WHAT A FEELING!

Flashdance meets the Matrix as this unidentified group of NYU dancers takes flight out these synchronized performers defy gravity without wings or CGI special effects—just metallic body-suits that suggest it was the 1980s. If you remember this dance troupe—or were one of the brave souls who suited up for the photo—we’d love to hear from you at alumni@nyu.edu.
WHAT A FEELING!

FLASHDANCE MEETS THE MATRIX AS THIS UNIDENTIFIED GROUP OF NYU DANCERS TAKE FIGHT OUT THESE SYNCHRONIZED PERFORMERS DEY GRAVITY WITHOUT WINGS OR CGI SPECIAL EFFECTS—JUST METALLIC BODY-SUIT THAT SUGGESTS THE 1970S. IF YOU REMEMBER THIS STAGE TROUPE OR WERE ONE OF THE BRAVE SOULS WHO SUITED UP FOR THE PHOTO—WE’D LOVE TO HEAR FROM YOU AT ALUMNI@NYU.EDU.
Arthur Frommer, founder of the world-famous travel guides, never intended to review cafés in Barcelona or hostels in Istanbul—until the army intervened.

Drafted during the Korean War, Frommer had a linguistic gift for Russian and French that saved him from serving as an infantryman in Korea; instead he was stationed in Germany with U.S. Intelligence. Reveling in his unit, never left the barracks because they didn’t have to get around in a foreign land. So Frommer spent his final weeks in the army writing a small book on 5 Dollars a Day.


It’s not just a book that has been read over and over again for the past 60 years; it is also a traveling companion in its own right. Frommer’s guidebook launched his career and helped build a publishing empire.

Here are some of Frommer’s favorite places to visit in the United States:

- New York City: 
  - Times Square: It’s a must-see destination for anyone visiting the city. 
  - Central Park: A tranquil escape from the hustle and bustle of the city. 
  - The Metropolitan Museum of Art: Home to some of the world’s most iconic art pieces. 

- Washington, D.C.:
  - Smithsonian National Museum of Natural History: An educational experience for all ages. 
  - National Archives: Home to the original copies of the Declaration of Independence and the Constitution. 

- Los Angeles:
  - Hollywood Boulevard: Take a walk down the “fun” side of the street. 
  - Griffith Observatory: Take in the beauty of the city from an elevated perspective. 

- Chicago:
  - Millennium Park: Home to the Cloud Gate sculpture and Lurie Garden. 
  - Navy Pier: A fun-filled destination with rides, restaurants, and shops. 

- San Francisco:
  - Golden Gate Bridge: A iconic landmark that is a must-see for anyone visiting the city. 
  - Alcatraz Island: A former prison that is now a popular tourist destination. 

Frommer’s guidebook has been updated for over 60 years and continues to be a trusted resource for travelers around the world. 

Additional resources:
- Arthur Frommer Foundation:
  - www.frommerfoundation.org
- Arthur Frommer’s blog:
  - www.frommer.com
- Travelocity:
  - www.travelocity.com
- Expedia:
  - www.expedia.com
- Skyscanner:
  - www.skyscanner.com

Frommer’s legacy continues to inspire travelers around the world, just as he once inspired a young writer named Renée Alfuso, who wrote about her experience traveling with Frommer’s guidebook. 

Renée Alfuso, a CAS ‘06 alumna, wrote for the NYU Advocate about her experience traveling with Frommer’s guidebook.

**Why This Man Matters:**

Arthur Frommer was a pioneer in the travel industry, and his legacy continues to inspire travelers around the world. Frommer’s guidebook has been updated for over 60 years and continues to be a trusted resource for travelers around the world. Through his work, Frommer has made it possible for travelers to experience the world in new and exciting ways. 

1930s


Samuel Noorder / ENG ’38 / retired in 1978 from Grumman Aerospace after almost 40 years of research and development work for the Air Force and Office of Naval Research, as well as for firms such as 3M and Hamilton Watch. He was involved in large-scale computer development in the early days of flight simulation.

1940s

Alexander Flax / ENG ’40 / received the 2007 Daniel Guggenheim Medal, which is jointly sponsored by the American Institute of Aeronautics and Astronautics, the American Society of Mechanical Engineers, the American Helicopter Society, and the Society of Automotive Engineers.

Max Oppenheimer / WSC ’41 / was awarded the prestigious National Humanities Medal for 2007 by President George W. Bush. Ockick is a celebrated writer acclaimed for his many works of fiction and literary criticism.

1950s

Robert W. Cromley / WSC ’53 / has published two books, In God’s Image, Christian Witness to the Need for Gay/Lesbian Equality in the Eyes of the Church (Alamos Square Distributors) and Sex Shibboleth (Xlibris), his memoir about facing his sexuality as an Episcopal priest.

NYU / FALL 2008 / 63
Arthur Frommer, founder of the world-famous travel guides, never intended to receive calls in Barcelona or hostels in Istanbul—until the army intervened. Drafted during the Korean War, Frommer had a linguistic gift for Russian and French that saved him from serving as an artilleryman in Korea. Instead he was stationed in Germany with U.S. Intelligence. Reveling in this first trip abroad, Frommer used every bit of free time to explore Europe but was surprised that the men in his unit never left the barracks because they didn’t know how to get around in a foreign land. So Frommer spent his final weeks in the army writing a small book about his travels and helped build a publishing empire on 5 Dollars a Day spent his final weeks in the army writing a small book called The G.I.’s Guide to Traveling in Europe.

Frommer used every bit of free time to explore Europe, but was surprised that the men in his unit never left the barracks because they didn’t know how to get around in a foreign land. So Frommer spent his final weeks in the army writing a small book called The G.I.’s Guide to Traveling in Europe. It did so well that, upon his return to New York, he reworked it for civilians, landing his first best-seller in 1957 with Europe on $5 a Day. The book’s success prompted Frommer to leave a budding law career and helped build a publishing empire that produces 340 titles each year—a quarter of all travel guidebooks sold in the United States. Now 79, he somehow finds time to write a syndicated column, host a weekly radio show, and update his blog several times a day. And he still travels whenever he can—but on a budget, of course.

Why Do You Advocate Traveling on a Budget? It leads you to the more authentic aspects of destinations and you experience the real life of the people, rather than the artificial world created by deluxe hotels. This upscale world is really a faceless phenomenon because a deluxe hotel is the same in Cairo as it is in Moscow as it is in Bangkok. The cliché “that you get what you pay for” has been thrown at me all my life and it is not true. You cannot assume that price is a reliable indicator of quality, and I will go to my grave claiming the less you spend, the more you enjoy.

What’s the Most Common Mistake Travelers Make? They overpack, which sounds simplistic, but people bring so much clothing that they become beasts of burden and prisoners of porters and taxis. I saw this (last spring) on a river cruise in Europe, these people showing up with giant suitcases, which limited their freedom. Another mistake is that people tend to go places during peak periods. You can no longer go into the Sistine Chapel in July and August, or into the Uffizi galleries in Florence, without feeling like a sardine.

How Can Travelers Avoid That? It’s important to be a pioneer. Many people don’t take chances and therefore all they see are the standard sights that are already familiar from picture books. The best way to visit any city is to simply strike out on your own two feet seeking adventure, go into the neighborhoods and experience the life that people are leading there.

Where Should Everyone Visit Before They Die? The national parks of the United States preserve much of the great nature. So I now turn to a new group of web sites called aggregators, such as Kayak.com and SideStep.com. What’s so wonderful is that you just use them to find out what’s there and then book your tickets directly from the airline and don’t pay the additional fee.

If You Could Pick, Where Would You Have Been Born? I love France; I’m a Francophile. I enjoy going back to Paris and could go there endlessly. France is on the frontier of every subject that effects the enjoyment of your stay—cuisine, music, art, fashion. It’s quite a country.

What Is the One Thing You Never Travel Without? A book, for when the flight is delayed or you can’t get into the hotel. Instead of storming and shouting, catch up on important reading that otherwise I might miss.
When your phone rings later this fall, please take a moment to speak with her.

Gifts from alumni, parents, and friends make it possible for students like Romina to pursue the kind of top-notch education only found at NYU. She, and the 70% of NYU students who receive financial aid, are enormously thankful for the generosity of donors to The Fund for NYU. Many of these students, including Romina, reach out by phone to over 150,000 alumni every year. When one of them phones you this year, please answer the call and support The Fund for NYU.

To make sure you receive your call this year, e-mail thefund@nyu.edu, or call (212) 998-6984, and update your information.

An NYU Student Will Be Calling You... And It Might Be Romina.
1960s

Gerald Friedman / Steinhardt ’61 / ’64 / has been teaching social studies for 46 years and has been department chair at the Los Angeles County High School for the past 21 years. Friedman cherishes his rewarding career and believes he owes his successes to NYU.

Neal P. Gilden / Stern ’61 / recently published his third novel, Dinner in Bordeaux (AuthorHouse), a post-9/11 thriller, which takes place in both Paris and Bordeaux. Gilden is the executive vice president and general counsel of the American Cotton Shoppers Association.

Richard Hellman / Arts ’62 / was elected president of the American Association of Clinical Endocrinologists at the AACE 16th Annual Meeting and Clinical Congress in Seattle. Hellman has been publicly practicing with a focus on diabetes mellitus in the greater Kansas City area since 1981. He is a clinical professor of medicine at the University of Missouri-Kansas City School of Medicine.

Jay B. Winderman / ENG ’63 / is the author of The Thunder Tortoise Trilogy: Thunder on the Desert, Thunder on the Mountain, and Thunder in the Backyard (Till Boq Press). The books are animal fantasies for middle-grade readers. Winderman also worked for General Dynamics for 31 years, most of that time on millimeter-wave and infrared research projects, and was named owner of the year in 1981. Since 1986, he has been a freelance copy editor, specializing in book manuscripts, professional papers, proposals, and dissertations.

Stephen R. Aiello / WSC ’64 / is the senior counselor for public affairs at Hill & Knowlton. He has been appointed chair of New York City’s newly formed Commission on School Governance.

Janelle Hochman / Steinhardt ’64 / has published the book Mental Health in Early Intervention: Achieving Unity in Principles and Practice (Brookes Publishing Co.). She was also a featured speaker at New York’s annual Zero to Three Conference on early childhood education.

Barney Popkin / WSC ’64 / is a foreign service officer for USAID in Washington, DC, where he recently completed environmental reviews of more than 800 projects in Asia and the Middle East worth over 440 billion. He also traveled more than 400 USAID staff and contractors in environmental management and environmental sound design. Prior to that, he was Halliburton/KBR’s Northern Iraq environmental manager to restore Iraqi oil. Since retiring from dental academy, Robert Renner / WSC ’64 / and his wife, Purdi, have been operating three pediatric dental practices in El Salvador, Guatemala, and Cambodia. To date, the couple has treated more than 18,000 children in three countries and has also trained and mentored local dentists and dental students.

Jaimé Martínez-Tolentino / Arts ’65 / ’66 / has published a biography of Dr. Episcopal, the first woman to graduate from the University of Puerto Rico and SUNY’s Buffalo State College before retiring to Florida, where he is now a full-time writer.

Peter Hutt / Law ’60 / has joined the board of directors of LifeLine Screening, founded in 1993 and now the country’s leading provider of preventive mobile health screenings. Over the past 10 years, LifeLine Screening has screened nearly five million people and helped to save thousands of lives.

Harvey Seltzer / WAG ’60 / has developed “Home Maintenance Cost Estimator” (www.homemaintenance cost.com), an internet program to help homeowners and owners of rental properties plan for unexpected and often overlooked home repair expenses.

When your phone rings later this fall, please take a moment to speak with her.

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To make sure you receive your call this year, e-mail thefund@nyu.edu, or call (212) 998-6984, and update your information.
LEARNING AND LEADING

by Suzanne Krause / GSAS ’08

T AE 13, INONGE MBUKISITA-LEWANIKU SWORE OFF A CAREER IN POLITICS. THE
descent of a storied line of tribal kings, she witnessed her father’s po-
titical ascent in Zambia, when she was named Ngoni’s prime minister.

In the 1990s, Lewanika turned instead to her studies, which eventually
turned her to New York City, where she earned a PhD in

Lewanika’s concern was

As one of just 16 women in this field of diplomatic

She says: “I have tried
to destroy this notion that I am the first woman, or that I am the only

Richard R. Adler / STEINHARDT ’70 / was recently promoted to
dean of graduate studies at the University of Minnesota.

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Kathleen M. Deegan / LAW ’79 / has been selected to draft
the next edition of the

PETER VITULI / STEINHARDT ’77 / is the only American

In her 1999 memoir, she

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to destroy this notion that I am the first woman, or that I am the only
A 10-year-old, Inonge Mbikusita-Lewanika, worked her way to the top.

Inonge Mbikusita-Lewanika's political ascent in Zambia, from the first woman to the first woman to run for president, has been the subject of much attention. Her story is one of perseverance and ambition, as she overcame many challenges to become a leader in her country.

Inonge, who was born in 1980, grew up in a rural village in Zambia. Her family was poor, and she was forced to drop out of school at a young age. However, she was determined to get an education, and she worked hard to attend school. She was eventually able to get a scholarship to attend the University of Zambia, where she earned a degree in political science.

Inonge went on to work as a teacher and a journalist, and she became involved in politics. She was eventually named to the country's cabinet as minister of finance and economic development. Inonge has been praised for her leadership and her commitment to improving the lives of Zambians.

Inonge's story is an inspiration to many young women in Zambia and around the world. Her determination and her hard work have shown that anyone can achieve great things with the right mindset and the right opportunities.
New Music for the Masses

by Rich Bienstock

JOANNE ABBOt GREEN / STEINHARDT’80

JOANNE ABBOt GREEN HAS A MODest DREAM—TO BE JUST ONE AMONG THE TENS OF THOUSANDS AT THE ANNUAL CMJ MUSIC MARATHON & FILM FESTIVAL where, for the cost of a badge, spectators can catch the masses of bands across New York City. As the founder and executive producer of CMJ in the late 1980s, Green is especially proud that the company during the late-1990s dot-com boom, bought it back in 2001, and are now primary owners of CMJ Network, Inc. She is particularly proud that they have moved the marathon’s headquarters from Lincoln Center back to the NYU campus, the first time the event has been stationed downtown since the early 1990s. In fact, the last year she provides the Steinhardt music department with more than 650 badges for students. Green says: “In a way, it feels like this has all come full circle.”

LEFT, JOANNE ABBOt GREEN HAS TURNED THE CMJ MUSIC MARATHON INTO THE LARGEST ALTERNATIVE MUSIC VENUE OF ITS KIND. CMJ HELPS LAUNCH, FUNDAMENTAL FROM THE DooTH, SANcO, ADELAIDE FROw, AND RED HOT CHILLI PEPPERS.

1980s

STANLEY J. LEHMAN / LAW ’80 / has joined the Pittsburgh law firm Sherrard Gorman & Kelly, PC. Also a certified public accountant, Lehman was named a “Pennsylvania Super Lawyer” in 2006.

ROBERT E. PEPHERS / LAW ’80 / was named vice president at his law firm, Buckingham Doolittle & Burchfords, LLP. He specializes in patents and is a registered patent attorney by the U.S. Patent and Trademark Office. At his firm, he is a member of the litigation and intellectual property practice groups.

BONNIE ROSENstock / STEINHARDT ’82 / is a freelance journalist in New York City. Two of her articles garnered first- and second-place awards for The Villager, for coverage of business, financial, and economic news and coverage of religion at the 2007 New York Press Association’s Better Journalism Awards.

GREGG E. HUGGART / STEINHARDT ’82 / is the chief executive officer of TheAer Mania Inc. She previously worked as an adviser to the company while serving as president of eMediaCapital LLC, an investment bank advisory firm specializing in the media and Internet industries.

GEORGE GULLA / STEINHARDT’79/ was appointed vice president of publications for American National Standards Institute, a private not-for-profit organization that administers and coordinates the U.S. standardization and conformity assessment system.

KEVIN SILVA / GSAS ’93 / is the chief administrative officer for MBK Inc. He recently married his high school sweetheart.

CLASS OF 1980

PETER R. GOLIA / WSUC ’78, GSAS ’83 / has been promoted to senior vice president for the Oneida Nation and will oversee a diverse group of business and governmental functions.

JAMES PROSCIA / WSUC ’78 / was recently appointed to shareholder of the firm Brooks Kustrin, PC, a national leader in intellectual property law. He has an active practice focusing on chemistry, biotechnology, and computer science.

PAtRICA FaRReLL / GSAS ’90 / was appointed to the State Board of Psychologi- cal Examiners by New Jer- sey Governor Jon Corzine. Farrell is also a consultant to the New Jersey Depart- ment of Disability Deter- minations, author of How to Be Your Own Therapist (McGraw-Hill), and the WebMD moderator for the anxiety/bac ion board.

BERNARD P. KENNE Dy / WSUC ’79 / was elected chairman of the board of trustees of Long Island’s Family and Children’s As- sociation. He has been a member of the board since 2002 and was at the agency’s 2006 golf and tennis tournament.

spencer D. LEvIne / WSUC ’79 / has been named chief operating officer of Broward Health, one of the country’s largest public health-care systems.

noemi FicGUeroA / SOUeS / STEINHARDT ’79 / pro- moted to senior vice president of the Ronald McDonald Children’s Hospital of Loyola University Medical Center. Stirling has served as chairman of pediatrics at Loyola’s Stritch College of Medicine since 2005.

RAW TEXT END
New Music for the Masses

by Rich Bienstock

JOANNE ABBOT GREEN HAS A MODEST DREAM—TO BE JUST ONE AMONG THE TENS OF THOUSANDS AT THE ANNUAL CMJ MUSIC MARATHON & FILM

Festival where, for the cost of a badge, spectators are privy to performances by hundreds of bands across New York City. As the founder and executive producer of the event, the largest and longest running of its kind, Green rarely makes it to a show. “I’m basically in the bunker running things,” she admits. Of course, one bunker wouldn’t be nearly enough to orchestrate the music marathon, which runs for five days in October and hosts anywhere from 800 to 1,000 bands at more than 50 venues. It is a rare showcase for up-and-coming artists, luring both fans and industry professionals looking to sign new acts. And not just Chili Peppers, R.E.M., and Green Day—all performed at CMJ in their early years, as did the Beastie Boys, Eminem, and Black Eyed Peas. Beyond the stages at CMJ in the early years, Green Day all performed at CMJ in the early 1990s. The company now produces a variety of publications, live events, and compilation CDs, as well as the annual CMJ Film Festival and a syndicated show on satellite radio. But for Green, CMJ is far more than a business. She and Haber married in 1988, and together have three daughters. And though she and Haber sold the company during the dot-com boom, they bought it back in 2001, and are now primary owners of CMJ Network, Inc. She is especially proud that they have moved the marathon’s headquarters from Lincoln Center back to the NYU campus, the first time the event has been stationed downtown since the early 1990s. That year she provided the Steinhardt music department with more than 200 badges for students. Green says: “In a way, it feels as if this has all come full circle.”

LEFT: JOANNE ABBOT GREEN HAS TURNED THE CMJ MUSIC MARATHON INTO THE LARGEST ALTERNATIVE MUSIC VENUE OF ITS KIND. CMJ HELPS LAUNCH, CLODRENNED FROM TOSH. SPON, ARCANE FIRE, AND RED HOT CHILI PEPPERS.

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GRETCHEN E. SHUGART / STERN ’82 / is the chief executive officer of TheaferMedia Inc. She previously worked as an adviser to the company while serving as president of eMediaCapital LLC, an investment bank advisory firm specializing in the media and Internet industries.

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JEROLD STIRLING / STEINHARDT ’79 / was named Chief Medical Director of the Ronald McDonald Children’s Hospital of Loyola University Medical Center, Stirling has served as chairman of pediatrics at Loyola’s Stritch College of Medicine since 2005.

1980s
Your Support, Your Impact

Over 476,000 gifts were made to the Campaign for NYU by alumni, parents, and friends. Every single gift—large or small—made a difference. Your collective generosity allowed us to surpass our $2.5 billion goal and raise dollars that have had an immediate impact on our students and campus.

alumni connections

YOUNG ALUMNI, UNITE!

Whether you’ve planted roots in Manhattan, New York, or Manhattan, Kansas, it’s easier than ever to connect with alumni in your neighborhood now that the Recent Alumni Network (RAN) and the Young Alumni Leadership Circle (YALC) are expanding to cities across the country. For years RAN has offered New York–area alumni who have graduated in the past 10 years a full schedule of metropolitan events, including wine tastings, happy hours, theater, and local sporting outings. More recently, the YALC has welcomed those who support The Fund for NYU. Its main attractions are two annual networking receptions, one hosted by an NYU trustee, but YALC membership also offers complimentary admission to all campus events and all NYU regional events, and an NYU Alumni Card, which has benefits of its own.

“We keep hearing how excited alumni are to meet NYU people in their own communities, so it was natural for us to boost those two existing groups nationwide,” says Tanya Mejia, director of development. “We’re looking forward to sponsoring a number of events and providing new platforms for these alumni groups.”

For more information on RAN and YALC and their expansion plans, join the RAN Luminaries by sending a blank e-mail to join-recent-alumni@lists.nyu.edu or find them in MySpace and Facebook as “The Recent Alumni Network.” To get information on YALC and how you can become a member, e-mail alumni.yalc@nyu.edu.

1990s

JED DAVIS / LAW ’90 / recently joined Knod, the world’s leading risk consulting firm. Davis is an internationally recognized former federal prosecutor and former US attorney.

JUDITH E. MALINOWSKI / STEINHARDT ’90 / has been appointed to the board of health in Harrison, N.J.

DANIEL PUTROWSKI / TSOA ’90 / recently published his novel An Island Away (Harper Press), a tale of personal endurance, bartered souls, and stifled ambition that unfolds against the backdrop of San Nicolas, Aruba.

NEW YORK UNIVERSITY

Thanks to you, NYU has recruited brilliant faculty, increased scholarships and financial aid, opened state-of-the-art buildings and facilities, and launched innovative new programs, centers, and institutes. Giving more than doubled to The Fund for NYU, the University’s chief source of unrestricted income for its most pressing needs. Your participation in this year’s campaign has made all of this possible—and so much more.

Thank you for your continued dedication to our University and for making NYU the leader in higher education that it is today.
Trescott is known for his Aviation Awards Program. In 2008 by the General Certificated Flight Instructor of the Year for 2008 by the General Certificated Flight /TRESCOTT /STERN '83

Glass Cockpit Handbook and is a master CFI and Max Trescott's G1000 team. Cawley has more She continues to be in the New York City wedding photographer received the 2008 Excel -Springfield, IL. He JON AUSTIN /GSAS recent annual meeting Museums during its American Association of lence in Peer Review /'85 /MARIE PAPP /TSOA

lended Funeral Customs in Denver. Hannah LLP, the Capital '86 /'88, LAW '00/ JILL LEBOWITZ /GSAS Saratoga, CA.

Natalie has joined the firm as an associate on the more than 15 years of exper-

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Trescott is known for his Aviation Awards Program. In 2008 by the General Certificated Flight Instructor of the Year for 2008 by the General Certificated Flight /TRESCOTT /STERN '83

Glass Cockpit Handbook and is a master CFI and Max Trescott's G1000 team. Cawley has more She continues to be in the New York City wedding photographer received the 2008 Excel -Springfield, IL. He JON AUSTIN /GSAS recent annual meeting Museums during its American Association of lence in Peer Review /'85 /MARIE PAPP /TSOA

lended Funeral Customs in Denver. Hannah LLP, the Capital '86 /'88, LAW '00/ JILL LEBOWITZ /GSAS Saratoga, CA.

Natalie has joined the firm as an associate on the more than 15 years of exper-

ence as a corporate lawyer at top firms in both New York City and Silicon Valley.
The Anti-Wal-Mart

by Sabine Heinlein / GSAS '07

BEEN LOOKING FOR THAT PERFECT CROCHETED MANATEE? IN THE MARKET FOR SOME VINTAGE LOVE POEMS? HOW ABOUT AN ORNATE MOSAIC DINING TABLE?

All can be found at Etsy.com, a Web site that gives sellers a rare venue for their personal work amidst a culture of mass production. “There is a certain charm in making something,” says Robert Kalin, who along with former classmates Chris Maguire and Haim Schoppik founded the virtual crafts fair in 2005. “It’s a part of you; it’s special.”

It’s also profitable, with Etsy quickly proving to the arts-and-crafts answer to eBay. In 2007, buyers spent $26 million on the site’s products, and they are on track to nearly double that this year. But unlike Amazon.com and eBay, which represent what Maguire calls “the old style of commerce—a big old list of words,” they liken Etsy to a videogame: energetic, interactive, customizable, and definitely playful. The “Geolocator” allows users to twist and zoom in a virtual globe to scout out items. The “Time Machine” pours a spiral of recently sold items across the screen, which can be frozen to spy on the latest trends. Part of the fun for users, and management, is to just have a good time. “I actually think about (Etsy) when I’m in the shower, when I’m riding my bike, and when I fall asleep,” says Kalin, the 36-year-old COO.

“The old days, they are mindful of the toll that expansion might take on Etsy’s integrity. He insists that the company will never become “some kind of corporate entity that talks like a robot, has a lot of fluorescent lights, and cubicles.” He says, “It’s still really important for their personal style of commerce—a wafflemaker, a giant cardboard owl, and a hedgehogpodge of stuffed cherubins. The environment is far cry from the construction sites where Kalin worked to pay the bills while studying classics and philology at the Gallatin School of Individualized Study. Kalin and Maguire first got the idea for

Etsy while rebuilding Gelcrafity.com, the site of Jean Ratia, who is married to Gallatin professor Stephen Duncombe. Maguire was just hired by his friend Schoppik. Money was scarce in the first year, when Kalin once had to skip rent in order to pay Maguire and Schoppik, who continue to oversee Web engineering. The enterprise now employs some 60 people and serves roughly 150,000 sellers. But despite this success, their work has just begun. The three frequently speak out against chains such as Wal-Mart and Target, who they believe devalue the maker from buyer, and now aim to take the site global, which will require translation, currency conversion, and supplying customer support in different languages.

Kalin notes that while he, Maguire, and Schoppik describe their venture as a ‘quirky idea into a multi-million dollar arts-and-crafts version of eBay,’ the enterprisenow employs some 60 people and serves roughly 150,000 sellers. But despite this success, their work has just begun. The three frequently speak out against chains such as Wal-Mart and Target, who they believe devalue the maker from buyer, and now aim to take the site global, which will require translation, currency conversion, and supplying customer support in different languages.

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**The Anti-Wal-Mart**

**CONTINUED FROM PAGE 70**

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“Etsy Labs,” their downtown Brooklyn office, reflects the same spirit. Like Willy Wonka’s chocolate factory, any given turn reveals products of the trade—a waffle maker, a giant cardboard owl, and a hodgepodge of stuffed critters. The environment is a far cry from the construction sites where Kalin worked to pay the bills while studying classics and philology at the Gallatin School of Individualized Study. Kalin and Maguire first got the idea for Etsy while rebuilding Gelcatsfly.com, the site of Jean Railla, who is married to Gallatin professor Stephen Duncombe. Maguire soon brought in his friend Schoppik. Money was scarce in the first year, when Kalin once had to skip rent in order to pay Maguire and Schoppik, who continue to oversee Web engineering. The enterprise now employs some 60 people and serves roughly 170,000 sellers. But despite this success, their work has just begun. The three frequently speak out against chains such as Wal-Mart and Target, which they believe disenfranchise maker from buyer, and now aim to take the site global, which will require translation, currency conversion, and supplying customer support in different languages.

Kalin notes that while he, Maguire, and Schoppik might take on Etsy’s in- terests, the company will never become “some kind of corporate entity that talks like a robot, has a lot of fluorescent lights, and cubicles.” He says, “It’s still really important to remember that Etsy stays human.”

Picture in their Etsy PlayhouseHQ headquarters, former Gallatin students (from left) Robert Kalin, Haim Schoppik, and Chris Maguire have turned a quirky idea into a multi-million-dollar arts and crafts version of eBay.

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ELLEN ECKER DOLGIN / GSAS '95 / published the book Modernizing Joan of Arc: Conceptions, Costumes, and Canonization (McFarland), which examines the social and political attitudes that played a role in Joan’s life. Dolgin is an associate professor of English and chair of gender studies at Dominican College of Blaumont.

VICKI SPEEGLE / TSOA ’96 / has been hired by Applause Films to write a feature screenplay. Her own script, Loved Ones, placed in the top five of the 2007 BlueCat Screenplay Competition.

JENNIFER JONES / SCHOOLS OF LAW ’94 / was named a cast member of the Orlando, FL, production of the Broadway revival of Antigone. Jones is the casting director of the Broadway revival of Cyrano de Bergerac, starring Kevin Kline and Jennifer Garner. In May 2007, she received her MFA in directing from Mason Gross School of the Arts at Rutgers University.

CYNTHIA D. RALEDGE / SCHOOLS OF LAW ’97 / recently was named an associate in the Orlando, FL, office of the national law firm of Baker & Hostetler LLP. Raleigh received her law degree, cum laude, from the University of Miami School of Law.

RISA WILLIAMS / TSOA ’95 / ’98 / recently co-authored Cinescopes: What Your Favorite Movies Reveal About You (QuirkBooks), which delivers a personality assessment based on one’s favorite films.

JOSEPH F. CHAN / WAG ’99 / was named a resident of Natick, MA, at Palmer&Dodge.Ferrucci, a resident of Natick, MA, has extensive experience in executive counseling in executive compensation and ERISA-related corporate matters.

DAVID KUBERSKY / CAS ’94 / was appointed CEO of the policy-related department. Kubersky has been appointed CEO of the Boston firm Edwards, Angel Palmer & Dodge. Ferrucci, a resident of Natick, MA, has extensive experience in executive counseling in executive compensation and ERISA-related corporate matters.

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JENNIFER JONES / TSOA '96 / was recently appointed senior vice president for community investment at United Way of New York City.

ANN BARR / GSAS '97 / has been named chair and tenured professor of the department of physical therapy at Thomas Jefferson University in Philadelphia.

JOHN VINCENT MERCANTI / GAL '97 / was the casting director and producing associate on the Broadway revival of Cyrano de Bergerac, starring Kevin Kline and Jennifer Garner. In May 2007, he received his MFA in directing from Mason Gross School of the Arts at Rutgers University.

CYNTHIA D. RADESH / WAG '97 / was named the casting director and has contributed poems and essays to numerous magazines.

To find out more about the Right Reasons: The NYU Charitable Gift Annuity, contact your local representative gift officer, the Office of Gift Planning at 1-800-929-1119 or 212-998-6660 or visit giftplanning.nyu.edu.
MODERN CHINA: FOR THE WEST

ELENA B. GRETH / STERN ’98 / has launched her own pet training company, Paws of Life, which was recently featured in AM New York’s business section. Previously, she spent eight years trading derivatives at the New York Stock Exchange.


GREG SIERAS / TSOA ’98 / is now working as manager of live events for Discovery Communications in Silver Spring, MD.

MIIRAM ROSKIN BERGER / STEINHARDT ’99 / co-founded a Dance Therapy Association lifetime achievement award for her contributions in education, leadership, scholarship, and service.

SUPERNIA KALLE / STERN ’99 / has been promoted to SVP at Sony Pictures Television International’s networks group. Prior to her promotion, Kalle was EVP of international networks.

LEE SOLOMEN / STERN ’99 / has been named CCO of the Weinstein Company, a multimedia organization. She previously served as a principal at Givens Park, one of the world’s leading producers of motion picture financing.

OSCAR SANCHEZ / WAG ’00 / has become a field officer in Colombia for the United Nations High Commission for Refugees. Previously, he is opening up a new office near the Venezuelan border.

SUSAN ANDERSEN STRONG / STEINHARDT ’00 / received her PhD from Dartmouth, where she met her husband, Nathan, on March 25, 2007. Strong teaches dance at the Chinese School in New York and resides with Nathan and her husband, Jason.

CESAR ABREU / TSOA ’02 / is an artistic director of La Compania and is set to choreograph the award-winning opera Almedrada. Abreu dances at the Metropolitan Opera.

MICHÉLLE BLACKLEY / STEINHARDT ’02 / has been working with fellow alumna Judith M. Ullas / ARTS ’01 / for more than a year to build a publishing division at the International Institute for Learning. Blackley recently helped Ullas publish her book, The Power of Performance Measurement (International Institute for Learning).

TIMOTHY M. HULL / GAL ’02 / recently had a solo exhibition in Chiang Mai titled “The Swarm of Possible Meanings Surrounding the Ancient Pyramids,” which was accompanied by photographs, paintings, intricate drawings, sculptures, and sound pertaining to ancient Egypt.

RACHEL JONES / NUR ’03 / has been named an associate social justice attorney in the firm Nasir & Quereshi White & Luce, PC in West Palm Beach, FL.

MICHAEL D. PAWLOWSKI / CAS ’03 / has joined the law firm of Giordano, Halleran & Clesa, PC as an associate. As part of the firm’s commercial litigation department, Tambor practices in civil litigation pertaining to real estate and corporate disputes.

ANA C. JÁQUEZ / CAS ’03 / joined Wood, Herron & Evans LLP after passing the bar exam. She has joined the firm’s business section.

JOHN W. DEFEO / TSOA ’03 / has written a novel, I’m Talking: And Other Poems. DeFeo recently played with the band Attack Release, in which another alumnus, SIMON HENIN / CAS ’03 / also plays guitar. Attack Release recently played their first shows at Mercuryo Lounge and The Annex in NYC. Check for upcoming shows at www.myspace.com/attackrelease.

JOHN K. DEFEO / TSOA ’04 / has recently photographed for national advertising campaigns for Mecca USA, Vips Jeans, and Company B. He was also seen at www.johnkedefeo.com.

EMILY DUTTON / GAL ’04 / was accepted into the University of Maryland’s doctoral program for American Studies. Dutton and her husband recently returned from Niger, West Africa, where they were employed in the U.S. Peace Corps.

REBECCA KRAUSE / CAS ’05 / is the manager of yoga and family programs at the Hudson River Museum and has presented with the Coming Up Taller Award by First Lady Laura Bush. She recently re-recognized community projects.

EXPLORE NEW CORNERS OF THE GLOBE WITH FELLOW ALUMNS

Every dreamed of swimming in Iceland’s geothermal Blue Lagoon? It’s easier than ever since the NYU Alumni Travel Program has nearly sailed on vacation destinations for 2009. While the program still literally sets sail on cruises to perennial favorites such as Italy, Spain, the Galápagos Islands, and Antarctica, it has branched out to include excursions to Iceland, Tanzania, and beyond. With the new opportunities for eco-tourists to jet to Manitoba to catch a glimpse of the polar bears as well as for global philanthropists, who might volunteer on a shelter in Amanbe in Brazil. Wherever you choose to roam, the NYU Alumni Travel Program promises not to be your typical vacation. All packages introduce local culture and customs and rely on native tour guides to better connect travelers with the places they visit. Voyagers depart throughout the year, offering options for everyone’s calendar, and are open to all NYU alumni and their family and friends.

The 2009 travel catalog is available at alumni.nyu.edu/benefits/travel.shtml.

Further information on the NYU Alumni Travel Program, contact Alumni Services at alumni.info@nyu.edu or call 212-998-6985.

Class of 2008
BELIEVE. Equal parts pyrotechnic science and feng shui, a site-specific installation by Cai Guo-Qiang rained a fire of tube lights on visitors to the Solomon R. Guggenheim Museum’s rotunda as part of the exhibition “Ancient Pyramids,” which was accepted into the Smithsonian Institution’s National Museum of American History’s collection. Solomon previously served as a professor at the College of Nursing at Rutgers University. The exhibition included works from other artists such as Yoko Ono and Yayoi Kusama for New York’s Japan Society Gallery, helping secure that artist’s now-acclaimed place in the art world; she later curated Yoko Ono’s first multimedia retreat at the Chapin School in New York and resides with Nathan and her husband, Jason.

CESAR ABREU / TSOA ’02 / is an artistic director of La Compania and is set to choreograph the award-winning opera Andreani. Abreu dances at the Metropolitan Opera.

MICHÉLLE BLACKLEY / STEINHARDT ’01 / has been working with fellow alumna JUDITH W. DANTUMA ’88 on a site-specific project, and has performed her work at various venues in the United States and internationally. Blackley is the artistic director of the Dance Therapy Association lifetime achievement award for her contributions in education, leadership, scholarship, and service.

SUPERNA KALLE / STERN ’99 / has been promoted to senior associate director of international programs at the University’s Office of International Services. Prior to her promotion, Kalle was the director of international programs at the university’s Office of International Services.

LEE SOLOMON / STERN ’99 / has been named COD Chair of the Weinstein Company, a multimedia organization. Solomon began her career as a principal at Grosser Park, one of the world’s leading producers of motion picture financing.

TIMOTHY M. HULL / GAL ’02 / recently had a solo exhibition in Australia titled “The Swarm of Possible Meanings Surrounding the Ancient Pyramids,” which was accompanied by site-specific projections, paintings, intricate drawings, sculptures, and sound pertaining to ancient Egypt.

ADAM L. GERSTEL / TSOA ’04 / was hired as an entertainment attorney in the firm of Nason Yeager Gerson White & Liu in West Palm Beach, FL.

MICHAE L. PAWLOWSKI / CAS ’03 / has joined the law firm of Gordon, Halleran & Ciesla, PC as an associate. As part of the firm’s commercial litigation department, Tambure practices in civil litigation pertaining to real estate and corporate disputes.

AN A. JAQ UES / CAS ’03 / joined Wood, Herron & Evans PLLC after passing the Ohio bar exam. Her practice areas of concentration deal with software, Internet, and computer technologies.

JOANNE KEIT T / SCPS ’03 / recently wrote her first novel, Secrets of My Soul (Lulu), an urban erotic mystery that looks at mental illness and the experiences among low-income women of color and the secrets and guilt they bear.

GERREY LEVEY / GSAS ’03 / has written Shit Up! I’m Taking In And Other Diplomacy Lessons! Learned in the Foreign Government (Free Press). He is a Salon.com contributor and spent two years covering the Israeli government.

MEREDITH MILBY / LAW ’03 / has been named an associate attorney in the firm of Giordano, Halleran & Ciesla, PC as an associate. As part of the firm’s commercial litigation department, Tambure practices in civil litigation pertaining to real estate and corporate disputes.

The 2009 travel catalog is available at alumni.nyu.edu/travel.shtml. For more information on the NYU Alumni Travel Program, contact Dorothy Shale at 212-998-6985. The 2009 travel catalog is available at alumni.nyu.edu/travel.shtml.
Buy Me Some Peanuts and Mortarboard Caps…

The scene brought to mind “Take Me Out to the Ballgame,” but graduates heard the traditional “Pomp and Circumstance” march as NYU celebrated its 176th commencement ceremony in Yankee Stadium last May. A much needed renovation of the stadium, which opened in 1923 and was the home for all 26 of the Yankees World Series wins, before it was torn down and play begins at a new, adjacent site, prompted the temporary move to “The House That Ruth Built.” The event marked one of the last major non-baseball events to be held at the stadium, which opened in 1923 and was the home for all 26 of the Yankees World Series wins, before it was torn down and play begins at a new, adjacent facility in 2009.

On the night before commencement, the Empire State Building (right) shone with purple light, alerting the city of the special occasion.

New York University mourns the recent passing of our alumni, staff, and friends, including:

- STANLEY GARLAND /STERN ’45
- J. RUSSELL COFFEY /STEINHARDT ’44
- RUTH B. FREY /STEINHARDT ’43
- JUAN FONSECA Y PICHARDO /MED ’43
- JONATHAN S. SOGG /STERN ’46
- HARRIET KUPFERBERG /STEINHARDT ’45
- EDWARD E. GALLOWAY /MED ’47
- SAMUEL T. SCHLAMOWITZ /MED ’42
- STANLEY NEMSER /ARTS ’42
- ETHEL BROCINER CHERNACK /LAW ’33
- MILTON F. KIRCHMAN /WSC ’33,IFA ’35
- JULIAN HIRSCHFIELD /STERN ’36
- E.LAWRENCE DECKINGER /ARTS ’36,GSAS ’37,STERN ’47
- JOHN H. REEDY III/GSAS ’54
- GEORGE WOLFGANG DENGLER /MED ’55
- ROBERT A. LUSTBADER /STERN ’55
- CHARLES PELLER /WSC ’56,MED ’60
- ORIN LEHMAN /GSAS ’56
- GEORGE A. RAPANOS /GSAS ’90
- MARTIN S. KIMMEL /MED TRUSTEE
- S.ELIZABETH LOCKMAN
- JANE SECOR /NUR ’58
- PEARL PAPASIAN /NUR ’59
- BARBRA M. DOTTIE /MED ’60
- ALAN BERGER /ENG ’59
- ALBERT L. BRUNELLI /LAW ’60
- DANIEL E. MURRAY /LAW ’60
- J. BOYD HENSON /LAW ’48
- RICHARD K. BERNSTEIN /ARTS ’42
- IRENE DESCH /STERN ’48
- RICHARD A. HARRIS /STERN ’40
- IRWIN H. NADEL /STERN ’41,LAW ’53
- THEODORE COBBITT /STERNHARDT ’50
- JOHN J. KIRCHENSTEIN /ARTS ’50
- MARTHA BENJAMIN SEARS /LAW ’54
- CHARLOTTE B. GERESHSON /STEINHARDT ’75
- MARIA C. ABIB /STEINHARDT ’76
- DAVID H. GREENE /FAS FACULTY
- JANET M. MILLER /MED ’70
- MARTHA BENEDICT SOLNIT /GSAS ’50
- RICHARD T. MULLER /LAW ’82
- JOHN GIANUTSOS /MED FACULTY
- JOHN H. REEDY III/GSAS ’54
- JAY S. HARRIS /LAW ’65
- MICHAEL J. SALTSER /LAW ’65
- JOAN E. MCCARTY GREENSTADT /STERNHARDT ’66
- ELIZABETH R. SITZER /SISW ’66
- JOHN ANTHOLIS /LAW ’69
- EDWARD W. HARKER /LAW ’69
- DR. JOAN E. WALSH /LAW ’70
- RUTH J. LAPIDUS /LAW ’70
- VICKI D. HARRIS /MED ’71
- ROY W. LATTIMORE /LAW ’71
- AMIEL RUDAVSKY /GSAS ’56,MED ’60
- J. BOYD HENSON /LAW ’48
- WTT S. GOSWAMI /MED ’84
- THEODORE CORBITT /STEINHARDT ’50
- RUTH LARSEN BUCK /LAW ’56
- MEAGAN STRUGGLES /SCPS ’07/
- SELENA SIMMONS /SCPS ’07 /is a proud to
Buy Me Some Peanuts and Mortarboard Caps…

The scene brought to mind “Take Me Out to the Ballgame,” but graduates heard the traditional “Pomp and Circumstance” march as NYU celebrated its 176th commencement ceremony at Yankee Stadium last May. A much needed renovation of the facility in 2009.

The Empire State Building (right) shined with purple light, alerting the city of the special occasion.

On the night before commencement, the Empire State Building (right) shined with purple light, alerting the city of the special occasion.
WHAT
SILENT RAVE

WHERE
UNION SQUARE PARK

WHY
MORE THAN 1,000 NEW YORKERS AND NYU STUDENTS DANCED TO THEIR OWN BEAT AS EACH ROCKED OUT TO THEIR IPODS. THE PARTY WAS ORGANIZED ONLINE THROUGH FACEBOOK AND FOLLOWS A TRENDS IN EUROPE—PARTICULARLY POPULAR IN LONDON—WHERE LARGE GROUPS DANCE QUIETLY IN PUBLIC PLACES SOLELY FOR THEIR OWN ENTERTAINMENT.

~Renée Alfuso