New York University School of Continuing and Professional Studies

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SCPS NEWS

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scps.nyu.edu

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Center for Publishing and KITAB Launch Executive Program at NYU Abu Dhabi

Two centers of the bookselling world—New York City and Abu Dhabi, largest of the United Arab Emirates and an emerging hub for Middle Eastern publishing—joined forces in the fall, when the NYU-SCPS Center for Publishing hosted a five-day executive seminar on the NYU Abu Dhabi campus. The seminar, a public service partnership between NYU-SCPS and KITAB, a joint venture company between the Abu Dhabi Authority for Culture and Heritage (ADACH) and the Frankfurt Book Fair, took place in November. Twenty-eight participants from 14 nations took part in the seminar. Most were managing directors or senior executives in companies that ranged from small, family-owned businesses to large-scale publishing companies. Each day was devoted to lectures given by leading U.S. publishing executives followed by hands-on workshops.

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NYU-SCPS Receives $1 Million Osher Foundation Grant for McGhee Students

The Bernard Osher Foundation has given NYU-SCPS $1 million to create the endowed Osher Reentry Scholarship Program Fund for academically promising students in the Paul McGhee Division who face economic challenges in completing their baccalaureate degrees. The McGhee Division has been participating in the program on an annual basis since fall 2006, with resources to provide 20 scholarships. The new endowment grant approved this summer means that NYU-SCPS will be able to maintain an equivalent level of financial assistance in perpetuity.

“The Bernard Osher Foundation is pleased to partner with NYU to bring additional financial resources in support of adults pursuing

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Renovations Progress for New NYU-SCPS Home

The work of transforming the dark, mid-century modern building at 7 East 12th Street into an open, light-filled, and ecofriendly 21st-century home for the NYU School of Continuing and Professional Studies reached a critical phase this past summer with the demolition of the existing façade in July and the start of construction on the new, high-performance glass curtain-wall façade in August. The renovation project, begun last February by the New York-based firm of Mitchell/Giurgola Architects, LLP, is on track to be completed in summer 2011.

“The process so far has been very successful,” said project architect and Mitchell/Giurgola partner Carol Loewenson, AIA. “All of the many players involved have been acutely aware of the...
A Message From Dean Lapiner

A new year is always a time of promise, of beginnings, renewal, and continuity.

It is especially good to welcome 2011 with the stories of achievements and distinctions highlighted in the newsletter. NYU-SCPS programs and individual faculty members have earned national accolades. New degree curricula are opening up important fields of study and practice. Outstanding faculty are joining us from around the world. There are profiles about outstanding alumni and the appointment of our internationally renowned new divisional dean for the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management.

Given our efforts to increase financial aid resources for our students, I take special delight in announcing the news of a $1 million endowment at NYU-SCPS from the Bernard Osher Foundation as a perpetual resource to assist qualified McGhee undergraduates, and a large renewal gift from the Marriott Foundation to benefit our Tisch students.

There’s an update on the steady progress of the construction of our new 12th Street consolidated home for our Washington Square programs and academic support services, with our scheduled occupancy on track for next summer. Exciting!

The truly global reach of NYU-SCPS is evidenced in two stories: our Center for Publishing in collaboration with the NYU-Abu Dhabi Institute and the Abu Dhabi government’s Culture and Heritage Authority is organizing a series of executive education programs that started this November in the United Arab Emirates. And in September, thanks to a grant awarded by the British Council to our Center for Global Affairs (CGA), we hosted a group of Iraqi university faculty for in-depth training in CGA’s innovative curriculum in peacebuilding.

Other short articles about our students, our faculty, and the inspiring remarks of last spring’s Convocation Speakers—President John Sexton and the Honorable Melanne Verveer, U.S. Ambassador-at-Large for Global Women’s Issues—also show the incomparably broad reach and impact NYU-SCPS enjoys in so many diverse sectors.

I hope you will enjoy learning about the many individuals who make up our extended community, and whose accomplishments and dedication are helping to define NYU-SCPS’s reputation for academic innovation, excellence, and purposeful engagement in all the fields for which we educate our students.

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 Conduouls, B.A., executive director, 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.

Bjorn Hanson, B.S., M.B.A., Ph.D., divisional dean and clinical professor, Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management.

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 clinical professor, Paul McGhee Division and Liberal Studies and Allied Arts.


Jean A. Morse, B.S., J.D., associate dean for academic affairs.

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.

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

Established in 1934, NYU-SCPS (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 continuing education programs in fields such as Real Estate and Construction Management; Hospitality, Tourism, and Sports Management; Global Affairs; Philanthropy and Fundraising; Graphic Communications Media, Publishing, and Digital Arts; Human Capital Management, Marketing, and Public Relations; with complementary strengths in the Liberal and Allied Arts; Translation and Interpreting; Management and Information Technology; and Finance and Taxation. 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 attract some 4,800 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 more than 54,000 annual enrollments in individual courses, specialized certificate programs, conferences, workshops, seminars, and public events. NYU-SCPS is especially proud of the ever-growing worldwide network of its supportive degree-holding alumni, now 24,000 strong.
Global Affairs Graduate Students Create Documentary on Energy-Efficient Sustainable Transport for Innovative Capstone Project

Samuel Lissner and Peter Rose traveled to three countries on two continents as part of their M.S. in Global Affairs capstone project on sustainable transportation, the culmination of their graduate studies at the NYU-SCPS Center for Global Affairs (CGA). For a CGA capstone project, graduate students study a global issue from different perspectives to find a solution for a complex problem facing the international community.

As Lissner and Rose traveled and studied environmental and energy policy through the lens of transportation, they were able to get an inside look at groundbreaking, real-life transit examples in three distinctive places: Abu Dhabi; Tel-Aviv; and Navarra, Spain.

“Our program at CGA emphasizes the importance of global perspective and exploring new solutions to challenging problems in the world,” said Lissner. “Being deployed in different countries over the course of a month definitively enhanced our view of the issues and advancements in sustainable transport.”

Lissner and Rose also broke ground in their own program, pioneering a new model of capstone project that included extended multinational travel and the creation of a documentary film—in addition to a written thesis.

The centerpiece of the pair’s project, Masdar City outside of Abu Dhabi, is being constructed as the world’s first carbon-neutral city and is scheduled for completion in 2020. There, government officials, business leaders, and sustainability advocates led Lissner and Rose on tours of construction sites, assembly lines, and projects in development—visits that have been, for the most part, limited to heads of state, members of the U.S. Congress, and a handful of other prominent individuals. Most exciting was a ride in a pod car reminiscent of a science-fiction film—and formally known as Personal Rapid Transit—with the city’s head of transportation. The electric-powered, rail-less, all-glass cars arrive at set stations via routes determined by sensors in the pavement.

The pair also met experts from around the globe at the World Future Energy Summit 2010 in Abu Dhabi.

Their trip started in Israel—where similar innovations have been derailed due to politics and the global economic crisis—and ended in Navarra, Spain, which generates nearly 80 percent of its energy from renewable resources and is home to many Spanish automobile factories. In Spain, the pair met with scientists testing wind turbines at the National Renewable Energy Centre (CENER) and learned about local vocational training and community education initiatives.

It took months to prepare for the trip. Lissner, a Harvard graduate, and Rose, a graduate of the American University in Paris, arranged for meetings with three or four stakeholders every day in each of the places they visited. They were aided by their advisor, Clinical Associate Professor Carolyn Kissane, and Divisional Dean Vera Jelinek, who helped them make contacts.

Lissner and Rose plan to share their findings with contacts at the U.S. Department of Energy, the Precourt Energy Efficiency Center at Stanford University, the U.S. Environmental Protection Agency, and others—and hope to show their documentary at conferences and events. “[The project] allowed us to understand firsthand many of the challenges and strategies behind achieving sustainable transportation,” said Rose.

Both Lissner and Rose graduated in spring 2010. Lissner is currently the manager of business development at Power Grid Capital, a renewable energy start-up that develops and finances solar and energy efficiency projects. Rose serves as business development manager at Bullfrog Pest Management, Inc., where he has created a third-party certified green service division, manages the website and all social media platforms, and directs the preparation and submission of all requests for proposals.

On the Web
For more information about NYU-SCPS Center for Global Affairs students, faculty, programs, and public events, visit:
www.scps.nyu.edu/cga
One of the principal objectives of an NYU-SCPS education is to connect students' academic and professional lives. Internships can play a vital role in that process. Students enrolled in NYU-SCPS programs who take advantage of internship opportunities find themselves empowered with the experience and confidence to launch new careers and successfully navigate career change.

"Internships enable students to apply the academic theory they’re studying in the classroom to real-life situations," said Bill Burns, adjunct associate professor and internship coordinator at the NYU-SCPS Paul McGhee Division for adult undergraduates. “They also allow our students to practice interviewing for jobs, test new fields, and gain valuable knowledge in their areas of interest.” To ensure students get the most value from their internships, McGhee student interns keep a journal and attend class sessions in which they reflect on their experiences in their new professional communities. Meanwhile, the sponsors at the New York City institutions where Burns places interns value the fresh perspective, experience, and professionalism that McGhee students bring to the workplace.

One of the most stirring examples of an NYU-SCPS internship leading to career opportunities is journalist and author Michael Hastings—who’s explosive Rolling Stone profile of General Stanley McChrystal, the former commander of U.S. forces in Afghanistan, made national headlines earlier this year. Hastings took his first steps in journalism while studying at the McGhee Division. An internship at Newsweek during his senior year in 2002 led to a full-time job at the magazine as its soon-to-be-acclaimed Iraq War correspondent. Now a freelance journalist, Hastings is also the author of I Lost My Love in Baghdad: A Modern War Story, about the death of his fiancée in Iraq.

Success stories stemming from NYU-SCPS internships do not end with Hastings. At age 30, Dana Carey wanted to embark on a new career in children's book publishing. She left her position as an associate editor at a nursing journal to pursue an M.S. in Publishing full-time at the NYU-SCPS Center for Publishing. To gain hands-on industry experience, Carey sought out an internship and was thrilled to obtain one at Wendy Lamb Books. After two semesters as an intern, Carey was hired as a full-time editorial assistant at the publishing house.

"Having an unpaid internship lead to a paying job was an ideal outcome," said Carey, who expects to complete her degree this fall, “but the internship’s real value was my learning firsthand how a book is created, what a children’s book editor’s job entails, and how the industry works.”

For Lindsey Johnson, an internship at the 2006 NYU International Hospitality Industry Investment Conference during her senior year at the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management proved to be a major turning point in her life. After four round-the-clock days of living and working at the conference venue—the New York Marriott Marquis—Johnson was captivated. She made a point of speaking to the hotel’s general manager, followed up after the conference, and, upon earning her B.S. in Hotel and Tourism Management later that year, was hired by the hotel. Four years and two promotions later, she is now the hotel’s senior banquet manager. Johnson said the internship helped to focus her aspirations through actual work experience and opened the door to an exciting new career.

Dana Carey, M.S. in Publishing student.

David Alonso
Mark T. Ames
William Buzz Apostol
Anthony Barrett
Stephen N. Benjamin
Edward J. Bergman
Ruth Ann Blankenheim
The Brause Family
Frank J. Burger
Robert Burkavage
Christopher Calabriano
Herbert M. Chain
Martin Cohen
Anna Condoulis
Michael R. Cunningham
Gregory S. D’Amico
Alice P. DiMarzio
David Eyzenberg
John T. Farrell
Perry S. Fine
Linda M. Fischer
Paul H. Frankel
Camela P. Galano
Veronica W. Hackett
Bjorn R.L. Hanson
Michael P. Higgins
David Z. Hirsh
Matthew E. Kasindorf
Rita C. Levitt-Jakubowski
Francis Patrick Lively, Jr.
Gena R. Lovett
Jo Ann R. McGreevy
Wendy Sue Levine and Jonathan L. Mechanic
E. O’Brien Murray
Kathleen M. Murray
Benek J. Oster
Lawrence Palumbo
Karen L. Peterson
Jerry C. Pi
Charles P. Rettig
Leslie Samuels
Lester E. Samuels
Larry A. Silverstein
Bryan C. Skarlatos
Robert D. Stern
Jennifer Stewart
Tisch Family
Richard L. Tomasetti
Ramón Velez, Jr.
Peter Warren
David T. Welsh
Jeffrey S. Wilder
Simon Ziff

Names above include alumni from both NYU-SCPS and other NYU schools.

For more information about membership in the Dean's Alumni Circle and alumni events and activities, please contact Judith Jackson at (212) 998-7237 or scps.alumni@nyu.edu.
DEVELOPMENT NEWS

Marriott Foundation Awards $250,000 to Increase Scholarship Fund for Tisch Center Undergraduates

Supporting the education and leadership training of the next generation of hospitality industry professionals has been a primary focus of The J. Willard and Alice S. Marriott Foundation since its creation in 1965 by Marriott International founder J. Willard Marriott, Sr. In 2003, the Marriott Foundation established a $100,000 endowed scholarship fund at NYU-SCPS to support academically promising students in financial need who are enrolled in the in the undergraduate programs of the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management. This past June, the Foundation generously augmented its commitment to the Tisch Center endowment fund with an additional grant of $250,000 to NYU-SCPS.

“The Marriott organization is proud of our long and continuing relationship with NYU and the Tisch Center. We believe that enhancing our partnership with the Tisch Center to provide access to more students from underserved backgrounds in higher education fulfills the mission and vision of the Marriott Foundation,” said Anne Gunstee, executive director of the Foundation. “We are impressed by how well the Tisch Center prepares its students. As part of its rigorous curriculum, the Center requires each student to gain invaluable applied experience at two or more internships, with a minimum of 700 hours overall. The Marriott Scholarship at the Tisch Center helps to place a first-class education at a world-renowned university in a leading global city within reach of students needing financial support and provides them with the opportunity to use their education as a springboard to launch their careers.”

British Council Grant Enables Peacebuilding Dialogue Between Iraqi and CGA Scholars

The Center for Global Affairs (CGA) was granted £100,000 by the British Council for a groundbreaking two-year program in partnership with the University of Duhok to enhance the capacity for peacebuilding in Iraq. With the efforts of CGA professors Thomas Hill and Sylvia Maier, the grant enabled nine Iraqi scholars to visit CGA for two weeks this fall to discuss ways of strengthening the scholars’ capacity to teach peace and conflict studies, conduct research, serve as peacebuilders in their country, and develop a long-term relationship between the Iraqi faculty and both faculty and students in the United States.

“One important way to build peace is to expose students—future leaders in particular—to critical concepts that will enable them to make choices that help their societies live peacefully. It’s also important that scholars in the West and elsewhere engage in mutual, critical, and ongoing dialogue about what constitutes peace and how different societies seek it,” said Thomas Hill, clinical assistant professor at CGA. “The new project allows us to do both things: work with Iraqi professors in an exchange of ideas about peace, and, consequently, ensure that students in both the United States and Iraq gain exposure to a richer and better-balanced set of thoughts about peacebuilding.”

As part of the program, Professors Hill and Maier plan to travel to the University of Duhok in spring of 2011 to continue this exchange of ideas.

Osher Grant for McGhee Students

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higher education. It is especially meaningful to establish this program with a renowned university in one of our nation’s most diverse and globally connected cities,” said Osher president Mary Bitterman. “Providing qualified NYU McGhee Division students with reentry scholarships coincides with the Osher Foundation’s core value—to assist adults with the financial support necessary to continue their pursuit of an undergraduate degree.”

“The support of the Bernard Osher Foundation is having a deeply affirmative impact at McGhee by enabling worthy adult students to pursue previously deferred academic and career goals,” said Dean Robert S. Lapiner. “Especially in difficult economic times, the Osher Scholarships have been lifelines for many of our students.”

Intended specifically for adult students returning to college, Bernard Osher Foundation Reentry Scholarships of up to $2,500 per academic year are awarded on the basis of academic merit and financial need. To be eligible, applicants must have been enrolled at McGhee for at least two semesters and have earned 16 credits or more with a minimum GPA of 3.0. Guidelines limit the award to qualified students between the ages of 25 and 50 at the time of their application who have had an interruption in their undergraduate studies of at least five years prior to entering McGhee. They must also plan to join or remain in the workforce upon the completion of their studies at NYU.

“In difficult economic times, the Osher Scholarships have been lifelines for many of our students.”

—Dean Robert S. Lapiner

Since the program began at NYU-SCPS (thanks to the original initiative of McGhee Director of Faculty Affairs Bill Coury), the Bernard Osher Foundation Reentry Scholarship Program has been a demonstrable success at the Paul McGhee Division. Eighty grants—including some renewals—have been awarded to 73 recipients. Twenty-eight have graduated, and 43 students remain enrolled at NYU. (Only two have taken another hiatus in their studies.)

The true measure of those numbers is the impact on the lives of the beneficiaries. “Being awarded an Osher Reentry Scholarship provides students with a profoundly important recognition of their value and achievements,” noted Paul McGhee Divisional Dean Susan Kinsey. “The program has enabled NYU to reach a uniquely deserving population of returning students in a lasting and meaningful way, strengthening their capacity to contribute to society personally and professionally.”

The San Francisco–based Bernard Osher Foundation was founded in 1977 by businessman, community leader, and philanthropist Bernard Osher to improve quality of life through support for higher education and the arts. The Foundation provides post-secondary scholarship funding to colleges and universities across the nation, with special attention to reentry students. Their mission dovetails closely with that of the Paul McGhee Division, namely to make an NYU undergraduate education available to qualified adults, including those whose prior college experience may have been interrupted by life circumstances.
New NYU-SCPS Home
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The seeds for the project were planted over a year ago when NYU-SCPS Dean Robert Lapiner visited the Emirate and met with various cultural officials, including KITAB executives. Last spring, Andrea Chambers, director of the Center for Publishing, traveled to the Abu Dhabi International Book Fair to explore the seminar concept with the region’s publishers and learn more about the challenges they face.

“Publishers in the Middle East are dealing with unique issues, such as censorship, cross-border distribution, and the fact that the region has relatively few bookstores,” explained Chambers. “Based on their input, we collaborated with KITAB to develop a program tailored to their needs.”

In the seminar’s opening session, Philip Patrick, vice president of digital and marketing strategy and publisher, Crown Group Digital, discussed the elements of a successful publishing strategy. Through discussion and case studies of major Crown authors, Patrick helped publishers find their competitive niche in the marketplace and conduct a SWOT (strengths, weaknesses, opportunities, and threats) analysis of their own businesses.

Day two, led by Mario Pulice, creative director of Little, Brown and Company, focused on book cover design, including highly specific advice about typefaces and color palette selection. In addition to explaining strategies for effective design, Pulice helped program participants rethink and redesign their own covers and catalogues.

The program concluded with two days devoted to digital publishing with Peter Balis, director of digital content sales for John Wiley & Sons. Discussions covered e-readers and tablets, e-books, and mobile platforms. During break-out sessions, students brainstormed digital strategies for print-only companies and mobile apps for books published in the region, including an app called Alif (the first letter of the Arabic alphabet) about Arab calligraphy. The session concluded with a presentation on social media marketing by Farid Gasim, director of operations at Grafdom, a leading Middle East-based digital media company.

“It was a great opportunity to help Arab-region publishers accomplish their goals, including broader distribution and greater digital awareness,” Chambers said. “There was a wonderful exchange of ideas on both sides, and we participated in scheduled dinners and other social events around the educational sessions to help build relationships. At the farewell dinner, there was such heartfelt feeling, as well as clear evidence of friendships that will continue across borders. Students were talking excitedly about seeing each other at future executive training sessions.”

Additional seminars are already scheduled for spring 2011. “The reflective, practice-based programs of NYU-SCPS, with their emphasis on innovation in key global sectors, extend naturally to Abu Dhabi,” noted Dean Lapiner. “The Abu Dhabi government and its people are committed to the Emirate’s role as an international hub for knowledge creation and cultural and technological innovation. We were delighted to partner with KITAB and our colleagues at NYU Abu Dhabi in this promising venture.”

For more details about this program, visit NYUPubPosts.wordpress.com.
Bjorn Hanson Named New Divisional Dean of NYU-SCPS Tisch Center

After an extensive international search, Dean Robert Lapiner announced this past June the appointment of Professor Bjorn Hanson as the new divisional dean of the NYU-SCPS Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management. Professor Hanson succeeds Dean Lalia Rach, who stepped down last spring after 15 years as divisional dean.

A renowned hospitality and travel industry scholar, Hanson joined the Tisch Center’s full-time faculty as a clinical associate professor in 2008, after nearly 20 years at the helm of the hospitality and leisure industry practice at the worldwide professional services firm PricewaterhouseCoopers. But Hanson’s association with NYU goes back much further. In addition to earning his Ph.D. at NYU (he also holds an M.B.A. from Fordham University and a B.S. from Cornell University School of Hotel Administration), Hanson was a member of the committee that planned the Tisch Center in the early 1990s. He also served as chair of the Tisch Advisory Board of distinguished industry leaders and was a guest lecturer and adjunct faculty member at the center for 16 years.

“Because of his background, strong connections with the Tisch Center, and his in-depth understanding of the fields of hospitality, tourism, and sports business, Bjorn Hanson is uniquely able to work with the faculty, staff, and Advisory Board to bring the Center to new levels of distinction,” said Dean Lapiner. “Professor Hanson has a compelling and articulate vision for the center, and more important, a track record that demonstrates his ability to inspire confidence and realize the ambitious, shared aspirations for its future.”

Hanson’s appointment comes at an exciting time for the Tisch Center as it prepares to take up academic residence next summer in the new NYU-SCPS “headquarters” at 7 East 12th Street. “Having a dedicated home for the first time will be invaluable in helping us grow our enrollment and enrich the academic experience of our students,” said Hanson. Also high on the new divisional dean’s list of goals is increasing the center’s applied research activities, introducing new concentrations and fields of study, and developing and enhancing relationships with key industry organizations. “I am grateful for the opportunity to build on the remarkable accomplishments of the Tisch Center,” said Hanson, “and to guide it to new levels of excellence and distinction.”

Why I Teach: Bill Smith

Commercial Lending Courses Incorporate the Latest Financial News

When a U.S. corporation goes into Chapter 11 reorganization, there is likely to be a lively discussion of it in Managing a Loan Portfolio, a course taught by Bill Smith within the Certificate in Credit Analysis program, part of the NYU-SCPS Division of Programs in Business. For nearly a quarter-century, Smith has used the daily news headlines as a teaching tool in his popular NYU-SCPS classes in commercial lending.

“Newspapers don’t report everything that happens in such situations,” said Smith, a lawyer who became a banker. “I provide my students with a much deeper explanation, and it grabs my students’ attention. Such real-life examples demonstrate the value and applications of what is being taught in the classroom.”

Indeed, keeping up with developments in his field ranks high among the reasons Smith, an adjunct professor, gives for continuing to teach classes at NYU-SCPS in the evening. “If you want to stay current, teaching is the best way,” said Smith, who serves as chief lending officer and deputy general manager of the New York branch of the trillion-dollar Bank of China. “Teaching motivates you to do the research as if you were the student,” he observed, adding with a chuckle, “but you don’t have to take any exams.”

A graduate of Princeton and the University of Virginia law school, Smith began his banking career 35 years ago in the corporate finance department of Chemical Bank (now, after several mergers, JP Morgan Chase). While still settling in, he was given an assignment to analyze a portfolio of 20 steel companies and soon realized he needed to expand his financial knowledge and skills. “I then decided to enroll in NYU-SCPS courses to learn what I needed.”

Smith foresees continued career opportunities in the field of commercial banking. For example, foreign banks like his now make an astonishing 42 percent of all U.S. syndicated loans—and they need Americans to help them work with U.S. banking regulators.

Smith takes great pride in the young bankers whose careers he has nurtured over the years. “Many of the people I meet in loan meetings have attended classes at NYU-SCPS,” he observed, “and I always tell them, when they are in negotiations with me, they are not supposed to use what I taught them against me.”

One of the many relationships that began as a result of Smith’s position as an NYU-SCPS adjunct is with his wife, Maria, a lawyer-banker from Venezuela who took one of his first classes.

“I didn’t start dating her until the course was over,” Smith quickly pointed out. “And she still asks me why her grade was only an A-.”
Jens Rudbeck has joined the full-time faculty as clinical assistant professor at the Center for Global Affairs (CGA), where he teaches graduate courses on the impact of globalization on the economic prospects of developing countries. A member of the adjunct faculty since September 2009, Rudbeck has been a visiting scholar at Columbia University and previously taught at Roskilde and Copenhagen Universities in Denmark. He also was a researcher at Copenhagen Peace Research Institute and a member of the Danish Military Intelligence Service academic network on conflicts in Africa.

Rudbeck’s primary areas of expertise are international development aid, political conflicts, and political reforms with a special focus on democratization in sub-Saharan Africa. Rudbeck holds an M.A. in International Development and a Ph.D. in Political Science.

NYU Schack Institute of Real Estate

Emily A. Youssouf

Emily A. Youssouf, former head of the New York City Housing Development Corporation (HDC), has joined the NYU Schack Institute of Real Estate as clinical associate professor, where she teaches courses in the graduate real estate program in real estate capital markets and affordable housing development.

A finance and housing expert with 30 years of experience in the public and private sectors, Youssouf is widely credited with leading the HDC’s successful transformation from troubled public corporation to top housing lender. She has consulted with such clients as the Rockefeller Foundation and the New York City Partnership. She currently works with venture capital funds and serves on the boards of directors of the New York City School Construction Authority, the New York State Job Development Authority, and the New York City Health and Hospitals Corporation, where she chairs the audit committee. Youssouf holds a B.A. in Sociology, with honors, from Wagner College, and an M.A. in Urban Policy Analysis and Management from Milano, The New School for Management and Urban Policy.

Rosemary Scanlon

Rosemary Scanlon, one of the nation’s leading experts in regional and urban economics, has been named director of academic affairs at the NYU Schack Institute of Real Estate, where she oversees all academic components of the graduate program. A former New York State deputy comptroller, chief economist at the Port Authority of New York and New Jersey, and frequently published author of economic studies, Scanlon will play a critical role in the development of syllabi content and strategic planning initiatives, and spearhead the recruitment of new faculty. She will also continue to serve as clinical associate professor of economics.

George H. Heyman, Jr. Center for Philanthropy and Fundraising

Doug White

Doug White has been named academic director and clinical professor at the George H. Heyman, Jr. Center for Philanthropy and Fundraising. In his new post, White promotes the center’s agenda nationally and worldwide and oversees the expansion of curricula, including the master’s degree and professional certificate programs.
Previously a clinical assistant professor at NYU-SCPS, White has been teaching at the School since 2003. A graduate of Dartmouth College, White has more than 30 years of experience in nonprofit managing and consulting, and has published two books on charitable giving. The Art of Planned Giving: Understanding Donors and the Culture of Giving was awarded the 1996 Staley/Robeson/Ryan/St. Lawrence Prize for Research by the Association of Fundraising Professionals. His third book, The Nonprofit Challenge, released this fall, examines ethics and the nonprofit sector.

**Division of Programs in Business**

**Stephanie Bonadio**

Stephanie Bonadio was named academic director of the Department of Leadership and Human Capital Management within the Division of Programs in Business, following eight months as interim director. She oversees both graduate studies and continuing professional education programs.

As interim director, Bonadio repositioned the M.S. in Human Resource Management and Development program to reflect current professional best practices in the evolving field of talent management.

Bonadio began her NYU-SCPS career in 2007 as the department’s assistant director. Previously, she worked in education consulting, research, and related roles for the University of Arizona, Harvard Medical School, and at her own consulting firm.

**Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management**

**Bjorn Hanson**

Bjorn Hanson was named new divisional dean of the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management. See article on page 7.

**Xavier D. James, Sr.**

Xavier D. James, Sr., a well-known sports and entertainment attorney, joined the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management as visiting assistant professor. James previously served as a member of the adjunct faculty and advisory board and will teach undergraduate and graduate courses in the Sports Management and Sports Business degree programs. James’s clients have included former baseball superstar Gary Sheffield, and former boxing champions Oscar De La Hoya and Bernard Hopkins. James holds degrees from the NYU College of Arts and Science and the NYU School of Law and has held executive positions at Simon & Schuster, HBO, and MasterCard.

**American Language Institute**

**Peter B. McCagg**

Peter B. McCagg was named academic director and clinical professor of English as a Second Language at the American Language Institute (ALI). McCagg comes to NYU-SCPS from the International Christian University (ICU), a bilingual liberal arts college in Tokyo.

For the past eight years, he has served as the dean of international affairs at ICU, coordinating international efforts and facilitating the participation of international students in the multicultural life of the campus, developing new programming, cultivating overseas alumni, and helping to recruit international students.

An active scholar, McCagg has published extensively in the field of English as a Second Language and Linguistics. He holds an A.B. from Princeton in East Asian Studies, an M.S. from Georgetown in Linguistics, and a Ph.D. from Georgetown in Applied Linguistics.

**FACULTY AWARDS**

**Marjorie Kalter**

Marjorie Kalter, academic program director and clinical professor in the graduate program in integrated marketing, was awarded the Edward N. Mayer, Jr. Educational Leadership award in October 2010 at the Direct Marketing Association’s Annual Conference in San Francisco.

**Hugh Kelly**

Hugh Kelly, clinical associate professor at the NYU Schack Institute of Real Estate, won the Ballard Award from the Counselors of Real Estate (CRE), a prestigious industry association. The award honors his 2009 article “The Morphology of the Credit Crisis,” published in CRE’s journal Real Estate Issues. Kelly also won the award in 1996.

**Fred Mayo**

Dr. Fred Mayo, clinical professor of hospitality and tourism management at the Tisch Center, was presented with the Stevenson W. Fletcher Achievement Award from the International Council on Hotel, Restaurant, and Institutional Education. The award recognizes an individual educator for outstanding achievement in contributing innovative ideas, methods, or programs that have advanced teaching, learning, or practice in the field of hospitality and tourism.
NYU-SCPS Co-hosts Documentary Storytelling Festival This Fall

NYU-SCPS, in conjunction with the Tisch School of the Arts, hosted DOC NYC, a seven-day festival celebrating documentary film, radio, photographs, and prose. The festival’s centerpiece was an eight-film competition at the IFC Center, where two films were screened nightly from November 4–9. The festival also featured a program of NYU student films, matinees, midnight showings, and presentations and panel discussions in other mediums that took place at IFC Center and the Eisner & Lubin Auditorium at the NYU Kimmel Center for University Life. Two gala events at the NYU Skirball Center for Performing Arts, at the festival’s opening and near its conclusion, marked the festival’s premiere.

“The first DOC NYC festival was successful beyond our expectations,” observed Mary Domowicz, academic director of the Design, Digital Arts, and Film department at NYU-SCPS. “It was very well attended, extended by two days, and received wide media coverage including the New Yorker and New York magazine. We are already looking forward to collaborating with DOC NYC next year.”

SCPS News talked about the festival’s origins with DOC NYC artistic director Thom Powers, a longtime adjunct instructor of documentary filmmaking in the Design, Digital Arts, and Film department at NYU-SCPS, who also serves as documentary programmer of the Toronto International Film Festival:

**What gave you the idea for a documentary festival in Greenwich Village?**

**Thom Powers:** We’ve been running a documentary film series at the IFC Center for five years called “Stranger than Fiction,” which originated as an NYU-SCPS course, showing a different film for 30 weeks each year. We wanted to take this a step further by creating an annual documentary festival that packs many activities into a few days. New York City has lacked a concentrated place to celebrate documentaries for many years. We also wanted to bring other forms of documentary storytelling into the tent.

**How were these other forms showcased?**

**Powers:** Storytellers in different media presented their work in separate events. Radio producers played audiotapes, photographers gave slide shows, and so on. Documentarians then discussed their work in panel discussions.

**Who else has been involved in the development of the festival?**

**Powers:** We were fortunate to be able to assemble a strong board of advisors for the festival whose members gave us invaluable input. The board includes such renowned filmmakers as Barbara Kopple, Michael Moore, and others from diverse areas of storytelling and the entertainment industry, as well as faculty, staff, and alumni from NYU, including the Tisch School, the Arthur L. Carter Journalism Institute, and NYU-SCPS.

For more information about DOC NYC, visit [www.docnyc.net](http://www.docnyc.net).

SBE Launches First Sustainable Real Estate Conference in February 2011

“Building the Smart City: Removing Barriers, Fostering Innovation” is the theme of the first Sustainable Real Estate Conference at the NYU Schack Institute of Real Estate’s Center for the Sustainable Built Environment (SBE). Taking place on February 22, 2011, the conference will highlight how sustainable innovations in building practices can reduce urban sprawl, limit greenhouse gas emissions, conserve resources, maximize competitiveness, and improve the quality of life in cities. Expert panelists will discuss the emerging frontiers of technological innovation and real-world case studies.

SBE is also organizing its first sustainable real estate development competition, where teams select a site and present a comprehensive proposal for a real estate development or redevelopment project that responds to a pressing environmental and/or social concern. The winning team will win $25,000 and the runner-ups get $10,000 and $5,000 respectively. Visit [scps.nyu.edu/sbe](http://scps.nyu.edu/sbe) for more information.

CGA Makes Foreign Policy Association’s Top 10 List

The Center for Global Affairs (CGA) was recently selected by the Foreign Policy Association as one of the top 10 international relations and public policy graduate programs in the United States.

“We are delighted to be recognized for our success in preparing students to affect change in the foreign policy sphere,” said Vera Jelinek, divisional dean of the Center for Global Affairs. “This honor is a credit to our dedicated, globally-active faculty and the excellent students who go on to fulfilling positions in the foreign policy world.”

For more information about NYU-SCPS events, graduate programs, professional certificates, continuing education courses, conferences, or faculty, visit: [scps.nyu.edu](http://scps.nyu.edu)
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NYU-SCPS “Covered” by Artists
Jules Feiffer and Milton Glaser

NYU-SCPS enlisted nationally acclaimed artists Jules Feiffer and Milton Glaser to design its last two bulletin covers. For its Fall 2010 Bulletin cover (left), NYU-SCPS turned to Jules Feiffer, who, for over 50 years, has turned contemporary urban anxiety into witty and revealing commentary. Feiffer’s honors include a Pulitzer Prize, a George Polk Award, an Obie Award, an Academy Award, and Lifetime Achievement Awards from the Writers Guild of America and the National Cartoonist Society. For its Spring 2011 Bulletin cover (right), NYU-SCPS selected Milton Glaser, one of the most celebrated graphic designers in the United States. Glaser has the distinction of solo exhibitions at the Museum of Modern Art and the Georges Pompidou Center in Paris and was selected in 2004 to receive the Cooper Hewitt National Design Museum’s lifetime achievement award. In 2010, Glaser became the first graphic designer to receive the National Medal of Arts.

Distinguished Speakers Urge 2010 Graduates to Make the World A Better Place

Melanne Verveer (above, left), U. S. Ambassador-at-Large for Global Women’s Issues, and New York University President John Sexton (above, right) were the featured speakers at the 2010 NYU-SCPS Convocation ceremonies in May.

During the morning ceremony for graduates of the NYU-SCPS master’s and graduate certificate programs, Ambassador Verveer reminded her audience of the importance of not settling for things as they are. If the time isn’t ripe for change, she said, quoting the legendary civil and women’s rights activist and NYU alumna, Dorothy Height, “we have to ripen the time.” A former assistant to the President and chief-of-staff to the First Lady in the Clinton Administration, Verveer encouraged the new graduates to find a way to support women’s quest for empowerment in the developing world, “because if we invest in women and girls, we’ll change the world for the better.”

Later in the day, NYU President John Sexton addressed the NYU-SCPS Convocation for undergraduate students. In his speech, he recalled the teacher who had the greatest impact on his life and from whom he learned a vital lesson, beware sins of omission: not doing all that you can to help others and contribute to society and not loving to the fullest the people close to you. President Sexton urged his listeners to use their talents to the fullest to ensure that this new century will go down in history as an ecumenical moment and not a clash of civilizations. “Use well your talent to make the world around you a better place,” he said, “and use well your unique human capacity to love.”

Alumni: Stay Connected

Please update your contact information by e-mailing scps.alumni@nyu.edu or by visiting scps.nyu.edu/alumni and clicking the Alumni Directory link.

NYU-SCPS Hosts Fifth Biennial Conference of the American Translation and Interpreting Studies Association

Last spring, NYU-SCPS hosted New York City’s first major scholarly association translation conference, attracting more than 100 participants from over 20 countries on five continents. The American Translation and Interpreting Studies Association’s fifth biennial conference, made possible by a grant of the NYU Humanities Initiative and the support of NYU-SCPS, focused on the sociological aspects of translation and interpreting. Participants included university professors who perform research in translation and interpreting and who train translators and interpreters in academic programs, as well as sociologists and literary scholars from across the globe. Session topics included “English Novels in Persian, A Sociological Study of Literary Translation in Post-Revolution Iran,” “Political Dissidents as Translators/Editors/Publishers,” and “Just or Unjust: Interpreting in the Moral and Social Spaces of War.”

“NYU-SCPS was honored by its selection as conference host,” said Milena Savova, academic director for the School’s Foreign Languages, Translation, and Interpreting programs. “Our selection highlighted once again how respected our program is among the other institutions that offer translation education.” NYU-SCPS will launch an online Master of Science in Translation program this fall. The school’s noncredit translation certificate program was recently ranked among the top five in the United States by AltaLang.com, a highly regarded translation services provider.
New Master of Science in Real Estate Development

NYU-SCPS will launch a Master of Science in Real Estate Development (MSRED) in Spring 2011, developed to prepare students for careers as entrepreneurial developers or for leadership positions within private or public organizations. Offered through the NYU Schack Institute of Real Estate along with the Master of Science in Construction Management and the Master of Science in Real Estate, this will be the third graduate degree capturing the specialized academic expertise of NYU Schack faculty and leading industry practitioners.

The 42-credit graduate MSRED program explores the role of development as it impacts society today—a constantly changing built environment that requires innovative solutions to evolving issues. The curriculum consists of 12 required core courses and two electives, which can be taken in different areas, such as strategic real estate management, finance and investment analysis, and construction management. Students will also be able to choose among three concentrations: Sustainable Development, The Business of Development, and Global Real Estate.

“Real estate developers must be conversant in an ever-growing number of disciplines, which range from sustainable building to the numerous steps required to begin and complete a project overseas,” said NYU Schack Institute Divisional Dean James Stuckey. “MSRED will equip students with the skill set they need to meet the challenges and seize the opportunities that the commercial real estate industry offers.”

Night of Monopoly at NYU Schack

The NYU Schack Institute of Real Estate and its Alumni Association hosted their 18th annual Evening of Monopoly with honorary banker, construction legend Frank Sciame, CEO of F. J. Sciame Construction Co., Inc. The event, attended each year by some of the real estate industry’s titans, was held in September 2010 at the Central Park Loeb Boathouse. Among the attendees were: (bottom from left to right) Advisory Board Member Kenneth Schack, Schack Divisional Dean James Stuckey, Schack Advisory Board Chairman James Kuhn, Frank Sciame, NYU-SCPS Dean Robert Lapiner, Alumni Board Member Ruth Ann Blankenheim; (top from left to right) Schack Clinical Associate Professor Richard Lambeck, Alumni Association President E O’Brien Murray, and Schack Construction Management Advisory Committee Members Richard Tomasetti and Richard Anderson.