

# NYU SCPS NEWS

SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

Volume VI, Issue 1 Spring 2013

## 2013 NYU-SCPS Convocation Student Speakers



**UNDERGRADUATE: Cynthia R. Heiple**  
**B.S. in Hotel and Tourism Management**

Cynthia (Cindy) Heiple, is graduating from the NYU-SCPS Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management with a Bachelor of Science in Hotel and Tourism Management.

Heiple arrived as a freshman from Cleveland, never having visited New York

City, however, she took no time in distinguishing herself academically, professionally, and personally.

During her studies at the Tisch Center, Heiple has excelled, from earning the highest GPA among all Hotel and Tourism undergraduate students to receiving the Jonathan Tisch Academic Achievement Award at Convocation. As a sophomore, her hard work was recognized with an NYU Hospitality Investment Scholarship. In addition, Tisch Center Divisional Dean Bjorn Hanson invited her to speak on behalf of all scholarship recipients at the world-renowned NYU International Hospitality Industry Investment Conference, which she did with eloquence, to the delight of thousands of attending industry leaders. In her junior year, Heiple studied abroad for a semester in Madrid, gaining a global perspective and enhancing her classroom learning experience.

During the school year and the summer months, Heiple held up to three jobs at a time to help defray the cost of living in New York City and to gain valuable professional experience. She benefitted from internships at The Ritz-Carlton, the Waldorf=Astoria New York, and Morgans Hotel Group, and consistently received outstanding evaluations.

Additionally, Heiple has demonstrated leadership, dedication, and a commitment to service—for the benefit of the industry as well as for the community. In turn, she has gained the admiration and the respect of her professors and her classmates. She also was nominated by her fellow students to lead the NYU 1831 Fund for NYU-SCPS.

After graduation, Heiple is moving to Dallas to join the Expedia worldwide team, an exciting and demanding position that she landed through an on-campus recruitment visit.

**GRADUATE: Richard T. Barga**  
**M.S. in Real Estate Development**

Richard Barga is graduating from the NYU Schack Institute of Real Estate with a Master of Science in Real Estate Development.



Barga, the recipient of the NYU Schack Service Award, is deeply committed to using his talents and his knowledge in helping the community. This past fall and winter, he took the lead in coordinating volunteer efforts by Schack students to aid New York City residents affected by Superstorm Sandy, organizing more than 50 volunteers to perform cleanup work in Coney Island and the Rockaways.

Also, in November 2012, Barga and fellow classmate, Genevieve Lee, devised a temporary housing plan for those displaced by Superstorm Sandy, which they submitted to the NYU Schack Disaster Housing Competition. The judging panel, which featured a number of representatives from nonprofit organizations, awarded Barga and Lee first place and recommended that their plan be submitted to various groups participating in post-Sandy recovery.

In his final semester this spring, Barga took part in a student trip to New Orleans that was coordinated by Professor Cori Packard, who teaches *Post-Catastrophe Reconstruction*. There, he conducted a research project on post-Hurricane Katrina property valuation and applied what he learned to post-Sandy New York City. He documented this experience in the spring edition of *Premises*, an industry targeted journal that is published by the NYU Schack Institute.

Barga also has demonstrated his commitment to service in smaller-scale—though equally significant—ways. When a faculty member asked for native English speakers to help some of Schack's international students become more comfortable with the language and with life in New York City, Barga was an enthusiastic volunteer.

Through his community service, as well as his deep involvement in REISA, the Schack student organization, Barga is a testament to the influence one person can have in making a difference. Barga has made a genuine contribution to the entire student experience at Schack and is held in very high regard by his professors and his fellow classmates.

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For more information about NYU-SCPS events, undergraduate and graduate programs, certificates, noncredit offerings, conferences, and faculty members, visit:

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

## A MESSAGE FROM THE NYU-SCPS INTERIM DEAN

This academic year has been one of tremendous progress for NYU-SCPS. From the development of new degree and noncredit programs, to the launch of important global initiatives, to the opening of the Wasserman Center for Career Development at NYU-SCPS, the School is growing and evolving to ensure that it meets the needs of its students and of new and emerging markets.

This past spring, the M.S. in Professional Writing was launched to address the growing demand for professional and technical writers, as well as for communicators, who possess a wide range of writing skills and who have an in-depth knowledge of multiple communications mediums (see page 9). A new, noncredit Certificate in Medical Coding was developed in partnership with the NYU Langone Medical Center to provide critical training that addresses sweeping changes taking place in medical record keeping and billing (see page 9). In addition, the Summer Institute for High School Students at NYU-SCPS was established to provide rising high school sophomores, juniors, and seniors with the opportunity to explore career options and to gain a competitive edge when applying for college (see page 8).

In response to the growing need for English-language learning in an increasingly globalized world, NYU-SCPS signed an agreement with Nichii Gakkan Company in Japan to open the American Language Institute (ALI) Tokyo Center (see page 6). Beginning in October 2013, Japanese high school-age students and adults will be able to immerse themselves in a comprehensive, yet individualized program of study to learn English in order to advance their education and/or their careers. This is the first of many projects planned for global expansion.

The Wasserman Center for Career Development at NYU-SCPS was launched to facilitate the career development of NYU-SCPS students by providing a supportive environment and partnering with them to create customized career action plans that will allow them to achieve their professional and personal goals (see back page).

I am incredibly proud of everything that has been accomplished this past year. I want to thank all of the students, faculty members, administrators, staff members, and alumni who have helped to make this a banner year for NYU-SCPS. In closing, I wish to heartily congratulate the 270 undergraduate students and the 1,052 graduate students who are earning their degrees or certificates this May. Best of luck to you in all of your future endeavors. I urge you to remain active in the School's alumni network and to take advantage of all that it has to offer as you progress in your career and in your life.



**Dennis Di Lorenzo**  
Interim Dean;  
Vice Dean, NYU-SCPS

## NYU-SCPS Administration

**Dennis Di Lorenzo**, B.A., Interim Dean; Vice Dean, NYU-SCPS

**Anna Condoulis**, B.A., Associate Dean, Student Affairs, Alumni Relations, and Events

**Paola Curcio-Kleinman**, B.F.A., M.F.A., Executive Director, Office of Strategic Marketing and Communications

**Bjorn Hanson**, B.S., M.B.A., Ph.D., Divisional Dean; Clinical Professor; HVS Chair, Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management

**Renée Harris**, B.S., M.S., Assistant Dean; Academic Director, Division of Programs in Business

**Vera Jelinek**, B.A., M.A., Ph.D., Divisional Dean; Clinical Associate Professor, Center for Global Affairs

**Susan Kinsey**, B.A., M.A., Ph.D., Divisional Dean; Clinical Professor, Paul McGhee Division and Liberal Studies and Allied Arts

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

**Rosemary Anne Mathewson**, B.A., J.D., LL.M., Vice Dean, NYU-SCPS Global and Strategic Initiatives; Divisional Dean, Division of Programs in Business

**Rosemary Scanlon**, B.A., M.A., Divisional Dean; Clinical Associate Professor, NYU Schack Institute of Real Estate

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

Established in 1934, NYU-SCPS ([scps.nyu.edu](http://scps.nyu.edu)) is one of NYU's several degree-granting schools and colleges, each with a unique academic profile. The reputation of NYU-SCPS arises from its place as the NYU home for study and applied research related to key knowledge-based industries where the New York region leads globally. This is manifest in the School's diverse graduate, undergraduate, and noncredit programs in fields such as Real Estate, Real Estate Development, and Construction Management; Hospitality, Tourism, and Sports Management; Global Affairs; Fundraising and Grantmaking; Advanced Digital Applications and Graphic Communications Management and Technology; Publishing; Professional Writing; Human Resource Management and Development, Marketing, Public Relations and Corporate Communication, Management and Systems, Project Management, and Accounting, Finance, and Taxation; Liberal and Allied Arts; and Foreign Languages, Translation, and Interpreting.

More than 100 distinguished full-time faculty members collaborate with an exceptional cadre of practitioner/adjunct faculty and lecturers to create vibrant professional and academic networks that annually attract nearly 5,000 degree-seeking students from around the globe. In addition, the School fulfills the recurrent continuing higher education needs of local and professional communities, as evidenced by close to 48,000 annual noncredit enrollments in individual courses, specialized certificate programs, workshops, and seminars. The School's community is enriched by more than 25,000 degree-holding alumni worldwide, many of whom serve as mentors, guest speakers, and advisory board members.

## 2013 NYU-SCPS Convocation Student Speakers (cont'd)

**GRADUATE: Ashley B. Almskog**  
M.S. in Global Affairs



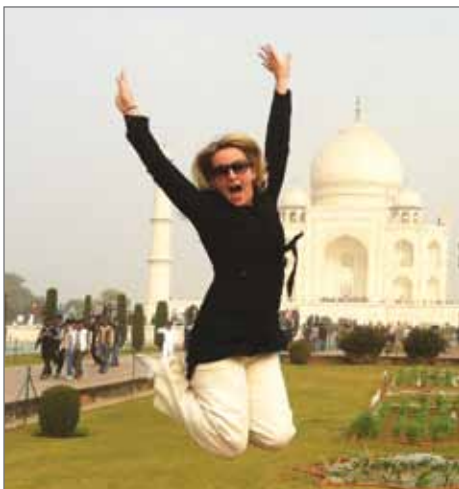
Ashley Almskog is graduating from the NYU-SCPS Center for Global Affairs (CGA) with a Master of Science in Global Affairs.

Almskog has been an exceptional student and a tireless leader throughout her academic career, which she began at NYU as an undergraduate majoring in politics and drama. Almskog is expected to graduate summa cum laude, having earned a near-perfect grade point average while in the M.S. in Global Affairs program.

During her studies, Almskog worked as a graduate assistant for Professor Michael Oppenheimer and, since January 2012, served as project manager for his Scenarios Initiative, helping in the grant procurement process and spearheading the preparation and organization of expert panel workshops. She also has accompanied him on numerous occasions to promote Scenarios overseas, including attending conferences in Beijing.

Almskog has been an active participant in the Student Association for Global Affairs, as well as in other student associations. During the 2012–2013 academic year, she served as president of the Society of International Business Development. Throughout her time at NYU-SCPS, she has worked to ensure cohesion, collaboration, and cooperation among students, across clubs, and with members of the administration.

Almskog also has been a tireless proponent of service at school and in the community. During the Spring 2012 semester, she organized a student team to participate in the Penny Harvest Run for Change, a 5K event to benefit Common Cents, which is an organization dedicated to youth empowerment. After Superstorm Sandy, she coordinated a number of volunteer efforts to help those affected—organizing a drive to collect household items most in demand and leading an outing of student volunteers to some of the hardest hit neighborhoods in Staten Island, where they helped with distribution of goods, cleanup, and demolition. Almskog plans to continue the service work she has started, including organizing another run for charity and performing additional volunteer work in the same Staten Island neighborhoods. ♦



*Ashley Almskog posing in front of the Taj Mahal during a trip to India for her Capstone project.*  
Photo credit:  
Alexis B. Saffran



*Richard Florida is one of the most sought-after public speakers in the world. Founder of The Creative Class Group, he is a regular contributor to CNN and senior editor for The Atlantic.*  
Photo credit: The Creative Class

## Renowned Urbanist, Richard Florida, Speaks at NYU-SCPS Undergraduate Convocation Ceremony

Richard Florida, one of the world's leading authorities on economic competitiveness, cultural and technological innovation, and demographic trends, is this year's NYU-SCPS undergraduate Convocation speaker. Florida, who was appointed Global Research Professor for the NYU School of Continuing and Professional Studies in July 2012, will address the graduating class of the Paul McGhee Division and the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management.

Best known for his groundbreaking concept of the creative class and its impact on urban regeneration, Florida is a regular contributor for CNN and is the senior editor for *The Atlantic*, where he helped to create *The Atlantic Cities*. He also has written for *The New York Times*, *The Washington Post*, *The Wall Street Journal*, *The Economist*, *The Boston Globe*, *The Globe and Mail*, and the *Harvard Business Review*. In addition, he has been a featured expert on BBC, MSNBC, CBS, and NPR. His best-selling books, *The Rise of the Creative Class*, *The Flight of the Creative Class*, *Who's Your City*, *The Breakthrough Illusion*, *Beyond Mass Production*, and *The Great Reset*, have been read by millions around the globe.

One of the most sought-after public speakers in the world, his thought-provoking lectures focus on creative, global approaches to problem-solving and strategy development. Florida also serves as the director of the Martin Prosperity Institute at the Rotman School of Management at the University of Toronto. He is founder of the Creative Class Group, a boutique advisory services firm composed of leading researchers, communication specialists, and business advisors. He earned a Ph.D. from Columbia University and a bachelor's degree from Rutgers College. He was born in Newark, NJ and currently lives in Toronto, Canada. ♦



*Ian Bremmer, president of Eurasia Group and expert on global macro political trends and emerging markets.  
Photo Credit: Chris Ratcliffe, Bloomberg*

## President of Eurasia Group, Ian Bremmer, Delivers Address at Graduate Convocation Ceremony

Ian Bremmer, the president of Eurasia Group, the leading global political risk research and consulting firm, is the speaker at this year's NYU-SCPS graduate Convocation.

In 1998, Bremmer founded Eurasia Group with just \$25,000. Today, the company has offices in New York, Washington, D.C., and London, as well as a network of experts and resources around the world. Eurasia Group provides financial, corporate, and government clients with information and insight on how political developments move markets.

Bremmer created Wall Street's first global political risk index and has authored several books, including the national bestsellers, *Every Nation for Itself: Winners and Losers in a G-Zero World* and *The End of the Free Market: Who Wins the War Between States and Corporations?* Bremmer is a contributor for the *Financial Times* A-List and Reuters.com, and writes *The Call* blog on ForeignPolicy.com. He also has published articles in the *The Wall Street Journal*, *The Washington Post*, *The New York Times*, *Newsweek*, *Harvard Business Review*, and *Foreign Affairs*. He appears regularly on CNBC, Fox News Channel, NPR, and other networks.

Bremmer earned a Ph.D. in political science from Stanford University (1994) and was the youngest-ever national fellow at the Hoover Institution. He presently teaches at Columbia University and has held faculty positions at the EastWest Institute and the World Policy Institute. In 2007, he was named a Young Global Leader of the World Economic Forum. His analysis focuses on global macro political trends and emerging markets, which he defines as "those countries where politics matter at least as much as economics for market outcomes."

Bremmer grew up in Boston, and now lives in New York and Washington, D.C. ♦

## IN AND AROUND NYU-SCPS

### McGhee Students Use Elevator Graphic Installation to Raise Awareness of Ocean Pollution

To commemorate Earth Week in April, three McGhee students, under the guidance of their professor, Mechthild Schmidt, pooled their imaginative talents to create an art installation of photographic murals that was showcased in the elevators of the NYU-SCPS Building at 7 East 12th Street. The installation, titled *Think Before You Drink*, raised awareness of the effects that plastic pollution—specifically plastic water bottle pollution—has on the oceans. The project calls attention to the impact of plastics entering the food chain, harming ocean life, and potentially contributing to higher cancer rates.

The students—Ariana Loizias, Magda Makarewicz, and Melina Tavares—all members of McGhee's Engaged Participatory Media class, conceived of the installation with the goal of drawing more attention, within the NYU community, to this pressing issue.

"As we go about our lives, we rarely stop to think that all of the packaging from the food, beverages, and gadgets that we consume becomes waste that must be discarded," noted the students. "Our Engaged Media class inspired us to ask the big questions, and to discover what is rarely publicly exposed."

The installation, which was featured from April 21 to April 27, was supported by the NYU-SCPS McGhee Digital Communications and Media Department, and the Ez2Wrap signage company.



*Photographed from l to r: Paul McGhee Divisional Dean Susan Kinsey, Ariana Loizias, Melina Tavares, Magda Makarewicz, and Professor Mechthild Schmidt pose in front of elevator installation. Photo Credit: Mechthild Schmidt*



ALI student, Nilson Tuwe Huni Kui, addresses a group of students at an NYU-SCPS Culture Club Event.  
Photo Credit: Anna Condoulis

## Son of Amazonian Tribal Chief Learns English at the American Language Institute (ALI)

While many people learn a second language to succeed professionally or to adapt socially, few can say they have followed the same path as that of Nilson Tuwe Huni Kui to do so. A student in the NYU-SCPS American Language Institute (ALI) who graduates this May, Nilson traveled from his remote village in the Amazon rainforest—where the nearest town is five days away by boat—to New York City, to learn to speak English.

Nilson is the son of the traditional chief of the Brazilian Huni Kiu Kaxinawa tribes and was raised to follow in his father's powerful footsteps. Because of his pedigree and his subsequent education as a young leader, he is expected to be a voice for his people—a role that he believes he could be most successful in as a documentarian with English communication skills.

"Through technology and film, you can learn about the world," he explained. "As a professional filmmaker, I can help my people." Nilson dreams of using his films to gain international support not only for his village and the issues it faces, including illegal logging, narcotrafficking, and oil prospecting, but also for the many indigenous communities that are confronted with similar threats.

He already has begun work on his first feature, *Us and Them*, which explores the lives of those who live in isolated regions. "People may think richness is about money, but for those of us in the rainforest, being rich is something else," he shared. "We are rich in biodiversity, in culture, and in spirituality. I hope to go back to my tribe with good energy and good knowledge to help my people." ♦

## NYU Schack Launches Alumni Cornerstone Society

The NYU Schack Institute of Real Estate is uniquely positioned as one of the top academically based real estate programs in the country. The program benefits tremendously from its location in the capital of real estate investing—NYC. Its diverse course offerings, dedicated faculty members, and successful and highly engaged alumni have truly helped to elevate the Schack Institute.

Recently, the NYU Schack Institute of Real Estate Alumni Board announced the launch of the NYU Schack Alumni Cornerstone Society, which will serve to exclusively support NYU Schack Institute scholarships and alumni events, including panel discussions and networking opportunities.

The Society offers an innovative way for Schack alumni to give back, and to support the programs that prepared them to succeed. There are a variety of different options from which to choose and all donations are tax-deductible to the extent allowed by law.

Giving levels have been cleverly named to tie into the real estate / building theme. From Plaza level to Chairman's Circle, there is an option for every donor.

For more information and to become a member of the NYU Schack Alumni Cornerstone Society, call **(212) 998-7237** or visit [scps.nyu.edu/schack/cornerstonesociety](http://scps.nyu.edu/schack/cornerstonesociety) ♦

## Summer Publishing Institute (SPI) to Celebrate 35th Anniversary

Each year, students from around the globe come to New York City—the media capital of the world—to learn about magazines, books, and digital media, while studying at the renowned NYU Summer Publishing Institute (SPI). Now in its 35th year, this six-week intensive program, offered by the NYU-SCPS Center for Publishing, combines workshops, strategy sessions, and presentations by some of the leading figures in the publishing industry. In addition, through visits to major magazine media companies, publishing houses, and bookstores, SPI students experience publishing firsthand. Students also create launch plans for new magazine brands and imprints for book publishing houses that are judged by a panel of senior publishing executives.

This year, NYU-SCPS Center for Publishing Director Andrea Chambers and her team have put together an exciting program. Carolyn Reidy, president and CEO of Simon & Schuster, Inc., is slated as a keynote for the book session, while Brandon Holley, editor-in-chief of *Lucky*, and Bill Phillips, editor-in-chief of *Men's Health*, will keynote the magazine session. SPI also will feature presentations by Michael Clinton, president of Marketing and publishing director of Hearst Magazines; Larry Hackett, managing editor of *PEOPLE*; David Granger, editor-in-chief of *Esquire*; Reagan Arthur, publisher of Little, Brown and Company; Madeline McIntosh, chief operating officer of Random House; and many more. Chris Mitchell, publisher of *GQ* and an alumnus of the M.S. in Publishing program, will critique final projects during the magazine program. Student trips planned include: the headquarters of Google, Penguin Putnam Group, Open Road Integrated Media, HarperCollins, *The Daily Beast/Newsweek*, *New York Magazine*, *Women's Health*, and *Bon Appétit*. To learn more about SPI, visit [scps.nyu.edu/spi](http://scps.nyu.edu/spi) ♦

## NYU-SCPS ACROSS THE COUNTRY AND AROUND THE WORLD

### The NYU-SCPS American Language Institute (ALI) Tokyo Center to Open in Fall 2013



*A rendering of the new NYU-SCPS ALI Tokyo Center, which will open this coming October.*

NYU-SCPS and Nichii Gakkan Company entered into a collaboration and a service agreement to open the New York University School of Continuing and Professional Studies American Language Institute Tokyo Center (NYU-SCPS ALI Tokyo Center).

In response to the growing need for English-language learning in an increasingly globalized world, NYU-SCPS realized that there was an opportunity in Japan to develop and to deliver a high-quality program that would be based upon the very successful English-language curriculum that it offers in New York City through its American Language Institute (ALI). Nichii Gakkan, an expert provider of total life services across Japan, which already offers a broad array of operational expertise and a wealth of business resources, will oversee the launch, operation, and recruitment activities for the new center.

Beginning in October 2013, the ALI program will be available to high school-age students and to adults who need to learn English to advance their education and/or their careers, as well as to those who want to learn English to enrich their lives. The NYU-SCPS ALI Tokyo Center will be the School's first overseas learning facility established through a partnership with a private company. Because of the program's caliber of instruction and the involvement of a prestigious American institution of higher learning, the Center's opening is a matter of great significance for English-language learners and for English-language education in Japan as a whole.

Students entering the program will be carefully evaluated to establish their level of English-language proficiency. This will ensure that they receive the training they require to meet their personal and professional goals. The practical curriculum consists of beginning and intermediate courses for the development of general English skills, as well as advanced courses designed to increase students' ability to function successfully in English in academic and other professional contexts. A college preparatory program, integrating language and academic study, also will be offered to high-intermediate and advanced students preparing to enter English-language college or graduate-level programs.

With the aims of nurturing an international perspective and further developing professional English-language communication skills, the Center will provide more specialized and practical English courses of study geared toward marketing, accounting, finance, law, medical, and language-education professionals. Moreover, there are plans to develop professional training courses that relate to the various fields of industry addressed by NYU-SCPS degree and noncredit programs. ♦

### Tisch Center Students Win Undergraduate Competition at the SABR Analytics Conference

A team of students from the NYU-SCPS Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management placed first in the Diamond Dollars Case Competition—presented in Phoenix, AZ, by YarcData—at the Society for American Baseball Research (SABR) Analytics Conference on March 8. The four-person team won the undergraduate school division of the competition on the strength of its quantitative analysis and projections of the type of contract that a young, up-and-coming star baseball player should receive.



*Photo Credit: Wayne G. McDonnell, Jr.*

The team members, all students in the NYU-SCPS Tisch Center's B.S. in Sports Management program included: (above l to r) Hunter Gilbertson of Lake Forest, IL; Raef Cogan of Beverly Hills, CA; Michael Rappaport of Woodside, NY; and James Goldstein of Oak Park, CA.

The Diamond Dollars Case Competition is the first national competition focused on baseball analytics. Students from across the country prepare presentations and analyses of operational issues that a baseball team's general manager and staff confront over the course of a season. They present their analysis and recommendations to a panel of judges comprised of Major League Baseball executives. "We are extremely proud of our students for their ability to effectively demonstrate their skills and their knowledge," said Wayne G. McDonnell, Jr., clinical associate professor of sports management. ♦

## NYU Schack Hosts Its Third Annual Brazil Outreach Program

This past March, the NYU Schack Institute of Real Estate hosted its third-annual Brazil Outreach, a program that provides graduate students with the opportunity to travel to São Paulo and Rio de Janeiro to experience, firsthand, the country's booming real estate market.

"It was a terrific learning experience for students and faculty members," said Rosemary Scanlon, divisional dean of the NYU Schack Institute of Real Estate. "We saw how Brazil is addressing housing challenges, how new mass transportation systems are being devised, and how Brazilians are creating new, affordable housing solutions."

The group visited recently completed neighborhood improvement projects, accompanied by staff and faculty members from the University of São Paulo's Cities Initiative program. They also toured Rio de Janeiro's Olympic Village construction site and met with representatives from industry organizations such as Cyrela, Kinea Investments, Rayes & Fagundes, and Tishman Speyer. "Schack's international trips empower students to understand opportunities that exist outside the United States, while heightening their awareness of developments on a global level," Dean Scanlon said.

In the past year, Schack graduate students have taken an active role in finance, investment, development, and construction initiatives around the globe, with trips to Hong Kong, Shanghai, and New Orleans, among others. "Our students have the opportunity to meet with top people at key international real estate and development companies in an actual business environment where they are treated as peers," Scanlon added. "I'm very proud of them."



*A group of NYU Schack students, faculty members, and administrators visit a public cable car/transport project connecting Rio favelas - with Odebrecht. Photo Credit: Salim Georges Khouri Netow*

Through ongoing programs offered at an expanding number of global venues like Brazil Outreach, NYU Schack is uniquely equipped to provide its graduate students with the requisite knowledge and the skills to tackle the critical issues confronting the real estate and construction industries today, and moving forward. To learn more about NYU Schack's global initiatives, visit [scps.nyu.edu/schack/globalinitiatives](http://scps.nyu.edu/schack/globalinitiatives) ♦



*Maasai girls in their school uniforms in Kenya. Here, only 48 percent of girls enroll in school, and only 10 percent reach the high school level. Photo Credit: Lexi Hensley*

## Two CGA Students Travel to Kenya to Capture Footage for Documentary

This past summer, Lexi Hensley and Amy Regan received the Center for Global Affairs (CGA) Women's Initiative/Lysistrata Grant, which partially funded their travel to rural Kenya to research the impact of education on Maasai communities and to capture footage for a documentary on the subject.

Their trip took them to the Maasai villages of rural Loita Hills, Kenya. Here, Maasai school-aged girls struggle with ingrained cultural traditions that deprive them of an education.

Hensley and Regan partnered with filmmaker Zippy Kimundu of the NYU Tisch School of the Arts, and together, they conducted primary field research that highlighted the greatest barriers to education among the Maasai.

Their documentary, *Warriors of Knowledge*, captures the vitality of Maasai women and girls, and the difficulties they face. It's a narrative of hope, courage, empowerment, and meaningful space for change.

## WHAT'S HAPPENING THIS SUMMER AND FALL

### NYU-SCPS Offering More Than 90 Intensives This Summer

The NYU School of Continuing and Professional Studies (NYU-SCPS) has opened registration for its 2013 Summer Intensive programs. These noncredit programs are designed for busy working professionals who seek to advance in their current career or to prepare for a new one, as well as for students who want to supplement their classroom learning.

Intensive courses are being offered in advanced digital applications; foreign languages, translation and interpreting; philanthropy and fundraising; humanities, arts, and writing; management and information technology; marketing, publishing, and public relations; and real estate. In addition, Summer Institutes are being offered in taxation, global affairs, and publishing.

Ranging in duration from one to 12 weeks, intensive programs are available during the day, in the evening, and on the weekend.

Designed to accommodate busy schedules, Summer Intensives allow students to immerse themselves in their studies and to absorb a wealth of information in a short period of time. Taught by top industry professionals, these courses deliver in-depth learning experiences.

Small class sizes, condensed formats, and convenient schedules are just some of the benefits of enrolling in an NYU-SCPS Summer Intensive program. Students also hone their skills, broaden their horizons, and build their professional networks, all while studying on site, online, or abroad with individuals from the New York area, across the country, and around the globe. ♦

Two conveniently scheduled sessions:

**Session I - May 28 to July 6**

**Session II - July 8 to August 17**



#### MORE INFORMATION

For more information and to register  
[scps.nyu.edu/summerintensives](http://scps.nyu.edu/summerintensives)  
 212-998-7150

### Summer Institute at NYU-SCPS for High School Students

This year, for the first time, the new created Summer Institute at NYU-SCPS for High School Students will offer high school students the opportunity to live and learn in the heart of New York City, the cultural and financial capital of the world.

The Summer Institute offers one-week, professionally oriented intensive programs of study that allow rising high school sophomores, juniors, and seniors to explore career options and to gain a competitive edge when applying for college. At the same time, high schoolers experience university life by taking classes on campus and living in an NYU dorm (optional). Program participants also have access to NYU facilities and to all that New York City has to offer.

#### How to Apply

To apply, students must have successfully completed grade 9, 10, or 11 by the program start date. Also, students must submit a completed application, an official high school transcript, and a 250-word essay.

Please visit [scps.nyu.edu/hsummerinstitute](http://scps.nyu.edu/hsummerinstitute) to download an application. If you have questions, please call (212) 998-7006.

#### Program Information

**Tuition:** \$1,995 per one-week course (includes lunch daily)

**Student Activity Fee:** \$125 per week

**\*Housing Fee (optional):** \$211 per week (provides housing in an NYU dormitory) *Housing is available on a first-come, first-served basis. Apply as soon as possible to reserve your space.*

**Dining Fee (for residential students only):** \$135 per week (includes breakfast and dinner)

**Application Due Date:** June 15, 2013

#### Study Options

- **Creative Writing—Finding Your Muse in Metropolis**
- **Digital Filmmaking—Telling the Story Through Technology**
- **Digital Journalism—Spreading the News Through New Media**
- **Finance N.Y.C.—High Stakes, High Returns**
- **Motion Comics and Illustration—Transforming the Tale**
- **Photographing N.Y.C.—Through the Mind's Eye and the Camera Lens**
- **Real Estate N.Y.C.—Building a Strong Foundation**
- **Understanding Global Issues—Tough Choices for the 21st Century**

### Search Committee for New NYU-SCPS Dean Formed

This past spring marked the formation of the Search Committee charged with identifying and recommending potential candidates to fill the role of NYU-SCPS dean. Rosemary Scanlon, clinical associate professor and divisional dean of the NYU Schack Institute of Real Estate, will serve as chair of the Committee. Other members of the Search Committee include faculty members and administrators from across NYU-SCPS and the University at large. The firm of Isaacson, Miller, Inc. has been hired to conduct the search.



## NYU-SCPS to Offer a Master of Science in Professional Writing This Fall

NYU-SCPS will launch a Master of Science in Professional Writing during Fall 2013. The 36-credit degree program will provide the skill sets and the knowledge base to propel students to the forefront of fields that require excellent writing, including business, healthcare, science, technology, politics, urban policy, and government. The degree, which can be completed entirely online in just three semesters of full-time study, enables students to pursue careers as skilled writers, communications specialists, and information designers who are able to take advantage of the broad array of employment opportunities in an ever-evolving, technology-driven marketplace.

To earn the degree, full-time and part-time students must complete a rigorous course of study comprising six core courses and four electives, a professionally focused final thesis report/portfolio, and an on-site internship or a directed study.

“To succeed as a writing and/or communications professional, one must demonstrate a comprehensive background in the fundamentals of communication and technology, while building one’s expertise in an area or in areas of specialization,” noted Terry Shtob, Ph.D., executive director of the M.S. in Professional Writing and director of the NYU-SCPS Department of Humanities, Arts, and Writing. “The M.S. in Professional Writing offers students the opportunity to develop their writing technique in high-demand fields including health professions, digital media, business, mass media, finance, science, or grant writing.”

Applications are welcome from students who are just graduating from undergraduate and graduate programs to professionals who already have industry experience. Ideal applicants will have a strong interest in expanding their understanding of written communication and digital technologies.

For more information and to apply, visit [scps.nyu.edu/mspw](http://scps.nyu.edu/mspw) or call (212) 998-7100. ♦



## New ALI<sup>plus</sup> Certificates Combine English-Language Study with Professional Training

Beginning in Summer 2013, the NYU-SCPS American Language Institute (ALI) will offer nine new noncredit certificates that combine English-language study with professional training.

The new certificates, known as ALI<sup>plus</sup>, are designed for international professionals and aspiring students who wish to improve their English through ALI while also benefitting from the rigorous curricula of specific NYU-SCPS noncredit certificate tracks, including the Business of Art, Digital Filmmaking, Financial Analysis, Finance Fundamentals, Graphic Production, Marketing Strategies and Execution, Media Technologies, Real Estate Development, and Real Estate and Investment.

ALI<sup>plus</sup> Certificate Programs are offered on a full-time basis over a 12-week period (except the Business of Art, which is six weeks), and they all qualify for full-time, F-1 visa study. These programs provide a unique opportunity for international students and professionals to live and learn in New York City and to immerse themselves in American culture, while gaining a truly unique perspective from top industry experts. ALI<sup>plus</sup> participants meet and mingle with peers from around the globe and develop the skill sets needed to succeed in the continually evolving global marketplace.

Details, deadlines, and additional application information are available at [scps.nyu.edu/alipius](http://scps.nyu.edu/alipius). ♦

## New Certificate in Medical Coding Prepares Health Professionals for Adoption of ICD-10

The NYU School of Continuing and Professional Studies (NYU-SCPS) has launched the new Certificate in Medical Coding, which was developed in conjunction with professionals from the NYU Langone Medical Center and offers a knowledge base necessary for those who seek to begin or to further their career in medical coding.

The Certificate, which is comprised of nine courses, focuses on subject matter that will prepare medical coders and a wide range of health care professionals for the extensive number of changes that will take place related to medical coding with the adoption of (ICD-10), which will occur in October 2014.

As a result of the adoption of ICD-10, medical coding professionals will require advanced knowledge of human anatomy, pathophysiology, and pharmacology to accurately classify diagnoses and procedures. These codes are employed to describe the clinical picture of patients in both inpatient and outpatient healthcare settings and are used for clinical care, billing, reimbursement, research, education, and statistical information.

Classes begin in June. For more information and to enroll, visit [scps.nyu.edu/ce/medicalcoding](http://scps.nyu.edu/ce/medicalcoding) or call (212) 998-7150. ♦

## Convocation by the Numbers

### GRADUATE

#### Degrees and Certificates Conferred by the Graduate Divisions

##### Master's Degrees

Construction Management	30
Digital Imaging and Design	12
Fundraising	19
Global Affairs	149
Graphic Communications Management and Technology	42
Hospitality Industry Studies	29
Human Resource Management and Development	88
Integrated Marketing	80
Management and Systems	104
Public Relations and Corporate Communication	136
Publishing	40
Real Estate	145
Real Estate Development	45
Sports Business	35
Tourism Management	17
Translation	2
<b>TOTAL Master's Degrees</b>	<b>973</b>

##### Graduate Certificates

Construction	10
Core Business Competencies	3
Enterprise Risk Management	2
Hospitality Industry Studies	2
Human Resource Management	12
Information Technologies	3
Real Estate	22
Sports Business	16
Strategy and Leadership	4
Tourism Management	5
<b>TOTAL Graduate Certificates</b>	<b>79</b>
<b>TOTAL GRADUATE</b>	<b>1052</b>



### UNDERGRADUATE

#### Degrees Conferred by the Paul McGhee Division

##### Associate in Arts and Associate in Applied Science

Associate in Arts in Liberal Arts	8
Associate in Applied Science in Business	4
Associate in Applied Science in Diagnostic Medical Sonography	1
Associate in Applied Science in Health Administration	2

##### Bachelor of Arts in Social Sciences

Anthropology	1
Economics	18
History	4
International Studies	12
Media Studies	6
Organizational Behavior and Change	17
Politics	3
Psychology	19
Sociology	5

##### Bachelor of Arts in Humanities

Art History	1
Creative Writing	7
Literature	5
Public Administration	1

##### Bachelor of Arts in Applied General Studies

1

##### Bachelor of Science in Digital Communications and Media

7

##### Bachelor of Science in Healthcare Management

7

##### Bachelor of Science in Information Systems Management

14

##### Bachelor of Science in Leadership and Management Studies

34

##### Bachelor of Science in Real Estate

10

##### TOTAL Associate's Degrees

15

##### TOTAL Bachelor's Degrees

172

#### Degrees Conferred by the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management

B.S. in Hotel and Tourism Management	63
B.S. in Sports Management (formerly the B.S. in Sports Management and Leisure Studies)	30

##### TOTAL Bachelor's Degrees

83

##### TOTAL UNDERGRADUATE

270

## 2013 NYU-SCPS Convocation Award Recipients and Flag Bearers

### M.A. in Graphic Communications Management and Technology (GCMT)

#### Flag Bearer

##### Romina Algazi

Romina Algazi is a young professional who successfully launched her managerial career in media and communications during her time as a student in the M.A. in Graphic Communications Management and Technology (GCMT) program. Through her hard work and determination, she secured a position as an intern at Gyro Advertising, a N.Y.C.-based, global agency and a GCMT Advisory Board-member company. Her work was so impressive that the company hired her as a full-time account executive. As a tireless proponent of NYU-SCPS and GCMT at her job, Algazi has opened the door for other GCMT students to launch their careers at Gyro. Recently, she led a group of student teams in a new business pitch at the agency's London office.

### M.A. in Graphic Communications Management and Technology Leadership Award

##### Tina C. Powell

Tina Powell is a leader with strategic vision and the focus to achieve successful results. She also is someone who equally relishes the roles of team leader and team member. Powell represents the best qualities of current GCMT graduates and the entire NYU-SCPS community. Her proactive attitude has earned her many awards and accolades. On the job, as managing member and director of business management for Beacon Wealth Management, LLC, she has gained the trust of entrepreneurs and leaders at the executive level. In the classroom, her recent presentation to the GCMT Advisory Board, "Twitter for the C-Level," earned her a student member position on the Board's 27th Annual Prism Award Luncheon, which supports student scholarships.

### M.S. in Fundraising and Grantmaking

#### Flag Bearer

##### Helen Couniakakis Rallakis

Helen Couniakakis Rallakis has demonstrated exceptional commitment as a student leader during her time at the George H. Heyman, Jr. Center for Philanthropy and Fundraising. She served as a member of the Fundraising Student Association Board and as vice president of the NYU-SCPS Graduate Student Council. For *PhilanthropyNYU*, the Heyman Center's student-led online journal, Rallakis was a contributing writer and editor-in-chief. Outside of the classroom, she has been

involved with many nonprofit organizations, including the Ronald McDonald House of New York; the soup kitchens at The Church of the Holy Apostles, the Church of St. Joseph, and New York Needs You. She currently serves on the Junior Board of Associates of Uniting Against Lung Cancer.

### Heyman Center Award for Excellence and Achievement

##### Nancy Caroline Woodruff

Nancy Caroline Woodruff distinguished herself in the classroom as a part-time student at the George H. Heyman, Jr. Center for Philanthropy and Fundraising while at the same time holding a demanding, full-time position as assistant vice president and philanthropy advisor at Bessemer Trust. Despite her challenging schedule, Woodruff consistently achieved one of the highest GPAs and was among the most serious and dedicated students in the program. In collaboration with her peers, Woodruff organized the Heyman Center Alumni Network as a way to offer a creative array of events and experiences for the Center's alums. In 2008, Woodruff was a Teach for America corps member in Charlotte, NC, and she currently serves on the Board of Directors for Youth Communication.

### M.S. in Global Affairs

#### NYU Commencement—Graduate Degree Representative

##### Go Katayama

As a master's degree candidate in the NYU-SCPS Center for Global Affairs (CGA), Go Katayama researched global energy and environmental policy, with a focus on natural gas markets. In addition, Katayama worked as a researcher at the United Nations Development Programme and at the Council on Foreign Relations. At school, he served as vice president of the Student Association for Global Affairs. Prior to enrolling in CGA, he spent a year working in Beijing, and following the March 2011 earthquake and tsunami that struck northern Japan, he returned to his native country to cover the aftermath at the Fukushima Daiichi nuclear power plants as a researcher for *The New Yorker*. Katayama completed his undergraduate work in international relations at the University of Illinois Urbana-Champaign and at Fudan University in Shanghai.

#### Flag Bearer

##### Sameer K. Kanal

Sameer Kanal is graduating with a Master of Science in Global Affairs, with a focus in international humanitarian law, war crimes, and the Israeli-Palestinian conflict. At CGA, Kanal served as president of the Student Association for Global Affairs and of the Human Rights and International Law League. Kanal has worked for a variety of NGOs, including Amnesty International, the Lawyers Committee on Nuclear Policy, and Reaching Critical Will. In this capacity, he monitored negotiations at the United Nations regarding the arms trade and international commitments related to nuclear policy, and then was responsible for tracking their implementation. Kanal also has volunteered for organizations that provide experiential education in international affairs.

### The Center for Global Affairs Excellence and Achievement Awards

##### Talia Hagerty

Talia Hagerty recently completed her master's degree at the Center for Global Affairs, with a concentration in peacebuilding and peace economics. Her research focused on informal and illicit economies globally, and the drug trade in Latin America specifically. She now aims to work toward peaceful economic structures and opportunities in the Americas. Hagerty earned a B.A. in Economics from Eckerd College in 2008, and then spent two years working in fair trade at the Center for Cultural Interchange and Greenheart in Chicago. Since moving to New York in 2010, Hagerty has worked on violence containment research at the Institute for Economics and Peace, and she has collaborated with regulators, civil society organizations, and members of the private sector in her work at Matthiessen Strategies, an environmental consulting firm.

##### Alexandra M. Hensley

Alexandra (Lexi) Hensley is graduating from the M.S. in Global Affairs program with a concentration in international development and humanitarian assistance, and a specialization in gender studies. She earned a B.A. in International Relations and Spanish from the University of Virginia, after which she worked in public health in Washington, D.C., and volunteered in Haiti as an EMT after the 2010 earthquake. While at CGA, Hensley interned with UNOPS and the Little Light Foundation, and she served as a CGA Ambassador and Writing Fellow. She is a recipient of the Marc Chandler Scholarship, and her endeavors have been supported by the CGA Women's Initiative. This past summer, she participated in the South Africa Field Intensive, conducting field research and shooting a documentary

among the Maasai in rural Kenya. Her capstone research investigated changing gender norms among the transforming Maasai culture and championed education as a tool of empowerment for girls. (see page 7)

#### Laura T. Kline

Laura Kline is graduating from the M.S. in Global Affairs program with a concentration in international development and humanitarian assistance. Her professional experience includes a long-standing career in public relations for international and government clients, specializing in corporate issues, crisis communications, and global affairs.

#### John E. Schellhase

John Schellhase's research at CGA has focused on how developing countries can guarantee peace, prosperity, and political rights for their citizens domestically, while deepening their connections to the global economy. This work builds upon his experience as a United States Peace Corps Volunteer in the Philippines from 2008 to 2010. In 2012, Schellhase was awarded the Brussels Forum Young Writers Award, along with his coauthor, Thomas Gietzen of the University of St. Gallen. Schellhase's writing has appeared in *The Diplomat* and in *African Arguments*. His regional expertise focuses on East Africa and Southeast Asia.

### M.S. in Construction Management

**Flag Bearer and NYU Commencement Banner Bearer**

#### Mariapilar Gonzalez

**Norman Weinberg Prize for Excellence**

#### Crystal M. Chang

**Schack Service Award**

#### Akhilesh Hari

As a master's degree student at the NYU Schack Institute of Real Estate, Akhilesh Hari served as secretary for the NYU Construction Management Association of America (CMAA) Metropolitan New York/New Jersey Student Chapter, and he led the social committee for the NYU Schack Construction Management Group (CMG). At the Schack Institute's Center for the Sustainable Built Environment, Hari served as a research assistant on the Student Technical Assistant Team (STAT) and was involved with the Student Networking Committee.

### M.S. in Real Estate

**Flag Bearer**

#### Adam Romanov

**Norman Weinberg Prize for Excellence**

#### Lutz Roper

**Schack Service Award**

#### Hyesun Lim

### M.S. in Real Estate Development

**Flag Bearer**

#### Alexander Liu

**Norman Weinberg Prize for Excellence**

#### Marc G. Effren

**Schack Service Award**

**Rick T. Barga (Graduate Convocation Speaker)**

*See front page for biography*

### M.S. in Digital Imaging and Design

**Flag Bearer**

#### Jessica L. Bennett

Jessica Bennett has been an exceptional student throughout her academic career at New York University. Bennett first attended NYU as an undergraduate, earning a B.A. in English and Cinema Studies with a concentration in Children's Literature and Animation. Additionally, she studied screenwriting at the Institute for Contemporary Arts in London in affiliation with NYU's Tisch School of the Arts. After completing her undergraduate thesis on Pixar's *Ratatouille*, Bennett enrolled in the M.S. in Digital Imaging and Design program at the NYU-SCPS Center for Advanced Digital Applications (CADA) to study animation and 3D modeling. Bennett has been working in pediatrics at Memorial Sloan-Kettering Cancer Center while pursuing her graduate degree, and she is indebted to her employer for the support given throughout her studies.



### Digital Imaging and Design Award for Excellence

#### Ekaterina Lavagnino

Ekaterina Lavagnino is an extremely talented and dedicated student who will be graduating from the M.S. in Digital Imaging and Design program. Her creative focus has encompassed 3D modeling, sculpting, and rapid prototyping. Her 3D printed model of a woman's purse was featured in the 2012 NYU-SCPS Literary and Visual Arts Festival. Lavagnino graduated in 2010 with a Bachelor of Science in Computer Science from Volgograd State Pedagogical University, Russia. In January 2010, she received a Silver Award for website design from the American Design Awards.

### M.S. in Publishing: Digital and Print Media

**Flag Bearer**

#### Kristina Bajunaishvili

Kristina Bajunaishvili, originally from the republic of Georgia, came to New York from Chicago. Currently, she holds the position of editorial supervisor for an agency specializing in healthcare advertising. Professionally, Bajunaishvili has edited manuscripts, layouts, and other material for major pharmaceutical companies and has worked as a freelance literary editor and translator. Now that she has earned the Master of Science in Publishing: Digital and Print Media degree, Bajunaishvili hopes to translate her love of science and literature into a career in educational or scientific publishing.

### Award for Excellence in Book and Digital Publishing

#### Megan A. Looney

While earning the M.S. in Publishing: Digital and Print Media degree, Megan Looney interned for Wendy Lamb Books at Random House Children's Group and for Touchstone, a division of Simon & Schuster. She also has held positions as a contracts assistant at Random House, where she researched digital and e-book rights, and as an editorial assistant at Dial Books for Young Readers at Penguin Group (USA). Looney's long-term career goal is to achieve a senior position in children's book publishing.

### Award for Excellence in Magazine and Digital Publishing

#### Amelia S. Spriggs

An intense interest in digital media brought Amelia (Amy) Spriggs to New York from Alabama to prepare for a career in this growing and evolving field. Through her studies in the M.S. in Publishing: Digital and Print Media, she explored magazine publishing, taking courses such as *Magazine Editing and Management*, *Magazine Brand Financials*, and *Magazine Consumer*

*Marketing and Audience Development.* Spriggs served as the web/communications director for the Publishing Students Association, and she was a member of the World Book Night social media committee, helping the organizers of this major international event reach a wide and impassioned audience.

## **M.S. in Human Resource Management and Development**

**Convocation Banner Bearer**

**Mohamad Dbouk**

**Flag Bearer**

**Desiree Deane  
Go Venturanza**

**Leadership and Human Resource Management: Academic Excellence Award**

**Christine L. Schwalenberg**

**Leadership and Human Resource Management: HR Industry Excellence Award**

**Maria L. Note**

## **M.S. in Integrated Marketing**

**Flag Bearer**

**Agata Dec**

Throughout her time in the M.S. in Integrated Marketing program, Agata Dec has demonstrated a commitment to academic excellence and integrity. While pursuing her degree, Dec applied the analytical skills and the knowledge she acquired in the classroom to internship positions at Photon and ZocDoc. In Fall 2012, she and her teammates placed third among 150 teams at the 11th Adobe Digital Analytics Competition. Dec completed her undergraduate studies at NYU, graduating summa cum laude. She looks forward to applying the education she has gained to developing highly effective, cost efficient marketing campaigns.

**The Integrated Marketing Award for Excellence**

**Patricia Yunén Latour**

Patricia (Patty) Yunén Latour has demonstrated a commitment to academic excellence and to student life during her time in the Integrated Marketing master's degree program. She distinguished herself through her participation in student projects and proved to be a dedicated leader. As vice president of the Integrated Marketing Association, Latour continually engaged her fellow classmates and encouraged them to become active in student life. Prior to enrolling in the M.S. in Integrated Marketing, Latour graduated cum laude from Pontificia Universidad Católica Madre

y Maestra in the Dominican Republic and held positions at distinguished advertising agencies including Mindshare and Ogilvy. Latour currently is contributing to the social media strategies of the Visa brands through her internship at MRV, a global digital marketing and technology agency.

## **M.S. in Management and Systems**

**Flag Bearer**

**Seref Turkmenoglu**

**Management and Systems Award for Best Thesis**

**Zahara Kurji**

## **M.S. in Public Relations and Corporate Communication**

**Flag Bearer**

**Caitlin Teahan**

Caitlin Teahan distinguished herself in the M.S. in Public Relations and Corporate Communication (PRCC) program through her service as president of the PR League, her support of the program's values, and her relationships with faculty members and fellow students. Demonstrating her dedication and innovation, Teahan developed numerous networking events, including the "Great Campaigns Series," which increased student and professional involvement in the PRCC program. She also worked to forge and to nurture relationships with various student organizations throughout NYU-SCPS.

**Most Distinguished Student Award in Public Relations and Corporate Communication**

**Susan R. Rucci**

Susan Rucci excelled not only academically but also professionally during her graduate studies at NYU-SCPS. As one of the students selected for the prestigious Johnson & Johnson Fellowship, Rucci worked in the company's corporate communication office, writing first drafts of executives' speeches, managing the corporate Facebook page, and overseeing the organization's sponsorship of the Kairos Summit 2013. Rucci also coauthored the 2013 book, *The Age of the Instant Crisis*, with NYU-SCPS Professor Lou Capozzi, which examines recent social media-fueled crises. Previously, Rucci worked as a TV news producer. At CBS News, she traveled with and reported on the 2000 George W. Bush presidential campaign. She won an Emmy Award for an investigative special she produced for Retirement Living TV on the use of medical marijuana among senior citizens. Rucci earned a journalism degree from Boston University.

## **M.S. in Hospitality Industry Studies**

**Flag Bearer**

**Zachary Rosenblum**

Zachary Rosenblum is graduating from the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management with a Master of Science in Hospitality Industry Studies. Since the age of 16, Rosenblum has harbored a passion for working in the hospitality industry. While earning his graduate degree, Rosenblum interned at B.R. Guest Hospitality, and he currently works as manager at Gabriel's Bar & Restaurant. He hopes to apply all that he has learned at the Tisch Center to his already extensive background in hospitality and restaurant management.

**The Ricelle "Bunny" Grossinger Hospitality Award**

**Ronald Castro**

Ronald Castro has excelled during his studies in the M.S. in Hospitality Industry Studies program, after an impressive career in brand management for a major pharmaceutical firm. While earning his degree, he distinguished himself in a variety of internships as well as in positions and leadership roles within NYU-SCPS. As president of the Hospitality and Tourism Society, he developed a strong board of graduate students from all Tisch Center programs and inspired the team to develop and participate in industry-related round tables, professional meetings, and tours of hotels and other sites across New York City. As a career changer, Castro has shown tremendous commitment to taking on new challenges.

## **M.S. in Sports Business**

**Flag Bearer**

**Thomas Kraus**

Thomas Kraus's outstanding accomplishments throughout his academic career have transcended the classroom. In addition to achieving an impressive cumulative GPA and serving as president of the Graduate Sports Business Society, Kraus actively participated in many initiatives, including the prestigious Sports Business Society Awards Ceremony, Tisch Center Career and Internship Fairs, and volunteer events for the National Football League. As a Sports Business graduate student, Kraus worked at Madison Square Garden and for Korff Enterprises as a recruitment advisor for the New York City IRONMAN competition. After graduation, he plans to work in professional sports operations.



### The Allie Sherman Sports Business Leadership Award

#### Michael B. Verille

Before enrolling in the M.S. in Sports Business program, Michael Verille attended Duke University and the University of Pennsylvania, where he played football for both. He then earned a law degree from the University of Florida and joined a major Washington, D.C. legal firm. As a student in the M.S. in Sports Business program, Verille earned not only a near-perfect GPA, but also the respect of his professors and his peers for his intelligence, good judgment, and leadership skills. He has been one of the Tisch Center's most successful and selfless recruiters of prospective students. During his time at the Tisch Center, Verille parlayed a contact from a fellow student into a career-making business opportunity with Glide Slope, a sports marketing and advisory firm. Over the past three years, Verille has been a key contributor to the company, which has included groundbreaking work with Citibank at the London Olympics.

### M.S. in Tourism Management

#### Flag Bearer

#### Andrea Papitto

After working in the nonprofit sector in Africa and the U.S., Andrea Papitto decided to pursue a career in tourism development at the Tisch Center as a means of fostering economic development and cross-cultural understanding. While taking the course *Financial Strategies*, Papitto launched her own organization, Thinking Forward Media, which provides consultation services for tourism clients and develops media proposals and campaigns to market their destinations. Papitto also is producing a feature-length documentary film, *The Last Song Before the War*, which tells the story of Mali's legendary *Festival au Desert*, which annually showcases traditional Tuareg music. As a member of the International Board of Directors of the Africa Travel Association, Papitto serves as co-chair of the Youth Advisory Committee, which engages African youth in the tourism industry.

### The Jonathan Tisch Academic Achievement Award

#### Li Xu

Li Xu has excelled as a student in the M.S. in Tourism Management program. Xu earned the highest GPA of all graduating Tisch Center master's degree students. During her graduate studies, Xu also exhibited great leadership capabilities and an eagerness to serve her colleagues, the Center, and the hospitality industry as a whole.

## UNDERGRADUATE PROGRAMS

### B.S. in Hotel and Tourism Management

#### Convocation Banner Bearer

#### Eric M. Deraney

Eric Deraney is graduating from the NYU-SCPS Preston Robert Tisch Center with a Bachelor of Science in Hotel and Tourism Management degree and a concentration in lodging development. Throughout his studies, Deraney maintained an impressive GPA and was named a Dean's Scholar for the past two years. He traveled to London and Barcelona to conduct academic research on the effects of the Olympic Games on both cities. In addition to his academic accolades, Deraney has interned at J.P. Morgan, Merrill Lynch, and Wells Fargo. Recently, he accepted a full-time position in real estate mergers and acquisitions with Eastdil Secured and looks forward to remaining connected to the School as an alumnus.

#### Flag Bearer

#### Carl Yaffe

While pursuing the Bachelor of Science in Hotel and Tourism Management, Carl Yaffe held a starting position on the NYU men's basketball team, and he was recently named Second Team Division III All-Metropolitan by the Metropolitan Basketball Writers Association (MBWA). Yaffe is graduating with a concentration in hotel development. As a student, he interned in the sales department at Marriott International and in regional operations at Hersha Hospitality Management. After graduation, Yaffe plans to establish his career in hotel operations.

### The Jonathan Tisch Academic Achievement Award

#### Cynthia R. Heiple (Undergraduate Convocation Speaker)

See front page for biography

### The Ricelle "Bunny" Grossinger Hospitality Award

#### Yao-Chia Chang

Yao-Chia "Jimmy" Chang has been an engaged and effective leader throughout his graduate studies at the Tisch Center. His superior interpersonal and teamwork skills are complemented by his friendliness and his eagerness to learn. As an active member of the Hospitality Business Society and as co-chair of the Hospitality Sales & Marketing Association International (HSMAI) student chapter, Chang has created a community among his fellow students and alumni and has inspired them to participate in events, such as the student-run HSMAI Intercollegiate Conference. In addition, Chang attended the Young Hotelier Summit in Lausanne, Switzerland. He also participated in a number of internships and volunteer events and mentored students formally and informally.

### B.S. in Sports Management

#### Flag Bearer

#### Vanessa Chen

Vanessa Chen is graduating from the B.S. in Sports Management program with a concentration in event management. During her studies, she served as president of the Sports Business Society, for which she organized events, such as the Tisch Center Career and Internship Fair as well as community service opportunities with Race for the Kids and Big Brothers Big Sisters of New York City, among others. Additionally, Chen held internship positions at AEG, IMG, and Madison Square Garden, and she currently works as a brand ambassador for Nike. After graduation, Chen hopes to work in the sports and entertainment industry.

### The Allie Sherman Sports Business Leadership Award

#### Alexander D. Fleshner

Alexander Fleshner is regarded by his professors as having one of the most complete academic skill sets of any student at the Tisch Center. A gifted writer and a perceptive thinker, Fleshner raised the level of his classes through his genuine interest in the subject matter. A two-year member of the Tisch Center Dean's Scholars Program, Fleshner achieved a near-perfect GPA over four years. As part of his academic study, Fleshner completed research trips—in 2012 to London in anticipation of the Summer Olympics and in 2013 to Barcelona to explore the long-term legacy of the 1992 Summer Olympic Games, one of history's most celebrated sports mega-events. He also studied abroad for a semester in Florence, Italy, and he has held summer internships at WMG-Wasserman Media Group.

## PAUL MCGHEE DIVISION

**NYU Commencement—Undergraduate Degree Representative**

**Rhon G. Flatts—B.A. in Social Sciences**

**Flag Bearer—Associate in Arts and Associate in Applied Science Degrees**

**Anmarie Soucie—A.A. in Liberal Arts**

Anmarie Soucie, who is graduating with an A.A. in Liberal Studies, recently completed writing her first short story. Soucie plans to compose additional stories for a collection of writing she has titled *Broken Jade*. She works with diligence and intention, and she writes with passion, commitment, and a sense of humor. She plans to continue on with her studies and to pursue a bachelor's degree in creative writing and literature, before heading on to graduate school to study performance art. Apart from writing narrative and poetry, Soucie is an experienced actor who has trained at The Lee Strasberg Theatre and Film Institute.



**Flag Bearer—Bachelor of Arts Degrees**

**Crystal Butler—B.A. in Applied General Studies**

An intelligent and highly-motivated student, Crystal Butler was the first student accepted into—and now the first graduate of—the McGhee Division's new Bachelor of Arts in Applied General Studies. As soon as the degree was launched, Butler sought advisement from her faculty mentors and submitted a detailed and well-organized proposal that became the template for future applications to the program. Her degree plan consisted of a number of challenging courses that spanned the disciplines of web design and development, psychology, and computer programming. In addition to regular class work, she assisted in the research lab of Professor Harriet Oster. Throughout her studies at McGhee, Butler maintained a high level of academic performance, making the Dean's List every semester and being named a McGhee Scholar. She plans to pursue graduate study immediately.

**Flag Bearer—Bachelor of Science Degrees**

**Jason B. Taylor—B.S. in Leadership and Management Studies**

Jason Taylor is very passionate about his work and displays a remarkable knowledge of industry trends, especially in the fields of marketing and technology. He not only has earned top grades and an outstanding GPA, but he also has demonstrated a passion for his studies. He is a great asset to the McGhee student body, serving as a leader on team and class projects. Taylor embodies the qualities that the Leadership and Management Studies degree program seeks to foster in students.

**Alpha Sigma Lambda Dean's Award for Excellence**

**Anna Kepe—B.S. Leadership and Management Studies**

**The Harvey J. Stedman Award**

**Katherine M. Callaghan—B.A. in Humanities**

Katherine Callaghan transferred from the College of Staten Island to the McGhee Division at NYU-SCPS to pursue a B.A. in Humanities with a concentration in Creative Writing. Callaghan was one of the Division's hardest working students, and she faced each challenge with delight and optimism. During her studies, she commuted from Staten Island, and that distance is a measure of her motivation to succeed. She applied for and earned competitive paid internships in writing and in the fashion industry, her true love. Callaghan also was a student leader at McGhee, serving as treasurer of the Writing Club and the Digital Communications and Media Studies Club, as well as participating in the NYU Diversity Internship and Career Preparation Program.

**The Herbert C. Jaffa Award and the Wallace Gobetz Memorial Award**

**Kirsty S. Bonner—B.A. in Social Sciences**

**The Wallace Gobetz Memorial Awards**

**Antonino Garofalo—A.A. in Liberal Arts**

**Arthur L. Fox—B.A. in Social Sciences**

**Bree A. Delman—B.A. in Social Sciences**

**Barbara A. Hoblitzell—B.A. in Social Sciences**

**Fred Boon Siong Ng— B.S. in Information Systems Management**

**Sabrina D. Dunn—A.A.S. in Business**

## NYU-SCPS STUDENT LEADERSHIP AWARDS

**Undergraduate**

**Soo Yeon Noh**

Soo Yeon Noh is graduating with a B.S. in Hospitality and Tourism Management with a concentration in Hotel Development from the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management. During two of her four years at NYU-SCPS, Noh served as secretary and treasurer for the NYU-SCPS Undergraduate Student Council. She also served as the co-chair for the Hospitality Sales and Marketing Association International (HSMIA) NYU Chapter, as a mentor in the NYU Hospitality Business Society, and as one of five members of the Remnant Christian Fellowship servant team. After graduation, she will pursue a career in the hospitality industry and will work towards her goal of developing hotels in overseas, emerging markets.

**Graduate**

**Kari Betts**

Kari Betts was born and raised in Brooklyn, NY. While pursuing the M.S. in Management and Systems, she served as president of the Management and Systems Student Association (2011-12). She also joined the student government, serving as co-president of the NYU-SCPS Graduate Student Council (2012-13). In addition, she became involved in the University Committee on Student Life for Academic Services and Graduate Affairs. Throughout her studies, Betts has been committed to serving her fellow students, to fostering a stronger sense of community by collaborating with School administrators, and to addressing student concerns across NYU-SCPS and the University at large.

**Andres Paz Larach**

Andres Paz Larach was born and raised in Honduras. He is graduating with an M.S. in Management and Systems with a focus in Enterprise Risk Management. Larach currently works as a risk consultant for PricewaterhouseCoopers. Prior to enrolling at NYU-SCPS, Larach spent several years working in the insurance industry as a business developer and as an internal consultant, both in the U.S. and in Honduras. He enjoys spending time with his family and friends. His favorite hobbies include playing soccer and tennis. He takes pleasure in helping and advising others, reading, traveling, listening to music, exploring restaurants, and hosting friends.

## NYU-SCPS FACULTY AND ADMINISTRATION APPOINTMENTS

### Carolyn Kissane Appointed Academic Director of CGA

Clinical Associate Professor Carolyn Kissane has been appointed academic director of the NYU-SCPS Center for Global Affairs (CGA). She is one of two founding members of the CGA full-time faculty, and she serves as coordinator of the energy and environment concentration for the Center's M.S. in Global Affairs.

Kissane has received many accolades for her teaching, including being named a finalist for the NYU Excellence in Teaching Award in 2009 and winning the NYU-SCPS Award for Teaching Excellence in 2007. Prior to joining NYU, she worked as a researcher and a consultant for educational and nongovernmental organizations, including the Soros Foundation, the United States Institute of Peace, and the International Research and Exchanges Board (IREX). She has received fellowships and awards from the Carnegie Council for Ethics and International Affairs, the Fulbright Hays program, and IREX, including an IREX Individual Advanced Research Opportunities Grant for which she examined the impact of natural resources on civil society development. Kissane earned a Ph.D. in comparative education and political science from Columbia University.

### Manish Srivastava Appointed Schack Director of Academic Affairs

The NYU Schack Institute of Real Estate has appointed Manish Srivastava, who joined the full-time faculty as a clinical associate professor of real estate finance and investment, to serve additionally as the new director of academic affairs for the Institute. In this role, Srivastava will be involved in monitoring the finance curriculum of the M.S. in Real Estate program to ensure that all courses are relevant to the evolving dynamics of the real estate finance industry. Furthermore, his responsibilities will entail recruiting, interviewing, and evaluating new faculty members and participating in strategic planning initiatives along with Divisional Dean Rosemary Scanlon and faculty members.

Srivastava is a graduate of the Massachusetts Institute of Technology (MIT), where he earned a dual Master's in Real Estate Finance and Development, and Architecture. He also completed a five-year Bachelor's in Architecture from the University of Lucknow in India. Prior to joining Schack, he served as senior manager of Real Estate Capital Markets at Ernst & Young LLP, and for the past two years, had been managing principal at Sidhant Capital, LLC in New York City.

### Joan Tiburzi Named Associate Director of Academic and Faculty Affairs

Joan Tiburzi has been appointed to the role of associate director of Academic and Faculty Affairs. She will coordinate the development and approval of new and revised undergraduate and graduate curricula and programs, and will serve as a liaison to the Office of the Vice Provost in obtaining state approval. Tiburzi also will work with NYU-SCPS faculty members, organizing and overseeing faculty orientation meetings, development workshops, and teaching awards and recognitions. Tiburzi earned a B.A. in English from Holy Cross College and an M.B.A. from the NYU Stern School of Business.

### Jeannette Monaco Named Clinical Assistant Professor of Marketing

Jeannette Monaco has been named clinical assistant professor of marketing for the M.S. in Integrated Marketing program to help to meet its increasing enrollment. Monaco has taught undergraduate, graduate, and international students in the classroom and online. Most recently, she was a full-time clinical assistant professor at LIM College in Manhattan, where she taught marketing, management, and entrepreneurship courses, and she served as an adjunct professor at the Fashion Institute of Technology.

Monaco has had a very successful career as a marketing executive working for companies such as Avon, Bergdorf Goodman, Coach, Reader's Digest, as well as for Cornell University. She possesses a wealth of marketing experience—leading teams, collaborating on projects with colleagues, and building and executing strategic marketing campaigns. Many of her experiences have involved working on innovative and entrepreneurial projects, such as new product and new business development. She also runs a small marketing consulting company, which provides her with continued hands-on practice in the integrated marketing field.

Monaco has enjoyed a relationship with NYU for many years. She earned a master's degree in accounting and an M.B.A., both from NYU, and she taught marketing at NYU-SCPS earlier in her career. She holds a B.A. in International Affairs and French from Lafayette College. Her passions include teaching and mentoring students, and she is thrilled to have this opportunity to share her knowledge and expertise.

### Rosemary Mathewson Appointed Vice Dean for Global and Strategic Initiatives

Rosemary Anne Mathewson, J.D., L.L.M., has been appointed vice dean of NYU-SCPS for Global and Strategic Initiatives, a role she will assume in addition to her current position as divisional dean of the NYU-SCPS Division of Programs in Business.

In her new role, Mathewson will be responsible for developing, planning, and ensuring the execution of the School's strategy to expand its global activities and capabilities. In addition, she will be responsible for developing and overseeing NYU-SCPS strategy to respond to nontraditional audiences, including corporations, nonprofit organizations, government offices and agencies, and other universities.

"We recognize the tremendous opportunities presented by the demand for the professional education that NYU-SCPS provides from students all over the world, only some of whom can or want to study in New York City," said Dennis Di Lorenzo, interim dean and vice dean of NYU-SCPS. "As Rosemary has extensive experience developing global market opportunities, and identifying and structuring partnerships for professional education outside of the U.S., she brings her experience in executive education to developing our policies and priorities, and to growing our capability to respond to those opportunities for NYU-SCPS to better serve a wider range of students."



## 2013 FACULTY AWARDS

### CENTER FOR GLOBAL AFFAIRS

Teaching Excellence Award

Colette Mazzucelli  
John Zindar

### DIVISION OF PROGRAMS IN BUSINESS

M.S. in Integrated Marketing  
Teaching Excellence Award

Barry Silverman

M.S. in Public Relations and Corporate Communication  
Teaching Excellence Award

Helen Ostrowski

Outstanding Service Award

Jay Rubin

### LIBERAL STUDIES AND ALLIED ARTS

Foreign Languages, Translation, and Interpreting  
Teaching Excellence Award

Ling Chen  
Rosene Zaros

Humanities, Arts and Writing  
Teaching Excellence Award

Sabine Wilson  
Susan Hartman



Center for Global Affairs Adjunct Associate Professor Colette Mazzucelli was one of 19 faculty members who were recognized for teaching excellence or outstanding service to the School and its students. Mazzucelli (second from the right) was presented with a Teaching Excellence Award by Divisional Dean Vera Jelinek, Tisch Center Divisional Dean Bjorn Hanson, and Interim and Vice Dean Dennis Di Lorenzo.  
Photo Credit: ©NYU Photo Bureau/ Debra Rothenberg



Tisch Center Adjunct Instructors Bernard Toliver and Gavin Landry were each presented with Teaching Excellence Awards.  
Photo Credit: ©NYU Photo Bureau/ Debra Rothenberg

### MEDIA INDUSTRY STUDIES

Center for Publishing  
Teaching Excellence Award

Rebecca Sanhueza

### Graphic Communications Management and Technology

Teaching Excellence Award

Matt Turnbull

### NYU SCHACK INSTITUTE OF REAL ESTATE

Teaching Excellence Award

Hugh Kelly

Outstanding Service Award

Corinne Packard

### PAUL MCGHEE DIVISION

Teaching Excellence Award

Tom Agoston  
Jeanne Fox Friedman

Outstanding Service Award

Julia Keefer

### PRESTON ROBERT TISCH CENTER FOR HOSPITALITY, TOURISM, AND SPORTS MANAGEMENT

Teaching Excellence Award

Bernard Toliver  
Gavin Landry

Outstanding Service Award

Xavier James

## NYU-SCPS ALUMNI EVENTS

### Tisch Center Alumni Society's Casino Night

The Tisch Center Alumni Society held its annual Casino Night in April 2013. Alumni and faculty members welcomed members of the Class of 2013 with a fun night of games and networking at Amity Hall in New York. Among the attendees were: from l to r: Cindy Heiple, ('13) B.S. in Hotel and Tourism Management; Jesse Lin, ('13) B.S. in Hotel and Tourism Management; Julia Zoltorev, ('13) B.S. in Hotel and Tourism Management; Donna Quadri-Felitti, clinical associate professor of Hospitality, Tisch Center; and Sonya Pustynnik, ('08) B.S. in Hotel and Tourism Management.

Photo Credit: Michelle LaRocca



### McGhee – Pairings and Connections: The Prince, The Professor, and Politics – Unmasking Machiavelli

The NYU-SCPS McGhee Alumni Committee held the second event in its Pairings and Connections series titled, “The Prince, The Professor, and Politics – Unmasking Machiavelli,” in April 2013. Led by McGhee Adjunct Professor Antonio Rutigliano, the discussion explored how Machiavelli’s writings set the basic rules and guidelines for modern Western political thought. McGhee alumni, faculty members, and current students who attended were able to network while enjoying modern and Renaissance-era food and wine. Among the attendees were (from l to r): Sharon Peterson-Liebmann ('06), McGhee Divisional Dean Susan Kinsey, Carl Icahn, Gail Golden ('10), and McGhee Adjunct Professor Antonio Rutigliano.

Photo Credit: Stephen Bleuler



### NYU Schack – 20th Annual Evening of Monopoly

The NYU Schack Institute of Real Estate and its Alumni Association hosted the 20th annual Evening of Monopoly which honored Schack Alumnus Michael P. Higgins ('92), managing director and head of Real Estate Finance at CIBC World Markets Corp. The event, attended each year by some of the real estate industry’s top executives, was held in May 2013 at The Morgan Library & Museum. Among the attendees were: (standing from l to r) NYU Schack Divisional Dean Rosemary Scanlon, Alumni Board Member Robert Burkavage, Alumni Board Member Lyon Porter, Alumni Board Member John Farrell, Alumni Board Member Lawrence Palumbo, Alumni Board Member Ruth Ann Blankenheim, NYU Schack Advisory Board Executive Committee Member Robert Blumenthal, NYU Schack Advisory Board and Adjunct Faculty Member Matthew Kasindorf; (seated from l to r) Honorary Banker Michael Higgins, NYU Schack Advisory Board Executive Committee Member Timothy Zietara, NYU Schack Advisory Board Chairman James Kuhn, and NYU Schack Advisory Board Executive Committee Member David Hirsh.

Photo Credit: ©NYU Photo Bureau/Elena Olivo

### Alumni: Stay Connected to the NYU-SCPS Community

The NYU-SCPS Office of Alumni Relations invites you to participate in our growing, worldwide alumni community. You can discover opportunities to reconnect with former classmates and faculty mentors, forge new affiliations, access timely information about your field of study and areas of academic and professional interest, further your career development, and meet current students and faculty members.

We invite you to stay in touch, participate in our events, and take advantage of the many benefits NYU-SCPS offers to alumni, such as invitations to events and the monthly NYU-SCPS networking socials, held the last Tuesday of the month (except July, August, and December), 6-8 p.m. at the NYU Torch Club.

To continue to receive the latest information, be sure to update your contact information by e-mailing [scps.alumni@nyu.edu](mailto:scps.alumni@nyu.edu) or by visiting [scps.nyu.edu/alumni](http://scps.nyu.edu/alumni).

## NYU-SCPS EVENTS

### Heyman Center – “Hear from the Philanthropists”

In March 2013, the NYU-SCPS George H. Heyman, Jr. Center for Philanthropy and Fundraising hosted “Hear from the Philanthropists,” a special event featuring renowned philanthropists Ron Bruder, entrepreneur, and founder and chair of the board for the Education for Employment Foundation; Silverstein Properties, Inc. President and CEO Larry Silverstein and his wife Klara, who are major contributors to NYU and to scores of other organizations; and retired retail executive Donald Jonas and his wife Barbara, who are founders of the Jonas Center for Nursing Excellence. Moderated by Naomi Levine, executive director of the Heyman Center, the panel of experts spoke on how they choose their philanthropic endeavors, what they like and dislike in a fundraiser, and how they evaluate the success or failure of the projects they fund.



Photographed from l to r: Shelley Spector, Mary Henige, Pat Morrissey, Annalisa Esposito Bluhm, and Selim Bingol  
Photo Credit: © Fabrice Grover Photo



Photographed from l to r: Ron Bruder, Barbara Jonas, Donald Jonas, Naomi Levine, Klara Silverstein, and Larry Silverstein.  
Photo Credit: Erika Koop

### Marketing and Public Relations – The Great Campaign Series

In the latest installment of the Great Campaign Series, the M.S. in Public Relations and Corporate Communication and the M.S. in Integrated Marketing programs welcomed four communication leaders from General Motors for a panel discussion moderated by Professor Shelley Spector. GM execs Selim Bingol, vice president of Global Communications & Public Policy, Annalisa Esposito Bluhm, communications manager for Chevrolet; Mary Henige, director of Social Media & Digital Communications; and Pat Morrissey, director of Product & Brand Communications, explained how the iconic American company turned the corner and reclaimed its reputation after filing for bankruptcy and receiving a federal bailout. The Great Campaign Series features executives from global brands presenting case studies of successful public relations and marketing campaigns.

## UPCOMING NYU-SCPS EVENTS

**June 2-4, 2013**  
**35th Annual New York University International Hospitality Industry Investment Conference**  
 New York Marriott Marquis  
[scps.nyu.edu/hospitalityconference](http://scps.nyu.edu/hospitalityconference)

**June 7, 2013**  
**New York University Tax Controversy Forum**  
 The Crowne Plaza Times Square Manhattan  
[scps.nyu.edu/taxcontroversy](http://scps.nyu.edu/taxcontroversy)

**June 13, 2013**  
**27th Annual Prism Award Luncheon**  
 Gotham Hall New York  
[scps.nyu.edu/prism](http://scps.nyu.edu/prism)

**July 15-26, 2013**  
**Summer Institute in Taxation**  
 The Westin New York at Times Square  
[scps.nyu.edu/sumtax](http://scps.nyu.edu/sumtax)

For a full list of our upcoming information sessions, events, and conferences, please visit [scps.nyu.edu/events](http://scps.nyu.edu/events).



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## **The Wasserman Center for Career Development at NYU-SCPS Hosts First Annual Employer Networking Night**

NYU-SCPS students gathered for the first annual Employer Networking Night to practice their professional pitch and to build relationships with industry executives. Co-sponsored by the Wasserman Center for Career Development at NYU-SCPS and the NYU-SCPS Graduate Student Council, the three-part event included a brief presentation on refining professional pitch, followed by small, roundtable, feedback sessions led by industry participants. It concluded with a networking reception. There were over 30 industry professionals and 100 NYU-SCPS students in attendance.

Established in Fall 2012, the Wasserman Center for Career Development at NYU-SCPS provides a diverse range of specialized career services and programs, in addition to fostering employer relationships that support the career development needs of NYU-SCPS undergraduate and graduate students.

*Photo Credit: ©NYU Photo Bureau/Elena Olivo*