Global Perspectives Drive Academic Initiatives

Ensuring that curricula satisfy the continually evolving demands of industry practice is central to the NYU-SCPS mission, which focuses on providing students with the knowledge base and skill sets needed to advance personally and professionally. Critical to this effort is the School’s continued commitment to integrating a global approach within the learning environment.

“As part of the Global Network University that is NYU, our goal is to educate our students to be globally competent professionals,” explains Robert S. Lapiner, dean of NYU-SCPS. “This means not only creating and utilizing case studies that incorporate global practices in the classroom setting, but also reaching out to the international community through traditional and online forums that address global issues, and providing our students with intensive travel-study experiences that immerse them in a variety of different cultures.”

School Continues to Lead NYU in Growth of Distance Learning

Since 2008, NYU-SCPS has experienced a more than 150 percent increase in its online offerings and is NYU’s leader in distance learning. Driving this tremendous growth is a combination of factors, according to Kristen Sosulsiki, academic director and clinical assistant professor of digital communications and media at NYU-SCPS Distance Learning.

“We work closely with academic program directors to expand offerings and develop new ways to bring global teachers into the classroom, no matter where their home base,” says Sosulsiki. “Market research also plays a role in identifying where the opportunities lie.”

Translation is one program already benefiting from its ability to attract a global faculty. For example, Silvana Debonis, Graciela

New Campus Home for NYU-SCPS Creates State-of-the-Art Learning Environment

In June, when students, faculty members, and administrators occupy the newly renovated NYU-SCPS Building at 7 East 12th Street, they will experience a transformational environment that truly integrates form and function.

The 12-story building will house the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management; the Paul McGhee Division for undergraduate studies for adults; the Liberal Studies and Allied Arts programs; the American Language Institute; and the NYU-SCPS schoolwide administrative offices and support services. It will feature state-of-the-art facilities, including the ninth-floor student resource center, the fifth-floor student lounge and event space, and the ground-floor lobby and gathering lounge.

Classrooms throughout the building will be equipped with the latest audiovisual and communications technologies.

Although predominately focused on

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On the Web

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

scps.nyu.edu
A Message From Dean Lapiner

The stories in this newsletter show how NYU-SCPS brings rich practitioner knowledge into the classroom and how our faculty and students put knowledge to work. Our students graduate with the understanding, skills, and habits of mind that enable them to thrive wherever opportunities occur and however their fields are being shaped by dynamic global forces.

We take special pride in the nearly 300 NYU-SCPS undergraduate and more than 800 graduate students earning their degrees this May, joining a network of more than 25,000 degree-holding School alumni on six continents. Keep in mind as you read in these pages about some of these outstanding new graduates that they are representative of their classmates—disciplined, creative, informed, skilled and reflective, and poised to take their place as highly competent and socially responsible professionals and future leaders in their fields.

To all of our graduates: Congratulations. Through our faculty, NYU certifies that your academic achievement is both the successful conclusion of an educational journey—and proof of your readiness for the ones ahead. It is this dual sense of pride-filled closure and preparedness for a new beginning that explains the name “Commencement” for the event marking the successful completion of formal studies.

This newsletter also highlights a momentous new beginning of another kind. After 77 years since our founding, our School’s Washington Square-based programs and services will be brought together in a dedicated building within the NYU core, when we move into our superbly designed classroom and administrative home at 7 East 12th Street, beginning in June. (The official dedication takes place next fall.) This elegant and functional new building is certain to have a transformational impact upon our entire School—for the activities it will house, the heightened sense of community it will foster, and for constituting evidence of the place that NYU-SCPS enjoys in the fabric of our great City and University.

As the academic year draws to a close, we celebrate our graduates, all our students and faculty, and all promising new beginnings.

Yours,

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

NYU-SCPS Administration

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

Anna Condoulis, B.A., assistant dean, Student Life, Alumni Relations, and Events.

Dennis Di Lorenzo, B.A., associate dean, Administration.

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 HVS Chair, 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.


Eugene Murphy, B.A., M.A., Ph.D., associate dean for academic and student affairs and clinical associate professor.

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; divisional dean, Division of Programs in Business.

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 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 54,000 annual enrollments in individual courses, specialized certificate programs, conferences, workshops, seminars, and public events. 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.
Fulbright Scholars Select NYU-SCPS

Fulbright Scholars continue to be attracted by the academic quality and reputation of NYU-SCPS master’s programs, faculty members, and the opportunities afforded by studying in New York City. As recipients of grants from the prestigious program of international exchange started in 1946 by U.S. Senator J. William Fulbright, these scholars constitute a vital part of the growing international population of NYU-SCPS. In 2009–2010, international students from nearly 60 countries comprised more than 10 percent of students enrolled in the School’s 15 master’s programs.

Four current Fulbright Scholars shared with NYU-SCPS News some of their experiences here:

**Joana Costa Knufinke**

The professionalism and global perspectives of the M.S. in Publishing program, as well as the benefits of studying in New York City, the center of the publishing industry, are what drew Joana Costa Knufinke to NYU-SCPS. She knows that an NYU-SCPS master’s degree and work experience in New York City will open many doors when she returns to her native Spain.

Costa Knufinke gained valuable international experience this spring when she traveled on behalf of the NYU-SCPS Center for Publishing, along with three fellow graduate students from the Center, to work as a volunteer at the Abu Dhabi International Book Fair. The students blogged about the fair and collaborated on an article that appeared in *Publishers Weekly*.

Costa Knufinke is the recipient of the 2011 Oscar Dystel Fellowship, awarded to an outstanding student in the graduate program in publishing. She holds an undergraduate degree in English language and literature, and a graduate degree in literature from the University of Barcelona. After earning her M.S. in Publishing, she will return to Spain to complete her Ph.D. in electronic publishing. Costa Knufinke’s studies at NYU-SCPS are sponsored by the Fulbright Program in Spain and the Spanish Ministry of Education.

**Aiman Kirmani**

For Aiman Kirmani, it is the stellar reputation of the faculty members and the guest lecturers at NYU-SCPS who are at the forefront of their fields that appealed the most. In addition, since New York is the hub of the public relations field and the School’s M.S. in Public Relations and Corporate Communication is rated the top program of its kind in the nation by *PR Week*, Kirmani knew NYU-SCPS was the best choice for pursuing her graduate study.

She also was provided with an enthusiastic endorsement of the program by alumna Saman Qureshi, a former Fulbright Scholar, whom Kirmani met after Qureshi returned to her native Pakistan.

Through the program, Kirmani has examined how public relations and social media affect real-life situations all over the world. Her class discussions with industry executives have inspired her and have demonstrated how she can help develop the public relations field in Pakistan. “Today, because of social media, people can make a difference with very limited resources,” she notes.

Before enrolling in NYU-SCPS, Kirmani was a treasury officer at Shell Pakistan Limited. She earned her Bachelor of Business Administration in Finance and Marketing at the Institute of Business Administration in Pakistan. She intends to return to Pakistan and share what she’s learned at NYU-SCPS.

**Irene Rodriguez Alvarez**

Journalist Irene Rodriguez Alvarez wanted to learn more about world affairs so she could better explain international conflicts to her readers in her native Spain. When she was awarded the Fulbright Scholarship, Alvarez selected the Center for Global Affairs (CGA) at NYU-SCPS to pursue her goals because of the real-world focus of the program, as well as the University’s reputation in Europe.

An internship at the United Nations, where Alvarez worked in the public information office for Latin America and the Caribbean, enabled her to hear diplomats from around the globe debate issues firsthand and gain invaluable experience in a world-renowned international organization.

When she graduates this spring with her M.S. in Global Affairs, Alvarez hopes to work in the United States for a year, then return to Spain to work as a journalist or in communications in the field of sustainable development. Alvarez has written for *El Mundo* and holds two master’s degrees from Rey Juan Carlos University in Spain.

**Dana Abuhantash**

NYU’s vibrant population of international students is what first attracted Dana Abuhantash to NYU-SCPS, where she is pursuing her M.S. in Management and Systems. While at the School, the native of Amman, Jordan, joined the board of One to World, which brings together international students to strengthen cross-cultural understanding. The organization has helped Abuhantash make the most of her New York experience by providing the opportunity to meet with industry leaders from banking and news organizations, educate local children about her native country, and network with other foreign students and fellow board members.

One of the benefits of her concentration in Strategy and Leadership, says Abuhantash, has been working within a group dynamic and utilizing her creative background to analyze issues and develop innovative approaches to problem solving.

A graduate of Yarmouk University in Amman, Jordan, who worked as a graphic and product designer, Abuhantash received a global management certificate from Thunderbird School of Global Management in Arizona before heading to New York.
New Initiatives Place NYU Schack Institute’s Center for the Sustainable Built Environment in the Vanguard of Sustainable Development

New endeavors by the Center for the Sustainable Built Environment (SBE), part of the NYU Schack Institute of Real Estate, demonstrate the SBE’s vital role in the decades ahead as New York City—and the world—move toward establishing a new paradigm of development.

First Annual Conference on Sustainable Real Estate

On February 22, 2011, the SBE hosted its First Annual Conference on Sustainable Real Estate: “Building the Smart City—Removing Barriers, Fostering Innovation,” held at the NYU Kimmel Center for University Life.

In his opening remarks, Constantine Kontokosta, conference chair, clinical assistant professor, and director of the SBE, declared that New York City is at the “forefront of innovation” of urban sustainability and, referring to the tremendous economic opportunities available in the field of sustainable development, noted that the retrofitting of commercial and public buildings is a $400 billion industry.

The eminent roster of speakers and panelists, from the environmental, engineering, real estate, and government sectors, included Edward Glaeser, the Fred and Eleanor Glimp professor of economics at Harvard University; John Quigley, distinguished professor at UC Berkeley; New York City Parks and Recreation commissioner Adrian Benepe; Jay Cross, president of Related Hudson Yards; John Gilbert, executive vice president of Rudin Management; and Robert Fox, co-founder and partner, Cook + Fox Architects.

In his keynote address, Glaeser spoke of the crucial role of cities in reducing the planet’s carbon footprint, noting that densely populated regions are often healthier for the environment than are communities far removed from metropolitan areas. He cited New York City as a model of urban efficiency, most tangibly manifested by its vast transportation network. “There would be a 43 percent rise in GDP if all cities were that efficient,” states Glaeser.

Fox gave a compelling narrative of his firm’s environmentally advanced design of the Bank of America Tower, now the second tallest skyscraper in New York City. He explained his adherence to nature’s principles of biomimicry and pointed out that by learning from and emulating nature’s systems, sustainability can become the new standard of design.

SBE Collaborates With the United Nations to Reduce Emissions Globally

The United Nations Environment Programme Sustainable Buildings and Climate Initiative (UNEP-SBCI) has selected the SBE as a partner in an ambitious new project which has an ultimate goal of reducing the carbon footprint of the built environment worldwide.

The SBE will take a leadership role in UNEP-SBCI’s strategies to impact global sustainable building policies. The Center will issue a report for UNEP-SBCI, “Buildings and Climate Change,” which will document current and historical energy consumption patterns in U.S. buildings; explore opportunities for, and barriers to, energy efficiency; and serve as a guide to establishing baselines of global greenhouse gas (GHG) emissions from the building sector. “We need more robust and comparable data with a clear understanding of the regulatory context, both in the United States and globally, to set targets and to develop policies that could substantially reduce emissions going forward,” says Kontokosta.

Dr. Edward Glaeser, professor of economics at Harvard University, gave the keynote address at the First Annual Conference on Sustainable Real Estate in February 2011.

Arab Hoballah, chief of the Sustainable Consumption and Production Branch of UNEP’s Division of Technology, Industry, and Economics and a UNEP-SBCI board member states, “This partnership with the SBE is important because it will provide us with a standardized template to collect and to report similar information in many more countries.”

Promoting Energy Efficiency, SBE Partners With Local Universities

The Bloomberg Administration has recognized the role of universities in finding solutions to achieve energy efficiency and to lead New York City forward in smart building technology and advancing economic development, by creating the NYC Urban Technology Innovation Center (NYC UTIC). After a competitive process, the SBE has been chosen to work with the Polytechnic Institute of New York University in partnership with Columbia University, and the City University of New York. The countless global businesses and industries located in and around New York City create a dynamic environment for innovative, green technological advances. The SBE, through its involvement with NYC UTIC, will be a key player in such efforts, ensuring its position at the vanguard of sustainable development.
Winners of Sustainable Real Estate Development Graduate Student Competition

The Center for the Sustainable Built Environment (SBE) at the NYU Schack Institute of Real Estate announced the winning entries of its inaugural Annual Sustainable Real Estate Development Competition for graduate students at the first Annual Conference on Sustainable Real Estate in February.

The objective of the competition, open to graduate students in the United States and around the world, is to foster innovative thinking by connecting real estate development decision analysis with strategic planning, and social and environmental responsibility. The multidisciplinary teams are required to select a site and to write a comprehensive proposal for a real estate development project that respond to a pressing environmental or social concern. Proposals need to demonstrate innovation, financial feasibility, and replicability, as well as environmental and social sustainability. Finalists present their proposals to a panel of judges in New York City.

A design entitled “Broad|VUE,” submitted by a team from the University of Pennsylvania School of Design and the Wharton School MBA program, won first place and received a prize of $25,000. Second place, with a $10,000 prize, was captured by the “HUDSONgreen” project design, and was jointly submitted by a team from NYU Schack and Columbia University. In third place, with a $5,000 prize, was “[RE]POWER—A Redevelopment Proposal for the City of Yonkers,” designed by a Columbia University Graduate School of Architecture, Planning, and Preservation team.

“This competition gives students the chance to present their work and their ideas to some very prominent and influential sustainable real estate professionals. We ask the teams to push the frontiers of innovation, and I am very proud of the inspired and rigorous work of all of the students,” says Constantine Kontokosta, SBE director.

New Campus Home for NYU-SCPS continued from page 1

designing a functional space that addresses the needs of current students and anticipates the demands of delivering the highest quality of education for years to come. Mitchell|Giurgola Architects, LLP, the project architects, also incorporated many unique design features, including a dramatic glass façade and a grand elliptical staircase that provides distinctive access from the concourse level through the lobby to the second floor.

Excitement is mounting as the project completion date draws nearer. “This is a very exhilarating phase for all of us involved in the 7 East 12th Street renovation,” said Carol Loewenson, AIA, a partner at Mitchell|Giurgola. “Our collective vision for the new NYU-SCPS building is becoming a tangible reality.”

When the renovation is completed, the former Fairchild Building will become the School’s first permanent on-campus home and its anchor, in addition to its locations at the NYU Midtown Center (11 West 42nd Street) and the Downtown Center at the Woolworth Building (15 Barclay Street) in Lower Manhattan.

The official ribbon-cutting ceremony in the fall will be a milestone event for the School, marking, in Dean Robert Lapiner’s words, the start of “a new era of possibility and achievement for NYU-SCPS.”

NYU-SCPS Sees Online Growth continued from page 1

Steinberg, and Diana Rivas teach English to Spanish translation from Argentina. “The new online M.S. in Translation launching this fall was built on this model,” says Sosulski. “Students can expect a global faculty of accomplished translators and scholars, teaching from around the world. The very nature of translation makes perfect sense for the online format and allows us to attract leaders in the field to share their expertise,” she explains.

Other online graduate programs include the M.S. in Human Resource Management and Development and the M.S. in Management and Systems.

Adult undergraduates at the NYU Paul McGhee Division can complete two degrees online: the B.A. in Social Sciences with a concentration in Organizational Behavior and Communication and the B.S. in Leadership and Management Studies with concentrations in International Business, Human Resource Management, or Organizational Management and Development. Credits earned at McGhee or another accredited university or college are required for admission to the online program.

Expanding in new, strategic curricula areas and responding rapidly to students’ needs accounts for growth of online courses, according to McGhee Divisional Dean Susan Kinsey. “Offering a variety of course formats that fit students’ demanding schedules is a clear advantage for our students and the School,” she says.

The innovations at NYU-SCPS in online curriculum have not gone unnoticed. Harvard Business School Press invited Roseanna DeMaria, adjunct professor in the graduate program for Human Resource Management and Development, and Ted Bongiovanni, associate director of the NYU-SCPS Office of Distance Learning, to demonstrate our approaches of the case study method in online courses.

With online courses in virtually every program area, NYU-SCPS draws a global student body as well. Online students represent more than 50 countries, from Cameroon to Korea and Brazil to Bulgaria. With credit and noncredit offerings available online, access to an NYU education is now a possibility for students everywhere.

No matter where students are located, they feel part of the NYU-SCPS community. “They come for the content, expertise of the faculty members, and networking opportunities,” says Sosulski. “Online students receive the same types of support as on-site students, which is a distinct advantage. From online office hours to student orientation, 24-hour technical support to tutoring, the infrastructure we’ve built helps online students at NYU-SCPS to be successful.”

On the Web

To find out more about NYU-SCPS distance learning, visit: scps.nyu.edu/online
Global Perspectives Drive Academic Initiatives continued from page 1

A prime example of this trend is the growing international activity of the NYU Schack Institute of Real Estate. While New York City remains at the heart of the universe of real estate, these days NYU Schack’s students also are exploring real estate practices in South America and the Indian subcontinent. “Real estate, once considered a mostly local industry has evolved into a huge international business,” notes Carl Weisbrod, chair of global development at the Institute. The Global Real Estate concentration, part of the newly created M.S. in Real Estate Development, examines how development approaches vary around the world. This fall, students in the program will travel to Mumbai, India, to work with local officials to convert a dock facility into residential and commercial space. After returning to New York, they’ll continue consulting on the project via the Internet.

“Today’s real estate professionals must understand the global market,” says James P. Stuckey, divisional dean of the NYU Schack Institute. “Even if your business is in the United States, you’ll be buying material from overseas and often seeking equity and financing from abroad as well.”

Helping Shattered Nations Rebuild

Stuckey has been making international headlines himself with his pioneering Post-Catastrophe Reconstruction graduate seminar, in which students gain hands-on experience rebuilding nations decimated by natural or man-made disasters. Last year’s seminar focused on financing and construction solutions for Haiti in the wake of its devastating earthquake. NYU Schack students participated in four on-the-ground projects, chronicled in a documentary film to be released next year. This year’s class is studying Chile, hit by earthquakes in 2010 and 2011. “Chile’s most recent quake was actually more powerful than Haiti’s but took many fewer lives,” explains Stuckey, who recently led 14 graduate students on a week-long trip to the South American nation. “The rebuilding challenges are different as well, since Haiti’s government and infrastructure are much weaker.” The students conducted a comparative analysis of the two nations with the goal of identifying best reconstruction practices.

In addition, NYU Schack is offering three intensive, week-long, noncredit programs on global real estate development and financing this June in Prague. All are expected to attract a significant contingent of real estate professionals from Eastern Europe in addition to the Institute’s own students. NYU Schack also co-sponsors graduate student exchange programs with host universities in Berlin and Amsterdam in which students can travel to New York to study at the Institute.

The Institute’s newly established Center for the Sustainable Built Environment (SBE) held its first Annual Sustainable Real Estate Conference in February, which drew attendees from around the world. Co-sponsored by Britain’s Royal Institute of Chartered Surveyors, among others, it featured panelists from Britain and Germany and provided a close look at sustainability issues in developing nations. The Center also is partnering with the United Nations on a global program to measure greenhouse gas emissions from buildings. (For more on the conference, see page 4.)

More Global Initiatives

Real estate is just one of the areas where NYU-SCPS students are establishing an international presence. The School’s Center for Global Affairs (CGA), devoted to educating international affairs professionals, is sponsoring intensive overseas courses for its graduate students this spring and summer on the interplay of media and democratization in the Czech Republic, development issues in Ghana, transition from war zone to a successful economy in Vietnam, and the challenges of prosecuting war crimes with visits to Bosnia, Serbia, and the Hague. Credit and noncredit students can learn about the inner workings of the United Nations and other international organizations in Geneva. Earlier this spring, noncredit students traveled to Buenos Aires to study social entrepreneurship and civil society.

In another increasingly globalized arena, the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management—already known worldwide for its annual NYU International Hospitality Industry Investment Conference—is hosting courses in Berlin this summer on sports tourism and mega-events, cultural heritage tourism, and special-interest tourism. Over the recent spring break, the Center sponsored its annual Tisch Center Scholars excursion for high-performing students. This year’s trip, to Santiago, Chile, explored the roles of the hotel, tourism, and sports sectors in helping a region recover from a natural disaster.

In the spirit of traditional study-away programs, NYU-SCPS also provides its adult undergraduates with overseas educational opportunities. The Paul McGhee Division sponsored a travel-study course to Spain this spring that focused on Muslim influence in the Middle Ages. It is also offering a culture- and history-oriented trip this summer to Tuscany. In addition, the Division co-hosts a theater-related excursion to London in August for credit and noncredit students.

The George H. Heyman, Jr. Center for Philanthropy and Fundraising Executive Director Naomi Levine (right) and Academic Director Doug White (far right), along with Center for Global Affairs Divisional Dean Vera Jelinek (left), at the The Leadership Summit for Global Philanthropy.
New Educational Opportunities for International Academics and Professionals

While NYU-SCPS always has drawn international students to its programs, the School is increasingly engaged in bringing its recognized expertise to business leaders and to scholars from other nations as well, both in their native countries and in New York. The Center for Publishing has launched a highly successful executive education series “on-campus” at NYU-Abu Dhabi. The program is a public service partnership between NYU-SCPS and KITAB, a joint venture between the Abu Dhabi Authority for Culture and Heritage and the Frankfurt Book Fair. The School’s American Language Institute (ALI)—the oldest program of its kind in any American research university to focus on English language training for non-native speakers—offers immersion courses in English as a Second Language to academics and executives from abroad. As part of the Enterprise Learning initiative, a collaboration between NYU-SCPS and NYU-Poly (the Polytechnic Institute of New York University), ALI is providing an intensive, three-month English course to visiting professionals from the Chinese coal industry that is incorporated into their year-long study program.

In the nonprofit sector, the George H. Heyman, Jr. Center for Philanthropy and Fundraising hosted a Leadership Summit on Global Philanthropy in February. The summit, which explored the increasingly international nature of fundraising, drew participants from 40 global institutions, and featured keynote speaker Dame Stephanie Shirley, the United Kingdom’s founding Ambassador for Philanthropy. The Heyman Center and CGA also have created a new Certificate in Global Philanthropy, designed for professionals in the nonprofit or government sectors working in international development, humanitarian assistance, and related areas.

Finally, in what could prove to be a groundbreaking contribution to international academic exchange and the promotion of civil society, CGA has designed a two-year program, funded by the British Council, in which Iraqi university professors work with CGA faculty members to develop common curricula in peacemaking, then return home to teach what they’ve learned and put their newly acquired knowledge to work. As CGA Academic Chair Mark Galeotti observes, “It’s not enough to just talk about peace—you have to go out and make it happen.”

2011 NYU-SCPS Convocation Speakers

Arianna Huffington, the president and editor-in-chief of The AOL Huffington Post Media Group, will speak at the 2011 NYU-SCPS Convocation for graduate students on Monday morning, May 16. Steve Grove, head of news and politics at YouTube (at Google), will address the School’s Convocation for undergraduate students later that same day.

Arianna Huffington is the president and editor-in-chief of The AOL Huffington Post Media Group, a nationally syndicated columnist, and author of thirteen books. Her latest, Third World America, published in September 2010, chronicles the struggles of America’s besieged middle class. She is a frequent guest on television shows such as Charlie Rose, Real Time with Bill Maher, This Week with Christiane Amanpour, and The Rachel Maddow Show.

In May 2005, she launched The Huffington Post, a news and blog site that has quickly become one of the most widely-read, linked to, and frequently-cited media brands on the Internet. She was named to the “Time 100” of 2011, Time magazine’s list of the world’s 100 most influential people, and to the Financial Times’ list of 50 people who shaped the decade.

Originally from Greece, she moved to England when she was 16 and graduated from Cambridge University with an M.A. in Economics. At 21, she became president of the famed debating society, the Cambridge Union.

Steve Grove directs the news and political content strategy for YouTube (at Google). In 2008, Grove developed YouTube’s political platform, which featured presidential and congressional candidates. In February 2010, it broadcast an exclusive interview with President Barack Obama that provided viewers with the opportunity to submit questions—a format YouTube repeated in 2011, and has since employed to interview leaders worldwide.

Grove also created CitizenTube, a channel on YouTube that curates and promotes citizen-generated news clips of breaking news events, such as the recent protests in the Middle East. Additionally, Grove developed YouTube’s nonprofit program, which connects nonprofit organizations with volunteers who want to make a difference. Originally from Northfield, Minnesota, Grove worked at the Boston Globe and at ABC News prior to joining YouTube. He earned a Master’s in Public Policy from the Kennedy School of Government at Harvard in 2006. In December 2007, Newsweek named Grove one of its “12 people to watch.” He blogs regularly at www.citizentube.com.
Recent NYU-SCPS Graduates Launch New Ventures

Two resourceful alumni have applied the knowledge and skills gained at NYU-SCPS to start new ventures. Craig Pinto, a 2010 graduate of the Paul McGhee Division, who earned a B.A. in Social Sciences, has started a nonprofit organization called the Kicking 4 Celiac Foundation to increase awareness of celiac disease, raise funds for celiac research, and help college students who have the disease to pay for the high cost of gluten-free products. In September 2010, Pinto set a new Guinness World Record for the most football field goals kicked in a day and raised several thousand dollars for celiac research. Pinto said his time studying organizational behavior and communications, his concentration at McGhee, contributed to achieving the Guinness record and launching the Kicking 4 Celiac Foundation.

Rafael Atijas, who earned an M.S. in Integrated Marketing at NYU-SCPS in 2010, has turned his master's capstone thesis into a new business. After a year of countless prototypes and testing, Atijas launched Loog Guitars, which manufactures three-string guitars that are easy for children to play. Made entirely of sustainable wood, the Loog Guitar is designed with a child’s needs, comfort, and safety in mind.

Publishing Graduate Students’ Abu Dhabi Experiences Featured in Publishers Weekly

Graduate students from the Center for Publishing received the type of practice-based learning for which NYU-SCPS is known by working as volunteers at the Abu Dhabi International Book Fair and contributing a “Soapbox” editorial about their experience featured in the March 28th issue of Publishers Weekly. In the essay, the students, (left to right) Karlyn Hixson, Joana Costa Knufinke (see page 3), Erin Cox, and Courtney Sanks, discussed their unique opportunity at the Middle East book fair as well as what the future might hold for publishing in the region.

NYU-SCPS Alum and Student Earn Accolades

Journalist Michael Hastings, a 2002 graduate of the Paul McGhee Division who holds a B.A. in Humanities, received the prestigious George Polk Award for Magazine Reporting from Long Island University for his history-making article, “The Runaway General,” published in Rolling Stone magazine in June 2010. The explosive article profiled General Stanley McChrystal, the former commander of U.S. forces in Afghanistan. Hastings was honored, along with the 12 other recipients of the Polk Award, in April at the Roosevelt Hotel in Manhattan.

Eunic Ortiz, a graduate student in the M.A. in Graphic Communications Management and Technology program, was awarded the prestigious Esperanza Scholarship from the New York Women in Communications Foundation. The scholarship, funded by Macy’s and Bloomingdale’s, honors a student of Hispanic heritage pursuing a career in communications who has demonstrated academic achievement and leadership and who has participated in community and school service. Ortiz, a Florida native, already has solid communications experience in the industry, having worked for the New York City Council as a press officer and for WNBC as an online producer.

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 social, 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 or by visiting scps.nyu.edu/alumni and clicking the alumni directory link.

On the Web

For more information about NYU-SCPS events, graduate programs, certificates, noncredit courses, conferences, and faculty members, visit: scps.nyu.edu
Profiles From the NYU-SCPS Graduating Class of 2011

Greg Dussaq
When Greg Dussaq was laid off from Wall Street in 2009, he knew it would be some time before the financial sector would begin rehiring. “It seemed like the perfect time to finish my degree,” he recalls. The Paul McGhee Division, geared to students returning to complete their undergraduate education, suited him perfectly. “They understood my situation completely,” says Dussaq. Entering with credits earned previously, he met with a McGhee advisor and planned a course of study enabling him to graduate in two years with a B.A. in Social Sciences.

At McGhee, the Barcelona native fell in love with international studies, making it his area of concentration. Quickly becoming devoted to the School, in his second year, Dussaq was elected to represent all the 5,000 NYU-SCPS degree-seeking students as the School’s Senator.

“I have to thank my professors for my success,” he asserts. “They all were incredibly qualified and accessible.” In recognition of his many accomplishments, Dussaq received the Harvey J. Stedman Award, given annually to a McGhee graduate who best exemplifies the life and the achievements of the adult student.

While Dussaq has begun a new job as COO of a start-up finance company, international studies and service still beckon. He just passed the first round of the Foreign Service Officer Test, was named one of seven NYU Student Senators at-large for 2011–12, and will be starting an M.S. in Global Affairs (at NYU-SCPS) next fall.

Scott Gammon
Scott Gammon graduated with honors from the Paul McGhee Division with a B.S. in Digital Communications and Media in December 2010. He specialized in media production—a concentration applicable to new and emerging careers.

Gammon found that McGhee’s online classes provided him with flexible study options and convenient access to a supportive community of fellow students. An array of online tools, such as wikis, live video conferencing, and ePortfolios, facilitated communication, building relationships, and learning. “The McGhee program allowed me to earn a degree from NYU, a top-tier institution,” he says.

“Because my classmates were at varying stages in their educational and professional careers, we had an incredible opportunity to learn from each other,” he contends. “Our professors encouraged us to develop online relationships with our fellow classmates. I am a follower on Twitter, a friend on Facebook, and a connection on LinkedIn, which

e nsured that I made friends and connections inside and outside class.” In addition, “faculty members used their professional contacts to introduce experts into online and on-site classrooms to discuss real-world issues,” Gammon notes.

Through his enrollment in the McGhee Division, Gammon also took courses in other NYU schools, including the Tisch School of the Arts and the Stern School of Business. “I never stopped learning,” he says. While at McGhee, Gammon completed a digital video internship at NBC Sports, which led to his current full-time position in on-air marketing at NBCUniversal.

Karlyn Hixson
After earning her bachelor’s of arts degree from Virginia Polytechnic Institute, Karlyn Hixson secured her first job at The Great Courses, LLC, an educational publisher. This formative experience was the first step in pursuing a career in publishing. To broaden her knowledge base, she enrolled in the M.S. in Publishing program at the Center for Publishing. The program’s emphasis on the editorial and the business aspects of the industry provided practical information, while an internship with the Higher Education Group at Oxford University Press, Inc. (OUP USA) offered invaluable hands-on learning experience.

Hixson also had the opportunity to travel overseas. In March, she was one of four NYU-SCPS publishing graduate students chosen to work as volunteers at the Abu Dhabi International Book Fair.

Upon graduation, she is looking forward to returning to Virginia and working in a sales position with OUP in the Washington, D.C. area.

“This is a very exciting time to be in publishing,” concludes Hixson. “The way people consume content and the platforms on which they expect content to be available are changing on an almost daily basis, but that just creates more opportunities for people like me to challenge old ways of doing business and to find new paths to success.”

Sabrina Kipur
After more than two years of working in advertising, Sabrina Kipur, a Stanford University graduate, realized she enjoyed her volunteer development work with the University’s young alumni more than her job. She decided to pursue a career in educational fundraising and chose the M.S. in Fundraising and Grantmaking program at the George H. Heyman, Jr. Center for Philanthropy and Fundraising.

Within two weeks of starting her master’s degree, Kipur was hired as assistant director of development at the NYU School of Medicine. Her coursework and job responsibilities often complemented each other. While she was learning about fundraising best practices in the Annual, Capital Campaigns and Major Gifts course, Kipur played an instrumental role in developing an annual campaign at work.

She acquired additional real-world experience when, as a member of one of six student teams, she created an annual fundraising plan for HealthRight International, a global health and human rights organization. The plan, which was presented to HealthRight’s board of directors, provided the organization with new ways to do business and raise money. The assignment provided the team members with the opportunity to sharpen their skills and to learn more about the industry. “It was an unparalleled experience and a win-win situation all around,” notes Kipur.

Recently promoted to associate director of development at the NYU School of Medicine, she will continue to apply all that she has learned in the classroom to her own work environment.

Michele E. Kuehl
A former national figure skating champion, Michele E. Kuehl has successfully coached figure skaters for 10 years, but wanted to learn the business side of the sports industry. The M.S. in Sports Business program at the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management was the perfect fit for her because of its location in New York City, home to a multitude of professional sports teams.

Kuehl enjoyed the Revenue Strategies and Pricing course, which featured a top industry executive who provided an in-depth overview of the Yankees’ pricing strategies. “It was interesting to hear an insider’s perspective about concepts we were studying in class,” asserts Kuehl. A course in Planning and Development of Major Sporting Events was held at Yankee Stadium prior to a fundraising event, providing students with a concrete illustration of how professional sports organizations use space during the off-season to increase revenue. “It taught us how to apply what we were learning in the classroom to actual business situations,” says Kuehl, who served as treasurer of the NYU-SCPS Graduate Student Council.

While pursuing her graduate studies, Kuehl taught skating at Wollman Rink in Central Park, a “unique New York opportunity” that she believes will help her reach her goal of working for the U.S. Olympic Committee or the U.S. Figure Skating Association.

—continued on page 10
Janet Chi-Chi Millaway

After earning a master’s degree from Columbia University’s Teachers College and teaching high school English, Janet Chi-Chi Millaway decided she wanted to return to the type of work she did as public relations director for the University of Michigan’s Society for Women Engineers while an undergraduate. She enrolled in the M.S. in Public Relations and Corporate Communication program, drawn by its faculty of industry experts and its New York City location.

She was encouraged to network with faculty members, fellow students, and alumni, a very important value-added aspect of the program. “In PR, it’s all about whom you know,” she admits. Her networking proved to be incredibly fruitful. An internship in investor relations led to a full-time job as an account executive for KSCA Strategic Communications, after a managing director from her internship recommended her to a colleague at the firm.

While working full time and going to school, Millaway helped other students understand the importance of networking. As president of the NYU PR League, she increased the number of social and career-related events; published a weekly digest with professional development opportunities; and talked to new and prospective students about her passion for the School and the PR field. She serves as social media chair of the Public Relations Society of America’s New York chapter, and graduates this spring with the Most Distinguished Student Award in the Public Relations and Corporate Communication program.

Shelley Rankin

Shelley Rankin pursued an M.S. in Real Estate from the NYU Schack Institute of Real Estate while also managing sales and leasing for new residential developments and executing nonperforming commercial loan acquisitions in New York City. “The program’s midtown location, flexible course schedules, and focused curriculum enabled me to deepen my understanding of real estate finance and development,” she says.

Rankin relished the fact that her education was enriched by faculty members with extensive industry experience. James P. Stuckey, divisional dean of NYU Schack, provided insights from his involvement in developing Brooklyn’s Atlantic Yards. When discussing Rio de Janeiro’s transforming port area, Carl Weisbrod, academic chair of global development at NYU Schack, shared his professional experiences reviving the Times Square Area.

While studying international real estate development, Rankin traveled to Brazil and Chile with NYU Schack, where she served as translator at city and regional government office visits. She also worked with NYU Schack’s Post-Catastrophe Reconstruction course team on a 3,000-acre development site in Haiti. She co-created, writes, and edits for Premises, the recently launched NYU Schack publication.

In contemplating her next career move, Rankin is evaluating opportunities in New York and Brazil. “NYU Schack broadened my horizons and showed me that the skill sets and knowledge I now possess can be parlayed into exciting opportunities around the globe,” she notes.

Divya Ratnam

After two years in sales at British Airways and seven years as a human resource manager with Genpact (formerly GE Capital International Services), Divya Ratnam, who previously earned a B.A. in Sociology from Delhi University and an M.A. in Sociology from the Delhi School of Economics and Social Sciences, felt the time was right to enhance her professional credentials by earning an M.S. in Human Resource Management and Development. “What appealed to me immediately is the program’s strong business orientation,” Ratnam explains. “It offers a great breadth of knowledge not just in pure HR functions but also in financial management and business strategy.”

The hands-on nature of the curriculum impressed Ratnam right from the start, and one IT course proved to have far-reaching impact for her. “As part of our coursework, we developed an IT solution for effective recruitment practices at a financial services firm and presented it to an external board brought in by the professor. After the presentation, one of the board members, the vice president of HR of a global luxury apparel firm, asked a member of the firm to contact us. One thing led to another, and I’ll be joining the company after graduation. It’s a very exciting opportunity for me,” concludes Ratnam, “and a terrific return on my NYU-SCPS investment.”

Susana Roges

After earning her B.S. in Finance and Marketing from the NYU Stern School of Business, Susana Roges chose to pursue an M.S. in Integrated Marketing because she wanted to take advantage of the specialized curriculum. “The program’s all-marketing focus and its all-practitioner faculty were exactly what I was looking for,” says Roges.

Last summer, Roges became one of the first students from the master’s program to obtain an internship at L’Oreal. Her second-year internship was at Razorfish—a prominent digital marketing firm—where she contributed to the repositioning of a Cingular brand and launched a blog for a luxury automotive client, among other projects.

She was a recipient of the Dean’s Graduate Fellowship this past academic year and a semi-finalist in the spring 2010 Google Online Marketing Challenge. Roges served as vice president of both the NYU-SCPS Integrated Marketing Association and the School’s Graduate Student Council, whose executive boards received the NYU President’s Service Award.

This spring, Roges begins her dream job as an account manager at Rosetta, the interactive marketing agency. She applied for the position after meeting Rosetta founder and CEO Chris Kuenne when she spoke at her C-Suite Perspective class on leadership and integrated marketing. “I was very impressed by how he created and grew the company,” recalls Roges, “and by his vision for the future. Having met the CEO was definitely an advantage during my interviews. It’s a great example of what the School’s ‘real-life, happening-in-the-moment’ orientation can offer you.”

Michael Schaeffer

Michael Schaeffer wanted to work in the information technology field. “The problem,” says Schaeffer, whose previous experience was managing operations in a wholesale plumbing company, “was that I didn’t have an IT background.”

He enrolled in the M.S. in Management and Systems program while continuing to work full time. As part of his studies, Schaeffer and a team of fellow students created an app that allows iPhone users to connect to the NYU home page—a project that greatly expanded his knowledge base. Schaeffer eventually decided upon database technologies as his concentration. One of his assignments involved creating an interactive music database. In addition, his culminating research project, which examined the factors affecting medical centers’ decisions to institute electronic medical records systems, won him the program’s Best Thesis Award.

“My professors brought real-life experience to class and were always available to advise me,” he says. “I will utilize the professional network I developed at NYU throughout my career.”

Having graduated in January, Schaeffer is now a project manager for Usablenet, a technology
Graduating Class of 2011

Ashley Schwartz

“I am currently involved in corporate sales and marketing,” she says. “My work includes reviewing and distributing information on Electronic Video Insertion—the virtual advertisements behind home plate that TV viewers see during televised games—and updating sales presentations that pitch sponsorships for this year’s All-Star Fan Fest.”

Schwartz credits her four years at the Tisch Center with transforming her from a sports enthusiast into an industry professional. She completed several hands-on learning experiences, including an internship with the American Youth Football program. In addition, her coursework helped to hone her analytical, public relations, and marketing skills.

Her studies also included travel to Florida with the Sports Business Society, a student-run organization for which she co-chaired the annual awards event and the internship fair. She is especially interested in pursuing a career path that involves the use of social media in sports marketing.

Jaime Sliker
Three years after earning her B.F.A. in Graphic Design from the College of New Jersey, Jaime Sliker was at a turning point in her career. Her position as a graphic designer at CUH2A, a laboratory planning and design firm, was evolving beyond design functions into marketing and managerial responsibilities. “I needed to have more knowledge and experience to be able to excel in my career,” says Sliker. “When I did the research, I realized that the M.A. in Graphic Communications Management and Technology program offered me the perfect combination of growth in design and leadership skills.”

Sliker’s classes in leadership and management helped prepare her for advancement at her company, which had been acquired by HDR, Inc., a global architecture, engineering, and consulting firm. Last summer, when her boss took family leave, Sliker was asked to step in as interim communications director. She was soon promoted to the position of national coordinator of HDR’s Science and Technology program. “This has been such an exciting time for me,” says Sliker. “The experience I gained at NYU-SCPS and the exposure to new people and new ideas has been incredibly valuable. With this degree, I see nothing but great possibilities ahead.”

Mary Tran
Mary Tran’s passion for global affairs was sparked by a childhood trip to her parents’ native Vietnam. “I was exposed to the developing world’s perspective at a very impressionable stage in my life,” recalls Tran. “I realized then how fortunate I was and how different life could have been for me personally.” Tran earned her B.A. in English at the University of Michigan. After three years as an analyst and consultant for Sg2 Health Care Intelligence, she decided to turn her passion into a career by pursuing an M.S. in Global Affairs through the Center for Global Affairs (CGA).

Among the many transformative influences Tran cites are Professor Michael Oppenheimer’s political economy course and Scenarios initiatives; her work as a research assistant for Professor Everett Myers, analyzing country-specific political, social, and economic developments and coordinating a graduate research intensive in Vietnam; and her internship with the United Nations Development Programme.

Tran founded and served as president of the Society of International Business and Development, a CGA-affiliated student organization, and was honored with the CGA Divisional Dean’s Circle Award for academic excellence. Upon graduation, Tran will return to Vietnam as the program administrator for the CGA Vietnam-ASEAN Field Intensive. She is looking forward to exploring career opportunities at the intersection of international law and the private sector.

Lucy Ulmer
As a paralegal, Lucy Ulmer brought her background in construction litigation to the M.S. in Construction Management program at the NYU Schack Institute of Real Estate. “I was probably the only student with legal experience,” she affirms. “My classmates included architects, project managers, engineers, and people from real estate acquisition firms. It was wonderful having professionals who added a broad range of perspectives to the classroom discussion.”

Ulmer took evening and weekend classes while continuing to work for a New York law firm. “I liked the fact that the program included both a technical and business focus,” she notes. “I learned to estimate steel and concrete costs, completed safety tours of construction sites, and learned how to work with an architect. In addition, I acquired an understanding of how to finance a property purchase and manage a business.”

Sparked by a course in community development, Ulmer chose a concentration in construction management for the development process, which included a capstone project planning the development of a commercial building in lower Manhattan. She also served as a student representative for the Construction Management Association of America and participated in a weekly seminar in which real estate developers discussed their projects.

After graduation, Ulmer will work at her current firm in a newly created position combining litigation and claims analysis. “The NYU Schack program was a fantastic experience,” she declares. “I’d recommend it to anyone.”

Jacqueline Waldman
As an undergraduate student at Cornell University, Jacqueline Waldman majored in history, but it was her electives taken through the University’s hotel school that inspired her the most. Upon graduation, she enrolled in the M.S. in Hospitality Industry Studies program at the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management.

“I liked the small classes,” says Waldman, “as well as the mix of adjunct faculty members who come to class from their offices, bringing their real-world experience with them. New York City was another advantage. Here, I can literally walk to leading hotels.”

Waldman’s studies included branding strategy and hotel financing. Experiential highlights included a consulting project for Hyatt, an internship with the Jumeirah Essex House, and a leadership role in the Tisch Center’s Hospitality and Tourism Society, a group that regularly consults with managers of Manhattan properties.

Her stellar performance earned Waldman the Ricelle “Bunny” Grossinger Hospitality Award, presented to a student with outstanding potential for leadership in the hospitality and tourism industry. She is now interviewing for an analyst position at a hospitality consulting firm.
Eugene Murphy Named Associate Dean for Academic and Student Affairs

Eugene Murphy has been appointed associate dean for academic and student affairs for NYU-SCPS, a position that reflects both continuity and a new direction for the School. Murphy, who joined NYU-SCPS in mid-March, is also a clinical associate professor of social sciences, and will assume teaching responsibilities early next year.

Murphy is overseeing the development and approval of new undergraduate and graduate curricula, as well as noncredit programs. He also is charged with expediting the creation of new curricula to appeal to a growing global audience.

In addition, Murphy is working with divisional deans, academic program heads, and their student affairs staffs to ensure that NYU-SCPS continues to provide seamless support to students. Moreover, he will be at the center of advancing collaborations, both within NYU-SCPS and with other NYU schools.

Given the growing place of international students within the NYU-SCPS community and the School’s ambitions to expand offerings within the NYU Global Network, Murphy will develop NYU-SCPS protocols and the schoolwide support infrastructure required to augment services for international students.

“All of these expectations can only be achieved by someone with both relevant academic and administrative experience, as well as a record of building collaborative structures and trust and bringing order to a multidimensional enterprise,” says Dean Robert S. Lapiner.

For the past decade, Murphy has been a leader in the NYU Office of Global Education where, as senior director of academic support, he was primarily responsible for the development of the curricula at NYU’s IO Academic and Research Centers overseas and was involved in initial planning for the academic programs of two centers due to open soon (in Sydney, Australia, and Washington, D.C.). Prior to arriving at NYU, Murphy was an assistant professor in the Department of Anthropology and Sociology at Fairfield University. He also has held adjunct faculty positions at Columbia University, the City University of New York, and the State University of New York, and was a visiting scholar at Columbia University’s East Asian Institute.

A former Fulbright dissertation research fellow, Murphy earned his B.A. in Sociology from Harvard, and his M.A., M. Phil., and Ph.D. in Anthropology from Columbia University. Additionally, he earned an Advanced Certificate in East Asian Studies from Columbia’s School of International and Public Affairs.

Recent NYU-SCPS Faculty and Administrator Awards and Honors

The NYU-SCPS community congratulates faculty members and administrators for earning the following honors:

**Steven M. Lambert**, director of administration and industry relations for the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management, has been named among the “Top 25 Most Extraordinary Minds in Sales and Marketing” by the Hospitality Sales and Marketing Association International (HSMAI). The eighth annual HSMAI “Top 25” list recognizes and celebrates marketing excellence and achievement by professionals across the hospitality, travel, and tourism industries.

**Michael Luongo**, adjunct writing instructor in the Division of Liberal Studies and Allied Arts, won the 2010 Grand Prize in Travel Journalism from the North American Travel Journalists Association (NATJA). Luongo was cited for his pioneering work in reporting on tourism destinations in Iraq and other conflict-ridden zones in the Middle East for Bloomberg News. NATJA is the premier professional association of writers, photographers, editors, and tourism professionals dedicated to supporting high-quality professional journalism covering the travel industry.

**Kathleen Murray**, senior director of NYU-SCPS Human Resources, has received the 2010-2011 Distinguished Administrator Award from NYU for her exemplary leadership contributions to the School and the University. The Distinguished Administrator Award is NYU’s most prestigious annual recognition program for “outstanding administrative and professional performance that helps NYU meet its strategic initiatives and contributes to the attainment of the University’s goals.” Each year it is given to no more than five administrators across the entire University community.

**Andrew Toy**, adjunct instructor in the M.A. in Graphic Communications Management and Technology program, is co-founder of Enterprizd, a company that has received the Qualcomm Ventures QPrize for its development of software that enables professionals to consolidate their work and personal life onto a single mobile device without compromising security or functionality. The Qualcomm Ventures QPrize competition provides seed funding for entrepreneurs to help bring their ideas to market.
Faculty and Administration News Briefs

NEW FACULTY MEMBERS AND ADMINISTRATORS

Paola Curcio-Kleinman has been named executive director of the Office of Strategic Marketing and Communications at NYU-SCPS. Prior to joining the School, she was the associate vice president for marketing and public relations at Long Island University (LIU), a position she had held since 1994. During her tenure at LIU, she played an instrumental role in substantially increasing institutional and continuing education enrollments, developing a branding program, launching a state-of-the-art website, and expanding into social media initiatives for marketing and public relations. Curcio-Kleinman’s experience, leadership, and ability to develop and execute new strategies will prove to be invaluable assets at NYU-SCPS.

Cynthia Perez has joined NYU-SCPS as director of admissions. She comes to the School after nearly a decade at the Graduate School of Business at Fordham University, where she served as the director of admissions and financial aid. Perez has extensive experience in all aspects of admissions, as well as in-depth knowledge of the robust systems NYU-SCPS employs to manage the admissions process. An innovative and strategic thinker, she is responsible for formulating and leading initiatives that enhance the cultivation and admissions processes for prospective students and that facilitate the acclimation of accepted students. Perez received her bachelor’s degree from Pace University and her M.B.A. from Fordham University.

Carl Weisbrod, one of New York City’s leading experts on public-private commercial real estate and neighborhood development, has joined the NYU Schack Institute of Real Estate as clinical professor and academic chair of global development. Previously, Weisbrod was president of Trinity Real Estate.

Weisbrod has had a distinguished career in leading initiatives focused on revitalizing New York City communities. During the 1970s, he led successful city and state efforts to revive the Times Square area while serving as executive director of the New York City Department of City Planning and later, as president of the 42nd Street Development Project. He also served as founding president of the New York City Economic Development Corporation. In 2002, Crain’s New York Business named him one of the “100 Most Influential Leaders in Business.”

Weisbrod is currently the chairman of the New York State Health Foundation. In addition, he sits on the board of directors of the Lower Manhattan Development Corporation (LMDC), the Convention Center Development Corporation (CCDC), the Trust for Governors Island, and the Urban Land Institute, among other organizations. He is a graduate of Cornell University and the New York University School of Law.

FACULTY PUBLICATION

John Doorley, academic chair of the graduate program in Public Relations and Corporate Communication and clinical assistant professor, and Helio Fred Garcia, adjunct professor in the same program, have published a second edition of their seminal text, Reputation Management (Routledge, 2010), with new chapters on social media and public relations consulting, and expanded coverage of global issues. Reputation Management is an indispensable guide for students, CEOs, and other professionals.

On the Web

For a complete directory of faculty bios with information on educational and professional backgrounds, as well as courses taught at NYU-SCPS, visit:

scps.nyu.edu/faculty
Shirley MacLaine Previews *I’m Over All That* For Movies 101@NYU

In April 2011, legendary actress Shirley MacLaine stopped by Professor Richard Brown’s *Movies 101* course to give a preview of her new book, *I’m Over All That: And Other Confessions*. For more than 40 years, Professor Brown has taught film aficionados about the ins and outs of filmmaking through in-depth conversations with leading actors, directors, and other movie business insiders. ◆

The Case for Media Optimism: What’s Working and Why?

The *New York Times* Media Columnist David Carr (left) moderated the NYU Media Talk event in October 2010, where Tumblr Co-founder and CEO David Karp, YouTube Head of News and Politics (at Google) Steve Grove, Foursquare Co-founder and CEO Dennis Crowley, and AOL Media and Studios President David Eun explored the business models, innovations, and bold strategies that have proved successful for them. The panel also provided forecasts and blueprints for the future. Sponsored by the Center for Publishing, the NYU Media Talk series presents public conversations with media leaders about trends in business from an industry insider’s viewpoint. ◆

43rd Annual Conference on Capital Markets in Real Estate

“Global Markets Recovery—Real or Illusion? The Torrid Tale of Main Street Versus Wall Street” was the theme of the NYU Schack Real Estate Capital Markets Conference in November 2010, where panelists—including (from left to right) Marc Holliday of SL Green Realty Corporation, NYU Schack Advisory Board Chairman James D. Kuhn, William C. Rudin of Rudin Management Company, Inc., Michael Fascitelli of Vornado Realty Trust, NYU Schack Advisory Board Chairman Emeritus Larry A. Silverstein, NYU Schack Divisional Dean James P. Stuckey, and William L. Mack of AREA Property Partners—discussed their perspectives and reflected upon strategies for investing in U.S. commercial real estate in very uncertain times. ◆

Philanthropy Leaders Convene at the Summit on Global Philanthropy

In February 2011, the George H. Heyman, Jr. Center for Philanthropy and Fundraising hosted a Leadership Summit on Global Philanthropy, which highlighted the changes in fundraising and philanthropy in the United States and abroad as a result of globalization and the impact of technology. The Heyman Center’s Executive Director Naomi Levine (left) and Academic Director Doug White (second from left) presented Dame Stephanie Shirley, Ambassador for Philanthropy of the United Kingdom (right), with a gift from the Center after her keynote speech on the opening night of the conference. ◆
“Bad Company”—The Organized Corruption Network: Money, Mafiya, and Power in Modern Russia

Dr. Serguei Cheloukhine, an assistant professor at John Jay College of Criminal Justice and co-author of the new book, Russian Organized Crime Networks and Their International Trajectories, was the featured guest in the latest “Bad Company” event at the Center for Global Affairs (CGA) in March 2011. Hosted by CGA Academic Chair Mark Galeotti, “Bad Company” is a series of conversations with scholars and security analysts on the workings of the new “global underworld”: what it does, how it does it, and what this means for us all. ♦

US Airways Execs Discuss PR Following Hudson River Emergency Landing

Elise Eberwein (pictured above), executive vice president of people, communications, and public affairs at US Airways, and James Olson, vice president of crisis communications at US Airways, presented to students in the M.S. in Public Relations and Corporate Communication program an overview of the company, how its communications team is structured, and how the company handled communications following the emergency landing of US Airways Flight 1549 in the Hudson River. ♦

On the Web

For more information, video clips, and news about NYU-SCPS public events, lecture series, and conferences visit: scps.nyu.edu/specialevents

Arthur Miller’s NYU-SCPS Public Dialogues

Terrorism: Its Effects on the Life and Industries of New York

In October 2010, NYU-SCPS hosted an important mediated public discussion focusing on the complex issue of terrorism entitled “Terrorism: Its Effects on the Life and Industries of New York” at NYU’s Washington Square campus. A collaborative undertaking of the School’s Center for Global Affairs, NYU Schack Institute of Real Estate, and Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management, the evening brought together experts from the worlds of real estate, hospitality, sports and entertainment, the arts, the law and civil liberties, and international security planning.

NYU President John Sexton introduces University Professor Arthur Miller at the NYU-SCPS panel on terrorism in October 2010.

TOPICS DEBATED INCLUDE:

- The definition of terrorism
- The influence of terror on policy, public discourse, and civil liberties
- The media’s coverage of terrorism
- Whether a talented female athlete would be recruited by an MLB, NBA, or NFL team
- The changes women face in the sports industry
- The achievements and progress women have made in the sports industry
- Many topics, including the sports in which women can excel and the likelihood of a talented female athlete being recruited by an MLB, NBA, or NFL team

Among the panelists were Jodi S. Balsam, acting assistant professor of law, NYU School of Law; Karin J. Buchholz, vice president of community relations and field marketing for MSG Sports Teams (New York Knicks, New York Rangers, and New York Liberty); Sharon Chang, IMG Worldwide, Inc. vice president; Wendy Hillard, nine-time member of the U.S. Rhythmic Gymnastics National Team; Dana Jacobson, ESPN First Take host; Pat Manocchia, La Palestra Center for Preventative Medicine founder and CEO; Cameron A. Myler, four-time Olympic with the U.S. National Luge Team; Michael K. Ozanian, Forbes SportsMoney host; Ted Shaker, managing general partner, Mercury Media, Inc. and former CBS Sports executive producer; Susan Tose Spencer, Philadelphia Eagles former counsel, vice president, and acting general manager; and Dr. Connee Zotos, NYU-SCPS Tisch Center clinical associate professor of sports management.

Women in Sports: Achievements, Progress, Barriers

In March 2011, the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management hosted a panel on the achievements and progress women have made in the sports industry and the challenges they face. Moderated by NYU University Professor and Director of Public Dialogues Arthur Miller in the Socratic dialogue style he popularized on PBS’s Fred Friendly seminar series, the panel debated many topics, including the sports in which women can excel and the likelihood of whether a talented female athlete would be recruited by an MLB, NBA, or NFL team.

NYU President John Sexton introduces University Professor Arthur Miller at the NYU-SCPS panel on terrorism in October 2010.

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- The changes women face in the sports industry
- The achievements and progress women have made in the sports industry
- Many topics, including the sports in which women can excel and the likelihood of a talented female athlete being recruited by an MLB, NBA, or NFL team

Among the panelists were Jodi S. Balsam, acting assistant professor of law, NYU School of Law; Karin J. Buchholz, vice president of community relations and field marketing for MSG Sports Teams (New York Knicks, New York Rangers, and New York Liberty); Sharon Chang, IMG Worldwide, Inc. vice president; Wendy Hillard, nine-time member of the U.S. Rhythmic Gymnastics National Team; Dana Jacobson, ESPN First Take host; Pat Manocchia, La Palestra Center for Preventative Medicine founder and CEO; Cameron A. Myler, four-time Olympic with the U.S. National Luge Team; Michael K. Ozanian, Forbes SportsMoney host; Ted Shaker, managing general partner, Mercury Media, Inc. and former CBS Sports executive producer; Susan Tose Spencer, Philadelphia Eagles former counsel, vice president, and acting general manager; and Dr. Connee Zotos, NYU-SCPS Tisch Center clinical associate professor of sports management.

Women in Sports: Achievements, Progress, Barriers

In March 2011, the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management hosted a panel on the achievements and progress women have made in the sports industry and the challenges they face. Moderated by NYU University Professor and Director of Public Dialogues Arthur Miller in the Socratic dialogue style he popularized on PBS’s Fred Friendly seminar series, the panel debated many topics, including the sports in which women can excel and the likelihood of whether a talented female athlete would be recruited by an MLB, NBA, or NFL team.
Inside the Spring 2011 Issue of
NYU SCPS NEWS

Global Perspectives Drive Academic Initiatives
With virtually every field now taking on an increasingly global dimension, NYU-SCPS has been expanding its own international activities to an unprecedented degree.

New Campus Home for NYU-SCPS Creates State-of-the-Art Learning Environment
In June, when students, faculty members, and administrators occupy the newly renovated NYU-SCPS Building at 7 East 12th Street, they will experience a transformational environment that truly integrates form and function.

School Continues to Lead NYU in Growth of Distance Learning
Since 2008, NYU-SCPS has experienced a more than 150 percent increase in its online offerings.

Class of 2011
NYU-SCPS celebrates its most recent graduates with a gallery of profiles.