

# SCPS NEWS

New York University School of Continuing and Professional Studies

Volume III, Issue 1 Spring 2010

## China's Future Analyzed in CGA Report



Michael Oppenheimer, Center for Global Affairs clinical associate professor and CGA Scenarios director.

The NYU-SCPS Center for Global Affairs (CGA) released its third CGA Scenarios report, this one on the future of Chinese government and policy.

*China 2020* presents three alternate future scenarios based on different trajectories China might follow out to 2020: 1) In "Fragmentation" the Chinese Communist Party (CCP) faces escalating demands from a range of actors who have slowly chipped away at its legitimacy and

capacity, placing the very survival of the party in question; 2) in "Strong State," having engaged its best and brightest to successfully address the many challenges faced by China, the CCP remains highly autocratic, using technology to improve government performance and suppress dissent; and 3) in "Partial 'Democracy,'" the CCP maintains a powerful position only by accommodating greater popular demand for openness and participation in shap-

—continued on page 13



New façade, 7 East 12th Street.

## New Home Address for NYU-SCPS on East 12th Street

Marking a high point in the celebration of its 75th anniversary, the School of Continuing and Professional Studies announced a new home address that will begin to fulfill long-held aspirations of faculty, staff, and generations of students for an identifiable and dedicated teaching, learning, and administrative environment at New York University's main campus.

The 12-story building at 7 East 12th Street will eventually house most NYU-SCPS entities located in the Washington Square area, including the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management, the Paul McGhee Division, Liberal Studies and Allied Arts, the American Language Institute, and various schoolwide administrative offices, now dispersed from Union Square to Bleecker Street. Occupancy is planned to begin in late spring of 2011.

—continued on page 3

## NYU Schack Institute Launches New Sustainability Center

The NYU Schack Institute of Real Estate launched a new Center for the Sustainable Built Environment (SBE@NYU Schack) this past fall, headed by Clinical Associate Professor Constantine Kontokosta.

The mission is to support increased research and education about improved, evidence-based industry practices in the area of sustainable real estate development and investment.

"Developing energy-efficient, environmentally friendly buildings and infrastructure, and supporting technologies and regulations which allow that development to happen, are chief among the challenges facing the real estate industry today," says NYU Schack

—continued on page 11

## INSIDE

A Message From Dean Lapiner .....	2
NYU-SCPS Celebrates 75 Years .....	4
Faculty and Administration News .....	5
Alumni News .....	7
News and Events .....	11

### On the Web

For more information about NYU-SCPS events, graduate programs, professional certificates, continuing education courses, conferences, and faculty, visit:

[www.scps.nyu.edu](http://www.scps.nyu.edu)

NYU ■ SCPS



## A Message From Dean Lapiner

Seventy-five years ago, NYU-SCPS was established in a burst of optimism and in the spirit of public service to respond to challenging times. The optimism sprang from the belief that to educate—and above all to learn—at any age is to empower. Newly created educational programs enabled adult students to acquire the needed skills and understanding that helped them, local industries, and the region regain their footing.

The success of that experience has been shared by generations, driving the evolution of our School's capacities as we have expanded and remained faithful to our founding mission. Today NYU-SCPS is uniquely comprehensive. Leading-edge undergraduate and graduate programs attract both full-time students from around the world and ambitious working professionals from the region. And innovative and rigorous continuing education programs meet the recurrent higher educational needs of adult learners in a fully globalized economy.

The building blocks for our next 75 years are welcoming new students, designing new programs and services, recruiting new faculty and leaders, assuring curricula are illuminated by the best thinking and research, and expanding our community of donors. Several stories in this issue of *SCPS News* highlight such efforts, profile new leaders and the work of faculty members, and acknowledge those in transition whose innovative contributions and dedication shaped NYU-SCPS into the vibrant multidimensional institution it is today.

Another article reports that building the future also involves... building. A classroom and office facility in the core NYU campus will at last bring together our School's programs and services, now dispersed around the Washington Square campus. When our new home opens its doors in mid-2011, the building will have transformational significance for our students, faculty, alumni, staff, and our many industry advocates.

Please join me in congratulating our proud new graduates: this May, nearly 1,200 remarkable students will become part of a worldwide network of some 24,000 NYU-SCPS alumni. This is also the season to acknowledge our outstanding faculty and staff for their roles in educating these socially responsible, resourceful, and globally competent professionals to become leaders in their fields and their communities—and to thank our donors for their essential support to that process.



Yours,

Robert S. Lapiner, Ph.D.  
Dean, School of Continuing  
and Professional Studies

## NYU-SCPS Administration

**Robert S. Lapiner**, B.A., M.A., Ph.D., dean, School of Continuing and Professional Studies.

**Anna Condoulis**, B.A., executive director, Undergraduate Student Life, Alumni Relations, and Events.

**Dennis Di Lorenzo**, B.A., associate dean, Administration, Finance, and Planning.

**Dorothy A. Durkin**, B.A., M.A., associate dean, Strategic Development and Marketing.

**Carmela Haché**, B.S., M.B.A., director of development, Office of the Dean.

**Vera Jelinek**, B.A., M.A., Ph.D., divisional dean and clinical associate professor, Center for Global Affairs.

**Susan Kinsey**, B.A., M.A., Ph.D., divisional dean and master teacher, Paul McGhee Division.

**Naomi Levine**, B.A., LL.B., J.S.D., executive director, George H. Heyman, Jr. Center for Philanthropy and Fundraising.

**Jean A. Morse**, B.S., J.D., associate dean for academic affairs and clinical professor, Distance Learning.

**Lalia Rach**, B.S., M.B.A., Ed.D., divisional dean, clinical professor, and HVS International Chair, Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management.

**James P. Stuckey**, B.S., M.A., M.A., divisional dean, clinical professor, and Klara and Larry Silverstein Chair, NYU Schack Institute of Real Estate.

### Alumni: Stay Connected

Please update your contact information by e-mailing [scps.alumni@nyu.edu](mailto:scps.alumni@nyu.edu) or by visiting [www.scps.nyu.edu/alumni](http://www.scps.nyu.edu/alumni) and clicking the Alumni Directory link.

### ABOUT THE NYU SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES (NYU-SCPS)

Established in 1934, NYU-SCPS is one of NYU's many schools and colleges dedicated to academic excellence and innovation. NYU-SCPS captures the expertise of key sectors where New York leads globally: Real Estate; Hospitality, Tourism, and Sports Management; Global Affairs; Philanthropy and Fundraising; Communications Media, Publishing, Digital Arts, and Design; Human Capital Management, Information Technology, Marketing, and Finance; and the Liberal and Allied Arts, among others.

Vibrant professional and academic networks attract full-time undergraduate and graduate students immersed in university life, working professionals in 14 master's degree and 12 graduate certificate programs, and New Yorkers and visiting students of all backgrounds enrolled in 4,000 continuing education courses, professional certificate programs, conferences, and seminars annually. NYU-SCPS is widely considered to be the most complete example of NYU's founding commitment to be "In and Of the City"—and In and Of the World.

## New Home for SCPS

*continued from page 1*

This consolidation will anchor NYU-SCPS in three main Manhattan locales: the core NYU campus in Greenwich Village, Midtown (at 11 West 42nd Street), and Downtown (at the Woolworth Building, 15 Barclay Street). Undergraduates will remain based in the Village, with graduate studies primarily in the other locations. Continuing education offerings will be available at all three sites and other classroom facilities across Manhattan (and eventually Brooklyn).

“The inauguration of the next 75 years begins with physical evidence of NYU-SCPS’s place within the University and the City,” says Dean Robert Lapiner.

“The landmark building will at last create for current and future alumni, students, faculty, and staff a transformational environment to call home for the vital learning communities they constitute. It is especially meaningful that this can be announced on the occasion of the School’s 75th anniversary, representing the University’s recognition of the School’s accomplishments—and ever greater promise,” he continues.

Built in 1948, 7 East 12th Street served for more than 50 years as headquarters for Fairchild Publications, publishers of fashion magazines such as *W*, *Women’s Wear Daily*, and *M. Inc.* It was designed by the firm of Harrison & Abramovitz, the architects of Rockefeller Center and the United Nations Secretariat building. NYU acquired the building in 1992 to house various administrative offices.

A competitive selection process led the way for the New York-based firm of Mitchell/Giurgola Architects to be responsible for



*New lobby, 7 East 12th Street.*

the complete total redesign and reconfiguration of the building, from its transparent new façade to its functional and state-of-the-art classrooms, multi-use student lounges, conference rooms, and efficient new offices.

In keeping with NYU’s Climate Action Plan—the University-wide effort to reduce its environmental footprint and save energy—the School is committed to making the 7 East 12th Street building energy efficient, meeting LEED Certification standards, using environmentally friendly materials and smart systems, and maximizing natural light.

The renovations of the gutted building began this winter, and work is moving on schedule to create this dedicated home for NYU-SCPS, representing a truly transformational moment for the School—and a grand way to begin its next 75 years. ♦

## Former Associate Dean Lebowitz Reflects on 50 Years at NYU-SCPS



*Former NYU-SCPS Associate Dean Carl Lebowitz.*

In 1965, Carl F. Lebowitz joined the NYU School of Continuing Education—as the School of Continuing and Professional Studies was then known. Recruited from the NYU School of Retailing, he was charged with developing and managing the School’s new part-time Associate in Applied Science degree program. This was the forerunner of today’s A.A.S. and B.S. degrees within the Paul McGhee Division.

It was an exciting venture, remembers Lebowitz, to be on the vanguard of national efforts in the 1960s to expand undergraduate educational opportunities for working adults. “Fifty years later, it’s a mission and spirit that still animates the School,” he says, “even as the School has continually transformed itself and taken the lead to serve the changing needs of professionals and industry, while always maintaining a tradition of teaching excellence.”

In the years that followed, Lebowitz served as acting dean, authored two books on retail advertising and retail business management, became a full professor, chaired the NYU Faculty Senators Council, and headed admissions. Prior to stepping down in December 2009 to return to the faculty and serve as senior counselor to the Dean, he was NYU-SCPS associate dean for faculty and academic services.

Before NYU, where he earned his B.S., M.S., and Ph.D. degrees, Lebowitz had worked in retail sales promotion and advertising for several years. That experience infused his academic work “with good, solid business marketing principles,” he says, “useful in

developing new higher education programs to address industries’ needs.”

A case in point was the creation of the first master’s program at NYU-SCPS, in Real Estate Development and Investment in 1988. After years of only noncredit continuing education courses available to them at NYU-SCPS, real estate leaders wanted a graduate-level credential that would differentiate those who held it, he explains. Tapped as director of graduate studies at the Real Estate Institute, Lebowitz worked closely with industry and led the effort to launch the program, which attracted a class of 100 to 150 students almost immediately.

Lebowitz, whose wry sense of humor leavens his seriousness of purpose, has watched the School’s reputation grow throughout the years, and notes with pride that NYU-SCPS is considered among the country’s top schools for continuing and professional education. Through it all, “the school has had an emphasis on teaching, which is wonderful,” Lebowitz says. “We demand good teachers and we develop them.” ♦



## NYU-SCPS Celebrates 75 Years

### Highlights From the 75th Anniversary Event



At an event held in NYU's Kimmel Center for University Life in December to celebrate the 75th Anniversary, NYU Provost David McLaughlin (pictured above left, with Dean Lapiner) delivered opening remarks and congratulated NYU-SCPS for its "history of outstanding educational innovation and service."

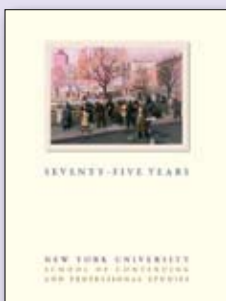


NYU-SCPS administrators, staff, alumni, faculty, and members of several industry boards gathered to commemorate the School's founding.



An anniversary cake for NYU-SCPS.

### 75th Anniversary Brochure



A special commemorative book, *Seventy-Five Years*, was written as part of the School's anniversary celebration. It outlines the history of NYU-SCPS—from its founding in 1934 in the midst of the Great Depression to its impact today, educating working professionals through continuing education, undergraduate, and graduate programs for leadership in a global, knowledge economy.

A copy of *Seventy-Five Years* can be downloaded at [www.scps.nyu.edu/about-scps](http://www.scps.nyu.edu/about-scps)

## Faculty Research Initiative



As part of the 75th anniversary celebration for the NYU School of Continuing and Professional Studies (NYU-SCPS), Dean Robert Lapiner initiated a program of grants to support special applied research projects by NYU-SCPS faculty. These research projects and their findings were presented at a series of events held this spring:

- **Brian Mooney, Ph.D.**, clinical associate professor of social science, Paul McGhee Division: *Bhopal and New York: An Ethnographic Study in Transnational Activism*
- **Veena Thadani, Ph.D.**, clinical associate professor of politics; chair, department of social science, Paul McGhee Division: *The Security Dilemma*
- **Harriet Oster, Ph.D.**, clinical professor of psychology, and Donatella Delfino, Ph.D., clinical associate professor of mathematical studies, Paul McGhee Division: *Math Avoidance, Aversion, and Anxiety in Adult Undergraduate Students*
- **Pamela Hannigan**, clinical assistant professor, NYU Schack Institute of Real Estate: *Land Market Reform in Transition Economies: Linkages to Sustainable Infrastructure and Real Estate Investment*
- **Hugh Kelly**, clinical associate professor, NYU Schack Institute of Real Estate: *24-Hour Cities and Real Estate Investment Performance: A Hedonic Analysis*

## FACULTY AND ADMINISTRATION NEWS

### Tisch Center Divisional Dean Lalia Rach Steps Down



*Throughout her 15 years at the NYU-SCPS Tisch Center, Divisional Dean Lalia Rach has interviewed more than 60 global hotel CEOs. Pictured above is Rach (right) with Loews Hotel chairman and CEO Jonathan M. Tisch (left).*

When Lalia Rach steps down this spring after 15 years as divisional dean to return to full-time teaching in fall 2011 at the Preston Robert Tisch Center of Hospitality, Tourism, and Sports Management at NYU-SCPS, she leaves the helm of an academic center that has been transformed over the past decade and a half—much like the businesses it focuses on.

“When I came here in 1995,” recalls Rach, “we had one undergraduate and two graduate programs, with 100 students and no full-time faculty.” Today, the Center boasts 13 full-time faculty and some 600 students, and offers Bachelor of Science degrees in both Hotel and Tourism Management and Sports Management—with curricula comprised evenly of professional and liberal arts courses—as well as three Master of Science degrees, in Hospitality Industry Studies, Tourism Management, and Sports Business. This growth is about more than numbers, though. In guiding the Center into the top ranks of professional programs, Rach helped change the way these areas are taught—by keeping the connections to industry close and reciprocal.

“Our development tracks the evolution of these fields,” she explains. “They’ve gone from being largely family-owned businesses to publicly held companies of

significance at the international, national, and regional levels. Whether it’s a hotel, a sports team or facility, or a major destination, these are expensive propositions, and running them now requires expertise in finance, marketing, and technology, in addition to the traditional concept of service.”

**In guiding the Center into the top ranks of professional programs, Rach helped change the way these areas are taught—by keeping the connections to industry close and reciprocal.**

Formerly a dean and professor at the University of New Haven’s School of Hotel and Restaurant Management, Rach began at NYU by revamping and expanding the curriculum. In 1997, the Tisch Center pioneered a new concentration in hospitality revenue management. Also that year, it instituted its first sports management course, which grew into the undergraduate and then graduate degree programs in the years thereafter.

Other innovations included courses in consulting and applied research, a global approach to competition, and, currently, a just-completed revision of the Center’s curricula for its master’s programs. The Center prides itself on instilling in its undergraduates the finer points of professional conduct, such as presentation and networking skills. “We still teach old-fashioned things like the importance of a handwritten note,” she says.

Rach views the Tisch Center’s New York City location among its chief assets. It helped her attract an impressive roster of faculty members and guest lecturers from the industry and facilitate distinctive learning opportunities, such as internships and the Center’s several learning centers, located at such venues as the NBA Store and the New York Marriott Marquis Hotel.

One of Rach’s legacies is the reconceptualization of the renowned annual NYU International Hospitality Industry Investment Conference, a key industry event. The conference has doubled in size on her watch. She credits much of its success to event chairman Jonathan Tisch, whose father the Center is named after. “In addition to Jonathan’s conference work, he is continually contributing to the Center’s and the students’ intellectual and professional well-being,” she says.

Highly regarded for her analyses of demographic and business trends in the industry, Rach will now refocus on research and teaching as a member of the Center’s full-time faculty. While on leave, Rach intends to write a book on Responsibility: Strategies for the Workplace; travel to emerging tourism and sports destinations; and prepare for her return to the classroom.

Ultimately, Rach’s concerns begin and end with her students, whom she will continue to mentor. “We have the finest students in our fields,” she says, “and we have to evolve with them. For example, our graduate students are younger. Also, our undergraduates are more qualified and increasingly international. What doesn’t change is our role, which is to help all of them become global thinkers and successful professionals.” ♦

#### On the Web

For a directory of faculty bios, as well as courses taught at NYU-SCPS, visit:

[www.scps.nyu.edu/faculty](http://www.scps.nyu.edu/faculty)



## NYU-SCPS Names an Associate Dean of Academic Affairs



Associate Dean Jean Morse.

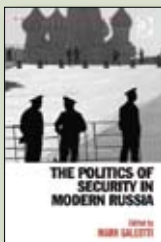
In fall 2009, Dean Robert Lapiner created the School's first associate dean of academic affairs position and named Jean Avnet Morse—for 13 years president and CEO of the Middle States Commission on Higher Education—to fill the post.

Morse oversees the quality and timeliness of the NYU-SCPS undergraduate, graduate, and continuing education programs, and guides programmatic innovation and collaboration across the School's eight divisions. She also oversees enhanced student academic support and counseling services.

As head of the Middle States Commission, from 1996 to 2009, Morse was responsible for accrediting nearly 500 colleges and universities in the Middle States region, Puerto Rico, and U.S. Virgin Islands. She acted as chief liaison to member institutions, government, and the general public; led in creating and revising the Commission's policies and programs; and directed its research and training activities. Morse spearheaded the creation of new accreditation standards that emphasized student learning and addressed distance learning and other non-traditional types of teaching and learning.

—continued on page 12

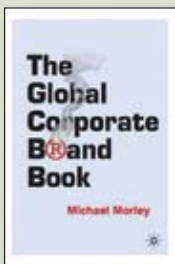
### Selected Faculty Publications



**Mark Galeotti**, clinical associate professor and academic chair at the Center for Global Affairs, released in February his latest book, *The Politics of Security in Modern Russia* (Ashgate 2010). Covering the evolving tenure of Russian President Dmitri Medvedev, the 2008 Georgian war, and the ongoing economic downturn, this book examines the ways in which security plays a central role in contemporary Russian politics.



**Ginger Smith**, clinical professor and academic chair at the Tisch Center for Hospitality, Tourism, and Sports Management, co-authored a chapter, "Climate Change and Tourism: It Is Time to React," in the book *Cambio Climático y Turismo: Realidad y Ficción (Climate Change and Tourism: Reality or Fiction)* published by the University of Valencia, Spain, in December 2009 under the auspices of the United Nations World Tourism Organization. Her co-author was David L. Edgell, Sr., professor of tourism at East Carolina University and former U.S. Undersecretary of Commerce for Travel and Tourism.



**Michael Morley**, adjunct instructor in the M.S. in Public Relations and Corporate Communication program, published a new book, *The Global Corporate Brand Book* (Palgrave Macmillan 2009). An expert in corporate reputation and branding, Morley is a former senior executive with Edelman, the largest independent PR agency in the world; he was president of Edelman International, president of Edelman New York, and founded the firm's first overseas office in London in 1967. His new book examines the ways in which public relations practitioners can assume a leading role in building brand value by establishing trust and enhancing reputation for every type of entity.

### McGhee Administrator Honored by NYU



Teresa Gargiulo.

Teresa Gargiulo, assistant director for advising and retention services at the Paul McGhee Division, received a 2009–2010 New York University Distinguished Administrator Award, an accolade given to

only a handful of administrators each year.

At NYU since 2000, Gargiulo helps McGhee students meet the particular challenges faced by working adults juggling work, home, and school lives. Calling her "a strong advocate for the adult learner," McGhee's Director of Student Affairs Steve Hubbard praises Gargiulo's development of online advising resources, student-centered advising approaches, interventions with NYU officials on behalf of financially challenged students, and even recommendations for academic offerings in response to student demand. He credits her efforts as critical to students' success and the renewal of McGhee's strength as NYU's primary undergraduate program for adult students.

"Teresa's commitment to quality assurance and principled view of advising has instilled excellence in our advising process and student services," says Hubbard. "She is an inspiration to her staff and colleagues." A native of Naples, Italy, who moved to the United States at age 14, Gargiulo earned her B.A. in Psychology from Rutgers University and M.A. in Counseling Psychology from Towson University. ♦

## ALUMNI NEWS

### Three CADA Alumni Land Sought-After Jobs on *Avatar*



Shahar Levavi, CADA graduate, 2004.

Maybe it wasn't as rare as *unobtainium*—the precious mineral sought by human invaders in the jungles of an Earth-like moon called Pandora, the mythical setting in *Avatar*. But, for anyone in the animation business, few opportunities were as coveted as working on James Cameron's science fiction blockbuster, which later went on to earn three Oscars.

Three who made the grade were NYU-SCPS alumni Shahar Levavi ('04), Brett McConnell ('03), and Nickie Ran Huai ('04). And they give much of the credit to their courses at the Center for Advanced Digital Applications (CADA).

After graduation, all three found work on films, TV commercials, and video games. But they say they took their first steps toward the land of the Na'vi in CADA's classrooms.



Brett McConnell, CADA graduate, 2003.

"I was very impressed with the labs when I arrived at CADA," recalls Levavi, who grew up in Israel and made flipbook animations as a hobby. "As I became more familiar with the equipment and applications," he says, "I began creating animation tests with different characters and behaviors."

Several years of freelancing followed at digital studios in New York and Los Angeles, and some of the projects Levavi worked on won industry awards. Then, finally, came the assignment on *Avatar*.

Cameron's fantasy epic took Levavi on a fantasy trip of his own—to remote Wellington, New Zealand. There he joined a team of about 400 at Weta Digital, the primary digital effects firm giving shape to the film.

A senior character animator, Levavi spent three years working on most of *Avatar*'s single characters or creatures. "Our challenge was keeping the creatures' movements photorealistic," notes Levavi. "They had to look right in an alien world."

Eventually, the Weta team doubled in size and came to include Levavi's CADA classmates, McConnell and Huai. As so often happens, they landed their jobs by networking through an NYU-SCPS classmate—in this instance, Levavi. He passed McConnell's and Huai's portfolios to a supervisor, and before long they too were immersed in the trials and tribulations of humanoids on a distant moon.

"Nickie and I executed lighting, rendering, and some compositing in the shots department," explains Buffalo, NY-native McConnell. "They would bring us the virtual scene elements (the animated figures, set pieces, and background), which were unlit, as if in a dark room, and a virtual camera. We would place lights around the objects, tweaking their colors or surface qualities where necessary. When finished, we sent the elements to the render farm where the final images were drawn."

Before either one had given a thought to digital design, McConnell and Huai had already earned their bachelor's degrees in fine arts. But the lure of animation was irresistible.

"What clinched it for me was doing my master's thesis at CADA," Huai remarks. Originally from Beijing, China, she had studied painting, printmaking, and interior

design before being accepted into the M.S. in Digital Imaging and Design program at CADA.

"For my master's, I did a treatment of Virginia Woolf's story, 'The Falling,' using lighting and textures to express the loneliness of a forlorn woman," she says. "It was voted best in the class and even won a New York regional competition."

To meet the high-pressure *Avatar* schedule, the three CADA alumni put in grueling 90- to 100-hour workweeks along with other crew members from around the world.

This was nothing like the more solitary pursuits these artists trained for before they became CADA students—Shahar was a jazz guitarist, and Huai and McConnell were painters.



Nickie Ran Huai, CADA graduate, 2004.

"In a digital production, where you've got so many hands at work," McConnell observes, "you learn to be a good communicator and team member, someone pleasant to be around. You have to help keep things fun."

He learned that lesson working side by side with his classmates at CADA, and he says it is among the many valuable aspects of the program. It's a feeling about collaborating that carried over into his personal life, too. He and Huai were married in 2005. ♦

#### On the Web

To experience the work of CADA's talented students, visit:

[www.scps.nyu.edu/gallery](http://www.scps.nyu.edu/gallery)



## Alumni News: Recent Graduates



### Brian Laguardia

Brian Laguardia has been a teacher in New York and South Korea, a decorated U.S. Infantry Staff Sergeant in Iraq, and an outspoken

advocate for veterans. Next, he plans to use his talents performing humanitarian assistance work in Nepal, where he was previously a nonprofit worker. Earning his **M.S. in Global Affairs** from NYU-SCPS has prepared him for this challenge.

As an older student with combat experience, Laguardia, 36, says, "To me, it was always a privilege to be here." His studies covered everything from how to set up a refugee camp to dealing with child soldiers and international law. Still, he found time to work as veterans' support services coordinator at New York City College of Technology and a spokesman for Iraq and Afghanistan Veterans of America, a veterans' advocacy group. He has been interviewed in the *New York Times* and *Crain's New York Business* and was a speaker at the New Museum for his work in Iraq and with veterans.

Laguardia says he wasn't the only one at NYU-SCPS giving the program his all. Professors and administrators have met with him outside of class, introduced him to leaders at the International Rescue Committee and UNICEF, and encouraged him along the way.



### Laura Arneson

From her first day at the Tisch Center for Hospitality, Tourism, and Sports Management, Laura Arneson, 25, knew she would be more involved in her graduate

school experience than she had been in her bachelor's program. Arneson felt immediately engaged in Professor Fred Mayo's *Critical Thinking* seminar, and she soon became Mayo's research assistant.

She served as president of the Graduate Hospitality and Tourism Student Society and has twice been Divisional Dean Lalia Rach's research assistant for the annual NYU International Hospitality Industry Investment Conference. Arneson is part of a graduate team working on "The Road to Recovery," a Manhattan Hotel Market Overview conducted jointly by the Tisch Center and HVS International, a major industry consultancy. The results will be made public at this year's conference, attended by high-level industry professionals.

"You get out of the program what you put into it," says Arneson. "I put a lot of work into not just my education but also the outside experiences it offered, and that is what has made me a leader." After earning her **M.S. in Hospitality Industry Studies** this spring, Arneson will begin a management position at a Manhattan hotel.



### Paul M. LaCaruba

Paul M. LaCaruba wanted to transform his passion for sports into a career. As he graduates this spring from the

Tisch Center for Hospitality, Tourism, and Sports Management with a **B.S. in Sports Management**, he has found a way: the field of sports law.

While at the Tisch Center, LaCaruba had internships he considers priceless at the Heisman Trophy Foundation and Home Box Office (HBO). He helped construct licensing agreements, managed talent, and worked in sports media relations, giving him real-world experience. The internships also complemented his class work. A *Sports Law* class inspired him, and this spring he worked as a legal intern at HBO. A district representative on the Republican Committee, LaCaruba's interest was piqued by court cases dealing with sports franchises and leagues versus the government.

LaCaruba, 22, has served as co-coordinator of the NYU Sports Business Society and helped build the professional networks of classmates by using his connections at HBO to arrange internships. LaCaruba graduates this May honored with the Allie Sherman Sports Business Undergraduate Award. He plans to attend law school in the fall.



### Samantha R. Choquette

When Samantha R. Choquette graduated with a bachelor's degree in graphic design in 2008, she never imagined

that two years later, as she completes her **M.S. in Digital Imaging and Design** at the Center for Advanced Digital Applications (CADA) at NYU-SCPS, she would be designing graphics at *NBC Nightly News*.

Choquette, 23, is one of six CADA students chosen for a new Pixel Pushers special projects course at NBC Universal Artworks. The group spends Friday mornings in the classroom with Carlos El Asmar, executive creative director at NBC Artworks. The afternoons are spent at NBC. Choquette recently worked on a *Nightly News* graphic presenting statistics about the Iraq war, learning from one of the show's designers. "It's pretty amazing I get to do this every week," she says.



### Gary P. Vizioli

A former enterprise technology professional and developer/analyst in the finance industry, Gary P. Vizioli began his **M.S. in Real Estate** at the NYU Schack Institute of Real

Estate in September 2008, just days prior to the Lehman Brothers bankruptcy and the acceleration

of the global financial crisis. "Banks were failing. Congress was debating the stimulus package, and a presidential campaign was underway. All of those events affect the commercial real estate industry," says Vizioli. "To study the real estate industry at the onset of such a dynamic period was a fortunate bit of timing."

While studying and keeping up with the changing industry, Vizioli found time to serve as one of two student liaisons to the Schack Alumni Board. There, he helped launch an annual volunteer event for students and alumni with New York Cares that he hopes will be an enduring Schack tradition. As he approaches graduation, Vizioli hopes to join an organization that uses development as a tool to improve existing urban neighborhoods, combining his passion for real estate with his commitment to community service.



### Laura M. De Silva

Laura De Silva, 24, wrote more than a dozen freelance articles for dance and high-end lifestyle magazines during her undergraduate career. She graduated from Princeton with a degree in English and a desire to become a publisher.

While pursuing her **M.S. in Publishing** at NYU-SCPS, De Silva learned how the dynamic world of bookselling is being transformed by what has become her professional passion: eBooks. It was during her class in *Book Sales and Distribution* that Random House executive and adjunct instructor Jacqueline Updike illustrated the vitality of book publishing by explaining the strategies for distributing author Dan Brown's newest blockbuster, *The Lost Symbol*. Updike discussed the process of print and eBook sales and marketing as it was happening. "We got the sense that publishing is real, not the dying industry the media makes it out to be. It was encouraging and refreshing," says De Silva.

De Silva met former HarperCollins CEO Jane Friedman at an NYU-SCPS event and was intrigued by Friedman's vision of marketing digital books by authors whose works are neglected on sellers' shelves. De Silva was hired as an intern at Friedman's company, Open Road Integrated Media. She will begin full-time as a digital marketing assistant after graduation.



### Michael E. Lee

In 2007, Michael E. Lee became director of development at the Committee of 100, a national organization that seeks better U.S.-China relations. Subsequently,

he decided to apply to the graduate program at the George H. Heyman, Jr. Center for Philanthropy and Fundraising to learn more about fundraising strategies.



## From Across NYU-SCPS

Now that he is about to earn his **M.S. in Fundraising and Grantmaking**, Lee notes that he has not only honed his fundraising skills, in part through exciting projects such as helping to create a fundraising plan for the James Beard Foundation, but he has also learned the meaning of philanthropy. Previously, Lee, 29, thought donors gave because of a sense of duty. “Now I know it is because they want to see something change in the world.”

This important lesson came from the inspiring example of Naomi Levine, the Center’s cofounder and executive director, who taught Lee that what’s really worthwhile in life is giving back to others. “It’s something I’ll always take with me,” says Lee.



### Robert L. McCutcheon

Robert L. McCutcheon graduated from college with a philosophy degree and thought about becoming a lawyer. Then

his rock band landed a record deal. McCutcheon deferred law school and toured the United States and Europe for five years, performing with such artists as the Allman Brothers. But at the time, digital technology was turning the music industry on its head. McCutcheon, who had done some marketing work for the band, decided to find a more “sustainable” career in the digital world.

McCutcheon enrolled in the **M.S. in Integrated Marketing** program. Two years later and about to earn his degree, McCutcheon credits his radical transformation—from a “philosophy guy who is a musician” to a digital marketing professional—to the marketing curriculum and valuable internships. A strategy associate at Razorfish, Inc. since last June, McCutcheon has worked on digital strategies for Fortune 500 clients and has recently accepted a full-time position there. Says McCutcheon, “I’m exactly where I wanted to be.”



### Allison Robin

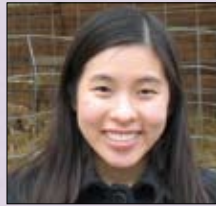
After two years as the youngest and only female project manager at a general contracting firm, Allison Robin wanted a credential to boost her

credibility and confidence. She found both in the **M.S. in Construction Management** program at the NYU Schack Institute of Real Estate.

In addition to Robin’s coursework—covering topics such as sophisticated construction management methods, legal principles and practices, and negotiation and dispute resolution—the Institute’s strong industry connections afforded particular opportunities. One professor, for example, who was working on the new Yankee Stadium gave an instructive, on-site look at the stadium while still under construction and arranged a tour of One Bryant Park while it was still steelwork. “At work,

you get caught up in your own job,” says Robin, 27. “It’s hard to be aware of what’s going on in the industry outside your job.”

Robin now works at Levien & Co. as an owner’s representative for cultural institution renovations, such as the Park Avenue Armory and the Museum of the Moving Image.



### Rachelynn See Lee

In the five years she has studied in the **M.S. in Human Resource Management and Development** program at NYU-SCPS, Rache-

lynn See Lee has seen her own career grow. “It is good to be working and going to class at the same time,” says Lee, 29, an HR generalist at American Express who works as a manager relationship leader supporting the Global Business Strategy and Transformation team.

For her course *Managing Complex Change Initiatives*, Lee created an organization plan on building an innovative culture. Six months later, American Express asked employees for ideas about innovation, and Lee showed her boss the proposal she developed for school. He asked her to present it to a top executive.

Lee appreciated that part-time study gave her more time to develop a broad and useful network of peers and the practicing professionals among her faculty. She looks forward to staying in touch with them as colleagues after graduation.



### Maria Adler

In 1997, Maria Adler fell in love and left her native Sweden for New York to get married. Ten years later, as a divorced mother of two, she decided to earn a college degree. Pursuing

her **B.A. in Social Sciences** in the Paul McGhee Division at NYU-SCPS has helped her better understand the culture of her American children and feel a part of that culture. And it has also made her a good homework partner for her sons. “Just seeing me be disciplined about academic work has made them disciplined about it,” Adler says. “It’s been good for me as a role model.” The good study habits have paid off in other ways as well—Adler was recently named a McGhee Scholar, an award honoring outstanding academic achievement and service.

The road to graduation this spring hasn’t been easy. Adler, an artist and graphic designer, took a bookkeeping day job and attended classes at night. But for the first time since coming to the United States, she’s found a community with McGhee’s other striving adult students, not as partner or parent, but as herself. Next stop: graduate school.



### Jon Weatherman

Jon Weatherman had a successful 18-year career as a bookstore and museum store manager. Colleagues assumed he held a college degree, but

he had dropped out in 1973 to begin his career. In 2004, Weatherman applied to the Paul McGhee Division at NYU-SCPS to pursue his dream of becoming a writer. He graduates this spring with a **B.A. in Humanities** and the honor of being named a McGhee Scholar. “I’ve changed from wanting to be a writer to a person who is a writer and has a day job,” says Weatherman, 55. He has already written several drafts of a novel as part of his coursework.

Reading his writing aloud in class was a turning point, and a *Seminar in Experiential Learning* made all subsequent classes more enriching. Weatherman identified eight courses in which he was eligible for credit due to prior college-level work or life experience. For each course, he deconstructed the syllabus and wrote a long portfolio “like a big term paper” demonstrating what he knew. This process gave him a deeper understanding of every class that followed. Now he wants to continue his education and hopes to earn an M.F.A. in Creative Writing.



### Junmian Sun

When she came to New York for a United Nations internship in 2006, Junmian Sun already held degrees from universities in China and Malta. A computer programmer who wanted

to do more than code, she fell in love with the **M.A. in Graphic Communications Management and Technology** program at NYU-SCPS and its emphasis on group learning.

One collaborative project was a year-long public awareness campaign about human trafficking for New York City Mayor Michael Bloomberg’s office. A classmate who worked for a deputy mayor was assigned to research the topic and soon about 20 students became involved. Academic Director Bonnie Blake and numerous faculty offered guidance. “We learned a lot about how to design a marketing and advertising plan and pitch it to a client, in this case the Mayor’s office,” says Sun, 28. The team attended a press conference with Bloomberg to draw attention to the campaign, dubbed “It’s Happening Here.”

Today, Sun works at MediaPost Communications, a job that evolved from an NYU-SCPS internship. “This program has provided me with the necessary skills to work as part of a team,” says Sun. “That’s what we do in the real world.” Sun’s efforts have also earned her the department’s Leadership and Collaboration Award.

## McGhee Alumna Honored as Business Leader



Alexia Crawford with NYU President John Sexton.

Paul McGhee Division alumna Alexia Crawford—owner of multimillion-dollar jewelry retail and wholesale businesses—was named by the Commission of Independent Colleges and Universities (CICU), representing 111 independent higher education institutions across New York State, to its 2010 Alumni Hall of Distinction. The two dozen recipients were honored as “economic development role models”

who have built businesses and brought jobs and other economic benefits to their communities.

Crawford received her award in March from NYU President John Sexton—chair of the 2009–2010 CICU board of trustees—at a ceremony in Albany.

An immigrant from Australia, Crawford is best known to New Yorkers as cofounder of the Laila Rowe boutiques, popular for their trendy, high-quality jewelry and accessories. In just a few short years, she managed the chain’s explosive growth from one Upper West Side location to more than 30 retail locations along the East Coast, from Washington, D.C. to Connecticut. Annual revenues grew to more than \$10 million.

Last year, Crawford sold Laila Rowe, but still runs Alexia Crawford Inc., a jewelry wholesaler with offices in New York and Hong Kong that sells to retailers across the United States. Most recently, she launched a new retail company, called Warehouse, with five locations in New Jersey.

In her role as business owner, Crawford is proud of the contributions she’s made to her adopted city and country. “I am part of the community in a very substantial way, helping to build things up, paying taxes, employing nearly 200 people (at Laila Rowe), and adding to the city’s vibrancy,” she says.

Atypical of many successful New York professionals, Crawford’s career success preceded the earning of a college degree. While still a student at the University of Sydney (Australia), she left in her third year to live and work abroad. Crawford never went back, living first in London, England and then in New York. Yet, there was always that one piece of unfinished academic business. So Crawford enrolled in the Paul McGhee Division at NYU-SCPS, attending classes part-time in the evenings and on weekends while working and raising a family.

Crawford graduated from McGhee with a B.A. in Social Sciences and a concentration in history in 2005. ♦

## Ackman Fund Supports Ongoing Ethics Education Programming

The real estate industry impacts society and the economy at all levels—from individuals and businesses to financial markets and government policies. Thus, as a leading center of real estate higher education, the NYU Schack Institute of Real Estate integrates into its programming such essential issues as values, ethics, and reputation so that students understand their responsibilities and the impact of their actions on society and business as future real estate industry leaders.

Vital to the Institute’s ethics programming is the Herman and Lawrence Ackman Endowment Fund created more than 10 years ago by Lawrence Ackman, chairman emeritus of Ackman-Ziff Real Estate Group, LLC. The Fund honors Ackman’s late father, Herman, an industry leader Lawrence describes as “a very ethical person and role model” for upholding high moral standards. In his own career, Ackman says he has witnessed how unethical behavior costs practitioners their “reputation and, eventually, their business,” because real estate practice is based on relationships forged upon trust.

“Ethics are incorporated throughout our programs,” says James Stuckey, divisional dean of the NYU Schack Institute and the Klara and Larry Silverstein Chair, citing as specific examples courses in law and in conflict resolution and the inclusion of ethics topics in special seminars, meetings with faculty, and guest lectures by industry leaders.

“The Schack Institute emphasizes the long-term benefits of ethical behavior and discourages short-term gains that are morally questionable,” he says.

Ackman wants to see his profession regarded with greater respect. Encouraging sound ethical conduct, Ackman says, “has allowed me to reach my potential as a businessman by giving back and doing good. Helping people improve their business ethics is very important to me.” He credits his partner, Simon Ziff, a Schack Institute M.S. in Real Estate alumnus, as his “co-conspirator” for wholeheartedly backing their company’s contribution to the endowment. ♦



Lawrence Ackman.



Herman Ackman.



## NEWS AND EVENTS



Graduate public relations student and PR League president Elizabeth Ghormley (second from left) and academic director John Doorley (second from right) accept the PRWeek award at the March gala.

### Graduate PR Program Is Repeat Winner of Industry Award

For the second year running, the M.S. in Public Relations and Corporate Communication program has won *PRWeek* magazine's PR Education Program of the Year award. The honor was presented in March at a gala event in New York.

Hailing the five-year-old graduate public relations program as "the best of its kind," the *PRWeek* award judges—all industry professionals—commended NYU-SCPS for its rigorous, practice-based curriculum and faculty of more than 30 leading PR practitioners. Representatives from companies such as Ketchum, Edelman, Johnson & Johnson, Porter Novelli, Food Lion, and Publicis PR Group all serve as faculty members, and classes frequently feature high-caliber guest lecturers from the industry, most recently including Burson-Marsteller's Harold Burson, GE's Gary Sheffer, and IBM's Jon Iwata.

"NYU has the best reputation and arguably the most resources, which distinguished it," said one judge. Another described the program as "the gold standard" and "consistently strong."

The *PRWeek* awards are recognized as one of the industry's highest accolades and given annually to the best corporate, nonprofit, and agency teams, as well as the campaigns they produce. The awards honor best practices and creative excellence in public relations programming. ♦



### The CEO and Corporate Communications in the Recovering Economy

Johnson & Johnson corporate vice president of corporate communications Ray Jordan (pictured) joined NYU-SCPS adjunct professor Michael Morley, Weber Shandwick's chief reputation strategist Leslie Gaines-Ross,

and Cambridge professor of management practice Paul Turner in a panel discussion entitled, "The CEO and Corporate Communications in the Recovering Economy," the latest seminar in the NYU Public Relations and Corporate Communication Master Practitioner Series hosted by NYU-SCPS in October 2009. ♦

### New Sustainability Center

*continued from page 1*

Institute Divisional Dean James Stuckey. "The new Center will directly impact the practice of real estate development, financing, and construction, and broaden the Institute's role as a leader of industry discussion, innovation, and action in this critical area."

This initiative coalesces several efforts by the Institute to address the issue of sustainability, including the new professional Certificate in Sustainable Design, Construction, and Development to educate architects, engineers, and other real estate practitioners on LEED standards and applications; the appointment of faculty with particular expertise in sustainable development and technologies; and curricular changes throughout the graduate real estate and construction management programs.

The SBE@NYU Schack will be active on several fronts. Initially, the Center aims to connect the Institute with other programs at NYU-SCPS and New York University, as well as academic, government, and industry-based entities elsewhere, and to create original applied research, working papers, and case studies that examine practices and emerging sustainability technologies.

Other plans include a peer-reviewed journal, new academic programs at NYU Schack, and a sustainable development business plan competition open to graduate students nationally. Further, SBE@NYU Schack began hosting regular industry workshops and events this spring. ♦



NYU Schack Institute Clinical Associate Professor Constantine Kontokosta.



### 15th Annual NYU REIT Symposium

NYU Schack Institute Divisional Dean James Stuckey (left) presented the Visionary Award to Simon Property Group, Inc. Chairman and CEO David Simon (right) at the 15th Annual NYU REIT Symposium, which took place in March at The Pierre Hotel in New York City. ♦



## Heyman Center Event Put “Charities on Trial”

A daylong conference in February hosted by the George H. Heyman, Jr. Center convened key thought leaders in fundraising and philanthropy to tackle the question, “In the face of scandals and mismanagement of donated funds, can the nonprofit world effectively regulate itself or is outside intervention required?” *New York Times* reporter Stephanie Strom (above) opened the morning session and gave an overview of the more pressing and questionable behaviors by nonprofits. Then, in back-to-back, “point-counterpoint” presentations, former New York State governor and attorney general Eliot Spitzer and Independent Sector CEO Diana Aviv (right) made strong cases for and against increased governmental regulation of charities.

Video highlights of the conference can be found at [www.scps.nyu.edu/philanthropy](http://www.scps.nyu.edu/philanthropy). ♦



## New Associate Dean Jean Morse

*continued from page 6*

A lawyer-turned-academic, Morse served previously as deputy to the president of the University of Pennsylvania and deputy associate dean and director of the College Office at Penn’s School of Arts and Sciences. Prior to that, she was associate dean for administration at the NYU School of Law.

“There are few individuals in the landscape of American higher education better equipped than Jean Morse to assume this important leadership role within the NYU School of Continuing and Professional Studies,” said Dean Robert S. Lapiner. “Her comprehensive experience will assist NYU-SCPS in demonstrating the most rigorous standards as we innovate in our existing and future offerings.”

Among her many accomplishments, Morse taught sociology and women’s studies at Penn, and is published and a featured lecturer and expert consultant, nationally and internationally, in the field of higher education quality assurance.

Morse is a Phi Beta Kappa graduate of Wellesley College, where she earned a B.S. in History with High Honors, and was both a Trustee Fellow and a Durant Scholar. She graduated cum laude from Harvard Law School. ♦

## 2010 NYU-SCPS Convocation Speakers



*Melanne Verveer.*

**Melanne Verveer**, the U. S. Ambassador-at-Large for Global Women’s Issues will speak at the 2010 NYU-SCPS Convocation for Graduate Students being held Monday, May 10, at the Grand Hyatt Hotel in midtown Manhattan. John Sexton, president of New York University, will address the School’s Convocation for Undergraduate Students the same day.

Appointed by President Barack Obama in April 2009 to the newly created position, Verveer coordinates foreign policy issues and activities relating to the political, economic, and social advancement of women around the world in her capacity as director of the Department of State’s new office on Global Women’s Issues.

Previously, Verveer served as chair and co-CEO of Vital Voices Global Partnership, an international nonprofit she cofounded. Prior to Vital Voices, she was chief of staff to then-First Lady Hillary Clinton. Verveer has a B.A. and M.A. from Georgetown University and is a member of the Council on Foreign Relations, Women’s Foreign Policy Group, and numerous other organizations.



*John Sexton.*

**John Sexton** is the 15th president of New York University and the Benjamin Butler Professor of Law and dean emeritus of the NYU School of Law (serving as dean from 1988–2001). He first joined the NYU School of Law faculty in 1981 and was designated the University’s president in 2001.

Before coming to NYU, Sexton served as law clerk to U.S. Supreme Court Chief Justice Warren Burger and to Court of Appeals Judges David Bazelon and Harold Leventhal. He also served as special master in the “Love Canal” litigation and was a professor of religion at Saint Francis College in Brooklyn, N.Y. He is an author of the nation’s leading casebook on civil procedure and of *Redefining the Supreme Court’s Role: A Theory of Managing the Federal Judicial Process* (a treatment of the Supreme Court’s case selection process) in addition to several other books, numerous chapters, articles and Supreme Court briefs.

Sexton received a B.A. in History from Fordham College; an M.A. in Comparative Religion and a Ph.D. in History of American Religion from Fordham University; and a J.D. magna cum laude from Harvard Law School.



## New Master of Science in Translation Answers Industry Growth and Demands

NYU-SCPS will launch a Master of Science in Translation program in 2011, bringing the total number of graduate degrees offered by the School to 15.

The new 36-credit degree will educate translation specialists for law and corporate finance, and will be taught online, while requiring that students come to New York to defend their final theses. Coursework includes study of software localization, an expertise now in high demand by the industry. The curriculum is designed to be completed within 12 to 15 months. Successful applicants will be fluent in English and one other language. The online nature of the program makes it possible for NYU-SCPS to engage faculty experts around the world, who will be teaching from their home countries—giving an additional meaning to NYU's identity as the Global Network University.

Since 1999, the school has offered noncredit translation certificates and courses in a wholly online format, attracting students from across the United States and globally. Enrollments topped 500 students last year, and AltaLang.com, the highly regarded translation services provider, recently ranked the NYU-SCPS program among the top five in the United States.

"The popularity of these courses and the new master's program reflect ever-growing demand for trained translators and interpreters," says Milena Savova, academic director for the Foreign Languages, Translation, and Interpreting programs. The translation market is predicted to reach \$22.5 billion by 2012, and the U.S. Bureau of Labor Statistics anticipates a 24 percent employment increase through 2016. "This growth is driven by needs in the business, healthcare, and homeland security sectors, and a broadening of international ties and an increased number of foreign language speakers in the United States," she continues.

Against this backdrop, educational opportunities in the United States for translators remain inadequate. "Only a handful of stand-alone undergraduate and graduate programs in the field exist," says Savova. "Our record and reputation in supporting translation and interpreting studies, in a variety of formats, positions NYU-SCPS well to deliver a high-quality education that strikes a balance between theory and practice and helps meet the needs of businesses, governments, and nonprofit organizations. We are confident that our graduates will be able to perform at the highest levels nationally and internationally." ♦

## Spring Faculty Reading at KGB Bar



NYU-SCPS Programs in Writing and Speech presented its annual spring faculty reading event at KGB Bar in Greenwich Village. Featured were adjuncts Bob Lamm, Jeremy Kareken, and Carol Bergman (pictured). This is part of the program's regular series of public events, featuring poetry, nonfiction, and fiction presentations by faculty, students, and noted writers. ♦



## CGA Hosts Authors Nicholas D. Kristof and Sheryl WuDunn

*Foreign Affairs* editor and NYU-SCPS Center for Global Affairs (CGA) advisory board member James F. Hoge (left) hosted award-winning authors Sheryl WuDunn (center) and Nicholas D. Kristof (right) to talk about their new book *Half the Sky* in the latest of the CGA series "In Print With James F. Hoge, Jr.," presented by *Foreign Affairs* and CGA in partnership with the CGA Global Women's Initiative. ♦

## China 2020

*continued from page 1*

ing China's political and economic agenda. The narratives were developed based on insights shared by some of the most knowledgeable China observers in the field, at an intensive, daylong workshop convened at CGA in October 2009.

"*China 2020* revealed what the panel believes to be three plausible but very different outcomes for China, each with distinctive implications for U.S. interests," said Michael Oppenheimer, CGA clinical associate professor and director of the CGA Scenarios Initiative.

Funded by a grant from the Carnegie Corporation, the CGA Scenarios Initiative is a mediated workshop series designed to produce cross-disciplinary, forward-looking thinking on countries and issues critical to U.S. national interests. Its first two reports focused on possible future scenarios in Iraq and Iran. The next report is about Russia and will be published this spring. Future Scenarios panels will examine Turkey and Ukraine.

Copies of CGA Scenarios reports and video commentaries by Professor Oppenheimer on the *China 2020* report can be found at [www.scps.nyu.edu/global](http://www.scps.nyu.edu/global). ♦





## Google vs. Apple

“Google vs. Apple: Who Will Win?”—the first in a series of mobile media panels hosted by the M.A. in Graphic Communications Management and Technology program at NYU-SCPS—featured a panel discussion with (from left to right) moderators GCMT program administrator Ansley Dunn and GCMT student Tim Kaminski, and panelists *New York Times* Mobile Products director Robert Z. Samuels, Flurry, Inc.’s Azeem Ansar, TigerSpike

CEO Luke Janssen, and Medialets chairman and CEO Eric Litman (with GCMT academic director Bonnie Blake in foreground). Before an audience of more than 300 guests at NYU, plus viewers of the live Web-streamed program, the panel discussed industry developments and the latest Google and Apple products, and debated “which company will win the race for mobile media dominance.” ♦

## New Professional Certificate Program Explores iPhone Apps

One of the most popular handheld devices, Apple iPhones have been sold in the tens of millions worldwide—8.7 million in the final quarter of 2009 alone. According to The Nielson Company, as of June 2009 there were 6.4 million iPhone users in the United States, up from 2.1 million a year prior. Apple’s newest product, the iPad device, promises to be as popular and widespread.

This vast and growing market offers rich potential for iPhone application developers to conceive, develop, and market winning applications, or “apps,” for all of Apple’s mobile devices. These range from games to personal and business applications that can then be easily purchased and downloaded from the app store.

In response, NYU-SCPS has created a new professional Certificate in iPhone and iPad Applications that will begin in fall 2010. This five-course curriculum targets application developers and teaches such topics as advanced app development techniques, how apps integrate into business and marketing operations, wireless marketing, visual design for iPhones/iPads, and creating websites for mobile devices. Offered by the department of Information Technology in the Division of Programs in Business, the certificate program also includes courses from the marketing and digital design programs. ♦



## 68th Annual Institute on Federal Taxation

The NYU-SCPS Division of Programs in Business held its 68th Annual Institute of Federal Taxation in November featuring presentations by some of the country’s leading tax experts from the worlds of finance, law, and government, including Harry L. Gutman (pictured), principal-in-charge of federal tax legislative and regulatory services and director of the KPMG Tax Governance Institute. The Institute brings together tax practitioners from around the country to learn about new practices in federal taxation, exchange ideas, and stay on top of the latest tax trends and developments. ♦



## Free and Paid Content: Business Models That Work

*Wired* magazine Editor-in-Chief Chris Anderson (left) moderated the latest NYU Media Talk event where panelists ESPN Publishing Editorial Director and General Manager Gary Hoenig (second from left), Macmillan Publishers CEO John Sargent (second from right), and *Wall Street Journal* Deputy Managing Editor Alan Murray (right) participated in a heated discussion about the use of free and paid content in the publishing and media industries. Sponsored by the Center for Publishing at NYU-SCPS in September 2009, NYU’s Media Talk presents public conversations with media leaders about trends in business from an industry insider’s viewpoint. ♦



## FLOW Screening at NYU

As part of the 75th NYU-SCPS Anniversary Celebration, the Paul McGhee Division at NYU-SCPS and the NYU Center for Media, Culture, and History co-sponsored a screening of the award-winning documentary *FLOW* directed by Irena Salina, a former student of the Media Studies program at McGhee. Among the attendees were (from left to right) McGhee Divisional Dean Susan Kinsey, *FLOW* Producer Steven Starr, McGhee Clinical Associate Professor Chyng Sun, and Dean Robert Lapiner. ♦

### On the Web

For more information about NYU-SCPS events, graduate programs, professional certificates, continuing education courses, conferences, and faculty, visit:

[www.scps.nyu.edu](http://www.scps.nyu.edu)



## New Continuing Education Programs for Fall 2010

The new **Certificate in Web Producing**, offered by the department of Design, Digital Arts, and Filmmaking (DDAF), is a nine-course program for Web designers and Web content producers. The curriculum covers analysis of existing websites for improvement or overhaul, the management and development of visually compelling and effective websites, and project management skills to develop innovative film or digital video content for the Web. In addition, DDAF is offering the **Certificate in Digital Imaging and Photography** to introduce novice commercial photographers and photojournalists to basic technical concepts and visual principles in photography and the use of Photoshop and Illustrator.

The new **Certificate in Global Philanthropy**, a collaboration of the George H. Heyman, Jr. Center for Philanthropy and Fundraising and the Center for Global Affairs, is designed for professionals in the nonprofit or government sectors—working in international development, humanitarian assistance, or related areas—whose organizations or projects depend on funding. The curriculum gives fundraisers an in-depth



understanding of major global affairs trends and immediate issues confronting the world community, and how these affect philanthropy on a global level. Likewise, program officers gain a better understanding of fundraising strategies and processes that enhance development efforts and promote program support.

The NYU Schack Institute of Real Estate is launching two new programs. The first is a **Certificate in Real Estate Development**, a six-course program for real estate

design and construction professionals, as well as developers, which teaches the qualitative aspects of real estate transactions, including deal structures, law, land use, market analysis, negotiation, and asset management. The other is a **Certificate in Building Information Modeling Using Revit** program, which teaches principles and techniques of Building Information Modeling (BIM)—the process of creating and using 3D digital models for the design, construction, and operations of buildings—using Autodesk Revit software, the acknowledged industry standard.

The School's finance department is launching a new **Certificate in Business Finance Fundamentals** to teach core finance principles to businesspeople who have little formal finance education, such as entry-level and middle management professionals and administrative staff seeking career advancement. The five-course program, designed to be completed in just a few months, covers such topics as *Macroeconomic Principles in Finance*, *Fundamentals of Corporate Finance*, *Techniques in Financing a Corporation*, and *Introduction to International Business and Finance*. ♦



### Real Estate: A Local Business With Global Concerns

Forest City Ratner Companies Executive Vice President MaryAnne Gilmartin (at right) moderated a breakfast panel featuring some of the most prominent leaders in real estate today, including VantagePoint Strategy Group founder and principal Tricia Atallah; Barclays Capital managing director Lisa Beeson; Thornton Tomasetti, Inc. managing director Aine Brazil; The Clarett Group cofounder and managing principal Veronica Hackett; CBRE's New York Tri-State Region CEO Mary Ann Tighe; and JP Morgan vice president and NYU Schack alum Jennifer Stewart. "Real Estate: A Local Business With Global Concerns" was presented in February by the NYU Schack Institute of Real Estate as part of its Speakers Breakfast Series, as well as part of the 75th NYU-SCPS anniversary celebration. ♦

### The United States and the International Criminal Court

The Center for Global Affairs (CGA) at NYU-SCPS and the Permanent Mission of Slovakia to the United Nations presented "The United States and the International Criminal Court," a panel discussion about the latest developments in the relationship between the ICC and the United States. Panelists included (from left to right) John Washburn, convener for the American NGO Coalition for the ICC; Stephen J. Rapp, ambassador-at-large for War Crimes Issues; Jennifer Trahan, CGA assistant clinical professor; Christian Wenaweser, permanent representative of Liechtenstein to the United Nations; and William R. Pace, convener of the Coalition for the ICC. ♦



# Inside the Spring 2010 Issue of SCPS News

## New Home for NYU-SCPS

Scheduled for occupancy in early summer 2011, the new NYU-SCPS building at 7 East 12th Street fulfills the long-held aspirations of faculty, staff, and generations of students for an identifiable and dedicated teaching, learning, and administrative environment at the University's main campus.

## China's Future Analyzed

A new report from the Scenarios Initiative at the Center of Global Affairs looks at three possible outcomes for China in the year 2020.

## New Sustainability Center

The NYU Schack Institute of Real Estate launched a new Center for the Sustainable Built Environment to support research and education in the area of sustainable real estate development and investment.

## Class of 2010

NYU-SCPS celebrates its most recent graduates with a gallery of profiles of some of our outstanding students.



*New façade, 7 East 12th Street.*



**NEW YORK UNIVERSITY**

**School of Continuing and Professional Studies**

25 West 4th Street, 2nd Floor

New York, NY 10012

**NYU SCPS**  
SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

[www.scps.nyu.edu](http://www.scps.nyu.edu)