muse within.

I was enraptured by "Perfect," featuring exquisite cello work by Helen Chou. The obsessive quest for perfection consumes us, Lin argues. Olympic athletes should listen to this as they train. A modern dance choreographer should grab it. The song's tautness expertly yields to a rapid, uncontrolled pleading.

If you see a petite Asian woman skipping down Sixth Avenue anytime soon, stop and say hello. It will be Lin, celebrating love and, perhaps, a record deal.

# Success for Fox

< 10 questions for  
"Talkshow" Host  
Spike Feresten

BY ROB REALE  
SENIOR STAFF WRITER

"Talkshow" with Spike Feresten quietly debuted on Fox last year, and is now in its second season making it the longest running talk show in Fox history. Feresten has an impressive resumé, having been a writer for *Seinfeld* ("The Soup Nazi"), David Letterman and, most recently, *Bee Movie*.

Life is going well for Feresten. He and his wife welcomed a son, Jack Henry, just a few weeks ago. "Talkshow" has reached a high rank. It has all the creativity and hilarity of a Leno or Letterman show packed into a half hour with comedy A-list guests.



SPIKE FERESTEN

Why you should watch "Talkshow" you might ask? Regular segments like "Comedy for Stoners," "Idiot Paparazzi" and newscaster Rick Richards along with special segments like "Hollywood Douchebags" and "Chinese Product Recall" are all likely to appear during the show. Then, there is the 98-year-old Mae LaBorde who is pure comic genius; I won't spoil it by revealing any more.

I gave Spike some interview questions to see what he'd come up with.

**How does it feel to have the longest running talk show in Fox history?**

It feels like the best sex you've ever had. I mean like ... remember when Steve Guttenberg banged that alien in *Cocoon*? That! Amazing, floaty, iridescent, gutten-sex.

**Where do you see yourself five years from now?**

In a Vegas hot tub with President Barack Obama and the latest crop of Pussycat Dolls.

**When did you know you were meant for this career?**

Back in high school I was nominated for "class wit" and since my grades weren't so hot, I decided to run with the class wit thing. It's a great career, especially if you like looking for a new job every three weeks. So, be prepared to drink a lot and make sure you have a FedEx driver application filled out ahead of time for the slow months.

**Are you a team player?**

I'm a team player as long as that team is called AMWAY.

**What were your worst and best jobs and why?**

Worst: I was a hospital janitor one summer in Massachusetts. I pushed a mop through a wide array of human effluvia, then caught mono and was admitted to the hospital. When I was finally released the summer was over and school had started. Wicked bummer.

Best: Hosting "Talkshow." Hiring funny, talented people, picking the guests and picking the jokes. It is by far the best job I have ever had. You have to try it someday. Just don't try it at Fox or I will kill your pets. I am competitive like that.

**Have you ever had a conflict with a boss? How was it resolved?**

I find sucking up to be a very effective strategy. That and a healthy hobby or two to remind you work is just work. The only things in life that matter are family, friends and your webkins. And if your webkin dies, then WTF, you know?

**What is your greatest weakness?**

Cupcakes. Once I start, I cannot stop. Do I need a 12-step program?

**What would your staff say is the best thing about working for you?**

I am accessible. My door is open and I won't try to have sex with them.

**If you had to live your life over again, what is one thing would you change?**

I would buy Google stock ... oh yeah and kill Hitler.

**If you were an animal, which one would you want to be?**

Flying squirrel. I dig the whole concept.

"Talkshow" is on Fox, Saturdays at midnight. For more information, visit [myspace.com/spikeferesten](http://myspace.com/spikeferesten).

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## Baruch PERFORMING ARTS CENTER

BY ANA DEL ROSARIO  
BPAC MARKETING INTERN

Come discover the astonishing performance of your fellow classmates at the fine and performing arts department spring production, "Getting Out."

The play revolves around an ex-convict (Arlene) who has just gotten out of prison. Arlene struggles to adjust to life on the outside while Arlie (the younger Arlene) is shown at different times in her life as an adolescent and teen. Arlie acts as Arlene's memory of her past when she made certain mistakes and misbehaved.

Throughout the play, the audience learns how the early abuse and difficult circumstances of Arlie's life made Arlene who she is today. This week, from April 8 to 11 at 7:30 p.m. and on Saturday at 2 p.m. and 7:30 p.m., come support your fellow Baruch students while learning about redemption and making peace with the past. Tickets are only \$10 and can be purchased at the BPAC Box Office or via phone at (646) 312-4085.

April is not only known for its fools; it's Jazz History Month. To celebrate, The Milt Hinton Jazz Perspectives Series will pres-

ent a free lecture on Thursday, April 10 at 1 p.m. on Ron Carter. Come hear renowned jazz writer and critic Dan Ouellette give his perspective on the world's most respected jazz bassist. Seating is limited, so be sure to stop by the box office for a ticket.

Brownrane will complete this spring's inaugural 55 Underground series on Friday at 8 p.m. Brownrane has captivated many with her original compositions blending R&B, soul, jazz, pop, funk, rock and hip-hop. Tickets are \$12 for Baruch students, faculty and staff. For more information visit our website at [baruch.cuny.edu/55underground](http://baruch.cuny.edu/55underground) where you can listen to her music and get to know more about this talented artist.

Rounding out the week, The Manhattan Class Company's PlayLab presents their monthly reading series on Sunday, April 13 at 5 p.m. This is a group of 22 talented early and mid-career playwrights who write some of the most important plays of tomorrow. Meet new talents and discuss the evening's work in a relaxed and casual environment at a meet-and-greet after the reading. For reservations, contact Josh Hect at (212) 727-7722 or e-mail [jhect@mcctheater.org](mailto:jhect@mcctheater.org).

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# Science

## Joke of the Week . . .

Q: What happens when electrons lose their energy?

A: They get Bohr'ed.

## New genetics lab



PHOTOGRAPHS BY ALEX SKURATOVSKY | THE TICKER

## arrives at Baruch

BY VRITI SARAF  
SCIENCE EDITOR

Baruch College is receiving a head-to-toe make over, both externally and internally.

The 17 Lexington building, along with renovations to the aesthetics and functionality of the classrooms, is dabbling in new, high-tech laboratories to accelerate the natural sciences programs.

With state-of-the-art equipment, Baruch students will now have the chance to conduct research and gain valuable, out-of-class lab experience.

The first of the renovated labs is the genetics lab, on the fourth floor, behind a windowless heavy metal door.

Two years ago, without much suspicion, a storage room with gangly waves of unclaimed boxes and

unidentifiable objects was given a plan to metamorphose into a crisp, white laboratory equipped with the latest technology.

This new genetics lab, shared by Dr. Valerie Schawaroch and her colleagues, focuses on Schawaroch's field of study, which involves the evolutionary history of *Drosophila melanogaster* (fruit flies). She uses both molecular and morphological techniques to identify species.

The lab offers students the capabilities to carry out experiments and study morphology in fruit flies, DNA replication via polymerase chain reactions, DNA isolation, sequencing and other forms of DNA analysis.

The lab contains equipment like the micro-optics system, which is a macro and micro digital imaging system (MDIS) that is able to photograph the tiniest fruit fly in order

to determine traits like sex by the bristles on their hind legs or the attributes of their abdomen.

Schawaroch demonstrated the clarity and focusing power of this lanky contraption by zooming in on a dime, and later explained that it is commonly used by the FBI in ballistics, the analysis of bullets.

She also showed off two hefty microscopes, ones that not only required no staining of cells, but also had camera attachments and drawing tubes to capture the image with precision. The lab has been in use for a few months now and is craving more activity.

The empty cabinets, donated by Yale University, were yearning to store insects; the freezers, with their explosion proof mechanisms, waiting for perishables.

Although the lab is new, it does not have the room, nor the capa-

bility, to store all of the equipment needed for genetics experiments. In a slim, isolated room located a few floors up from the fourth resides the rest of the equipment such as a UV box for quantifying the amount of DNA in a band and spectrophotometers used in hormone analysis.

The majority of investments were funded by CUNY, but a portion was funded by the National Science Foundation. NSF awarded a grant to Baruch College under the direction of Schawaroch and Dr. John Wahlert.

This award of \$76,119 was used to purchase the MDIS for the investigation of fruit flies, which includes the identification of parts that are difficult to differentiate.

These images will be used to create online study materials and classroom instruction for students

in biology courses such as introduction to biology, comparative anatomy and genetics.

The introduction of a functional, state-of-the-art science laboratory at Baruch College rises an endless amount of opportunities for not only science students, but students of all majors.

Schawaroch hopes to kindle the interests of students pursuing business and other majors by holding specialized biology classes that go beyond introductory levels. These classes will allow the use of the glorious, surprisingly fun lab equipment and give students a new perspective on the sciences.

With this lab, and hopefully many others in the near future, Baruch College's reputation may finally leap out of its business crunch and shimmy over into the liberal arts and sciences.

## Bionic contact lens

Imprinted circuitry could one day create lenses that enhance your vision

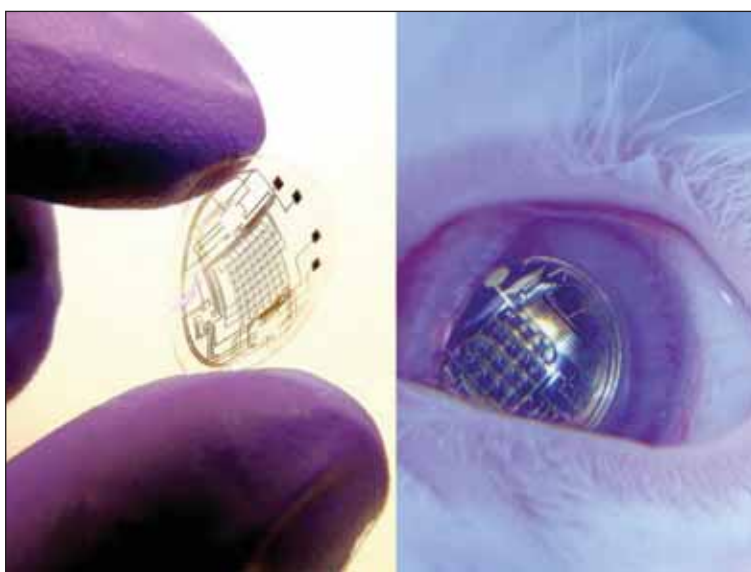
BY RACHEL VINCENT  
CONTRIBUTING WRITER

Watching any of the "futuristic" conceptual movies of the '50s and '60s would make anyone living in today's world laugh. While they predicted communities of people living on Venus and Mars and others vacationing on the Moon, no one guessed we would be carrying around music in a square the size of a stamp.

Science has taken some very interesting and unexpected leaps in the past few decades and has left our generation quite jaded in the process. We think nothing of electric cars, genetic engineering or artificial organs and limbs, since they have become so widely utilized and incorporated into society. Science and micro-technology have progressed so far that there are a few things that spur us to say "impossible" anymore.

Case in point, a bionic contact lens. Tiny electronic circuits and wires embedded into a contact lens that would allow you to see in night vision, zoom in or out on whatever you are focusing on and improve your vision dramatically. It may sound like science fiction, but incredibly, scientists at the University of Washington have already created a prototype. The lens looks like a mini circuit board and will apparently be embedded with microelectronics and a wireless display.

The lenses have yet to be perfected. There is no current solution to power them. However, the fact that they have been developed to a wearable state is incredible enough. The technology will not only benefit those who want enhanced vision coupled



NANOWERK.COM

Contact lenses with circuits light a possible platform for superhuman vision.

with various displays reminiscent of the Terminator, but could also be utilized to aid those with impaired vision.

Scientists have long been toying with the concept of cameras hooked deep into the brain to grant vision to the blind. Preliminary experimentation has been done on monkeys with bionic eyeglasses hooked to electrodes. Now, with the advent of nano technology, this may very well be possible without having huge electrodes wired into their brain.

How is this possible? Nano technology is a fairly new and delicate field of science. Anyone with contact lenses knows that even the tiniest hair or speck of dust brings extreme discomfort. So how is it feasible that embedded wires won't be uncomfortable or, more importantly, block vision?

Babak Parviz, the leader of the team developing the lenses at the University of Washington, figured it out. The lenses were produced without the layering of tiny metal pieces, but instead used carved grooves where they would lie. The components were built separately, mixed together to form what appears to be a powder

and then washed over the lens. Each piece settles into its own groove without damaging the lens or the microscopic components. They were tested on rabbits, who showed no negative reaction after 20 minutes of wear.

Parviz's research has settled the problem of building and wearing the lenses, but they have not yet attempted to activate them. They must first solve the issues of how the eye will adjust to focus the displays, how to create effective overlays and how to hook the contacts up to a viable power source.

It may sound like a long way to go, but if you consider that the first corneal contact lenses were invented in 1949, which were hard and not permeable to oxygen, and the first soft lenses appeared in 1959 and was approved in the United States in 1971, functional bionic contacts could become available in the not so distant future.

Imagine looking at a plant or bird and being able to see exactly what species it was, or have a visible MapQuest screen come up while walking right before your eyes. At this point, the possibilities are endless and it is only a matter of time until bionic vision is a reality.

## Copper alloys can kill life-threatening bacteria

BY KEITH ARORA-WILLIAMS  
USG CORRESPONDENT

As of March 25, the United States' Environmental Protection Agency approved the registration of a proposed public health claim stating that surfaces composed of certain copper alloys can kill off life-threatening bacteria.

Copper releases ions that kill bacteria, according to Guillermo Figueroa of the nutrition and food technology department of the University of Chile in Santiago. "Copper ions separate on contact with bacteria and cause irreversible damage to the bacteria's cells," Figueroa said. "It is a very swift, physical chemical process. They die quickly."

Copper Development Association Inc., the Latin-American arm of the International Copper Association, sponsored the lab testing that revealed evidence of copper's efficacy in exterminating Methicillin-resistant Staphylococcus aureus (MSRA), more commonly known as the "super bug."

The CDA boasted their product's ability to eliminate more bacteria in less time when compared to more commonly used aluminum and steel surfaces. A grouping of 100 million MSRA bacterium atrophied into oblivion in a mere 90 minutes when placed on a copper surface at room temperature. The same number of germs took over four hours to die off when placed on a bronze surface. Under the same conditions, the number of MSRA bacteria on steel and aluminum surfaces actually increased over time.

The findings have resonated loudest in hospitals around the world. Approximately 1.7 million Americans contracted infections during hospital stays and a subsequent 100,000 people perished from these diseases in 2007 alone, according to the U.S. Center of Disease Control.

In a study done by the American Medical Association in 2005, MSRA bacteria caused 18,650 deaths in hospitals, translating to nearly 19 percent of these types of deaths. If this study is accurate, it would

mean that staph infections were a more likely cause of death than AIDS in the U.S. for that year.

In the aftermath of the EPA's approval, manufacturers have begun to pitch ideas to hospitals, all of which feature a copper doorknobs, counter tops, railings and intravenous needles.

The EPA warned that, "copper alloy [surfaces are] a supplement to, not a substitute for, standard infection control practices."

"Copper alloys would be a cost-effective alternative to existing materials," said CDA Regional Director Miguel Riquelme Alarcon.

Prominent writer and associate professor at Harvard School of Public Health, Dr. Atul Gawande, asserts that the propagation of hospital infections stems from a lack of personal hygiene among medical professionals.

"Having shaken hands with a sniffling patient, pulled a sticky dressing off someone's wound, pressed a stethoscope against a sweating chest, most of us do little more than wipe our hands on our white coats and move on," admits Gawande in his book, *Better*.

The ironic fact that doctors themselves can perpetuate the spread of contagions is not, however, a discovery of the modern age. Austrian doctor, Ignac Semmelweis, first identified the problem in 1847.

He noted that one percent of mothers that gave birth under his supervision at their homes died of puerperal fever, an extremely contagious airborne pathogen. Meanwhile, the same ailment managed to claim 20 percent of mothers that delivered babies in his hospital. This serves as evidence that doctors who neglected soap and water destroyed potential families.

Instead of being lauded for his discovery, Semmelweis was dismissed from his position.

Semmelweis, like many doctors today, devoted much time to helping people in the face of adversity because of their binding oath to uphold and protect the lives of their patients.

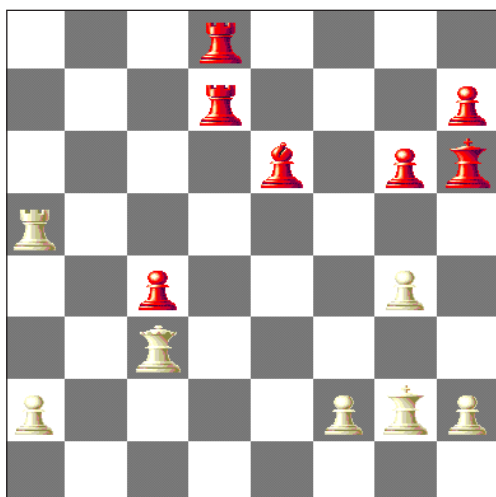
# Calendar of Events

COMPILED BY ELYSSA MALDONADO AND HELEN KWON  
LEISURE EDITOR AND COPY EDITOR

<p><b>2008 iBaruch Yearbook Sale</b> Lexicon Second Floor Lobby (NVC) 12 p.m. to 7 p.m. (Monday and Tuesday)</p>	<p><b>Mock Interview</b> NAASA Room 2-150 (NVC) 11 a.m. to 4 p.m.</p> <p><b>Sustainable Development Promotion</b> Zicklin Africa Business Club 12 p.m. to 3 p.m.</p> <p><b>Arts of Asia</b> Asian Heritage Month Celebration Room 3-215 (NVC) 12:30 p.m. to 2:30 p.m.</p> <p><b>Sister's Discussion Group</b> Women in Islam Room 10-130 (NVC) 12:45 p.m. to 2:20 p.m.</p> <p><b>Tax Career and Opportunities for Working in a Private Firm; by K. Doriz and A Mahoy of Arrow Electronics Inc.</b> Tax Accounting Society for Undergraduates Room 4-220 (NVC) 12:45 p.m. to 2:20 p.m.</p> <p><b>What's Love Got To Do With It? Tovah's Perspective on Cheating.</b> Jewish Women's Group Room 9-165 (NVC) 12:45 p.m. to 2:20 p.m.</p>	<p><b>Model Search with TopButton.com</b> Shop of Style Room 1-107 (Multipurpose) 11 a.m. to 3 p.m.</p> <p><b>International Exchange Infosession</b> AIESEC Room 1-107 (Multipurpose) 6 p.m. to 8 p.m.</p> <p><b>Teach-In on Race with: A. Lewin, C. Taylor, Prof. "G" J. Fernandez, M. Marriot S. Jarvis, &amp; R. Bernard</b> Black Studies Department Room 1-125 (NVC) 6 p.m. to 9 p.m.</p> <p><b>Grad Social</b> GSA Room 14-220 (NVC) 6 p.m. to 10 p.m.</p>	<p><b>Students Services Fair</b> Advisement and Orientation Room 1-107 (Multipurpose) 12 p.m. to 3 p.m.</p> <p><b>Becker-overview of the CPA exam</b> NAASA Room 12-145 (NVC) 12:45 p.m. to 2:15 p.m.</p> <p><b>Mystery of Tai Chi</b> Kappe Phi Alpha Room 3-215 (NVC) 5 p.m. to 7 p.m.</p> <p><b>Line Dance</b> Asian Heritage Month Celebration Room 3-210 (NVC) 12:30 p.m. to 2:30 p.m.</p> <p><b>Roc the Mic Talent Showcase</b> NY Music Industry Association Room 1-107 (Multipurpose) 6:30 p.m. to 9 p.m.</p> <p><b>Jane Gladstein Presentation, Gladstein Development Group, LLC</b> Real Estate Networking Club 137 E. 22nd Street 12:30 p.m. to 2 p.m.</p>	<p><b>Spring Career Day</b> Starr Career Development Center ARC, Main Gym (NVC) 12 p.m. to 4 p.m.</p> <p><b>Dress Rehearsal</b> CSA, SOCA, WICC Mason Hall (23rd St.) 6 p.m. to 9 p.m.</p> <p><b>Modelling Practices</b> CSA, SOCA, WICC Room 2-215 (NVC) 6 p.m. to 9 p.m.</p> <p><b>Dance Practice</b> CSA, SOCA, WICC Room 3-215 (NVC) 6 p.m. to 9 p.m.</p> <p><b>General Meeting</b> Corporate Communication Graduate Student Association Room 4-185 (NVC) 6:30 p.m. to 9 p.m.</p> <p><b>BASU Cultural Show/Bhangra</b> Asian Heritage Month Celebration Room 1-107 (Multipurpose) 6:30 p.m. to 10 p.m.</p> <p><b>Meeting</b> Lambda Pi Upsilon Room 2-110 (NVC) 7 p.m. to 9 p.m.</p>
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Submit your event listings to [leisure@theticker.org](mailto:leisure@theticker.org)

**CHESS CHALLENGE PUZZLE OF THE WEEK**



*White to move and win in 2 moves*

For solution visit the **Baruch College Chess Club**  
Mon. - Fri. 12:30-2:30pm VC 3-248

*"All I want to do, ever, is to play chess."*

- Bobby Fischer

## Weekly SUDOKU

by Linda Thistle

6			3			1		
		8	7	2				3
	3				4			8
3				6		2		
	9				7		6	8
		7	2			5		
		5	6			3		
	2			1				9
4	1				8			2

Place a number in the empty boxes in such a way that each row across, each column down and each small 9-box square contains all of the numbers from one to nine.

**DIFFICULTY THIS WEEK: ★★ ★**

★ Moderate    ★★ Challenging  
★★★ HOO BOY!

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To check your Sudoku & Crossword answers, visit [theticker.org](http://theticker.org).

## King Crossword

**ACROSS**

- 1 Rotten
- 4 Sax range
- 8 Stare
- 12 Quarterback Manning
- 13 Frog's cousin
- 14 Responsibility
- 15 Move
- 17 Lairs
- 18 Blueprint
- 19 Knife eponym
- 20 Frizzy hairdos
- 22 Jet forth
- 24 Satiated
- 25 Waste
- 29 Clergyman's title (Abbr.)
- 30 Becomes rancid
- 31 Anger
- 32 Model
- 34 Largest of the seven
- 35 On the rocks
- 36 Put one over on
- 37 Doctrine
- 40 Lima's land
- 41 Hodgepodge
- 42 Send
- 46 Afflictions
- 47 Roughly
- 48 Unfrozen glace
- 49 Farewell
- 50 1/746
- 50 horsepower
- 51 "The 5,000

Fingers of -"

**DOWN**

- 1 Foundation
- 2 Frazier foe
- 3 Belie
- 4 Hold-up man?
- 5 Bank transaction
- 6 Middle X?
- 7 Praise in verse
- 8 Sink
- 9 Freshly
- 10 New Mexican tribe
- 11 Being, to Brutus
- 16 Stratagem
- 19 Arthur and Lillie
- 20 Farm measure
- 21 Show off the biceps
- 22 Team
- 23 Sound of contentment
- 25 Unrivaled
- 26 Called into question
- 27 Huron neighbor
- 28 Peruse
- 30 Animal protection org.
- 33 Champagne + O.J.
- 34 Emanation
- 36 Station
- 37 - -yourself
- 38 Earthenware pot
- 39 Coated with gold
- 40 "Hey, you!"
- 42 DuPont rival
- 43 George's brother
- 44 Jam ingredient?
- 45 Shack

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# Leisure

## Explore New York over spring break

BY KERRI JAREMA  
CONTRIBUTING WRITER

Spring break is a mere two weeks away. An entire seven days all to yourself, without having to wake up early to go to class, worrying about writing papers, reading textbooks and studying for exams.

Most of your friends are probably heading to far away places, to sit on the beach, visit landmarks, buy souvenirs and get a change of scenery. Unfortunately, not all of us are able to travel during break. But that should not mean that we are confined to our apartments, sleeping until noon and watching day-time soaps and talk shows.

There are plenty of fun, interesting activities to do right here at home. New York City is, after all, considered one of the most glamorous and exciting tourist cities in the world.

If you're hoping to get outdoors during your spring break, the beach is not the only place to do it. Central Park is one of our Big Apple gems — an oasis where we can escape from the constant chaos of the concrete jungle, and actually enjoy some nature.

Anything you could do on the beach, read a book, play volleyball, get a tan, have a picnic lunch, enjoy the water — can all be done in Central Park. If you go far enough into the park, it can be easy to forget that you're in the City at all. You can sit by various ponds, walk on shady tree-lined paths and even climb rocks.

There are also the common tourist attractions like the Central Park Zoo, the Great Lawn and Strawberry Fields, which includes the Imagine mosaic and beautiful meadows that are a tribute to John Lennon.



GNOME.ORG

Taking a walk through Central Park is a great way to hang out with friends without breaking the bank.

A look at the Central Park website can give you directions to all of these places, as well as suggested areas for sports and recreation, nature lovers, runners and bikers, and serene and solitary places.

There is no reason to be jealous of the shopping trips your friends may be taking during Spring Break, because New York City has some of the most amazing and unique shops in the world. If you are tired of shopping at Union Square and SoHo, check out all of the cool new boutiques opening on the Lower East Side.

Heading towards Rivington, Or-

chard and Clinton Streets, Honey in the Rough, Narnia Vintage, Annie O., Edith Machinist, Le Sous Sol and Suite Orchard are just some of the amazing shops that can be found nestled away between cafés, hairdressers and tailor shops. Most of the stores carry hip new lines like Jovovich-Hawk, Alexander Wang and Sonia Rykiel, while others carry strictly vintage.

The shops may be a bit on the expensive side, but if you are searching for one-of-a-kind pieces, these shops will have something for everybody. Going to these shops will feel like a special event in and of it-

self, equivalent or greater than any vintage shop you would go to if you were visiting Boston, Philadelphia, Los Angeles, even Paris or London.

If the weather during break is not conducive for playing in the park or shopping, there are many indoor alternatives to explore.

If you are looking to take in some culture during your break, there are countless amazing museums in the City you could visit.

The Metropolitan Museum of Art, The Museum of Modern Art and the Guggenheim Museum are all located in Manhattan and each offers student discounts. With your

ID you will pay anywhere from \$10 to \$15, which is not much considering all the sights the museums have to offer its patrons.

Most students equate museums with school work and, therefore, stress and boredom. However, when you have the option to choose the museum and the exhibits you want to see, rather than being assigned to see, feeling of conducting a school assignment removed. A trip to a museum is actually an enjoyable experience.

A great alternative to the traditional museum is Madame Tussauds Wax Museum, hailed "New York's Most Famous Tourist Attraction," by the museum's website. The museum features wax statues of famous celebrities such as Angelina Jolie, Jennifer Lopez and Madonna. The museum also has interactive statues and sets like the Pirates of the Caribbean experience, lorded over by Captain Jack Sparrow, and the American Idol experience, with an eye-rolling Simon Cowell to entertain you. If you are looking for a non-conventional museum, Madame Tussaud's is the place to be. However, the museum does not offer a student discount. The price of admission for adults is \$29.

Directions and open hours are available on each of the museum's websites. They also offer a list of the permanent and temporary exhibits to help you plan your trip effectively.

New York City is one of the most exciting places in the world. Full of culture, shopping and greenery, living in the City can sometimes blind us to all of the fun and new things that are available to explore.

Use spring break to take a new look at New York City and enjoy your break as much as you would if you were in a far away place.

## Ladies, learn how to turn those heads

BY MARTINA MICKO  
CONTRIBUTING WRITER

As spring rolls around again, the birds are chirping and the flowers are blossoming. Spring is the start of new things, including relationships.

Many of us have someone in class that we would like to get to know better, but how do we get them to notice us?

That's the big question. Most of us are shy and won't talk to our crushes, but there are several ways to get that special someone to spot you.

One way to get someone's attention is through appearance. Now that it's spring, it's time for a wardrobe change. Ladies, try wearing a cute skirt or cute dress; the guys will definitely notice that.

Why not try a unique necklace that can catch your guy's eye? If that's not your style, try a daring top with a print or bold color like royal blue or yellow.

Standing out will make you different from everybody else and attract attention. Accessories such as sunglasses and hats are also attractive.

Try getting a new stylish haircut or changing your makeup routine. It is a new season after all. Girls, try painting your nails a new color such as pink or coral.

Guys, start to get in shape again, perhaps by hitting the basketball court. There isn't a better way to



DREAMTIME

Subtle hints that will grab his attention.

get noticed, than doing something you like and showing off your skills. After all, don't things happen when you least expect them?

Since it's a new season, why not try a new fragrance? We don't realize it, but scent is a way people notice us.

Visit the nearest Sephora for a new spring scent. The best way

to apply a perfume is to spray and walk into it so you will have it as a seemingly natural scent.

The idea behind perfume or cologne is to reflect your own style. When shopping for fragrances, pick something that appeals to you the most.

When you are strolling, enjoying the spring weather, don't be sur-

prised if you're turning heads with your new perfume.

Smile and walk with your head up high to show confidence. This shows that you are a person that anyone would like to get to know.

By being yourself people see the real you, and if they like it, they will try to get to know you.

The new season has arrived, and

it's time to make several changes. Since we didn't have much luck getting that crush last semester, why not try this one. After all, the weather is getting warmer.

So, let's shed the winter clothing, show a little more skin and start flirting. But most importantly, be yourself because that's what will get you noticed the most.

# SPOTLIGHT ON

## CUNYAC Rookie of the Week: Jason Valentin

BY TIMOTHY PETROPOULOS  
SENIOR STAFF WRITER

This week, the Bearcats opened their CUNYAC schedule on a high note. Competing against defending champions John Jay in a three game set, although dropping two out of the three games, Baruch showed heart and moxie while taking on the best CUNY had to offer.

On top of the valiant effort, another bit of good news also lifted the Bearcats this week. Rookie Pitcher Jason Valentin was named the CUNYAC Rookie of the Week for his efforts against Vassar College in the front end of a double header.

Valentin tossed seven plus innings of six hit ball while recording three strike-outs. Although the Bearcats narrowly fell to Vassar 3-2, Valentin's efforts kept the game close and gave the Bearcats the opportunity to win.

When asked about his young, hard throwing freshman winning this award, Coach Jose Torres knew that Valentin would be capable of this and much more as soon as he first saw Valentin play. "I predicted to a few people before the start of the season that he [would] win Rookie Pitcher of the Year for the CUNY Conference, so it doesn't surprise me," Torres said.

Although he is only a freshman, Valentin (younger brother of star first basemen Joseph Valentin) is no stranger to pitching under pressure.

As a senior at DeWitt Clinton high school he won Pitcher of the Year, captained the team in both his junior and senior years and won the Gold Glove his junior and senior years while leading his team to the P.S.A.L. for the first time since 1989.

And if that wasn't enough, he was also in the ARISTA Honors So-



BARUCH SPORTS INFORMATION

Rookie pitcher Jason Valentin (above) earns accolades.

ciety all four years of high-school and graduated in the top 10 percent of his class.

After all this, it would be understandable to develop an ego, but Valentin remains as humble as the day he first started playing baseball when he was five years old.

When asked about what the award meant to him, the modest Valentin said, "To be honest winning CUNYAC [Rookie] of the Week doesn't really mean a lot to me. I'm just hoping that I can continue to be successful and help my team win a CUNYAC Championship. That's my ultimate goal."

Valentin's ultimate goal of winning a CUNYAC Championship for Baruch outweighs whatever personal accomplishments he can acquire this season and, in his mind, this team has the potential to do it.

"We have a very good team. We are continuing [to] work hard in

practices and trying our best on the field. I feel that we will come together and have a successful season," said Valentin. "Beating [John Jay] was a big confidence booster. Hopefully we [will] build on this and dominate the rest of the conference."

Although the award may not mean much to Valentin himself, Torres uses the example set by his star freshman to motivate everyone on the team to achieve greatness. "The rest of the players have to realize that this is an achievement they can all attain, hard work and intelligence is what's needed," said Torres.

Baruch's next CUNYAC game is April 5 against CCNY at noon. Every conference game is important at this stage of the season and if Baruch wants to compete at the level Valentin believes they are capable of, this series is a must win.



## Don't sleep on these players

Perhaps bigger than the Major League Baseball season beginning in Japan, fantasy baseball season has begun.

While there are some players that are always going to be drafted (like Albert Pujols, Alex Rodriguez, Chase Utley and David Ortiz), there are several others flying under the radar who have the potential to do very well this season. It is what we fantasy baseball fanatics like to call "sleepers."

Here's the rundown.

### Texas Rangers outfielder

**Josh Hamilton:** After being selected as the first overall pick in the 1999 MLB draft by the Tampa Bay Devil Rays, his promising path towards greatness took an immediate detour after a reported heroin addiction.

Eight years later, the kid finally realized his dream as the Cincinnati Reds gave him a spot on their 2007 opening day roster. While he played admirably in a part-time role, he eventually had to serve two stints on the disabled list and he would eventually be traded to the Texas Rangers during the off-season.

Now as an everyday player, many scouts believe that this former first rounder has potential to do great things in his first full season in Arlington.

Want some reasons to believe that the guy can have a big year for the Texas Rangers and his fantasy owners alike? He turns 27 in May (known as the "breakout" age in fantasy circles) and hits in a hitter's ballpark. If you can trade for him in your league, you can do so with full confidence.

### Atlanta Braves shortstop

**Yunel Escobar:** With the Braves

trade of Edgar Renteria to the Detroit Tigers in the off-season, the Braves elected to fill their shortstop position from within the organization.

Scouts believe it was a wise choice as shown by his red hot spring batting average of .473, with two homers and 12 RBI (runs batted in) in 36 at-bats.



WILLIAM BATTAGLIA

Bearcat Prowler


He will be hitting and setting the table for a solid Braves lineup behind him that includes first baseman, Mark Teixeira, third baseman, Chipper Jones and outfielder Jeff Francoeur. Consider him a solid shortstop with the potential to finish statistically in the top 10 in his position.

### Cincinnati Reds pitchers

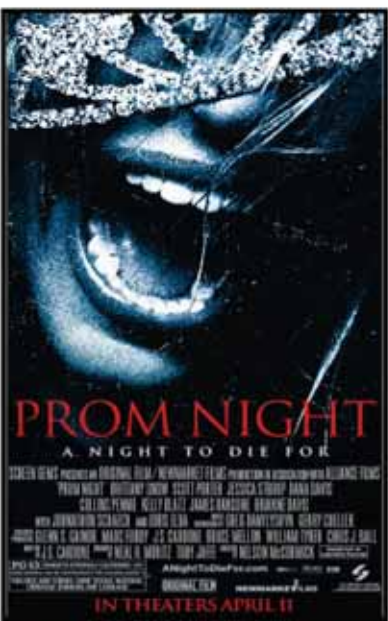
**Johnny Cueto and Edinson Volquez:** Known as the "Dominican Dandies," both pitchers were acquired in the Cincinnati-Texas trade that sent Josh Hamilton to Texas. Projected as the third and fourth starters of Cincinnati's pitching rotation, the sky is the limit for these two young burgeoning hurlers.

While both have individual strengths, each player has the ability to strike out a batter per inning. The Reds have not had a winning season since the year 2000. In this case the risk may be worth the reward.

**Some other "sleepers" to consider:** Kansas City Royals Designated Hitter Billy Butler; Chicago Cubs Catcher Geovany Soto; and Washington Nationals first baseman Nick Johnson.

  
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# THE TICKER Sports

April 7, 2008

## SCHEDULE

### Baseball

4/08 - Baruch v. King's Point, 4 p.m.  
4/10 - Baruch v. Manhattanville, 4 p.m.  
4/12 - Baruch v. Mitchell, Noon  
4/13 - Baruch v. Mitchell, 1p.m

### Men's Tennis

4/08 - Baruch v. Lehman, 4 p.m.  
4/11 - Baruch @ Brooklyn, 2 p.m.  
4/14 - Baruch v. Hunter, 3:30 p.m.

### Softball

4/10 - Baruch v. Rutgers-Newark, 3:30 p.m.  
4/12 - Baruch @ Staten Island, Noon  
4/14 - Baruch @ Lehman, 3:30 p.m.



# Bearcats routed by Hawks

BY ROSIE GENAO  
SENIOR STAFF WRITER

For two years, the men's volleyball team reigned as champions in the CUNY Athletic Conference. Their dreams of creating a legacy through a third championship were cut short by the Hunter Hawks, who faced the Bearcats in the final round and brought the defending champs to their knees. It was the fourth time the archrivals had met in the finals, but this time, Hunter swept the Cats with a 30-26, 30-25, 30-22 victory.

Earlier in the season, the Bearcats lost three matches to Hunter. Still, hope was far from lost as it seemed similar to the same story from the past two seasons: Hunter would beat Baruch during the season, and Baruch would come back strong in the end.

"We were feeling good about ourselves going into the game, and wanted to defend our title from the past two years," said team captain Danial Levent. "We were definitely confident going into the match." This time, though, it was not the case and Hunter made it their mission to rewrite the story.

Levent, who served as the backbone of the team for much of the season, won Tournament Player of the Year. He had won National Player of the Week earlier in the season and it seemed only right that he would get the recognition.

"[Winning Tournament Player of the Year] is just going to make me work harder in the off season so [that] I can reach it again next year," said Levent. Radu Wyrwas was also honored during the match as First Team All-Star.

Although the night was a heart-breaker for the Bearcats, there were still some memorable moments for Head Coach Allison Gunther.

"The team fought very hard towards the end ... not for the game itself, but for pride. [Also,] I was really proud of Kirill [Yagnetinskiy], Jan [Wojdat], and Eric [Quintero]. Those three rookies stepped it up enormously ... and even had better nights than some of the veterans," Gunther said.



BARUCH SPORTS INFORMATION

The men's volleyball team were defeated by Hunter in the CUNYAC finals.

Unfortunately for the Bearcats, they were in too deep a hole to dig themselves out of. All six players on the court had to play well in order to defeat Hunter.

As veteran Boris Svirsky said, "Everything that we expected [for] the first game for the season happened in the last game."

Greg Waldvogel, who served as assistant coach and was Tournament Player of the Year two years ago, noticed that "the team needs to be a lot more disciplined on defense and on blocking."

According to Waldvogel, the team relied on Levent too heavily and could have worked harder during practice sessions. "Next year's team needs to work a lot over the summer and more people should step up," Waldvogel said.

Despite the loss, the Bearcats still qualified for the North East Conference Volleyball Association tournament, held this past weekend. Baruch has never won a NECVA tournament and this posed another chance for the team to redeem itself.

Ironically, the loss against Hunter in the final round was good for the team. They learned to not rely on the past and focus on the present. In retrospect, rookie Mike Malave said, "We could have played harder and had more faith in one another." In addition to faith and confidence, next year's team will need to step up collectively and cut back on relying on one team member.

Gunther is looking forward to next season with the influx of three to four new recruits, who she de-

scribes as "exceptionally good."

The new players, combined with this year's lineup, will make Baruch the "team to watch" next year, according to Gunther.

Until then, the Bearcats can learn many lessons from a season that brought them a new coach, a mostly rookie team and better-than expected results.

With Baruch and Hunter having the best volleyball teams in the conference, the archrivals can expect to meet again in the final round next year.

# Multi-cultural soccer tourney at Baruch

BY MARIANE ST. MAURICE  
OPINION EDITOR

For an entire weekend, teams representing countries from around the globe assembled in the main gym of the Athletic and Recreation Center to play in a soccer tournament. March 29 and 30 marked the fourth annual Baruch Soccer World Cup and was the most successful to date.

The tradition of the tournament started with Dima Kamenshchik, who is now associate head coach of the soccer team. He first thought up the concept four years ago, as a senior, and made it a reality with one of his teammates.

After two years, the tournament's reins were taken over by junior Nick Schnayderman, who decided to take control "to raise money for the team, but also to promote the soccer team to the school."

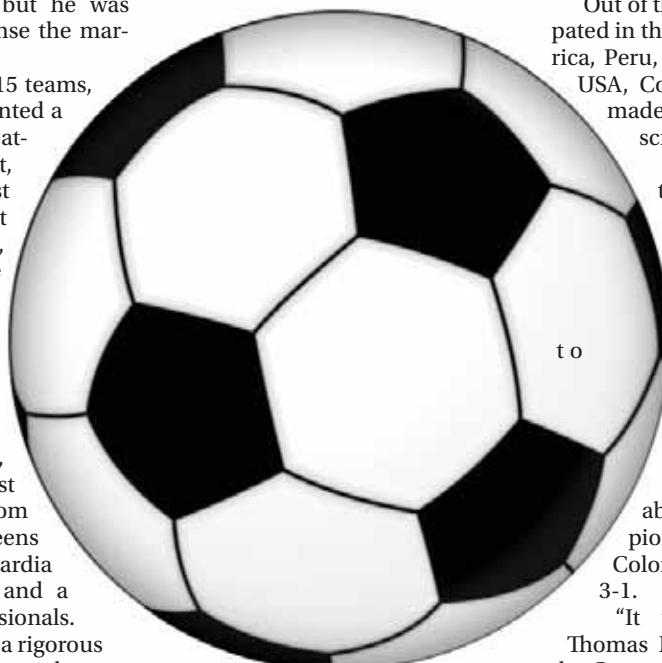
The event was advertised through Facebook and flyers that Schnayderman complains were

quickly taken down but he was happy with the response the marketing generated.

Even though only 15 teams, each of which represented a country, were participating in the tournament, the waiting list was just as long. He hopes that in the years to come, the event will be enough to spread over two weekends, so as to include everyone who is interested in it.

The event also involved students from other colleges, as Baruch played host to many athletes from schools such as Queens College and LaGuardia Community College, and a team of finance professionals.

Both days followed a rigorous schedule: on Saturday, each team played four 20-minute games and on Sunday the playoffs were held.



COMMONS.WIKIMEDIA.ORG

Out of the 15 teams that participated in the tournament, South Africa, Peru, New York City, Poland, USA, Colombia and Cameroon made it past the first day of scrimmage.

Though Poland eventually won the tournament against Peru, not conceding a single goal over both days, the most exciting game was deemed by many to be the Colombia, Cameroon face off in quarterfinals, which ended in penalty kicks.

Cameroon wasn't able to defend its champion title, however, and Colombia ended up winning 3-1.

"It was passionate," said Thomas Murdoch, a member of the Cameroon team who has been participating in the tournament for four years.

Passionate was certainly a good way to describe the tournament, as teams brought along fans who sat on the sidelines and climbed atop bleachers.

A highlight from the matchup between Malta and Turkey was a fight that ended with the expulsion of two players.

Despite unpredictable events, such as the fight, the tournament respected the schedule and Schayderman said he received a lot of positive feedback.

The only complaints seemed to be about bad calls and inconsistencies with the referees, who were all members of the college's soccer team, but he believes this can be fixed with more involvement from the rest of the team in coming years.

Looking ahead, Schayderman hopes that the tournament will continue to grow, perhaps one day offering a concession stand to raise more funds and promote the men's soccer team even more.