

The Ticker

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BARUCH COLLEGE'S INDEPENDENT STUDENT NEWSPAPER

MAY 15, 2017

OPINIONS 4

Carriage industry maintains poor conditions (p. 4)



The horse-drawn carriage industry in New York City, despite attracting an overwhelming amount of revenue, has not taken enough measures to guarantee standards for the health or safety of the horses that the industry relies on to make a living.

BUSINESS 7

Snap's stock value drops after poor Q1 report (p. 7)



Snap Inc. is suffering financially after reporting its Q1 earnings. The company, which went public in March, failed to meet investors' expectations on various metrics, with its stock falling more than 24 percent during pre-market trading.

ARTS & STYLE 10

Herman wins Best Director at CUNY Film Festival (p. 10)



The Baruch alumnus' brief but enthralling short film, *Message Received*, brims with originality as it relies exclusively on music, noise and text exchanges to bring the plot together.

SCIENCE & TECH 13

Walking improved elderly women's health (p. 13)



Sedentary behavior in elderly women is linked to high blood sugar, a high mortality rate and obesity. A study found that walking 10 minutes a day is vital for improving physical well-being and reducing the risk of health issues.

SPORTS 15

Judge set to become next Yankees superstar (p. 15)



Ever since being picked up by the New York Yankees in the first round of the 2013 draft, Aaron Judge has shown that he has the potential to be the Bronx's next Mickey Mantle. Despite a slow start in the minors, Judge's hitting exploded in the major leagues.

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NuLa Ent. artists share life stories on WBMB



KEVIN FERMOSELLE | SPECIAL TO THE TICKER

Finesse, left, performed at this year's "Spring Fling." Following his performance, he agreed to an interview that was aired live on WBMB on Wednesday, May 10.

BY OMER SEMAN
COPY EDITOR

When Corey Finesse walked into the room decked out in an all-black outfit, Versace shades and gold chains, all eyes fixed on the 23-year-old artist from East Flatbush, Brooklyn. He was not a boisterous diva demanding that green M&Ms be removed from the bag; Finesse exuded the calm, confident swagger of someone who knows exactly how talented he

or she is and knows, at the same time, that there is still work to be done in order to become a legend.

Fresh off of opening for A Boogie wit da Hoodie at Baruch College's 2017 Spring Fling, Finesse made a pit stop on his cross-country tour at WBMB Baruch College Radio to promote his newest mixtape *Life After 9* alongside his fellow NuLa Ent. artists Howie Dodat and Marc Mavrick.

STORY CONTINUED ON PAGE 10

Bearcats hope for successful postseason

BY ANDREW MARZULLO
SENIOR STAFF WRITER

It is postseason time for the Baruch College men's and women's tennis teams. Both teams are coming off successful seasons, and are looking to take home their respective NCAA tennis championships. A tournament bid alone is admirable for the school, as Baruch is the only CUNY school represented in the NCAA Division III Tennis championship. Both teams went through a great deal to get to where they are today, and look forward to a championship opportunity.

STORY CONTINUED ON PAGE 15

Baruch Blue Notes shine in Spring Showcase

BY SAMUEL LIFF
SENIOR STAFF WRITER

The Baruch Blue Notes, Baruch College's a cappella group, held its "Spring 2017 Showcase" on May 9 in the Engelman Recital Hall beneath the Newman Vertical Campus. The event exhibited one of the college's premiere performing arts organizations in three acts of vocal performance.

The showcase opened with a rendition of Bastille's "Pompeii," signaling the beginning of the first act.

STORY CONTINUED ON PAGE 3

Dems, Right Wings discuss Obama's term

BY YELENA DZHANOVA
OPINIONS EDITOR

Members of the Baruch College Democrats and Baruch College Republicans came together to discuss the key issues the U.S. government faced during former President Barack Obama's time in office. Among the key topics of discussion were health care, foreign policy and immigration, each of which stirred controversial dialogue and heated exchange. The event, titled "A Discussion on President Obama's Legacy," took place on May 11.

A total of three moderators from both political clubs led the discussion. Rahul Bakshi, a board member of the Baruch College Republicans, also known as the Right Wings, began by providing background information on the 44th U.S. president. He iterated facts about Obama, such as the number of terms he held the office, educational background and daughters' names.

After, the Baruch College Democrats' Vice President Isik Basarir, put forth the topic of health care.



NICOLE PUNG | THE TICKER

The event was organized by the Baruch College Democrats and the Right Wings.

Specifically, participants chose to focus on the implementation of the former president's health care law and universal health care coverage.

At first, the room was silent; nobody would speak up and the moderators attempted to make direct eye contact with some of the attendees. Then one attend-

ee made the opening comment, which discussed how Obama's original health care initiative was destined for failure from the start. This prompted several comments from other attendees, who began to delve into the pros and cons of Obamacare.

STORY CONTINUED ON PAGE 2

OPINIONS

Study abroad programs provide global learning opportunities

Study abroad applicants are met with the question, "Where will your journey take you?" on the website for the Weissman Center for International Business at Baruch College. Study abroad is something every student is told to do. Global learning is a concept that has been on the rise recently, with more and more job recruiters preferring their employees to have experience with people and cultures in countries other than the United States. Baruch seems to offer many resources for its students to go abroad through its Study Abroad Office, located on the eighth floor of 137 E. 25 Street. Despite all of the positives to studying abroad, only about half of the students actually do. The reasons for this happening are not that clear, however.

After meeting with an advisor, students receive access to the application to study abroad, where they apply for the specific programs that they are considering. The Study Abroad Office also provides resources for obtaining scholarships to fund the cost of learning and living in a different country, as well as a network of students who have already done it and are willing to share their experiences. The problems with studying abroad start to arise when looking at which international colleges and classes Baruch students can attend.

STORY CONTINUED ON PAGE 4

News Briefs

COMPILED BY
VICTORIA MERLINO

CUNY TV won its 15th and 16th New York Emmy awards on May 6, with "Theater Talk" receiving the award for best Interview/Discussion and "Black America" receiving the award for best Graphics: Animation for its opening. "CUNY TV's two New York Emmys this year, along with its 11 nominations, underscore what an asset this station is, for The City University of New York and for the city and state. We are honored that the New York Emmys continue to recognize CUNY TV's important, relevant and creative contributions," said Chancellor James B. Milliken in a press release. CUNY TV's 11 nominations were a record for the station.

Scientists from the City College of New York and TechnoVax, Inc. have potentially developed an effective vaccine for the Zika virus. "The ZIKA VLP vaccine offers an effective and safe strategy to create a prophylactic vaccine that protect against Zika infection as well as its serious effects such as microcephaly," said Jose Galarza, TechnoVax CEO, in a press release. When tested in animals, the vaccine was able to stimulate antibodies that have a neutralizing capability equal or higher to the antibodies present in a patient who recovered from the Zika virus. Spread mostly by mosquitoes, contraction of the virus can result in severe birth defects in offspring of the infected. Zika has been linked to birth defects in over 30 countries.

The City College of New York Archives opened an unprecedented exhibition of CCNY architectural material that spans the entire history of the college, from its beginning on 23rd Street to the modern era. The exhibition, titled "The Lost World of CCNY: Architectural Gems of our Past," includes 112 architectural renderings, drawings of elements like light fixtures and photographs that detail the history of the college and the buildings it inhabited. Viewers of the exhibit can see how the college's architecture has changed throughout its history and how the college has changed and grown alongside it. The exhibition runs through June 2 in CCNY's Shepard Hall.

A new study co-written by a City College of New York assistant professor discovered that bike sharing has decreased the number of people taking the public bus. The study, conducted between May 2012 and July 2014, measured how the city's bus ridership changed after the introduction of Citi Bike, the city's bike sharing system. Every thousand bike sharing docks along bus routes, found the study, led to a decrease of 2.42 percent in daily unlinked bus trips on Manhattan and Brooklyn routes. These findings suggest that either people are substituting bike sharing for their usual bus rides, or that bike sharing is influencing the travel behavior of people who do not use bike sharing, such as private cyclists. "Understanding how bikesharing and public transit systems are interrelated is vital for planning a mutually reinforcing sustainable transport network," wrote the researchers.

F.U.S.I.O.N. event ends semester with festivities

BY MAYA YEGOROVA
SENIOR STAFF WRITER

Filipinos Uniting Students in Other Nations of Baruch College hosted the event titled "Sinulog Festival 2017" on May 11, celebrating one of the most colorful festivals in the Philippines with dance, music and food.

Each table in the Multipurpose Room had different colored covers, and the room was decorated with streamers. Upon entering, attendees were given a lei and glow-in-the-dark bracelets to wear.

Danikha Catada, president of F.U.S.I.O.N., explained that the Sinulog-Santo Nino Festival is an annual religious festival. Catada added that they held this event for the past two years.

Michelle Kim, prospective vice president of F.U.S.I.O.N., said that the club wanted to create a fun and relaxing event.

"Fear Factor last semester drew a large crowd. There were so many things to plan. We wanted to get together and have fun one last time. This is a good way to enjoy ourselves and end a stressful year," Kim stated.

Attendees were welcome to eat first. Dishes included rice and lumpia, a spring roll made of crepe pastry skin containing chopped vegetables and meat.

Catada then introduced the first performer, Baruch's Miss Asia 2017 Janiza Gesmundo. She performed the Maglalatik, a Filipino cultural dance in which she slapped coconut shells in rhythm to the music. She then performed the Tinikling, or Bamboo Dance. As the music changed, Gesmundo performed Paseo De Iloilo, a dance similar to the Spanish flamenco. While dancing, she balanced three oil lamps. She finished with the folk dance Una Kaya.



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Attendees of the events were given leis and glow-in-the-dark bracelets, and participated in different games and activities.

"My favorite part about this event is the dancing. When you go to a Filipino party, there is always line dancing. Everyone gets involved and it is such a great time," Catada said.

Julius Arroyo, a finance major, agreed that the dances were entertaining.

"I only joined F.U.S.I.O.N. a couple of months ago but I love it. I appreciate how everyone was so open and made me feel welcome. I am proud to be Filipino. There is more to us on the inside than what appears on the outside. It is hard to express my appreciation for this event in words because there is so much going on," he said.

Arroyo elaborated that his favorite Filipino tradition is reading religious texts, or pabasa, during Holy Week. The pabasa typically begins after Palm Sunday mass.

"I enjoy it because it brings my family closer together each year," he said.

After the dance, attendees were encouraged to participate in a game similar to musical chairs. The pair that won received two movie tickets. Catada then revealed F.U.S.I.O.N.'s e-board for the 2017 to 2018 academic year, explaining that the club likes to introduce the new e-board at the last event of the Spring semester.

The next string of performers was Kim and Josh Tusaneza. Kim and Tusaneza sang "Can You Feel the Love Tonight" and "City of Stars" together. F.U.S.I.O.N.'s award-winning dance team, CONFUSION, took the stage to perform an energetic hip-hop dance that was a mix of different songs.

"What I want students to take away from this event is that it is

wonderful to celebrate any culture. It makes up who we are. F.U.S.I.O.N. is family oriented and brings us closer together," Kim stressed.

"We welcome everyone who walks through our club doors. That is my favorite part of this club—how welcoming everyone is and how talented they are to pull off an event like this."

Teddy Sung, a guitarist, entertained the crowd by singing "Love Yourself." He invited Catada to sing a mash-up of "Catch Me" and "Shape of You."

Catada concluded the event by saying thank you to the attendees for coming and acknowledged the hard work of the current e-board.

"This may seem redundant but we really are a family. We interact like one too. We are always working toward our goals," Catada said.

Democrats and Republicans debate Obama's legacy

CONTINUED FROM FRONT PAGE

In response to the first speaker, one attendee explained that Obamacare provides necessary health care coverage for those who never received health insurance in the first place.

Others chimed in and said that Obamacare was costly and deterred U.S. citizens from purchasing health insurance instead of its original purpose.

Following the discussion, Basarir addressed the group and asked why Republicans did not push for an alternative solution that would guarantee health care as a basic right.

Several developed countries maintain health care as a basic right for all their citizens, but the United States is consistently split about the issue.

The moderators had to cut the discussion short due to time and heated responses.

The topic of foreign policy also generated heated discussion from the attendees.

Mostly, it appeared that the room was split into two sides: the first asked why the U.S. government should give countries the right to obtain nuclear weaponry and the second asked why countries, such as China, Russia and the United States, are automatically granted the right to nuclear arms without repercussion or dismissal.

Both questions opened up a dialogue in which students spoke about ideology and governance. Some students said that Iran, for example, whose government operates according to a theocratic regime, is not necessarily rational due to the fact that "everything can go in religion."

Other students were more deliberate with their words and chose to carefully express their thoughts



NICOLE PUNG | THE TICKER

The Baruch College Democrats and the Right Wings engaged in heated debate over different Obama policies during the event.

about ideology by elevating and referring to a nation's previous history, rather than the group of people who run that nation.

The discussion eventually spun off into intervention. Eric Butkiewicz, one of the attendees and a member of the Right Wings, made a point about U.S. interventions when some nations consider or opt to purchase nuclear weapons. His comment faced rebuttal because "purchasing and building are two

completely separate things," one student said.

Jake Gellerstein, president of the Baruch College Democrats, said he thought the environment was lively and entertaining.

"It was really great to see so many people passionate about politics and what's going on in the world," he said.

Ahsan Ahmed, one of the attendees, added to Gellerstein, saying that the group had clarity

and understanding. He especially liked "seeing that nobody got too emotional and that several [Democrats] and Republicans came on [sic] terms."

Though the event's title implied that the highlight of the event would be Obama's legacy, Basarir jokingly commented that the participants had gotten too wrapped up in the key points and they did not have time to tie each point back to Obama's legacy.

Humans of Baruch hosts 'Gala 2.0'

BY VICTORIA MERLINO
SCIENCE & TECHNOLOGY EDITOR

Humans of Baruch hosted its second annual gala, titled “Gala 2.0: Uncovering Stories,” on May 9, celebrating the students interviewed this year by the organization with games and festivities.

Held in the Multipurpose Room, the event began with four students reading snippets from their Humans of Baruch interviews on stage in the front of the room. These stories were posted on the Humans of Baruch Facebook and Instagram pages throughout the academic year, along with an accompanying photo of the interviewee. This model is based on Humans of New York, a popular photoblog founded in 2010 that conducts interviews and takes portraits of people, sharing these stories to the millions of followers the organization has garnered on social media.

After a short performance by music-and-dance duo Aesthetic Rain, attendees watched a video interview of Undergraduate Student Government President Daniel Dornbaum. Dornbaum was asked 73 questions, ranging from personal to silly, which gave the audience deeper insight into who he is as a person.

Suswana Chowdhury, project manager of Humans of Baruch, conducted a live interview on stage during the event with The FemCode President Ana Arias-Gonzalez. The interview was conducted in order to give attendees a behind-the-scenes look at a Humans of Baruch interview, so they could see part of the process of creating a post. The interview covered a broad range of topics, from how Arias-Gonzalez founded The FemCode to her own personal struggles to her poetry. In an interview



NATHAN LIN | THE TICKER

Past Humans of Baruch interviews were scattered throughout the room.

following the event, Chowdhury explained that Arias-Gonzalez was selected to be interviewed at the event after her original Humans of Baruch interview was found to be “very moving.”

“We felt like we really wanted to do a live interview segment with her so people could hear her entire story because of course, when we post Humans of Baruch it’s just one part of a very large conversation that we’re sharing,” said Chowdhury.

The gala also featured a short game, where attendees who were strangers to each other would pair up and then conduct a brief interview with each other. Attendees were then invited to share what they learned about their partners with the larger group, and those

who shared out loud received a Humans of Baruch T-shirt.

“We wanted a night for people to celebrate their own stories,” said Chowdhury about the gala.

She went on to note that while the organization posts interviews and photos of students frequently, she feels that at some point the stream of posts becomes “an overflow.” The night is intended for people to “feel the stories again” and “renew the energy,” explained Chowdhury.

In the future, said Chowdhury, the organization wishes to publish a book of Baruch students’ stories that can be distributed.

“We just want to keep giving a voice and shining a spotlight on the people that aren’t in the spotlight,” said Chowdhury.

Blue Notes end year with Spring Showcase

CONTINUED FROM FRONT PAGE

Songs from the act included “Can’t Take My Eyes Off You” by Frankie Valli and “L-O-V-E” by Nat King Cole.

The first act closed with Shai’s “If I Ever Fall in Love” before leading into the second act, consisting of solos and performances by small groups of vocalists and instrumentalists including a Korean-language duet by two exchange students from Korea and Hong Kong.

The second act featured performances of songs ranging from “Drops of Jupiter” by Train to a solo performance of the aria “O mio babbino caro” from Giacomo Puccini’s opera Gianni Schicchi performed by the group’s musical director, Laina Tzanides.

The third act saw the entire group return to the stage for another set of a cappella performances, including “Hallelujah” by Leonard Cohen and “Cheerleader” by Omi. The show closed with the third act to a rendition of “Take on Me” by a-ha.

The conclusion was met with a standing ovation as flowers were presented to the graduating Baruch Blue Notes members through brief speeches.

The Engelman Recital Hall, seating 175 in the acoustically-sound chamber, provided an extremely intimate venue for the group to perform. Some performances were done unamplified, including Tzanides’ aria during the show’s second act.

“The biggest challenge sometimes is trying to get people to understand why we do what we do,” said Tzanides in a pre-performance interview. “We’ve had

so much support from faculty and students because we’re an organization that one would not expect to see at a school like Baruch.”

When asked about her role in leading a performing arts group at Baruch, she took immense pride in her club and its aspirations.

“There’s so much pressure that exists within this kind of environment and so our goal is to alleviate that pressure and make the college experience that much more enjoyable,” Tzanides said.

The Baruch Blue Notes plays a critical role in Baruch’s already strong yet still growing arts community by providing an opportunity for young and talented vocalists to develop as performers and exhibit their talents to the Baruch community.

“Our mission,” Tzanides stated, “is to bring Baruch College and the students and faculty a musical experience that they otherwise wouldn’t have had. There’s definitely a unique, rare quality that we bring to Baruch.”

The event was cosponsored by a number of clubs including NYMIA The Music Industry Club of Baruch and the Baruch Thespian Club, two other organizations offering networking and performance opportunities for creative Baruch students.

Despite the fact that three members will be graduating come the end of this semester, including one of the group’s founders, the Baruch Blue Notes will continue to bring its music to the Baruch community and beyond. More information about the Baruch Blue Notes as well as details for booking performances can be found on its website at www.baruchbluenotes.com.



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Opinions

FROM THE EDITORIAL BOARD

Poorly scheduled Baruch Bash interferes with students' finals

As per custom, the Undergraduate Student Government at Baruch College invited students to celebrate the end of the academic year with its annual Baruch Bash.

USG publicizes Baruch Bash extensively on its Facebook and Twitter pages. Its members also post about the event in various groups and networks on social media.

During these sessions of high publicity, USG members emphasize the food, music and an open bar and push students to get involved and join the fun. As a result, Baruch Bash attracts a diverse crowd and tickets generally sell quickly.

This year, Baruch Bash falls on a Thursday night during finals week. According to the schedule, finals week officially ends on Friday, May 26. Many accounting, business, computer science, film, finance and social science finals take place on the Friday following Baruch Bash this year. Some students, however, have finals extending through the weekend following May 26 because they may take unconventional classes, such as hybrid or fully-online courses.

Because this year's Baruch Bash falls on a Thursday in the middle of finals week, as opposed to at the end, students who have finals on the Friday after may have to opt out of attending the event.

Last year, Baruch Bash also fell on a Thursday, but it was less of an issue because no finals were scheduled on the following Friday. Some final exams did take place on Saturday of that week, but students could go to Baruch Bash without worrying about the prospect of studying all night after the event or waking up early the following morning to take a test.

Although the administration's final schedule will never fully accommodate every student's needs, administrators should work in conjunction with the Office of Student Life to give every student the opportunity to participate in one of the biggest events on campus.

Students deserve a chance to buy tickets for one of the biggest parties of the year, especially considering the fact that, as a commuter school, Baruch does not see many parties. Baruch Bash is, for many, one of the few opportunities to hang out outside of the campus with fellow Bearcats and it should be an event that every student feels comfortable attending.

This year, some may opt out of going because a lot of students have finals the day after. Although not every student can attend Baruch Bash, every student deserves the chance to go without feeling burdened by examinations.

Paris Agreement demands support

In a phone call with France's President-elect Emmanuel Macron, Chinese President Xi Jinping has promised to uphold the Paris Agreement, the BBC reported on May 9.

The Paris Agreement was put together and signed by representatives from all 197 countries in 2016 and has since been ratified by 145 of them. The main goals of the agreement are to keep the annual global temperature increase below 2 degrees Celsius and to limit the use of fossil fuels. The objective is to limit climate change and its effects, such as rising sea levels that threaten coastal cities around the globe. During former President Barack Obama's term, a lot was done to support the Paris Agreement. In contrast, President Donald Trump has previously stated that he does not believe humans are to blame for climate change. He reversed Obama's block on the construction of two oil pipelines and publicly discussed leaving the Paris Agreement, the BBC also reported.

There is something very ironic about this situation. China, home to some of the most polluted cities on Earth, has promised to join the global effort against climate change while the U.S. president is actively trying to discredit the entire movement. In these circumstances, it is hard not to feel disappointed with Trump, and with his entire administration's approach to environmental policy as a whole.



GABE ROMAN | THE TICKER

Carriage tourism requires regulation

The horse-drawn carriage industry, quintessential to city tourism, is unhealthy and unsafe for horses

The image of a horse-drawn carriage pulling people through Central Park is quintessential to the tourism scene of New York City. However, this attraction is one that may not be as idyllic as it seems.

The horses pulling these carriages can be subject to unhealthy and unregulated lifestyles in unsafe conditions. The New York City horse carriage industry is regulated by the U.S. Department of Health, but the working horses often lead unhappy and unhealthy lives because of the demands of their careers. The regulations placed on the industry are inadequate and do not prevent the horses from being forced to pull heavy loads through the congested streets of New York City, sometimes even through horrible weather conditions.

The horses work strict nine hour days, only travel above 34th Street and are prohibited from working in extreme conditions. Additionally, each horse is given a five week vacation every year and most horses spend this time in Pennsylvania's Amish country.

These regulations are extremely helpful in making this industry safer for the horses involved, but they fall short of what is necessary.

Although Central Park is the most popular spot for carriage rides, horse carriage drivers often bring their carriages through streets and to popular tourist destinations in the areas around Central Park.

During these times, the horses are exposed to the unhealthy horrors of New York City streets, such as car exhaust. Car exhaust contains, among other things, high levels of carbon monoxide, a substance that is extremely deadly to people and animals alike.

The saddles and restrictive equipment that the horses are required to wear keep their heads lowered to the ground, receiving with every breath for oxygen small amounts of carbon monoxide and other unhealthy chemicals instead. Government regulations should prevent horses from being allowed to work on streets that have vehicular traffic, and instead work only in the beautiful and healthier pathways within the park.

The horses are kept in stables in the Hell's Kitchen neighborhood of western New York. Government regulations require the individual stables for each horse to be 60 square feet, room enough for the horses to lay down and turn around. Government regulation also requires that a New York City bedroom must be at least 80 square feet, with no wall being less than eight feet tall or wide. Horses, being much larger than humans, should not be kept in stables that are 20 square feet less than the smallest possible New York City bedroom.

In Feb. 2016, Mayor Bill de Blasio presented a bill that better regulated the horse carriage industry. This bill proposed that horses be

limited to working within Central Park, and some roads within the park would be closed to vehicular traffic for the horses to use.

Additionally, horses would be stabled in the park so that they could be in nature rather than in Hell's Kitchen. The bill also included some proposals that would aid the industry. For example, the city's main tourism company, NYC & Company, would promote horse carriage rides in Central Park to its customers. Unfortunately, the bill was not passed by the City Council.

Not only should more restrictions be added to this list, but the existing codes should be more strictly enforced. It is no strange sight to see a horse pulling a carriage through the city even when it feels like the temperature outside is above 90 degrees. Although the government restricts horses from working in temperatures that are fall out of the range of 19 and 89 degrees Fahrenheit, it is clear that these restrictions are not always enforced.

The horse carriage industry is important to New York City's history and tourism industry. However, measures must be taken to ensure that all participants in this activity are treated equally. While it is not necessary to entirely eliminate the industry, it must be better regulated.

-Charlotte Cass
International Business '20

Study abroad requires careful planning

CONTINUED FROM FRONT PAGE

Each class taken abroad must be equivalent to a class at Baruch in order for its credits to be transferred, and a student must have taken any prerequisite classes that the equivalent Baruch course requires. Students can only take 40 percent of the classes in their major field abroad instead of at Baruch and they cannot take capstone courses abroad, let alone at other CUNY campuses. Since the majority of approved study abroad applicants are juniors and seniors, this can hinder their ability to finish their major in time for graduation. With proper planning and making use of elective classes, this is not a complete deal breaker, but it is a factor nonetheless.

As a student in the CUNY system, one can choose to study abroad through any SUNY or CUNY program. In fact, under the "Summer Programs" heading on the Study Abroad website, a lot of

the programs offered by Baruch are actually College of Staten Island programs. Numerous semester-long exchange programs are also headed by SUNY Albany.

While applying to study abroad with other SUNY or CUNY colleges is not a difficult process, this could affect a student whose tuition is covered by an honors program at Baruch, or who wants their international course grades to count as part of their overall GPA. As with choosing courses, planning is required in these areas as well.

The Baruch-sponsored programs that are offered favor the students of the Zicklin School of Business. Many of the international universities that offer exchange programs are specialized in business or applied sciences. It can be discouraging for a student from the Weissman School of Arts and Sciences or a student from the Marx School of Public and International Affairs if the location he or she dreamed of studying in will not

provide the courses that he or she wants to take. Those students can still petition to apply at other universities in the country, but they might have to become proficient in the country's language in order to be able to do so.

Most major universities offer courses taught in English, but potential applicants should consider more than one destination in case a university cannot accommodate.

All in all, studying abroad at Baruch is definitely an option that should be taken advantage of, but only after one has done careful planning and research. One should know exactly what they are applying for and what conditions come with it. The Study Abroad Office is a great resource for students yearning to travel, but Baruch should keep trying to accommodate for all three of its schools and for all types of programs.

-Diana Shishkina
Political Science '20

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The Ticker
One Bernard Baruch Way
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THE POLITICKER: New bill does not meet health care needs

For a party that claims to represent the common man, the passing of the new Republican health care bill through the House of Representatives is a kick in the face. The American Health Care Act is supposed to be the replacement for former President Barack Obama's health care law, the Affordable Care Act. The new act is retaining the previous act's most popular features, such as an extended coverage for young people under 26 years of age.

It, however, has proven to be nothing less than a vile attempt at cutting costs for insurers and will, therefore, cause thousands of preventable deaths simply because people who need medical assistance will not be able to afford it. The Republican Party is initiating a level of politically induced killings in the subtlest way possible—not by gunshot or by hanging, but by preventing someone from accessing care.

The first thing that should catch anyone's attention is what is considered a pre-existing condition according to the AHCA. Pre-existing conditions include, but are not limited to, being a victim of sexual assault, having had a cesarean section or suffering from postpartum depression.

Step one of the AHCA appears to be making the risks of being a woman in the 21st century a pre-existing condition, which only adds to the Republican Party's record of being a breeding tank of misogyny. The easiest way to cut away a segment of the population is to make the risks of its existence a liability.

This does not account for the fact that mental illnesses are now at greater risk of being considered pre-existing conditions as well. This will further alienate a segment of the population that has long been hurt by mental health facility closures and faulty medical practices promoted by a brutally conservative atmosphere. It is as if no one in the Republican Party has had a firsthand experience with someone mentally ill, other than the occasional homeless person he or she passes by on the street.

No one should be surprised by such a bill from the party whose ideals may be boiled down to supporting problematic societal norms. It is the party of male supremacy, of discrimination against the mentally ill and

a reprehensible disgust for the poor it so proudly claims to represent. The Republican Party abandoned whatever it may have called values long ago once it employed the Southern Strategy under former President Richard Nixon, instead appealing to an extremely conservative base that it knew would vote. It fed into liberal assurances of progress and completely twisted them on their heads.

Now the country will suffer because the nation's conservative population decided that a changing world was too much for them and because liberals decided not to visualize change for them. They simply assured a better future without creating a vision where everyone was uplifted. The modern version of the U.S. conservative has taken that as an existential threat to a way of life that serves no purpose other than mental comfort.

The number of people losing their insurance because the AHCA was touted as a remedy to the socialized-central exchange mess of Obamacare will undoubtedly be shocking. The number of people dead because their payments will suddenly not be enough will be just as shocking.

Of all the recent actions the Republican Party chose to take in order to appease the Trump administration, this will be the one that has the most severe and immediate domestic effect. When U.S. citizens begin wondering why their medication is being denied, the GOP will not be able to ignore that cry.

The GOP will have to wonder why the people it claimed to protect—and failed to do so—are so angry. It will most certainly have to explain the blood that cakes its hands in a desperate bid to help someone other than its constituents.

Reuven is a sophomore studying Literary Form and Writing. He is a frequent contributor to The Ticker and an editor for Refract Magazine.



REUVEN GLEZER



ERIC BUTKIEWICZ

Since the passing of former President Barack Obama's health care law, there has been bipartisan criticism of it. The consensus was that although the bill made steps in the right direction, there were still many downsides.

The mandate that forced small businesses to provide insurance to all their employees once the business reached a certain size severely limited growth in the business space that most exemplifies the American Dream. The artificial lines that sequestered health care markets to individual states increased prices by limiting the market for insurance. The mandate that required every plan, even the cheapest, to have comprehensive coverage forced insurance companies to offer plans with low premiums but extremely high deductibles or else they would lose money.

With the individual mandate, working class individuals were forced to purchase coverage that they could never use because their medical expenses would never reach the high deductibles.

Despite these major downsides, there were very beneficial parts of the bill. Insurance for young adults, especially students, was extended so that they could be covered under their parent's plan. This allowed young people to get a start in life without worrying about medical coverage. Those with preexisting conditions were protected. Subsidies were provided to those in need so they could receive preventative care that reduced their risk of hospitalization or serious illness, which strains the health care system.

However, despite these benefits, the downfalls could not be ignored. Premiums for certain individuals rose, others were forced to buy insurance they could not even use, small businesses were forced to limit their expansion and other individuals were not even able to keep their original doctor. It was clear for many moderates on the right and the left that the bill needed to be

reformed. Recently, a full repeal of "Obamacare" was politically impossible and practically irresponsible. The American Health Care Act was born and evolved into its current form. Although the rhetoric may influence public opinion of this bill, it is just the Affordable Care Act with some minor changes.

The new bill does make improvements from the Affordable Care Act. It eliminates the employer mandate, no longer forcing small businesses to purchase coverage, but it also eliminates the individual mandate, which may pose problems to the stability of the health care system. The AHCA also allows insurance companies to provide cheaper, less comprehensive plans so that working class people can not only afford the premiums but also afford the more reasonable deductibles. The bill still protects those with preexisting conditions, but allows insurance companies to charge these higher-risk individuals higher premiums. This could potentially provide more stability to the health care system in the long run.

The bill also replaces the low-income assistance of the ACA with an age-based tax credit. However, there are income caps for the assistance so it primarily assists working class and low income individuals. The AHCA also sets aside over \$100 billion to a fund that will help states make health care more affordable. Although these provisions make progress, the AHCA still shifts the burden of the health care system from the young back to the old. One of the main ideas of the ACA was to utilize the health care payments from healthy youth to pay for the much higher medical bills of those middle aged and older. With the AHCA, there will be higher premiums for the elderly.

The AHCA is not perfect and will need to be modified in the future to ensure an effective health care system. There is one major political takeaway: if this bill passes, responsibility will be entirely on the Republicans. The Democrats can no longer be blamed.

Eric is a Public Affairs student who is active in the Baruch College Republicans. He recently founded a nonprofit, Doxa, to increase "debate, discourse and citizenship."

USG president reflects on years of service at Baruch

THE USG REPORT



DANIEL DORNBAUM

A college career goes by in the blink of an eye. It has truly been an honor to serve as your president for the past year.

After four years of being a part of Baruch College's Undergraduate Student Government, my ride is coming to an end and I am proud to have seen this organization improve in many aspects. I am proud to have seen student life flourish. We wanted to leave Baruch a better place than when we first arrived and we hope to have achieved this goal.

The institution outlasts the individuals and I am excited to see what the future holds. However, being part of such a unique college community sometimes leads to frustration. The trick is to channel this into action.

We are not in a perfect school by any means, but part of this job is working around the flaws we find within the system.

As a student government, we deal with the same bureaucracy on the administrative level that we see as everyday students on-campus.

This fosters a creative environment and a work ethic among students that is unparalleled. This is the Baruch Bearcat spirit. The hustle and buzz around campus is infectious.

If you ever feel the need to validate this, as classes change, stand on the third floor of the vertical campus looking down on the lobby and watch thousands of your peers go about their day. The liveliness and aura of the view are inspiring.

These individuals are the inspiration for the work that USG members complete each day.

Our work here is meant to engage and inspire each undergraduate through various initiatives and events. At times, we fall short of this goal but we come back with a fire and drive to do right by all students.

Each year, the student government focuses on a different set of annual goals, but there is a continuity and a shared mission that carries on through each administration. This is essential to the success of the organization and without it, we would fight the same battles each year.

This job comes with a lot of ups and downs, but the time spent learning from you and growing with you has been a true privilege. I do not regret a single moment and, despite our term ending, the foundation we have put into place will continue to serve students for years to come.

There are times in all of our college careers when we start to feel crushed by the weight of classes, work and various obligations. It is in these moments that I have looked to you for inspiration and you have never failed to provide. I will forever be grateful.

Daniel Dornbaum is the president of USG. He can be reached at daniel.dornbaum@usgbaruch.com. His office is located at 3-272 in the Newman Vertical Campus.

City Council must reform sex education

A bill before the municipal legislature must be passed in order to ensure the safety of young students

In 2011, a new mandate was implemented by New York City's public school system that would require middle and high schools to teach sexual education as part of the school's curriculum for at least one school semester.

Former Mayor Michael Bloomberg intended to help Latino and black students, as city statistics show that they are far likelier to have unplanned pregnancies and obtain sexually transmitted diseases compared to their white counterparts.

However, this requirement has been poorly enforced by the Department of Education. Officials do not track schools to ensure that students are indeed being taught sexual education or to evaluate the quality of those who are.

The Planned Parenthood of New York City and other reproductive health and young advocacy groups are backing a bill before the City Council that would create a task force to examine whether sexual education is being taught in public schools and how it is being taught. The groups are also making recommendations for improvement. Statistics show that middle and high school students are not educated enough when it comes to practicing safe sex and understanding consent, as well as in a number of other areas including gender identity and sexual orientation.

In a recent survey by the Sexuality Education Alliance of New York City, it was reported that 38 percent of students from sixth to 12th grade who had received sexual education had not learned about consensual sex or how to put on a condom.

Another 43 percent had not learned about gender identity. In 2016, the Department of Education

released data that showed 43 percent of eighth graders had never taken a semester of health class, let alone sexual education. It was also reported that only 153 of 15,000 instructors that taught health last year were licensed to do so. While over half of high school juniors and seniors have taken a health class, which do not always include sexual education, experts say that it is far too late to begin learning about healthy sexuality. Indeed, the American Academy of Pediatrics reports that on average, girls begin dating by age of 12 and a half, and boys by the age of 13 and a half.

The option to implement sexual education in the school's curriculum has been left to school administrators and, as statistics have shown, not many of them believe it is important enough to teach. Personal biases among school administrators eventually lead to the decision of teaching or not teaching students about sexual education, including teaching about the ineffective practice of abstinence education. Some people with strong and traditional cultural, political and religious views completely oppose the teaching of sexual education to younger students.

[Sexual education] should be a requirement enforced and tracked by the government to make sure students are receiving proper education by instructors with the right training.

While it is a controversial subject, the Carrera Adolescent Pregnancy Prevention Program, which combines career training, financial literacy lessons, mental and physical health counseling and sexual education, is currently being tested in six New York City schools. A 2002 study shows that girls in the program were significantly less likely to have sex or get pregnant. More recent evaluations show higher rates of condom use among the same population.

Proper sexual education has proven to have positive results on students. School administrators should not be given the option to include sexual education in the school's curriculum. Rather, it should be a requirement enforced and tracked by the government to make sure students are receiving proper education by instructors with the right training.

Baruch College offers a course on Human Sexuality and Family Planning, as well as free condoms and information on safe sex in the Health and Wellness suite in NVC 3-241. One may also find a variety of information on HIV or AIDS and other sexually transmitted diseases on the school's website. A list of free sexually transmitted disease clinics through New York are also listed.

Baruch also offers physical exams, primary care and women's health services all at different costs while also accepting insurance. College students are expected to be mature enough to make the responsible decisions when it comes to sex. However, reminding them of the consequences of unsafe sex can make a difference.

-Yesenia Barrios
Communications '18

Nixon-era policy will not work today

Donald Trump's assumption of Nixon's "madman" persona lacks the calculation to make it successful

Former President Richard Nixon once confided to his chief of staff, H.R. Halde- man, about a doctrine that he es- tablished as a cornerstone of his foreign policy.

Dubbed the “Madman Theo- ry,” Nixon stated that his goal in creating and implementing this approach was two-fold. First, he would make his top diplomats spread false information to North Vietnamese and Communist offi- cials. This information stated that he was a capricious madman and that his actions were completely unpredictable. Then, U.S. diplo- mats were to emphasize that Nix- on, when angry, immediately goes for the nuclear codes.

His primary objective was to get the North Vietnamese and Communist Bloc states to falsely believe that he was desperate to end the conflict in Vietnam and willing to resort to extreme mea- sures. Nixon also hoped that the Eastern Bloc would believe that he would do anything to prevent the dissemination of the communist ideology in non-communist states further than it already had in the years prior.

Ultimately, the theory proved to be a failure, as Communist officials called Nixon on his bluff. Nixon’s bold prediction that “Ho Chi Minh himself will be in Paris in two days begging for peace” did not come into fruition, illustrating the im- practicality of the theory, at least in that particular juncture of time.

Fast forward to the modern day and it looks almost as if President Donald Trump is attempting to re- vive the Madman Theory and im- plement it into his foreign policy.

Nixon’s sporadic but calculated changes in opinion and unpredict- able actions were meant to have a

precise effect on the opposition. Trump’s inconsistency seems to be far from that. Though he has spoken at length about his stances on foreign affairs during his en- tire campaign, it is still safe to say that he is an incredibly mercur- ial figure whose actions are quite unpredictable.

Trump’s views have switched time and again on a wide selection of issues, ranging from his stances on NATO’s purpose and the United States’ role within the organiza- tion, Hong Kong’s sovereignty and the Israel-Palestine conflict, to name a few.

Other instances of his erratic behavior include the deployment of 59 Tomahawk cruise missiles into the Shayrat air base in Syria as retaliation for President Bashar al-Assad regime’s sarin gas attacks on the Syrian people. This massive show of force was a one-off inci- dent, with no follow-up or further action taking place. What, at first glance, looks to be Nixonian strat- egic unpredictability is just the actions of a madman who changes his opinions and makes orders that may have drastic consequences without a second thought as to what the consequences of his ac- tions may be.

Beyond just the “crazy” element of Trump’s iteration of the Mad- man Theory, the doctrine may also prove deadly in a volatile and un- predictable, modern world. During the Cold War, Nixon employed the Madman Theory against Eastern Bloc states such as the Soviet Union and North Vietnam. While these nations were dangerous and hos- tile toward the United States, their foreign policies were more or less predictable. They would respond logically to aggression, and their future actions could be predicted

based on their past responses to actions taken by the United States. No longer does this principle hold true. Several nations exist today whose foreign policy is just as un- predictable as Trump’s.

North Korea is a good example. North Korea has shown time and again that it does not play by the same rules as the rest of the inter- national community. The nation’s rogue and mercurial leader, Kim Jong-un, has established that he cares little for the repercussions of his actions. He has continued to test ballistic missiles, ignoring threats and sanctions from the in- ternational community that have left the North Korean economy in ruins and its people in suffer- ing. A doctrine like the Madman Theory would have little to no ef- fect on North Korea. If anything, the already dire situation would be further aggravated and could even lead to a further-escalated conflict where North Korean might target neighbors such as South Korea or Japan with its network of heavy artillery and medium range bal- listic missiles, many of which are nuclear-capable.

Nixon employed his Madman Theory with the type of cold calcu- lation that Donald Trump severely lacks. Nixon’s actions, while bold and unpredictable to enemies, were clinical in nature. Each ac- tion ultimately served a greater purpose, which was to confuse the opposition and leave those coun- tries on edge, pondering over what he would do next. Conversely, Trump’s actions just seem to be the changes in opinion of a man whose power can affect events on a global scale.

-Inzamam Chowdhury
International Business '20

Social media users mis- direct outrage over ads

Early this month, *The Austra- lian* reported that Facebook was facilitating predatory advertising practices to target vul- nerable youths. *The Australian’s* source was a leaked confidential document that discussed how Facebook monitored its users’ content to figure out when young people were feeling defeated, stressed or stupid.

This information could then be used against vulnerable users by advertisers. These tactics leave many concerned about the ethical boundaries of Facebook and what they really stand for considering that the social media platform al- low users to be targeted in this way. Facebook’s power comes from us- ers who agree to these risks.

Other websites that users visit sell the information to Facebook through Facebook Ad Exchange or Facebook Custom Audiences, also known as FBX.

Now Facebook is allowing mar- keters to buy ads across the web using Facebook’s data. Advertis- ers affix tracking software to their products, which Facebook then al- lows into its system so that adver- tisements can be tailored to users.

In a 2014 article in *Advertising Age*, Facebook stated that it would no longer honor the do-not-track setting found on web browsers. The decision was made due to the fact that there is no existing con- sensus among the powerhouse technology companies, including Google and Twitter, on whether to honor the browser setting.

There are also internal adver- tisements within Facebook, gener- ated by a user’s likes and shares, which are then used to create a customized stream of tailored ad- vertisements, suggesting a very

plain and simple marketing plan.

Under the Digital Advertising Alliance, which is made to help protect consumers, one may opt out of these advertisements in Facebook’s preferences. However, even if one does opt out, Facebook is still collecting what its officials call “passive” data.

There are other ethical con- cerns, like discriminatory and false advertising. These are things still prevalent today because of how massive the outlet has be- come. Facebook is partnered with over 4 million advertisers, making it likely that some crazy companies get through.

This is not the first time that Facebook has come under fire recently. Last month, a murder scandal occurred, in which a user livestreamed a murder he com- mitted. The video remained online for three hours before it was taken down. This brought up concerns about whether it should be Face- book’s job to police its content when the site claims to stand for the creativity and individuality of its users.

Facebook is a reflection of soci- ety and it walks a thin line in both these situations, as do all other so- cial media sites. They are used as tools both by good and bad peo- ple, and the data that Facebook gathers from its users can be used by both types of people.

However, it is hard to imagine any of these sites being able to finance themselves without the money they make from advertis- ing. It seems the only thing that can save people from the dangers of these websites is being cautious.

-Jessica Kraker
English '18

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Business

Paul Stuart’s Garafalo speaks at Mitsui USA Lunchtime Forum

BY PAUL JOH
BUSINESS EDITOR

In the final lecture of the annual Mitsui USA Lunchtime Forum series, the Weissman Center for International Business at Baruch College hosted the President and CEO of Paul Stuart, Paulette Garafalo. The talk, titled “Running a Man’s World,” focused on some of the challenges of managing a high-end luxury apparel company at a time when most of the industry is shifting from brick-and-mortar stores to internet-based operations.

Garafalo, who graduated from Baruch with a bachelor’s degree of business administration in marketing and an MBA in international business, was invited to share some of her career tips and life experiences from working in the retail industry. After starting out as a part-time employee in her local Hallmark Greeting Card store, Garafalo worked her way up into a long, illustrious career in international business, successfully managing companies in Europe, Japan and the United States.

“When I studied international marketing, I never dreamed that I would cover India, Latin America, Russia or China,” she said.

Some of her previous roles in retail include CEO of The Americas for Bally, CEO and Group President for the Hartmarx Luxury Group at Hickey Freeman and more recently, president of International, Wholesale and Manufacturing at Brooks Brothers.

Since joining the company in June 2016, one of Garafalo’s main



NATHAN LIN | THE TICKER

Garafalo, the President and CEO of Paul Stuart, recounts her past experiences of working and thriving in the retail industry.

objectives for Paul Stuart has been to turn the business from a retailer into a brand. According to her, in previous roles, she recognized the importance of “learning the core value of the brand and staying true to it.”

“Whenever I go to a new project at any time in my career, the first thing I do is hire a branding agency,” she said. “I never pretend to know every company that I work for. There’s always a heritage and there’s always a core to that business. And when people come in and try to make a business something it’s not, it breaks.”

Another initiative that she hopes will result in the company’s

long-term success is the premiere of a new luxury line, the “Made on Madison” collection. Garafalo was inspired to initiate the program after realizing the potential of the company’s highly skilled in-house tailors at its flagship store on Madison Avenue and 45th Street. According to the company’s website, Paul Stuart customers interested in the collection can view the work firsthand beginning early November. In addition to sharing her current projects, Garafalo also described some of the harsh realities of working in the retail market, saying, “It’s the hardest time in my career to be in this business. I have never tried so many different ideas

so many times and you just have to keep trying because to be honest a lot of them aren’t working. It’s a very bad environment, but you just keep trying.”

Most recently, the company has been investing heavily in technology and data to boost sales and has also been focusing on its website and digital advertising to take advantage of the surging e-commerce market.

Following the presentation, professor Terrence F. Martell, director of the Weissman Center for International Business, opened the floor to questions from the audience. Some of the topics discussed included the company’s entry strategy into

new regions like China and South Korea, as well as the possibility of bringing new cultural influences to Paul Stuart’s fashion line.

In response to a question about the current mergers and acquisitions taking place in the consumer and retail industry, Tak Shirai, chairman of Paul Stuart, answered that the company currently does not have a specific plan to build its portfolio yet, but will consider it in the future as the business expands.

“Paul Stuart is one of the brand businesses that [Mitsui] would like to manage appropriately and not to demolish the brand equity, the strength of it, and bring it to the next level with the help of Paulette and all of the resources that we have.” He continued saying, “We will probably learn a lot from our experience going through this business and that would be applied to other businesses as well.” In addition to being the official representative of the Paul Stuart brand in Japan, Mitsui is also the joint venture partner for Max Mara Italy and the exclusive distributor for Speedo in the same area.

Every year, the Mitsui USA Foundation sponsors six lunchtime forums at Baruch, bringing prominent speakers from the world of business to share their experiences with alumni, faculty and students. Since 1995, the Weissman Center for international Business has selected speakers for the forums by focusing on a range of topics, which include the political and policy environment, strategy and regional perspectives on international business.

Snap’s stock drops 24 percent following disappointing Q1 earnings

BY JAHVON MEADOWS
SENIOR STAFF WRITER

Snap Inc. is experiencing serious financial troubles since it went public in March.

As of May 10, the company’s stock price fell more than 24 percent in pre-market trading. The company has lost nearly \$6 billion in market capitalization. The drop in stock price is a result of the recent first quarter financial earnings report Snap released on May 10, its first report as a publicly owned company.

Most of the company’s key metrics were below investors’ estimates. Snap achieved revenue of only \$150 million, compared to estimates of \$158 million. It also added fewer users than expected, and currently has net losses totaling \$2.2 billion, of which \$2 billion are stock-based compensation costs.

Some investors worry that Snap may have the same problem as Twitter Inc. Both companies had a larger-than-expected initial public offering debut, but Twitter started to report slower growth each quarter and failed to grow its user base, especially compared to its rivals Facebook, Google and Instagram.

Twitter’s original IPO closed on its first day at \$44.90, about 73 percent above its current IPO price, with a market cap of \$25 billion. As of press time, Twitter is now trading at \$18.46 and has a market cap of roughly \$13 billion.

The company could not compare to rivals like Facebook and Google, which had larger user bases, more engaged users and more advertisers willing to pay for space on their websites. Since its IPO, Twitter has never returned a profit and has lost \$2 billion since 2011, according to CNN. Much like Twitter, Snap has never turned a profit,

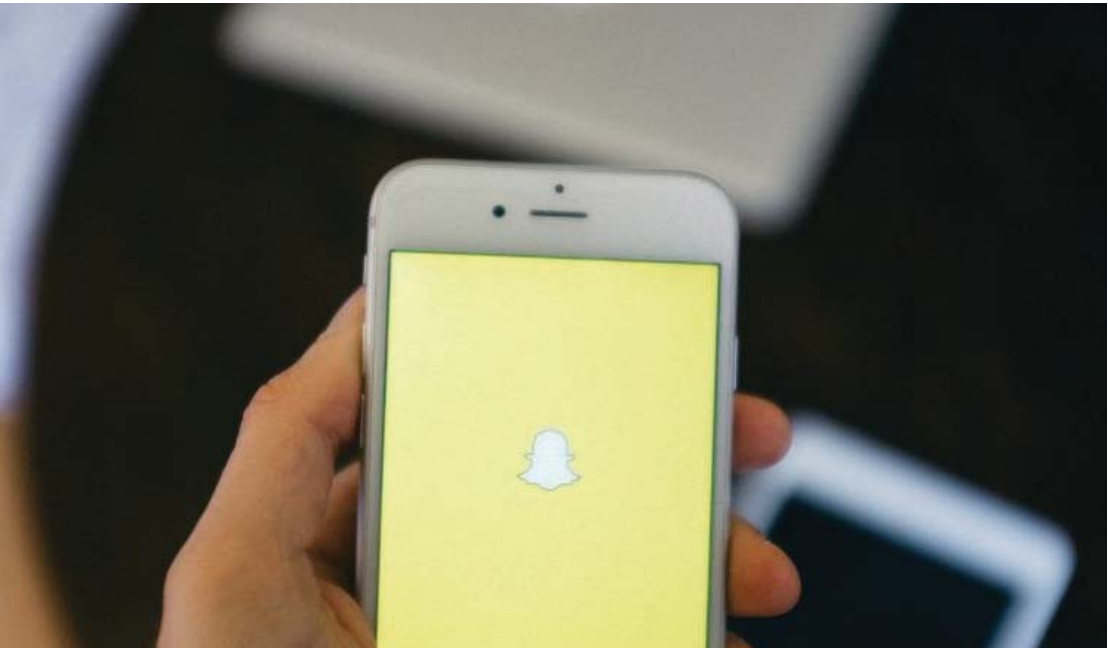
experiencing both net losses and negative cash flows since the company began operations in 2011. It has even warned investors that it “may never achieve or maintain profitability.”

Snap, which brands itself as a camera company, owns the popular Snapchat application, which allows users to send disappearing video and photo messages, use augmented reality filters to overlay graphics on the real world and show snippets of your day to all your friends within a 24-hour period using the “Stories” feature. With these core features, the company has tried to sustain its goal of attracting a loyal consumer base in the younger generation.

However, these features, and Snap’s growth in general, face a problem in the form of Facebook. Facebook, the world’s largest social network, is arguably Snap’s largest competitor, with almost 1.9 billion users compared to Snapchat’s 166 million. In 2013, Facebook CEO Mark Zuckerberg made a proposal to purchase Snapchat from CEO Evan Spiegel for \$3 billion, which Spiegel turned down.

Facebook’s strategy when it comes to innovation is usually to buy rival companies outright. This is what led to its acquisitions of Instagram, a photo-sharing application, WhatsApp, a messaging application and Oculus VR, a virtual reality company.

Today, Facebook has adopted a different strategy. The company has copied many of the key features that have driven user growth for Snapchat. For example, last year Instagram copied Snapchat’s “Stories” feature. Earlier this year, Instagram reported that its “Stories” feature had 200 million daily active users, more than the 158 million daily active users that Snapchat has. This



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Snap Inc. struggles to acquire revenue and users as it competes with the rapid growth of rivals such as Facebook and Instagram.

means that a simple function of Instagram has a larger user base than the entire user base of Snapchat.

When Snap filed its IPO, investors learned that Snapchat’s growth had dropped 82 percent since Instagram launched its “Stories” feature. Messenger, WhatsApp and the main Facebook app have all added a feature similar to “Stories” in their repertoire. More recently, other features of Snapchat have also been copied, including its augmented reality filters and cameras. Instagram has also added a messaging feature called “Direct,” which was inspired by Snapchat.

This strategy has worked fantastically for Facebook. At the end of last month, Instagram had reached 700 million monthly active users, and its growth rate is

actually speeding up. According to TechCrunch, a spokesperson for Facebook stated that the release of Snapchat clone Instagram Stories had helped fuel this expansive growth.

Facebook has also done well branching out of the United States, reaching international markets. Instagram has focused on developing versions of its app for users who cannot afford data plans or have weak cellular connections, which is much of the international user base. It has also focused on providing features for Android users, including an offline mode and a smaller app download size.

Snap, on the other hand, is focused on adding users in only the most-developed markets, arguing that those users will be more prof-

itable than if the company tried to add users internationally. Snap also has a subpar app on the Android platform compared to iOS. In the company’s SEC filing, it revealed that the majority of the Snapchat application’s users are on iPhones, so iOS app development was prioritized over Android. However, about nine out of 10 smartphones use the Android OS, so Snapchat has started to focus on improving that platform’s app. As a result, Android users have nearly doubled for Snapchat last quarter, but there is still room for improvement.

Only time will tell how Snapchat will fare against the behemoth that is Facebook and its acquisitions, but its first quarterly report as a public company does not paint it in a positive light.

Congress debates repealing pro-consumer Dodd-Frank Act

BY SARINA CODELIA
CONTRIBUTING WRITER

After the financial crash in 2008, lawmakers wanted to ensure that a catastrophe of that magnitude would never happen again. As a result, former President Barack Obama’s administration passed a bill called the Dodd-Frank Wall Street Reform and Consumer Protection Act. This bill, commonly referred to as Dodd-Frank, was enacted in July 2010 and has been implemented as a means of regulating Wall Street. Recently, the House of Representatives pushed to repeal Dodd-Frank, claiming that the regulation has hindered both the economy’s growth and the profits of various banks. Similarly, President Donald Trump has made it clear that he is in support of Dodd-Frank’s repeal.

For years, financial institutions had a large sum of investment capital placed in risky mortgage-backed securities. At the time, the housing market seemed to be unstoppable, since house values kept increasing annually. However, the housing bubble broke in 2006-2007.

When interest rates rose and housing prices started to drop, borrowers were unable to refinance. Mass defaults and foreclosures soon followed. The mortgages that backed the securities that banks had been invested in so heavily soon became worthless and the banks suffered heavy losses, which lead to the financial meltdown. The banks were considered “too big to fail” by the U.S. government, which meant that their failure tanked the U.S. economy and they were subsequently bailed out by the government.

Funds owned by banks that were tied in risky investments, like mortgage backed securities, became inaccessible. This became a



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Republicans claim that the regulations imposed by Dodd-Frank in 2010 are stifling the United States’ economic growth.

problem when large companies, as customers of the banks, could no longer access their money to run their activities. With these events in mind, lawmakers responded with Dodd-Frank and other regulations in an attempt to prevent a similar financial meltdown in the future. Although Trump’s administration has repeatedly stated that Dodd-Frank’s provisions need to be reduced, it is not exactly clear what parts of the law are currently stifling the economy, as they claim.

Before Dodd-Frank, banks were able to trade with their own money, aiming to invest in increasingly risky assets and potentially increase profits. A major provision of Dodd-Frank is the Volcker Rule, named after former Federal Reserve Chairman Paul Volcker. This

rule has banned banks from trading with their own money, with the intention of stopping them from assuming too much risk with their investments. However, now that Dodd-Frank may have its regulations reduced—or even repealed entirely—the Volcker Rule could also go.

In response to the possible Wall Street deregulations, Volcker warned, “There is no possibility of international ‘bailout’ of the American financial system.”

Volcker means that because bank activities and investments are international, if another bailout were necessary, it would be beyond the capability of the U.S. federal government. Volcker, who believes in strong regulations, supports Dodd-Frank.

Another major provision of the bill requires that banks invest their wealth in more liquid assets, such as cash. This allows regulators to both carefully dismantle failing banks and conduct annual stress tests, designed to determine whether a certain bank is still in a position to continue lending. These rules are to ensure that transparency is present, in the hopes of preventing a future bailout. By investing in safer assets, banks reduce their risk and maintain steadier growth, but attain less profit compared to riskier investments.

Arguments have risen between Democratic and Republican parties over Dodd-Frank. House Democrats are largely against Dodd-Frank’s repeal because they believe that it both protects consumers

and has put into place regulations that will prevent a future financial catastrophe similar to the one in 2008.

On the other hand, Republicans have claimed that Dodd-Frank has hindered the United States’ economic recovery, putting a limit on economic growth. A new bill was proposed as a replacement to Dodd-Frank, which would eliminate the Volcker Rule, decrease the authority of the Consumer Financial Protection Bureau and remove the Durbin Amendment.

The Durbin Amendment limits the fees charged to retailers for debit card processing. Low transaction fees for debit card purchases allow retailers to charge consumers lower prices on goods. If there were no limits like this, banks would charge a high price for debit card transactions, a fee that retailers would also incur and subsequently pass onto the consumer. If Dodd-Frank were rolled back or repealed, these laws meant to protect consumers would also go. However, critics have claimed that the government should take a hands-off approach and not set prices.

The main argument against Dodd-Frank is that it has hurt U.S. households in making it more difficult and costly to both borrow money from banks and save. Regulations protect consumers, but it also prevents risky investments from banks and companies, stifling economic growth.

The bill that aims to replace Dodd-Frank will drastically reduce the amount of regulations implemented on banks. Since both political parties are on opposing sides regarding this issue, it is unknowable if any progress will be made. However, the potential effect that Dodd-Frank has on the economy must be quantified before any political action is to be taken.

US Department of Justice begins criminal investigation into Uber

BY JAHVON MEADOWS
SENIOR STAFF WRITER

The U.S. Department of Justice has recently launched a criminal investigation into Uber Technologies Inc. The investigation is focused on Uber’s use of a software tool, known as Greyball, that allows the company’s drivers to avoid local transportation regulators.

According to Reuters, the company has admitted that Greyball helped drivers identify and keep away from government officials who sought to restrain Uber in places where its ride-hailing service was not approved.

Greyball worked by allowing Uber to show an altered version of its standard app to users the company had marked. This app would keep hidden the real location of Uber cars in a number of assorted situations.

Greyball was part of a larger Uber system called “Violation of Terms of Service,” which, according to employees at the company, gathered credit card, device type and device location data to determine whether a request from the user of the application was legitimate.

Uber claims that the technology was mainly used to protect its own drivers from competitors or potential attackers. If a ride request from a user was considered illegitimate, Uber’s application would display bogus information and the user would be ignored by drivers. For example, to protect its drivers, the Greyball is used if there is the risk of physical threat, such as a passenger being likely to get into an altercation with an Uber driver in a dangerous, crime-laden area of a city. Additionally, it also allowed the company to test out new fea-



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Uber is being investigated by the DOJ because it used a software to deny government officials access to its taxi service.

tures on special cars without having to pick up passengers.

The problem is that Uber used the software to mark and avoid government officials, which may have violated federal law. Using the “Violation of Terms of Service” system at Uber, all types of data were collected, which allowed Greyball to identify and avoid government employees.

Managers at Uber would note the locations of government offices and requests for service from those areas would be blacklisted. An individual might be blacklisted if his or her credit card was connected to a law enforcement credit union. Social media accounts were also parsed through to determine if someone was a likely member of law enforcement.

According to *The New York*

Times, “Enforcement officials involved in large-scale sting operations meant to catch Uber drivers would sometimes buy dozens of cellphones to create different accounts.”

To counteract this, Uber employees went to local electronic stores and listed the device numbers of the cheapest phones for sale, which were the phones most likely to have been bought by government offices. The employees then used Greyball to blacklist Uber requests from these phones.

Uber largely used Greyball in cities where it faced opposition from regulators and rival taxi and transportation companies. In cities like Portland, Oregon, the Greyball software let Uber operate without the permission of city regulators. Since local officials could

not hail an Uber car, it was difficult for them to fine Uber drivers or impound their cars. This ignorance of the law was key to Uber’s early growth.

The cities in which Uber first started to operate had largely different regulations, with some laws being difficult for the company to fulfill. An efficient strategy soon emerged. Uber would discreetly enter the transportation market in a city and establish a loyal customer base, so when regulators would start to scrutinize Uber’s activities, its customers would clamor in support of Uber, often leading to the lessening or complete abolishment of legislation that hindered the company.

For example, in 2012, the Council of the District of Columbia was

trying to decide if Uber met taxicab regulations in that city. It drafted legislation to determine Uber’s legal status, but the proposals would have stifled the company’s growth. One such proposal advocated forcing Uber to charge a price much higher than the minimum taxicab fare, limiting the company’s market and protecting regular taxicabs from the competition that Uber presented.

However, Uber had begun service in Washington long before and had a lot of devoted customers in the area. The company asked aforementioned customers to complain to the council, which they did, and the proposal was scrapped.

This recent criminal investigation into Uber’s practices is merely the latest in a long line of events the company has received strong criticism for. As a result, the company has taken action to remedy its negative publicity. It recently launched an internal investigation into both its workplace culture and claims of sexual harassment from female engineers. It has also hired and fired a large number of management.

Executives at Uber are leaving in large numbers. The former president of Uber, Jim Jones, quit the company after less than a year. Besides its internal issues, Uber also has a plethora of competitors in the ride-hailing market, including direct rivals such as Lyft in the United States and international rivals, including Didi Chuxing, Grab, Ola and others.

Despite all of this, thanks to Uber’s aggressiveness, it is now the most valuable private startup in the world, valued at \$69 billion as of press time. We have yet to see if Uber’s handling of these issues will impact its market valuation.

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Arts & Style

Baruch alumnus wins Best Director at 2017 CUNY Film Festival

BY YELENA DZHANOVA
OPINIONS EDITOR

It took Stephen Herman two semester-long breaks from his undergraduate study and a change in concentration to find out what he wanted to do after college. He graduated from Baruch College in 2015 with a bachelor’s degree.

Recently, he won Best Director at the 2017 CUNY Film Festival for his short film *Message Received*.

His brief but enthralling thriller highlights the desperate measures a husband takes in order to keep a dark secret from his wife.

The husband receives prompts from a masked blackmailer to meet in a secluded warehouse and give up his valuable positions, including the wedding ring that indicates his love and affection for his wife.

Message Received swells with iconic imagery that reminds viewers of Alfred Hitchcock’s films, which Herman cites as inspirational to him.

Despite this reminiscence, the film still brims with originality because the film relies almost exclusively on music, noise and text exchanges to bring its meaning to light. Back-and-forth text exchanges are meant to expose the majority of the characters’ inner thoughts.

“A huge part of shooting in films is sound and dialogue. You have to have someone running the mic and following the actors and taking care of the background noise. We didn’t have the money or time to do that, so we figured why not just do something without dialogue,” Herman said in an interview.

“Then we came up with the idea of doing [the film] with text. Especially in this age everybody texts so we wanted to do a movie about texting in the text era.”

Despite the intention to create a speechless film, there are a few slips worth mentioning because they detract from the film’s ambience.

David Chin, Herman’s directing partner and the lead actor who plays the pressed husband, demonstrates his frustration clearly but the film could have reached new heights if his expressions were exaggerated.

Perhaps a nit-picky request, but the text exchange had flaws in that the dialogue between the husband, and the blackmailer seemed artificial due to overuse of the caps lock key and the exclamation point.

When any character sends a text, it appears on the screen and viewers use the texts to follow along with the plot.

The grave mistake, however, is not accommodating for text tone. Though it may not be proven, caps and exclamation points can connote a sarcastic demeanor through text, as if none of the scenarios should be taken seriously, which is not at all the intention behind the thriller.

As a result of their inclusion, the text tone does not always seem particularly menacing or threatening; they are only alarming because the viewer knows the situation.

A scene toward the end breaks the wordless flow when Chin yells out, “Oh, shit,” a response that otherwise would be appropriate for the moment but seems poorly or-



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Chin plays the lead actor in Herman’s enthralling thriller about a husband who receives messages from a masked blackmailer.

chestrated and flimsy.

Prior to this, the film had already established a dynamic that pushed the main characters to express themselves using either text or body language, so the outburst seemed arbitrary and unsubstantiated.

Herman said that he and Chin put the film together in less than a week, allocating a single day to coming up with the premise and filming it in short bouts within three days.

For its length and short time frame, the film is compelling and gripping.

Chin and Herman had little money and time but managed to make do with what they could.

“We’re basically paying for everything. The hardest part is just not having enough time and at the end of the day, realizing you didn’t get stuff you needed or wanted. You have to make executive decisions on the spot,” Herman said.

The end of the film can batter a heart because neither character receives a fair resolution. To denote the lack of resolution, a stream of distorted music plays throughout the final scene until the credits, during which the music resolves cleanly, smoothly indicating the end has come.

“We use [music] to amplify the moods. Even if you didn’t know what was going on, certain chords can dictate that it feels uncomfort-

able,” Herman said.

This combination moved the film along and created a state of suspense, during which the viewer felt compelled to watch but constantly awaited the final outcome.

With shows like “Black Mirror” on the rise and “The Twilight Zone” making a comeback, *Message Received* has the potential to fit well into today’s pop culture.

Herman’s thriller escalates a common occurrence—a partner wanting to disclose something to his or her partner—and gives viewers chills due to its dystopian and unnerving themes.

The film is available for viewing on Herman’s website, BrokenBox-Inc.com.

Finesse, Dodat, Mavrick reminisce about career paths on WBMB

CONTINUED FROM FRONT PAGE

The title itself is a reference to his humble beginnings, writing and producing his own song at the age of 9. Though he is often called a rapper, Finesse wants to be known as an artist.

Finesse spoke about his multifaceted skill set.

“I prefer to sing more [than rap]. Honestly, I love to sing,” Finesse said.

Boyz II Men, Jamie Foxx and other R&B artists were in his ear growing up and he now gravitates toward raw, emotional storytelling in his songs.

“I came out as a rapper [with] a hard trap sound, so I couldn’t just transition into R&B, [and be like] R Kelly,” said Finesse. “This summer, [fans] are going to see the other side of me.”

In February, Finesse performed a five-minute freestyle on Hot 97 with DJ Funk Flex.

Finesse strung together rhymes on corruption in the criminal justice system, hustling for what he earned and anecdotes of the pain he has endured. Fittingly, his newest mixtape broaches these topics in the opening track.

The opening track, “Life After 9,” entices listeners with a sample of Finesse’s vocal athleticism.

It leads off with a familiar sound to all New Yorkers: a train alerting passengers to “stand clear of the closing doors” before exiting the station, alluding to both his roots as a Brooklyn artist and this transitional period in his life.

Eerie piano keys creep over the beat as Finesse powers into the track. In the first verse, Finesse warns his rivals to never test him or his crew, each word soaked in a defiant tone.

The hooks feature him vocalizing about how some never escape the trappings of his neighborhood,

which is followed by a visceral retelling of the battles he survived.

Finesse punctuates each of his teenage years with a formative moment related to the struggle of growing up in East Flatbush. A twinge of pain rockets from him as he says “17, I lost Shyste/And my mind too/It had me going dumb.” Shyste was a close friend of Finesse’s, going back to their affiliation with the GS9 crew—both his life and death left a lasting impact on the crew, often expressed in songs.

His conflict is not just limited to the streets. Finesse wrestles with his sense of morality and considers exacting his own form of justice in the line, “sayin’ prayers while I’m lurkin’/Lord knows what I’m doing ain’t right/Forgive me!”

In under three minutes, Finesse crafts a vivid image of his upbringing and conveys heartache while engaging the listeners.

“This is art. I’m painting a picture. I’m making sure that you can see what I write,” said Finesse.

Each artist eased into the interview as it progressed into a conversation. When asked about Spring Fling, Dodat loved experiencing the energy of the live crowd and seeing its reaction to his performance.

From there, the trio riffed about gauging the response of crowds to their songs and their expectations for the success of each song.

“I don’t think any artist, ever in history, thought every track would be a hit,” said Mavrick.

However, Finesse argued they have to expand their audience before being judged on their success.

Reflecting on their early years, Dodat emphasized their similar struggles and how it “made it easier to come together” under the same goal. Each was born and bred in hostile environment, and had to adapt to survive.

They formed bonds that would last a lifetime, even if that equated to 18 years. No matter the scenario, Dodat, Finesse and Mavrick put loyalty and hustle above all else.

If not for Junior Galette, defensive lineman for the Washington Redskins, the trio might have never crossed paths. Galette founded NuLa Ent. in 2012 and was drawn to GS9’s razor-sharp tunes while rehabbing a torn achilles tendon in 2013.

He linked up with Finesse nearly two years ago and built a brand around the lyricist. With more time on his hands due to injury, Galette dove headfirst into the music industry.

Dodat and Mavrick were childhood friends with Galette; signing them to NuLa was less a business decision and more a family union.

Every artist has a producer behind the booth conjuring melodic bliss, chaotic terror and anything to elicit the right bars. The trio leans on Ty Real to set the tone for each of their songs.

He graduated from the University of Houston as a media production major and recalled producing for Slim Thug in his dorm room. Real never tries to replicate a “New York” sound in the studio with Dodat, Finesse or Mavrick, and considers himself a facilitator.

“I’m carrying the vibe that they have. Each one of these guys is a f---ing king and a f---ing genius and it’s just my job to make sure that it gets heard to the people the right way,” said Real.

They conducted the second half of the interview as a quartet, their chemistry infecting the room with good vibes. GS9 was again the common thread that tied Real to Finesse, which led to his introduction to NuLa Ent.

The upstart label ran through a string of failed producers—to the



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Finesse’s music video for “Vagabond,” pictured above, has over 850,000 views on YouTube.

point where Finesse had to run from the mic to the computer to record himself—before bringing Real back into the fold.

Not only does Real work on the board, he steps behind the mic on occasion, most recently on Dodat’s single, “Different.” Real finds joy in both aspects of the industry and could never decide between the two.

With the room comfortable, Mavrick opened up about using Real as a muse to channel his deepest emotions.

On “Dark Liquor,” Mavrick raps about drowning his dark thoughts in Hennessy, and in the interview, he said he has been in Alcoholics

Anonymous for three months.

When Mavrick described working with Real, he would throw words like “dark” at him and Real would “be an open vessel for his energy to flow through” him.

Both Dodat and Mavrick told listeners to stay tuned as new songs are in the pipeline. Finesse’s *Life After 9* caught fire right when he was nominated for XXL’s 2017 Freshman Class, but he is more concerned with chasing Grammys and becoming a mogul in the mold of Jay Z.

New York has re-emerged as one of the preeminent hip-hop scenes and NuLa Ent. is ready to explode onto the scene.

Tonys celebrate Broadway’s most prolific season in 30 years

BY MAXIM IBADOV
SENIOR STAFF WRITER

The most anticipated event in the New York theater community occurred on May 2, when the American Theatre Wing announced its nominees for the 71st annual Tony Awards.

What is unique about the Tony Awards is that the nominations are more nerve-racking than the actual awards. Receiving a nomination can extend the life of a show for another month and possibly bring recognition to a struggling production.

In a year where the competition is so intense, a nomination is not just a pleasant recognition, but also an honor.

The leader in this year’s race for the Tony Awards is a new musical, *Natasha, Pierre & the Great Comet of 1812*. An unorthodox adaptation of Russian master Leo Tolstoy’s magnum opus, *War and Peace*,

the musical gathered 12 nominations—the most this season. This musical is competing for the night’s most prestigious award—Best Musical.

Other nominees include the stage adaptation of *Groundhog Day*, a 1993 cult film, *Come from Away*, a story of passengers affected by 9/11, and *Dear Evan Hansen*, a millennial sensation about teenage issues gone wrong.

The most unpleasant aspect of this year’s nomination process is a smaller number of nominees. Last year, despite the fact that *Hamilton* was an absolute frontrunner from the day it opened on Broadway, there were still five entries in this category.

This year has seen the highest number of new musicals since 1981.

A total of 12 original musicals opened this season, yet the number of nominees have been reduced to the traditional four, with

many well-deserving shows like *Anastasia* and *Bandstand* getting snubbed. Both of these musicals received only two nominations each.

The same thing happened with the Best Revival of a Musical category, in which nominees were reduced to three.

Following *The Great Comet* for the most-nominated show is the sold-out revival of the beloved classic *Hello Dolly!* with 10 nominations.

Hello Dolly! is competing with the revivals of *Falsettos* and *Miss Saigon*, although *Hello Dolly!* is a frontrunner in this category. *Falsettos*, despite closing in January, has received four more nominations.

Two-time Tony award-winners Stephanie J. Block, Christian Borle, Andrew Rannells and Brandon Uranowitz all received nominations in musical acting categories. Borle is currently starring as Willy Wonka in the sold-out *Charlie and*

the Chocolate Factory—a new show that unfortunately did not receive any recognition.

In the drama categories, the Best Play category is full of political pieces that are relevant to current world issues.

The nominees include *A Doll’s House, Part 2*, a sequel to Henrik Ibsen’s classic play that explores the roles of women in a family; *Indecent*, a play with music that deals with homosexuality and censorship; *Oslo*, a fictional recollection of Oslo Peace Accords between Israel and Palestine and Lynn Nottage’s Pulitzer Prize-winning *Sweat*, which about blue-collar workers in Pennsylvania.

The Best Revival of a Play category demonstrates a wide spectrum of classic U.S. plays that show a variety of American life with shows such as August Wilson’s *Jitney*, Noel Coward’s light comedy *Present Laughter*, John Guare’s *Six Degrees of Separation* and Lillian Hellman’s *The Little Foxes*. The latter is a favorite in this category due to its creative casting.

Laura Linney and Cynthia Nixon alternate the roles of Regina Hubbard Giddens and Birdie Hubbard every night, making the show truly different every day. Both Linney and Nixon are nominated, with Linney competing for Best Actress and Nixon for Best Supporting Actress based on the opening night’s casting.

The Best Actress in a Musical category is the highlight of the show. In their Broadway debuts are Eva Noblezada, nominated for her role as Kim in *Miss Saigon*, and Denee Banton for *Natasha in The Great Comet*.

The leading ladies of *War Paint*—both two-time Tony winners Christine Ebersole and Patti LuPone—are facing off with each other in the roles of cosmetic mo-

guls Elizabeth Arden and Helena Rubinstein, respectively.

The legendary Bette Midler is up for her lively portrayal of Dolly Levi in *Hello Dolly!* Although Midler has already received an honorary Tony in 1974, this is her first competitive nomination that will probably end up being a triumphant win.

The 2017 Tony Awards are nowhere close to the diverse representation seen in the past season. However, there is enough of it in this category. Noblezada is a Filipino-American, Benton is African-American and Ebersole, LuPone and Midler are all in their 60s and 70s.

The stellar cast of *Doll’s House, Part 2* have all gotten Tony love. Emmy-winner Laurie Metcalf is up for Best Actress, Oscar-winner Chris Cooper for Best Actor and Tony-winner Jayne Houdyshell and Tony nominee Condola Rashad for Best Supporting Actress.

Two-time Oscar-winners Cate Blanchett and Sally Field are competing for the Best Actress in the Play category for their roles in modern adaptations of Anton Chekhov’s *The Present* and Tennessee Williams’ *The Glass Menagerie*, respectively.

Pitch Perfect sweetheart Ben Platt from *Dear Evan Hansen* is up against Borle, pop singer Josh Groban from the *The Great Comet*, David Hyde Pierce from *Hello Dolly!* and Andy Karl from *Groundhog Day*.

Celebrated stage and film actor James Earl Jones will receive the season’s Special Tony Award for Lifetime Achievement. The prestigious 2017 Isabelle Stevenson Award will be awarded to Baayork Lee.

The ceremony will take place on June 11 at Radio City Music Hall and will be hosted by Oscar-and Tony-winner Kevin Spacey.



The Great Comet, Hello Dolly! and Dear Evan Hansen are some of the most recognized Broadway shows this Tonys season.

Guardians of the Galaxy Vol. 2 brings humor to superhero genre

REEL REVIEWS



BENJAMIN WALLIN

In 2014, Marvel released the movie *Guardians of the Galaxy*, which took audiences by storm with its 1980’s soundtrack, ridiculousness and humor. The fact that two of its main characters were a talking raccoon and a tree only added to its beloved bizarreness.

One Marvel Cinematic Universe phase and three years later, Marvel has released its follow-up, *Guardians of the Galaxy Vol. 2*.

The titular team is a group of ragtag anti-heroes who are very specifically not the Avengers. Peter Quill, or Starlord, played by Chris Pratt, is an egotistical earthling with a penchant for pop culture that becomes the source of the movie’s jukebox soundtrack.

Zoe Saldana plays Gamora, the green-skinned daughter of Thanos, the overarching villain who has yet to make much of an influence in the Marvel world. Dave Bautista plays the socially unfit Drax.

The raccoon and tree, both of which are animated fully with computer-generated imagery, are voiced by Bradley Cooper and Vin Diesel respectively. The sequel’s story is a single day in the Guardians’ career as bad decisions pile, one onto the other.

One of the biggest draws of the film is its unexpected humor. The first movie had jokes from Drax’s inability to understand metaphors to the fact that nobody knew who

Starlord was, despite his insistence that he was a famous criminal. *Guardians of the Galaxy Vol. 2* brings references from the first film while still creating new recurring moments that already feel cemented in by the end of the film.

This ability to take the original’s successes and utilize them while innovating further is a strength of the sequel.

The *Guardians* films are unique as well for their existence within the strange outer reaches of space, even as they connect to Earth with their human leader. Out of Marvel’s 15 films in the Marvel Cinematic Universe to date, *Guardians of the Galaxy Vol. 2* is the third to primarily take place off of Earth—the opportunity to go far out is used to its fullest extent.

New planets and people are found in all kinds of colors and varieties. The visuals are stunning, with blues and golds mixing together in a background sky, the appearance of four moons in one view or a thin red streak chasing through a dark spaceship.

With the CGI wonder of *Doctor Strange* behind it, *Guardians of the Galaxy Vol. 2* takes a step forward from its predecessor and shows imagery that can still awe.

One of the most excellent uses in the film’s visual vocabulary is its slow motion, a tactic often misfired under Zack Snyder in the DC Universe, but one which finds comfort and humor under the hands of director James Gunn.

Gunn has a knack for knowing just how to use the screen to eke out another laugh or to show a subtle reference throughout his film. The slow motion effect is used for more than just conferring god-like statuses on superheroes, and the payoff is great.

The DC Universe tried a similar move to Marvel with its production



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Bautista, Gillan, Pratt and Saldana portray yesterday’s misfits who are given a chance to protect their world in Gunn’s film.

of the offbeat *Suicide Squad*, a not-so-subtle attempt to cash in on the *Guardians’* success, complete with a pop-culture heavy mix of music.

“Bohemian Rhapsody” and “House of the Rising Sun” could not make the dark and movie trailer-like film, feeling more opportunistic than purposeful. In the second *Guardians*, Gunn’s music selection helps in carrying the action, humor and emotion.

Guardians of the Galaxy Vol. 2 is an improvement over its predecessor, with an emotional story that considers all characters involved. There are arcs that intertwine, meeting thematically then diverging, and nobody gets left without a tale.

Though the *Guardians* franchise tends to thumb its nose at the emotional, the poignancy of the second film is powerful and a strong addition. There is only so long that one

can laugh before leaving a theater, feeling hollow, as the humor crumbles away to show nothing beneath. With a strong foundation, the film has no such problem.

As a film with a team of humanoids fighting in the vast expanse of space, *Guardians of the Galaxy Vol. 2* is well aware of scale. The title sequence of the film keeps this in mind, with a hysterical use of camerawork and music. Throughout the film, there are moments close up that cut out, move closer and effectively use space to tell humor from all different angles.

Superhero films are reaching a point where there is something of a bubble that may burst at any moment. Cinematic universes require viewers to be up to date, and the ever-increasing homework load for someone who is not caught up is intimidating.

With television shows included, especially Marvel’s, which are included in the film universe, there is a point where the urge for completion is not enough. There is only so much time left for Marvel to keep hiding its big baddie Thanos before people start walking away.

As a result, superhero films need to start offering their own incentive to be watched. *Guardians of the Galaxy Vol. 2* stands up to the challenge and shines as a great Marvel film and a good film in general. The humor is excellent, the connections are real and the visuals are psychedelic, to say the least.

Those finding themselves fatigued of the superhero overload can find solace in this fun and meaningful film.

Questions are answered and fun is had, with a strong soundtrack blasting it along.

Indie band Big Big Train releases authentic folk album *Grimspound*

BY LUIS LUCERO
SENIOR STAFF WRITER

Progressive rock has always been defined by its trademark sound that fuses rock ‘n’ roll with noticeable influences of classical, folk and jazz music.

Even though the days of bands like Emerson, Lake & Palmer, Pink Floyd and Yes commanding sold-out stadium shows across the world are long gone, the genre, creatively speaking, is still alive and well.

One recent band that emerged in the 1990s is a group that always emphasized the folk aspect of the genre as part of their overall sound, Big Big Train.

The current iteration of the band consists of multi-instrumentalist David Longdon on lead vocals, Dave Gregory, Andy Poole and Rikard Sjoblom on guitar, Greg Spawton on bass guitar, Genesis and Spock’s Beard alumnus Nick D’Virgilio on drums, Rachel Hall on violin and Danny Manners on keyboards.

Now the band has returned with their 10th studio album, *Grimspound*.

On the heels of the band’s previous album and extended play, 2016’s *Folklore* and *Wassail*, the band initially decided to release yet another extended play called *Skylon*.

It was intended to contain material written for, but ultimately cut from, *Folklore*.

Partway through the recording sessions however, the band decided that they had just enough material to warrant a full-blown studio record instead of just an EP. As a result, the album is marketed with the tagline, “A Companion to

Folklore.”

In a day and age when artists and bands usually wait several years before putting out new material, the idea of anyone putting out a new album less than a year after their latest one brings mixed feelings all around.

It is always a treat to see any new material come sooner rather than later.

Some, however, could take the cynical approach and assume that the artist is putting out their musical leftovers just to make a quick dollar as a stopgap until the real follow-up album is made.

As mentioned earlier, this album started out as just that. Listening to the final product, though, makes it quite clear that the band was on such a creative hot streak that it felt like just an album and a couple of EPs were not going to be enough to get all of their ideas down.

Like its last album, what the band wants to do with the songs is tell self-contained stories without making it into a concept album. While the pastoral elements of its sound are still here, Big Big Train draws from other types of music during the album.

The guitars are much more prominent here than in some of the band’s previous work and there are fewer brass instruments, flutes and heavy orchestration.

The opening track, “Brave Captain,” is a rocker that bears strong influences from classic bands like Kansas, namely in its string arrangements.

The lyrics, which tell the story of a young World War I dogfighter named Albert Ball, perfectly augments the music. There are a few callbacks to *Folklore* scattered all

throughout this new album.

“On the Racing Line,” which focuses on racecar driver John Cobb, picks up where the song “Brookland” left off.

D’Virgilio really lets loose with the drums on this track and brings the element of jazz fusion to the band which he previously brought to Spock’s Beard. There are even throwbacks to albums from years before.

The lovely acoustic ballad “Meadowlands” continues the story of Uncle Jack, who last appeared in his eponymous song on the 2012 album *English Electric*.

“Experimental Gentlemen” is more in tune with what the band normally releases, and the title track starts out as a slow ballad, but rapidly accelerates in the bridge in a simple but genius transition.

The album’s longest track is “A Mead Hall in Winter,” which is full of all the tropes and traditions that define progressive rock.

Throughout its 15-minute run time, the song shifts through a number of themes and melodies, and though it seems as if it is finished at the halfway mark, there is still so much more left for the listener to enjoy.

Grimspound closes on the somber “As the Crow Flies,” a lightly produced track, with only an acoustic guitar and D’Virgilio’s drumming carrying the song.

In contrast to the upbeat and optimistic feel of the album as a whole, this is admittedly a sudden change to end the album.

The song as a whole, however, is authentically Big Big Train through and through.

The very same thing could definitely be said about this album as a whole.

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Science & Technology

Brisk walks delay development of heart disease among elderly

BY YELENA DZHANOVA
OPINIONS EDITOR

Previous research has proven that sedentary behavior contributes to a faster mortality rate and disorders such as obesity and hyperglycemia, or high blood sugar. Although numerous studies have been conducted to uncover the detrimental effects of a sedentary lifestyle, few relevant studies have been conducted with the intention of finding out the effects for older groups of people, such as elderly women.

Elderly people spend more time engaging in sedentary activity, whereas younger people may engage more in physical activity. According to a study conducted by researchers at Orebro University, more women continue to not meet the recommended amount of weekly physical activity than men. Therefore, the group that receives the least health benefits from lack of physical activity is elderly women.

The study examined 120 women between the ages of 65 and 70. Each woman responded to an advertisement placed in a local newspaper asking participants for a health study. All participating women were from an urban area in Sweden and were of white European origin.

Each woman received screenings for heart disease and diabetes, and none of the women selected smoke cigarettes. Additionally, the women were tested for factors that may have impeded mobility, such as physical disabilities. Prior to the study's conduction, physicians recorded data on each participant.

They took down measurements for height, waist circumference and weight, and recorded blood pressure and cholesterol levels.

After the preliminary screening, the researchers began to monitor physical activity and sedentary behavior for a week. The participants were instructed to wear an accelerometer at the hip during all waking hours of the day, except when participating in water activities, such as bathing or swimming. If the women removed the monitor at any point, they were expected to note the time they had it on and off. The accelerometer measured their daily physical activity levels.

The women received instructions to wear the monitor for at least 10 hours a day for a period of no fewer than four days. At the end of the study, researchers found that the average number of days monitored using the accelerometer was 5.8 days and the average wear-time was 14.2 hours. Out of the 120 women who initially agreed to take part in the study, 113 completed it fully.

Blood sample assessments were also done in order to retrieve medical history and test for drug use. Researchers also recorded data on participants' energy intake by tracking their fat and energy intake and alcohol consumption over a period of six days during the trial.

The results of the study fall in line with the results of similar studies done previously. The study further demonstrates that a sedentary lifestyle can lead to negative health effects, such as the development of obesity and heart-related issues.



NATHAN LIN | THE TICKER

A Swedish study found that elderly women can combat obesity and high blood sugar by walking 10 minutes a day.

However, despite sharing similar results, the study also gives evidence that the amount of time sitting does not matter as much as the amount of physical activity an individual gets.

Additionally, research and data concluded that the link between metabolic risk and sedentary behavior is not independent of physical activity, which means that the amount of physical activity in a day is crucial to reducing risk of developing heart diseases or other cardiovascular disorders in elderly women.

"In contrast to the total amount of sedentary time accumulated during a day, our data indicated that the amount of sedentary time occurring in bouts of at least 10 consecutive minutes is associated

with detrimental effects on metabolic health outcomes, which supports previous research," the study says. "However, observed effect sizes of sedentary behavior on metabolic risk outcomes were small, and even though associations remained significant when controlling for MVPA time, or a standard measure of physical activity, none remained significant after controlling for total daily accelerometer counts."

According to the accompanying press release, these results might help improve living conditions for elderly women, who would ideally be encouraged to pursue physical activity in lieu of sedentary behavior.

"The results may well apply to other groups since they are in line

with a meta-analysis of previous research based on a million adult men and women, which indicated that physical activity rather than sedentary behavior affects the risk of mortality," the press release states.

Despite having found a correlation between the amount of physical activity and the presence of metabolic disorders, the researchers who conducted the study still pay heed to any external factors that may have skewed the results. Although the women were instructed to wear the accelerometer during waking hours only, the time deemed as "waking hours" was standardized and did not account for factors such as sleep disturbances, which may cause some to wake up in the middle of the night.

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Sports

Men’s and women’s tennis earn spots in NCAA Tournament

CONTINUED FROM FRONT PAGE

The men’s tennis team finished 6-0 in CUNYAC play, and 11-2 overall, both first by far in the CUNYAC standings. The team’s two losses came in its first two games, as it fell to Oneonta 7-2, and to Yeshiva University 5-4. The team went undefeated after that point, and went on to finish first in the CUNYAC standings.

In singles competition, the Bearcats were led by Joaquin Azcue, Marco Gobbato and Leonard Margolis, who finished 11-0, 10-0 and 10-1 for the season, respectively. The team would finish with a 58-13 combined singles record and 32-7 doubles record for the season, a stellar number by all standards. The team dominated intra-conference play, as it finished 6-0 in the CUNYAC, winning all its matches by a combined score of 52-2 in the regular season.

The postseason was no different for the Bearcats, as the team took care of business against Lehman College and Hunter College, winning both matches by a combined score of 10-1. It sealed a CUNYAC championship win and an appearance in the 2017 NCAA Tennis Tournament.

The championship win was the first for the Bearcats since 2014. In the championship game, the Bearcats were led by Azcue, as they were all season. Azcue, still a freshman, looks to lead the team in the coming years, as his performance in the championship game was enough for him to be named the 2017 CUNYAC championship



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After extremely successful seasons, the men’s and women’s tennis teams look to take home NCAA Tournament championships.

MVP. The team will play the Colby-Sawyer College Chargers in the first round of the NCAA Tournament at Middlebury College in Vermont on May 11. The Chargers finished 14-10 this season, yet finished strong, winning six straight games en route to an appearance in the NCAA Men’s Tennis Tournament. The Chargers will provide a difficult challenge for the Bearcats, one the Bearcats are willing and ready to accept.

When the season started, the Bearcats were not short of talent. What they were short of, however, was a senior presence. Hugo Castalan and David Alabo were the only two seniors on the team, which

forced the younger Bearcats to step up and develop their leadership. They were certainly up to the challenge, as the Bearcats’ younger talent was what propelled them to a CUNYAC championship win. Much of this development falls on the leadership of legendary coach Florin Giuglescu.

Coach Giuglescu is the head coach of both the women’s and men’s tennis teams and has developed a legendary reputation in the New York metropolitan area. He took over the men’s team in 1978, coaching until 1987, when he went on a coaching hiatus from Baruch. He returned in 1996 and has coached the men’s and women’s

teams ever since. He was named CUNYAC Men’s Tennis Coach of the Year in 2004, 2008 and 2012, as well as CUNYAC Women’s Coach of the Year in 2015. He is a 13-time CUNYAC championship winning coach, winning 11 championships with the men’s and two with the women’s teams. He has even instructed A-list celebrities such as former President George H.W. Bush, Harrison Ford and Arnold Schwarzenegger. He knows the sport inside and out and has the leadership skills to lead a team. It is through his leadership that the younger Bearcats were able to develop at an advanced speed and lead the team back to the NCAA

Tournament.

The women’s tennis team had a similar season to the men’s. Also led by Giuglescu, the Lady Bearcats finished 11-5 overall and 6-0 in CUNYAC play, first in the CUNYAC. They were led by Isabel Arias, Hayley Bester and Allie Jackson-Hing, who in singles play finished 9-1, 9-2 and 8-1, respectively. Unlike the men’s team, the women started strong, winning their first four matches by a combined score of 24-11. Even so, they ended their season with two straight losses to Ramapo College and Rutgers University-Newark, losing 3-6 and 4-5, respectively. The two losses had no effect on their opportunity to appear in the NCAA Tournament, however, as they did not have to win a championship game to advance to the tournament.

The women’s team looks to make just as much noise in the tournament as the men’s team. It will begin its journey toward a NCAA championship win on May 12 against The College of New Jersey at Tufts College in Massachusetts. The TCNJ Lions will provide an extremely difficult challenge for the Bearcats. They finished 14-3 overall and ended on a three-game win streak. The Bearcats are certainly not content with a two game, interleague losing streak and will look to rebound against the Lions, reestablishing momentum in a crucial point of the season.

The Baruch tennis teams have a great deal to be excited about. They are both appearing in the NCAA Tournament, and look to add some gold to Baruch’s trophy case.

Judge’s historic start draws comparisons to other Yankee legends

BY KEVIN MENDEZ
CONTRIBUTING WRITER

The New York Yankees have always had stars in their outfield. From Joe DiMaggio to Mickey Mantle and Roger Maris to Bernie Williams, the Yankees’ outfield has been composed of some of the biggest names in baseball history. Is Aaron Judge the next star in the Bronx? Judge has taken Major League Baseball by storm with his towering physique and his prodigious power. Judge, the Yankees’ first-round pick in the 2013 draft, seeks to become the next great Yankee superstar while trying to avoid the pitfalls that have claimed so many other hopefuls in the pressure cooker that is the Bronx.

Judge, a native of Linden, California, was originally drafted by the Oakland Athletics in the 31st round of the 2010 draft, but chose to return to school. Judge would attend Fresno State University, where he polished his skills playing for the Fresno State Bulldogs.

When MLB came calling again in 2013, Judge would answer as the Yankees selected him with their first-round pick, taking him No. 32 overall. Judge struggled throughout his minor-league career. When he was called up to a higher league for the first time, he struggled out of the gates. However, after adjusting his batting stance and swing, he developed the tools to thrive.

Last season, the Yankees became sellers at the trade deadline for the first time in years. The team broke up its vaunted bullpen by trading All-Star relievers Andrew Miller and Aroldis Chapman to the Cleveland Indians and eventual World Champion Chicago Cubs, respectively. They also traded veteran right fielder Carlos Beltran to the Texas Rangers, which shook



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The Yankees hope they found their next great star in Aaron Judge, who has had a historically great start to the 2017 season.

up the lineup and left a void in the outfield—a void that would eventually be filled by Judge. With these moves, the Yankees made it clear that there was a youth movement coming to the Bronx. On Aug. 13, the Yankees promoted both Judge and fellow prospect Tyler Austin to the majors for the first time. Facing Rays’ pitcher Matt Andriese, Austin and Judge would become the first pair of teammates in MLB history hit home runs in their first major league at-bats. Unfortunately, the rest of Judge’s first taste of the majors would not be as successful. He showed glimpses of the monstrous power that made him so highly regarded as a prospect, but he also struck out an alarming 42 times in

84 at-bats. An oblique strain injury suffered against the Los Angeles Dodgers shut down Judge for the remainder of the season, forcing him to wait the rest of the offseason for another chance to prove he belonged in pinstripes.

Sports pundits spent most of the 2016 offseason wondering whether Judge’s massive body would hinder him from being a successful major leaguer. Comparisons were made to former Yankees who had exploded onto the scene such as Shelley Duncan, Kevin Maas and Shane Spencer, all players who showed home run power as rookies, but faltered later in their careers. The Yankees re-enforced their belief in Judge on March 30, 2017, when

they named him their starting right fielder for the season.

Following a slow start through the first five games of the season, Judge would hit his first home run of the season on April 9 in a 7-3 victory for the Bronx Bombers over the Baltimore Orioles. The next day, Judge would hit another home run in the Yankees’ home opener, starting a hot streak that would become a major storyline of the season. From April 10-19, Judge would collect four home runs as he helped the surging Yankees complete an 8-1 home stand. Judge would then take his act on the road collecting two more home runs in victories over the Pittsburgh Pirates and Boston Red Sox.

The Yankees returned home on April 28 for a rematch with the Orioles. Judge would hit another home run in the ninth inning, but it seemed this would not be the Yankees’ night as they trailed 9-1 after six innings. Judge made sure the Yankees would not go quietly into the night. In the bottom of the sixth, facing the Orioles’ Kevin Gausman, Judge would crush his second home run of the night over the center field wall to close the gap to 9-4. The Yankees would go on to win the game 14-11, the largest comeback by any team this season. Judge would hit yet another home run the next day, giving him an even 10 homers for the season and tying the rookie record for home runs in that span.

Judge’s outstanding April performance earned him the first accolade of his career, as he was named the American League Rookie of the Month. Judge’s outstanding play also put him in exclusive company, as he is only the third Yankee to hit at least 12 home runs through the team’s first 25 games, joining only Rodriguez, who had 14 in 2007, and Babe Ruth, who had 12 in 1921. On May 3, Judge became the youngest player ever to reach 13 home runs through the first 26 games of a season.

Judge’s performance and character has led to comparisons to Yankees legend Derek Jeter from none other than Yankees manager Joe Girardi, who managed Jeter from 2008-2014. Many baseball experts are predicting Judge to be the next great Yankees star, not just a flash in the pan. The future is bright for the young Judge and with his natural talent and gentle-giant persona, the sky is the limit for the man the Yankees hope will one day be in the same company as the pinstriped legends of the past.

Baruch Weekly

MAY 2017

MON 15
VOLUNTEER OR WORK ABROAD WITH AIESEC
12 p.m.-2:30 p.m. | 2nd Floor Lobby | Free

NETWORKING GALA
5 p.m.-8:30 p.m. | Rooms 750 and 760, Library Building | Free

TUES 16
UNICEF AT BARUCH END OF YEAR LUNCH
12 p.m.-2:30 p.m. | NVC 2-125 | Free

LEXICON AWARDS NIGHT
6 p.m.-9 p.m. | NVC 2-125 | Free

WED 17
GIRLS WHO CODE
7 p.m.-9 p.m. | NVC 3-210 | Free

APO ELECTIONS
7:30 p.m.-9 p.m. | NVC 3-240 | Free

THURS 18
ENGLISH DEPARTMENT: GREAT WORKS FINAL WORKSHOP
11:30 a.m.-4 p.m. | NVC 14-280 | Free

MOVIE NIGHT
5:30 p.m.-7:30 p.m. | NVC 3-210 | Free

FRI 19
BARUCH BERNIES
5 p.m.-8:30 p.m. | NVC 14-220 | Free

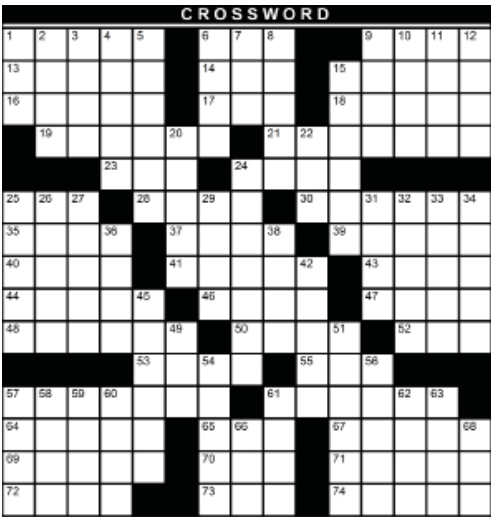
FUZZY HEMMING PIANO SOLO CONCERT 2017 IN NYC
7 p.m.-9 p.m. | BPAC | \$35

SAT 20
EVGENY GRISHKOVETS: 'HOW I ATE A DOG'
8 p.m.-10:30 p.m. | Mason Hall, BPAC

HEARTBEAT OPERA PRESENTS BUTTERFLY
8 p.m.-9:30 p.m. | BPAC | \$15-\$50

SUN 21
HEARTBEAT OPERA PRESENTS CARMEN
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 16. DOSE OF MEDICINE, PL.
 17. SINATRA'S _____ PACK
 18. LDS MISSIONARY
 19. *EXCLUSIVE HIGH SCHOOL CIRCLE
 21. *GOAL OF THOSE FOUR YEARS
 23. BREAK BREAD
 24. MUSICAL FINALE
 25. A GREAT DISTANCE AWAY
 28. OSCAR OF SPORTS
 30. LIKE SIMON WHO MET A PIEMAN
 35. FLEUR-DE-LIS
 37. TIMELINE DIVISIONS
 39. KICK BACK
 40. OFFENSIVELY CURIOUS
 41. PRINTER CONTENTS
 43. GENERAL AGREEMENT ON TARIFFS AND TRADE
 44. CHANGE, AS IN CONSTITUTION
 46. ACTRESS SORVINO
 47. MAPLE, TO A BOTANIST

48. DOCTOR'S TOOL
50. ROASTING PLATFORM
52. #37 ACROSS, SING.
53. WRY FACE
55. "_____ TE CHING"
57. *POST-GRAD GET-TOGETHER
61. *CAP ADORNMENT
64. BAT DWELLING?
65. *PEP RALLY SYLLABLE
67. HARASSED
69. THIN MOUNTAIN RIDGE
70. ROCKS IN A BAR
71. BE OF ONE MIND
72. SURVEYOR'S MAP
73. *ADULT INVOLVEMENT ORG.
74. PINE

- DOWN**
1. RECIPE LABEL
 2. EAR-RELATED
 3. BE A SNITCH
 4. ISLAND OFF MANHATTAN
 5. COURTLY ENTERTAINMENT
 6. HOMESTEADER'S MEASUREMENT
 7. *ACADEMIC CONCERN
 8. BEAT THE JONESES
 9. _____ MALL, LONDON
 10. BACKWARD ARROW COMMAND
 11. GIVE AN IMPRESSION
 12. ZEUS' SISTER AND WIFE
 15. *TAUGHT TO DO THIS IN SHOP CLASS

20. CINDERELLA'S WIN
22. DOG TAGS
24. PEOPLES TEMPLE POISON
25. *END OF SEMESTER ASSESSMENT
26. WAFTING PLEASANTNESS
27. LIKE PHOENIX
29. *JUNIOR BALL
31. PREFIX WITH PHONE
32. PERSON, THING OR _____
33. SOMETIME IN THE FUTURE
34. *_____ CREDIT
36. POP GROUP "N _____"
38. *QUE SERA "_____"
42. YOGURT-BASED DIP
45. END
49. LIKEWISE
51. MOVE SIDeways
54. SAME AS RIP
56. MERYL STREEP'S "AUGUST: _____ COUNTY"
57. GATHER HARVEST
58. JAMES _____ JONES
59. EYE PART
60. AS OPPOSED TO GROSS
61. SHORT FOR THEODORA
62. POET POUND
63. LECHEROUS LOOK
66. *PRE-COLLEGE CHALLENGE
68. BEAR'S ROOM

STEPHANIE MESQUITA | THE TICKER



CROSSWORD SOLUTION:
ISSUE 11

P	O	K	E	R		S	P	A		P	A	R	A
A	G	I	L	E		H	I	P		P	U	S	A
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Starr Career Development Center

Career Spotlight

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SAVE THE DATE

Mastering the Interview: Advanced
Wednesday, May 17, 12:30 p.m.-2 p.m., NVC 2-190
This workshop is designed for juniors and seniors who require more intensive interview training.

Job Search Boot Camp
Friday, July 7, 11 a.m.-12:30 p.m., NVC 2-190
Attend this comprehensive workshop to learn how to enhance your job search capabilities.

Job Search Boot Camp
Friday, July 14, 11 a.m.-12:30 p.m., NVC 2-190
Attend this comprehensive workshop to learn how to enhance your job search capabilities.

Job Search Boot Camp
Monday, July 21, 11 a.m.-12:30 p.m., NVC 2-190
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INTERNSHIP UPDATE

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ContentWriters is a small start-up located in New York City that is focused on elevating the quality of written content on the web. You will be exposed to many different factors that go into running a rapidly growing start-up. As an intern, you will work closely with the Director of Content Strategy and the Director of Marketing to uncover new opportunities, develop contacts, conduct market research and assist in closing deals. You will have a rare opportunity to learn the sales process from the ground up and work on both inbound and outbound opportunities.

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monthly re-occurring revenue, and assisting in the tracking and reporting of Key Performance Indicators. ContentWriters is seeking to work with juniors, seniors and Masters student from the New York City area. A major in business, marketing, or media/communications is preferred, with excellent verbal and written communication skills and computer literacy. Experience with SEO, content marketing, marketing and sales are strongly preferred.

This is a paid internship open to upperclassmen majoring in Marketing or Communications. For more information visit Starr Search with ID 104046.

PEER TIP OF THE WEEK

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- ERICA APUPALO
PEER FOR CAREER

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