

SIGMA ALPHA DELTA BARUCH'S HONOR SOCIETY

Spring 2009 Newsletter Issue #1

Spring 2009 Executive Board

Yaphet Murphy – President

Najeeb Alam – Vice President

Amy Wong – Treasurer

Michelle Li – Executive Secretary

Linda Demiraj – Human Resource Manager

Neil Sun – Chair of Events Management Committee

Holger Briones & Jennifer Cobos – Co-Chairs of Volunteer Committee

Mikhail Burdeynik – Chair of Marketing & PR Committee

Jahn Golden – Chair of Web Design & IT Committee

Shabe Ahmed – Chair of Alumni Relations Committee

Upcoming Events:

Careers Dinner – March 27th

Oxford Debate – April 7th

Upcoming Volunteer Events:

Distribution Warehouse – March 20th

Junior Achievement – March 27th

Indoor Game Day – March 28th

Relay for Life – April 3rd

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March 14, 2009

Greetings,

This edition of our society's newsletter is the first of three that we will publish this semester. It is a continuation of our effort to document the extraordinary experience that Sigma Alpha Delta has become from its inception to the present.

Each semester the story seems the same but it never grows old. Members join the society are given roles and responsibilities, and through this, develop into more confident, capable, and compassionate individuals who become leaders in the future. Along the way they have experiences that they treasure and build friendships that often last a lifetime. Alumni of the society regularly remark that Sigma Alpha Delta was the single most memorable and transformative experience they remember from their stay at Baruch College.

Sigma Alpha Delta means more to its members than simply a diversion from the regular routines associated with going to class, studying, and going to work. The society has manifested itself as a powerful self-perpetuating vehicle for the growth of its individual members. By working with others consistently on projects of various magnitudes and being empowered to meet objectives, a mindset develops that breeds accomplishment and sets the stage for continual and lifelong success.

The members we have this semester are an incredibly diverse group of students, all united by a common belief in the value of academic achievement, community service, personal and professional development. As such, the Sigma Alpha Delta Honor Society is a willing partner to any whose vision is aligned with our society's mission of scholarship, social development, career advancement and service to the communities we inhabit. As a senior at Baruch College, with less than six classes left before I graduate, I consider it a real honor, a filial duty and a great source of pleasure to serve this semester as the society's President.

One of our aims this semester is to forge stronger ties to our alumni. A comprehensive effort is underway and is already yielding positive results. We are cheerfully discovering that our alumni have never truly left us, but in fact have been patiently waiting for us to reach out to them. The initial set of alumni members we contacted have expressed a desire to remain engaged with us and assist us however they can, an attitude consistent with the values our society fosters. Our goal at this point is to reconnect with as many of our alumni as we can and bring them back to Baruch College in the Fall of 2009 for a grand reprise of our Alumni Social Dinner.

I hope you enjoy reading the articles and features contained in the following pages. It is the experiences described herein that represent the fruit of our efforts. We want to let you know that in Spring 2009, and after 76 years of history, Sigma Alpha Delta is still active and still producing members of outstanding quality. If you are interested in joining the organization or partnering with us, or if you have any comments, questions or concerns, you can email me directly at: yaphet.murphy@sigmabaruch.org.

I wish you all the best of luck this Spring 2009. Welcome to the experience.

Sincerely,
Yaphet Murphy
President, Sigma Alpha Delta
Spring 2009, Baruch College
"JOIN THE EXPERINCE"

Our Take

Sigma E-Board Speaks



Najeeb Alam

Vice President

To have obtained the position of Vice President within such a prestigious honors society is a great honor in itself. To help lead the society, one must be truly determined and have desire to take an organization to higher levels of progression. I am ecstatic to be the current Vice President, working to better the society in every way possible.

As a Chair of the Events Management Committee, I can see the board passion from every single members of this committee. Everyone is energetic with remarkable devotion and dedication. A strong sense of belonging has firmly hold our members together as one

Neil Sun

Chair of Events
Management



Shabe Ahmed

Chair of Alumni
Relations

The experiences of the Alumni Relations Committee have been a blessing. For the first time in my life, I was leading a group of people who rely on me for the success of a committee. The hardest things for me to overcome was learning to delegate appropriately and learning to trust people with assignments. Being a person who does everything himself, it was quite an issue. I know the confidence I've gained and the experiences I've had will be instrumental to my success

Being Co-chairperson of the volunteer committee is an experience which will never be replicated. It takes hard work, preparation, and persistence to be able to lead a bunch of students who are brand new to the organization. At the same time I am developing my own skills each and every step of the way whether it is communicating, writing, or socializing with others. As a leader I feel grateful to have an amazing group of members join our committee and their perseverance to their work

Jennifer Cobos

Co-Chair of
Volunteer
Committee



Holger Briones

Co-Chair of
Volunteer
Committee

The Volunteer Committee has been great! Working with such dedicated members each and every week has been a real pleasure. Even though the workload can get overwhelming at times, it is all worth it. I am developing as a leader, through the connections I am fostering and the experience I am gaining. I sincerely believe that the relationships I am building now will never dwindle, but will remain strong, years after I've graduated from Baruch and moved on from Sigma Alpha Delta

“Sigma Alpha Delta Spring 2009” - these words are proudly displayed on virtually everything we as an organization are creating. Whether it be a flyer, this newsletter, or a brochure at one of our events, these words serve to convey that each one of our members has in some way helped to give new life to this society. I am glad that my committee’s work is so passionately observed, sometimes criticized and edited, but finally reflected upon and esteemed – for it bears those words of collective creation

Mikhail Burdeynik

Chair of
Marketing &
Public Relations



Linda Demiraj

Human
Resource
Manager

This is my second semester in Sigma and as time goes by I grow more passionate about the society as a whole! Many new members joined Sigma this semester. These members represent the elite of clubs and organizations in Baruch College and also a very important part of my everyday life. I am committed to helping them fully engage in our society and also became a memorable part of it! We have all had a everlasting fascinating experience last semester and we invite all new members to **JOIN THE EXPERIENCE** this semester !!

As Chair of the Web Design & I.T. Committee, I would have to say that the opportunity that I have been given to work with such fine and talented individuals, has been enriching. The diligence and hard work of my committee members has been inspirational, and has spurred me into strengthening my leadership skills. In Sigma Alpha Delta, I have developed as an individual and firmly believe that my experiences in the organization best prepare me for the future

Jahn Golden

Chair of Web
Design & IT
Committee



Michelle Li

Executive
Secretary

Being the Executive Secretary of Sigma Alpha Delta has provided me with many new skills that I never expected to gain, which includes my communication skills and an improvement in my attentiveness. While working with all of the committees on a regular basis, I have become familiar with the functions and the goals of each department of Sigma Alpha Delta. Taking on this role has helped me connect with different committees in a more personal way and develop a well-rounded experience

February 2009 Members of the Month

Presidential Pick - Wilson Luo

Wilson Luo was one of the inducted members who volunteered early on to return to Sigma Alpha Delta and remain involved in the Spring 2009 semester. Wilson was asked to serve as Vice-Chair of the Events Management Committee, an especially critical role when considering that the Chairperson Neil Sun was away for a visit to China during the whole month of January and had only limited communication with the society. Wilson, under tutelage of Hosni Mubarak, substituting for Neil in his absence, carried out several responsibilities that would normally be delegated to others in his committee, and he performed these tasks with distinction. Wilson demonstrated great responsiveness in his role, stepping forward to handle any assignment asked of him, no matter how large or how small. Wilson has been at every event, overseeing management of the room, and is growing rapidly in his skills of leadership. For his early involvement, his willingness to do whatever was necessary, and his excellent attitude and demeanor all the while, Wilson Luo receives the President's Pick for Member of the Month, February 2009.

Written by Yaphet Murphy



Presidential Pick – Melissa Lok

Melissa Lok began the year as both Vice-Treasurer, assisting Treasurer Amy Wong, and as the Vice-Chair of Finance/Catering Specialist for the Events Management Committee. Though serving in two positions, she ably managed both roles, consulting with USG Treasurer Cindy Tam on behalf of the Treasury, and preparing catering bids for Events Management from initial offers to final selection of a vendor and submission of all paperwork. Melissa Lok successfully executed three contracts for catering in the month of February, including one contract as a favor for the Cents Ability Career Panel because the organizer of that event, Monica Shiwratan, inducted member of Sigma Alpha Delta, reached out to Melissa for help. In each of these cases Melissa lobbied for and received sweetened bids from the vendors, and has acted as an intermediary between the vendor and the organization to make sure the food is delivered on time and that the vendor receives timely payment. For her ambidexterity in carrying out two roles, her early involvement in the society, her demonstrated ability to act independently, her critical eye in evaluating bids and making a selection, her follow-through in executing contracts - from delivery to payment, her frequent communication with all parties involved, especially the president, and her willingness to help anyone whenever she is asked, Melissa Lok receives the Presidential Pick for Member of the Month, February 2009.

Written by Yaphet Murphy



VP Pick - Jamie Lau

From the beginning of the spring semester, Ms. Lau has shown her dedication and drive within Sigma Alpha Delta. As a member of the Events Management committee, Jamie went above and beyond expectations of a prospective member at an early period within the semester. Her dedication was transpired at the past three events; JP Morgan Chase Resume Workshop, our two Orientation Sessions, and the Marketing Network Social, Jamie has excelled in her tasks and took responsibility for maintaining the event in an efficient manner. She has achieved this by helping to bring in various amounts of food, coordinate people as to where to be seated and go for aid, and making sure that the flow of events were executed properly. These tasks were necessary to carry out the events successfully, but luckily we had responsible members like Jamie to fulfill these roles. For all her hard work, Jamie is a very well deserving member for the Vice President's pick as Member of the Month of February.

Written by Najeeb Alam



Member of the Month (Alumni Relations): Davon Roach

Davon Roach began this Spring 2009 semester by joining Sigma Alpha Delta's Alumni Relations committee. He is a bright and talented individual who never gives less than his best. He expressed interest in interviewing and writing biographies of alumni and was given a former Sigma president, Max May, to interview. The interview process is a unique one in itself due to the diversity of questions. Davon approached his assignment head first and took the interview process to another level. By doing research and creating interesting questions, Davon set a new standard for all biographies. Due to his attention to detail and organization, he was made Director of Biographies. Congratulations to Davon Roach for being Member of the Month of the Alumni Relations Committee.

Written by Shabe Ahmed

Member of the Month (Volunteer Committee): Mashud Abukari

In order to have an event as huge-scaled as the Bailey House Auction & Party, we needed two people who were diligent and strong-willed. Mashud Abukari stepped in as one of the co-project managers for this occasion. In creating an appealing email, he was able to successfully bring members to this event. Being a volunteer at the event, his enthusiasm served as a strong example for our members. Within a strict deadline he was able to write an entertaining article about the event for our Alumni Newsletter. Because of his hard-work and punctuality as both a project manager and article writer, he is our pick for Member of the Month.

Written by Jennifer Cobos



Member of the Month (Volunteer Committee): Yamile Martinez

Upon briefing the Volunteer Committee about the amount of effort required to manage the Bailey House Auction & Party volunteer event, one person really stepped up. Yamile Martinez not only took on this challenge, but she embraced it fully. She handled the most ambiguous of situations with ease and professionalism. She was not afraid to be proactive when the situation called for it and took initiative in confronting many of the obstacles that presented themselves. She was extremely well organized and painstakingly diligent. She communicated effectively with our members, was responsible for constructing several excel spreadsheets, efficiently coordinated gatherings, and followed through on a timely basis and in a responsive manner with members and with important contacts. For all these reasons, she is our Member of the Month.

Written by Holger Briones

Member of the Month (Web & IT Committee): Salman Ashraf

Salman Ashraf since being inducted into Sigma Alpha Delta, has proven to be one of the most actively involved individuals in the organization. As Vice-Chair of the Web Design & I.T. Committee, he has displayed unquestionable talent and skill in the art of web design. Without his knowledge and expertise, the organization's brand new website could not have been released as quickly as it had. When the I.T. Committee came under pressure, Salman stepped up and worked arduously to ensure the committee's success in meeting its deadlines. In addition, Salman has been managing the organization's team of photographers. February's Marketing Network Social served as a test of the team's talents, and under Salman's guidance, they proved their abilities beyond doubt. He has used his positions in order to ensure that the website and photography team work harmoniously with one another. Under strict time constraints, he has displayed a strong will and diligent work ethic, which is ultimately why Salman Ashraf is the Web Design & I.T. Committee's Member of the Month for February 2009.

Written by Jahn Golden



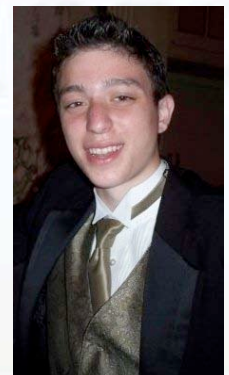
Member of the Month (Marketing Committee): Jonathan Elias

Any event, no matter how well-planned and organized, can not be successful if people don't know about it. That is why Sigma Alpha Delta is lucky to have members like Jonathan Elias. Wasting no time in implementing strategies to promote Sigma Alpha Delta's events, Jonathan has set a high standard for both himself and his peers early on in the semester. A leader in managing his public relations group, Jonathan was able to take advantage of the numerous modes of communication available between students and clubs on campus. He proved successful in spreading the word about Sigma Alpha Delta, as well as attracting a large number of students to our events. For his hard word, persistence, and dedication, Jonathan Elias is the Public Relations & Marketing Committee's member of the month.

Written by Galina Aynbund

Member of the Month (Events Management Committee) – Greg Dutov Grigoriy is an inducted member who joined Sigma in Fall 2008. He has shown great passion and dedication to the community. Grigoriy was essential to events and social networking during Fall 2008. His initiative and willingness to contribute, led to the selection of Grigoriy for the position of Event Analyst for Spring 2009. He has demonstrated extraordinary attention to detail and a commitment to achieving results. Grigoriy has patiently requested feedback on evaluation summaries and revised them in the interest of increasing their professionalism. Grigoriy is a highly capable Event Analyst. He carefully observes every part of an event with a critical eye, and reports his analysis to the society in the interest of improving the quality of Sigma events. So, in consent with the Vice-Chairs of the Events Management Committee, we would like to select Grigoriy Dutov as the Member of the Month, honoring his excellent performance and remarkable dedication

Written by Neil Sun



OPENING THE DOOR TO THE SIGMA ALPHA DELTA EXPERIENCE

By
Galina Aynbund

Every semester, there is a tradition in Sigma Alpha Delta Honor Society for the President of the society to formulate a motto to characterize the semester. This semester, our slogan, devised by President Yaphet Murphy, proudly reads "Join the Experience." These words were brought to life during Sigma Alpha Delta's orientation sessions, held during club hours on Thursday, February 5th, 2009 and on the following Friday evening. No one could have expected the tremendous turnout that we received both dates, consisting of both prospective members as well as inducted Sigma members who came to show their support. The success of the Orientation Sessions was exemplary of Sigma Alpha Delta's hard work, passion, and dedication to the Baruch community. All that we have done for the school community had been recognized, and students were eager to join in on the experience.

Though the final result may have seemed effortless to those students present at either one of Sigma Alpha Delta's two orientation sessions, much preparation went into preparing for the events. The pressure was on as Executive Board members strived to attract members and paint

an accurate portrait of just how much Sigma Alpha Delta means to them and how much it can do for prospective members. Committee Chairs especially felt the pressure as they prepared to recruit members for the various positions available within their committees. The preparation for such an event was not only an individual effort by each E-Board member, but it was also a collaborative effort as the E-Board organized numerous meetings and spent countless nights perfecting their speeches and Powerpoint slides as well as their goals and strategies for the Orientation Sessions.

Sigma Alpha Delta's Spring '09 orientation sessions were characterized by two words: passion and professionalism. Before each E-Board member introduced their committee's roles, goals, and positions available, they each first spoke of their experiences within Sigma. This was the only part of the presentation that was not planned or rehearsed, for it came directly from each speaker's heart. It was evident that each speaker really loved this society and they genuinely wanted to share this experience with their fellow students. I believe that this passion, coupled with professionalism, is the reason why Sigma Alpha Delta was able to achieve a near one hundred percent conversion rate between those students who attended the orientation sessions and those who have

become involved in the organization and remain active to this day. E-Board members were not only professional in their attire at those sessions, but they also exuberated professionalism in the manner that they spoke and in how they conducted themselves. They were the epitome of the professionals who many in the room that day strive to emulate.

Overall, the February orientation sessions were a wonderful start to what is bound to be Sigma Alpha Delta's most successful semester to date. The honor society that unites us all is only as good as the people who are a part of it, and we succeeded in attracting some of the brightest, most creative and passionate members to join our team. These are the leaders who will soon speak before a new classroom of students interested in joining Sigma Alpha Delta, and there is no doubt that their experiences this semester will provide them with the skills and qualities necessary to not only grow as professionals and human beings, but also to serve as future ambassadors for Sigma Alpha Delta. Thank you to all of those who have joined the experience that is Sigma Alpha Delta, and here's to a successful and rewarding semester for our organization!

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J. P. MORGAN CHASE EVENT

By

Hosni Mubarak

JP Morgan—the name alone encapsulates the dreams of so many aspiring business professionals. Amidst the economic collapse experienced by numerous financial firms, JP Morgan has fared far better than its competitors. While other firms have implemented “hiring freezes” and have begun to provide unpaid internships purely for the benefit of experience, JP Morgan is still aggressively recruiting college juniors for its Summer Analyst Program. In the past, the firm communicated with professional student organizations such as the Association of Latino Professionals in Finance (ALPFA), Beta Alpha Psi (BAP), and the National Association of Black Accountants (NABA). But, in 2009, JP Morgan extended its reach to arguably the best student organization in Baruch College, Sigma Alpha Delta.

Sigma has experienced a meteoric rise in performance since it realigned its direction in the fall of 2006. This change was fully realized in the fall of 2008. The society geared itself towards producing immaculately coordinated events, focusing on volunteerism, and attracting members who possess an unmatched zeal. Through these initiatives, Sigma’s name became synonymous with Baruch College. Every student organization has an inducted member of Sigma or two, and the name carries an enormous amount of weight.

As the former President of Sigma Alpha Delta, I knew I could not abandon Sigma during its spring transitioning phase. I offered my services to the Executive Board to facilitate a smooth translation of the society’s goals. The Chairperson-Elect for the Events Management Committee, Neil Sun,

was in China during the January Intercession and I was asked to assume the Chairperson role on an interim basis. During this time, Amanda Newman, a recruiter from JP Morgan contacted Yaphet Murphy in hopes of organizing a presentation detailing their Summer Analyst Program.

I realized the enormity of the request. As an Honor Society, we had arrived. Even though we produced at an unrivaled pace, we had one criticism—inaccessibility to professional firms. Yes, our recent alumni are littered throughout the business industry, working for high-profile firms such as Goldman Sachs, Deloitte, JP Morgan and others, but Sigma was ignored by these firms because we were not part of a regional or national chapter. Firms generally courted ALPFA, NABA, and BAP due to their national prominence and prestige.

I dutifully recruited 19 members to the Events Management Committee within a week—12 returning and 7 prospective. We needed to make an irrevocable impression. I assigned major roles to everyone during that period—Wilson Luo was the Vice Chair, Melissa Lok was the Head Catering Specialist and Jeanette Bocklage was the Secretary of the Committee. These three individuals provided me with imperishable support and delegated assignments when I was unable to. We co-sponsored this event with ALPFA and NABA, but we were the lead sponsors.

When the event commenced on Tuesday February 3rd, 2009, I was a bit anxious. As President, I coordinated events on a much larger scale, in a much more appealing environment, with a higher attendance rate, but never an event where our members’ careers could be directly influenced such as this one.

The event was divided into two segments – a brief presentation by Amanda Newman about the Summer Internship

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Program, and a resume review session where various JPMorgan professionals would review the resumes of Sigma, ALPFA and NABA members. Ms. Newman's speech was informative. It provided clarity on certain faux pas' college students commit while applying and interviewing for an employment opportunity. However, the real reward of the event was the resume review session. Many attendants signed up to have their resumes reviewed and they were provided with essential feedback which

strengthened their resumes. After all, a resume is a description of who you are—if it is faulty and unimpressive, then you will not be considered for the vacancy.

The JP Morgan Event was unprecedented, unexpected and in a sense, unbelievable. It served to commence the spring semester on a high note and paved the way for older members to reap the rewards of being a part of this Honor Society.

Marketing The Marketing Network Social

By

Jonathan Elias



The second annual Marketing Network Social was set to take place on Tuesday, February 24th. With representatives from the *Kaplan Thaler Group*, *Digita*, *CBS*, *MySpace* and others in attendance the promotion had to be on point. We had under a week to get it done. We needed to get creative, get in contact with many people and get moving fast.

Unfortunately, moving fast meant surprising the Public Relation Specialists with a phone call at nine o'clock on a school night. They were the perfect people for the one hundred and twenty idle flyers that needed to be distributed and posted

throughout campus. The next day those flyers were nowhere near idle. Seven Public Relations specialists were hard at work. In the cafeteria a team went above and beyond to acquire RSVPs for the event. This team waltzed from table to table, from group to group and garnered an impressive list of emails.

While that group garnered individual emails in the cafeteria and elsewhere, another team ran rampant throughout campus posting up flyers. The flyers were very impressive; another extraordinary job by The Baruch City Advertising Society (BCAS).

With flyers of such quality it was only befitting to have them widespread throughout Baruch. That is what the second team

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successfully accomplished. In a matter of minutes, the flyers were carefully placed in key locations. The advertisements were now ubiquitous throughout the second to seventh floors. The best part, however, was that everyone was having fun and were enthusiastic during the process.

In order for the Marketing Network Social to have a great turnout there was a need to get creative. Brainstorming along with the Chairperson of the Marketing and Public Relations Committee, Mikhail Burdeynik, led to many great ideas. The goal was to expose the event to many students, but reach out to marketing majors in particular. Even though some of the early ideas were farfetched in the end a strategic plan was in place.

Having the event mentioned on the Baruch Student Life Weekly Email and getting in touch with the Marketing Director were the main priorities. After a lot of searching, we were able to find the Marketing Director's contact information

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and an email was quickly dispatched. All that was needed was to get in contact with Carl Aylman in order for the event to get mentioned in the weekly email. After unsuccessfully trying to reach him at first, we were successful the second time around.

The flyers were up, the word of mouth had started, marketing majors received emails, and the event was mentioned in the Baruch Student Life Weekly Email. February 24th came around and the turnout was great. The company representatives at the Market Networking Social were swarmed by the eager students who heard about the event in part to the team's hard effort. This was the first promotional effort of the semester and great strides already took place. A dependable team and a strategic plan were sculpted through this process and we look forward to the future events to come.

The Bailey House Auction & Party

By

Mashud Abukari

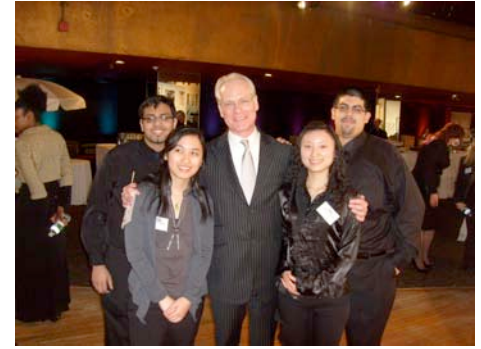
The Bailey House Auction & Party was one of the most exciting volunteer events I have ever been part of. I am definitely honored to be part of the event. It was also the first time I had ever project managed an event, which made it even more special.

Bailey House is an organization that provides homeless people living with HIV/AIDS homes and services. The Bailey House Auction & Party was an event created to raise more

funds for the organization. It is their biggest fundraising event and takes place every year. This year the Bailey House raised almost \$700,000, a bit shy of the record breaking \$800,000 raised last year.

Thursday, February 28 2009 was the night of the event. It was the night that will go down in my life as one of the most exciting nights ever. Before this date all volunteers had to attend the orientation seminar. That

was about an hour long event that went over the duties for each volunteer and the positions available at the event. There were two orientation seminars available - a Sunday and a Tuesday. Most of the Sigma volunteers attended the Tuesday session, as did I. For the orientation session, we were to meet in front of the Baruch bookstore at 5:30pm. I couldn't make it because I had a meeting with another club. But surprisingly, despite my other meeting, I got to the orientation session



before every one arrived.

On the big night, I came to school in fresh looking attire. I had on a black shirt and some blue-black pants. I thought to myself, "Oh my God, I am handsome."

The volunteers for the first shift left Baruch around 4:30pm. We arrived at Roseland Ballroom where the event was held around 5:00pm, the exact time for scheduled commencement of the dinner for the volunteers. When we arrived, the place looked huge. There were a lot of people volunteering for the event, people from different organizations and colleges. The staff were overwhelmed with the number of volunteers (as you might expect). The greatest number of volunteers were from the Fashion Institute of Technology, a SUNY college located on 28th St. in Manhattan.

After we were done with the dinner, one of the staff members came over to the dinning room and directed us to go down stairs. There, our tasks

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were delegated to us. In the beginning, the work looked tedious, but once the guests began arriving my mood changed. Some of the guests included famous faces like Simon Doonan, stylist Tim Gunn, TV personality Jane Pauley, news anchor Bill Ritter, stylist Robert Verdi and many others. I got chills as I saw all the famous people fill up the room.

Tim Gunn passed the place I was stationed. I heard one of my fellow volunteers quietly say, "That is Tim Gunn", to which I responded, "Who is he?" Somebody replied "He is one of the judges on Project Runway" and that he is a famous person. I saw cameras following him, so I was instantly convinced. Tim Gunn looked around a lot, possibly to place a bid on an item. As he was walking around, he stopped by my station. He seemed very charming; I acted as if I wasn't star struck. He said a number of things to me and all I did was keep smiling.

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After several minutes of being open, the place filled up. By now, it was packed with rich and famous people. I was dazed by the number of people I saw. Jane Pauley, former *Today Show* co-anchor came to my station but I didn't know who she was until later that night. She came across as a really nice lady. She asked me to tell her the process of the bidding. Then she bid on a sofa that I recommended. I wish I had known who she was when I spoke to her. Now that I know, I regret not having taken a picture with her.

Later that night, as my shift neared an end, the real fun for me began. I had the chance to move around the place and really enjoy the atmosphere. I ate and drank (no alcohol) as much I could. I mingled with several of the volunteers who also seemed really excited to be part of the event.

I can say with complete sincerity that Bailey House Auction & Party was one of the most exciting volunteer events I have ever been a part of,

and I am sure that the other volunteers from that night share the same sentiment. I hope to be part of this event next year. To sum this experience up, I'd like to quote the poet Khalil Gibran: "Generosity is giving more than you can, and pride is taking less than you need."

By

Yaling Zheng

On February 26, 2009, Bailey House held their 21st Annual Auction and Party. Their goal is to help homeless men, women, and children living with HIV/AIDS in New York City by providing them with housing and support services. This is also the first time that Sigma Alpha Delta worked with the Bailey House organization. The event was amazing and extremely well organized. The work was split up into several different positions ranging from being stationed at each section of the silent auction to making sure that the people who won something got their prizes securely. Volunteers were able to work either the early shift (5:30 PM - 8:30 PM) or the late shift (8:30 PM - 11:30 PM).

This event was extremely high profile. First of all, it was co-hosted by Simon Doonan, the Creative Director of Barneys, and Tim Gun, an on-air mentor on the

television program *Project Runway*. I believe that everyone from Sigma Alpha Delta had a chance to get their picture taken with Tim Gunn, which was extremely kind of him.

The items being auctioned off were just unbelievable. They ranged from art, to home furnishings and materials, to priceless moments, such as having lunch with Anderson Cooper. Needless to say the event itself was priceless, even though there were times when I felt the need to go into a corner and cry because I couldn't bid on some of the items, say, handbags and in another case, a day with Simon Doonan. I comforted myself with the fact that some of the bags went for pretty high prices and Doonan went for well over \$6,000.

I believe that the event went extremely well, making it profitable for both the guests and Bailey House. I can't wait for the Bailey House's 22nd Annual Auction and Party because I plan to be there as a Sigma Alpha Delta volunteer again.

For more information about upcoming volunteer events or to sign up please contact:

Jennifer Cobos
Jennifer.cobos@sigmabaruch.org

Holger Briones
Holger.briones@sigmabaruch.org

VETERANS' AFFAIRS HOSPITAL

By

Vladimir Kolomiyets

On February 13th, Sigma Alpha Delta held its first volunteering event of the semester at the Veteran's Affairs Hospital. As a previously inducted active member returning to the volunteering committee, I had waited all winter long for this event knowing that it would officially kick off the 2009 Spring semester for our committee. First of all, let me tell you of my previous experience with the Veteran's Affairs Hospital. Last semester, Sigma Alpha Delta held a volunteering event there just before Thanksgiving. I was asked to project manage the event, alongside Jennifer Cobos. That volunteering event consisted of packing cans and other goodies for the Veterans that would contribute to their Thanksgiving feast. After the event, the Assistant Chief of Volunteer Service, Michael Brennan, the person we had confirmed the event with, was extremely pleased at the dedication that all of the Sigma members had shown at this event, and also at previous Veteran's Affairs Hospital events. Because of this, he promised that he would schedule another

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volunteering event for the Spring 2009 semester that would actually allow for face-to-face interaction with the veterans.

On the day of the event, a Friday, all the volunteers met at Baruch to walk over together because the hospital is not that far from Baruch. I was greeted first by Jennifer Cobos, who is the new Co-Chair of the volunteering committee. With us were some recognizable faces, but also some new faces. Seeing everyone there at Baruch took me back to the time when I was a prospective member last semester getting ready to attend my first volunteering event at Habitat for Humanity. I began to feel extremely excited to be part of the official beginning of the Spring 2009 semester for the Volunteering Committee. When we arrived at the hospital, we were also greeted by Holger Briones who is the other Co-Chair of the Volunteering Committee. Last semester it was Holger and Jennifer, among others, who inspired me to become more involved with Sigma as I observed the dedication that they showed to the committee.

When we finally went inside, we were

given instructions by Michael Brennan as to what we will be doing. As part of National Solute to Hospitalized Veterans Week, we were instructed to go around the hospital distributing uniquely created teddy bears to the veterans. Every veteran that we had a chance to interact with was extremely glad to talk to us. In fact, we stayed and talked to some of them longer than was required, because they wanted us to stay with them. I don't know why, but I did not expect such politeness and warm-heartedness from all the veterans, but that is what they gave me. In addition, some of them had very unique stories to share. One veteran that a couple of us came across was in the process of drawing the scenery from his window. He was on one of the highest floors of the building, and had a beautiful view of the FDR drive and the East River, so it wasn't a completely surprising. He told us that he draws the scenery because it helps him forget about everything else going on in his life. He said the sketchpad he was drawing on was given to him as a gift which he decided to put to good use.

I also spoke to a veteran who fought in Vietnam. His father fought in World War II, and his son was currently stationed in Iraq.

Personally, I have nothing but gratitude towards these kinds of people because they always put their country first.

Some of the veterans already had gifts from others, while others had not received any gifts for a very long time. I felt honored to get a chance to distribute gifts to all of them.

Unfortunately, we were not able to take pictures in the hospital itself, so I don't have any pictures to remind me how great this volunteering event truly was. In spite of this, this event will be in my memory for years to come. I am grateful that I got the opportunity to volunteer at this event, and if in the future there are more volunteering opportunities at the VA hospital, I will sign up for all of them.

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Alumni Spotlight

Max May

Age: 25

Major: Finance and Investments

Minor: Corporate Communications / Theater

Graduation Date: May 2006

Sigma Alpha Delta Years: 2004 - 2006

For Max May, the decision to attend Baruch College was initially all about practicality. The life-long resident of New York City sought a convenient location to study something – anything, in the field of business. When it came to time to declare a major, Max May settled on Finance and Investments. He perceived Finance to be the most “broad and encompassing” of his options. Max found that he disliked his major, but he did not allow that fact to dissuade him from seeking fulfillment in other outlets. Max found outlets for growth in his passion for the entertainment industry, interest in stocks, and Sigma Alpha Delta.

Atypical for a Finance major, Max May pursued internships at ABC and VH1 instead of Goldman Sachs or Morgan Stanley. He later moved on to become an Assistant Manager for Rave Wireless, where he developed honed his skills as a salesman. Max grew weary of working for a superior, and decided that he wanted more control over his professional life. He was driven to do more work, make more money, and most importantly, reap greater satisfaction from his occupation.

Ironically, Max’s heightened drive saw his career path veer back towards Finance. He developed an interest in the stock market, and found out that there was little similarity between real-world Finance and what he learned from a textbook. Eventually, Max joined the trading desk of a Union Square firm where he has worked for the past two years. Max May credits equity trading with increasing his worldliness. “I know more about the worldly current events than a history major graduate.

I know what goes on in Congress. I know what goes on, on Wall St. ... I know what other countries are currently struggling with – I really feel like there is no other field that makes you more of a well-rounded person than the equities market.”

In addition to working as an equity trader, Max May is also co-founder of the *New York Boyz of Comedy* (NYBC). The NYBC is a group of ethnically diverse comedians, spearheaded by Max and fellow Baruch alumnus, Victor Chu. The NYBC perform stand-up, sketches, and improvisational comedy in group and solo acts. The *Jew and the Chu Duo* has produced many videos for its NYCHITY YouTube channel.

Max got his start with Sigma Alpha Delta as a Public Relations officer. He moved up to Chairman of Public Relations in his second semester. As PR chairman he found himself serving in a vaguely defined role, which he made the best of by developing the Baruch Bodybuilding Competition and the Oxford Debate alongside two of his fellow officers. These events served their purpose in attracting attention and building Sigma Alpha Delta’s reputation. During his final year as an active member, Max served as President.

Max May refers to his time as President of Sigma Alpha Delta as the highlight of his college career. “It was the time in my life where I learned about myself- about my strengths, my weaknesses – where I learned humility and the power of gratitude. By the end of it, I had become a much better person.” He takes pride in the fact that he performed to the best of his ability and did not hesitate to pursue the interests of Sigma with Student Life or USG. He found that he achieved a lot through persistence. Max was even bestowed a prestigious leadership award, one that he was nominated for by the same people he pursued so tenaciously.

Max May’s future looks to be governed by the same principles that got him to where he is today. His ability to adapt quickly to the needs of a situation, ability to feed off the energy of a crowd or a board room, and an innate sensibility for saying the right thing at the right time has taken him far. In following the examples set by such influences as Mitch Hedberg, Richard Pryor, Rodney Dangerfield, and Mark Twain, Max’s feels that his greatest

asset is the ability to recognize where he wants to take his life. “Whatever I have accomplished thus far, my so-called resume, is really the byproduct of me knowing what it is that I am going after.” On setting goals, Max says, “I like to ... focus on the process, or the journey, because that is all we’ll ever enjoy -- the actual trip to meeting our goals.”

To the present and future of Sigma Alpha Delta, Max May leaves a message, “I am proud to say that out of all the ‘Thank You’s’ I have said throughout my entire life, I had probably said 90% of them while I was the president of Sigma Alpha Delta. The higher my rank got, the humbler I became. I was the most humble at the top. You realize that you are a true leader when, at the end of the day, you really cannot take credit for anything that has been achieved, because it is your team that has gotten the job done. Treating people with appreciation and gratitude was the only thing that made me successful.”

Written by Davon Roach



Jason Yarbrough

Sigma Alpha Delta Years: 2007 - 2008

**Baruch College Date of Graduation:
January 2008**

Major: Human Resource Management

**Motto: "If you don't stand for something,
you will fall for anything"**

Success is in the grasp of the driven—those who are guided by their faith, confidence and their insatiable curiosity for knowledge and new experiences will encounter an unmatched form of success. Jason Yarbrough is one of these people—he has an aggressive outlook for his future. This ambition and intellectual nature enabled him to work with one of the leaders in the financial industry, J.P. Morgan & Chase. Jason endeavored to become a retail management trainee and is currently working as a personal banker. Like most successful people,

he has further plans promoting his career. He is in the process of acquiring his licenses by taking the Series 6 Financial Certification Exam and the Series 63 Life Insurance Exam.

As a child, Jason’s emerging financial career was not evident. He was fascinated with technology, engineering and speed—all of these infatuations engineered a desire to become a train operator. Although he would later choose another route, this interest showed his great potential. His passion for acceleration, technology and engineering would manifest in another field—Wall Street.



Jason graduated in January of 2008 and his major during his tenure in Baruch was Human Resource Management. The major gave him the necessary knowledge to work for J.P. Morgan & Chase. His ultimate goal, *however*, is to become a full-fledged Recruiter for JP Morgan Chase. He aspires to dissect the talents of aspiring applicants and recruit qualified College Grads. Quality is mandated by a revered firm such as JP Morgan.

In the fall of 2007, Jason was the Chairperson for the Public Relations & Marketing Committee. However, the semester commenced with him as a Vice Chair of PR & Marketing. With the sudden and inexplicable departure of the Committee's then Chairperson, Jason was entrusted with the position of Chairperson. He had to organize and consolidate the trust of each individual member. He was able to effectively operate his committee and establish an admirable reputation for Sigma Alpha Delta within Baruch. From his experiences as chairperson, he was able to develop decisional, interpersonal, and informational roles that are necessary if one desires to be a successful professional. This led him to be prepared for the real life situations of uncertainty and risk. "You have to be able to troubleshoot. I didn't know I was going to end up as the Committee's Chairperson, but I needed to assume ownership of my position. I think I did that, it was an epiphany for me." Jason noted.

To him, Sigma Alpha Delta was an inspiring and productive experience which refined certain intangibles one cannot encounter in classrooms. Jason learned how to confront challenges because the experience was "hands on and prepares anyone for the business world."

"To prospective members within the Sigma Alpha Delta family, ask yourself what you can do to make Sigma better" Jason concludes. He believes that once in an organization, one should fashion his or herself as if they were the President. Once a person has this mentality, they will generate innovative ideas and quickly ascend to the ranks of leadership.

"People need to leave their hubris' at home—you cannot work cohesively with a group if you feel you are better than them. We are in an age where competency and ethics is of great value to an organization's purpose in society. Individual egos must be confronted

and debunked." Jason says. His belief that an "I Care? *I Can*" attitude is truly an embodiment of his personality.

To this day, Jason wears his Sigma Alpha Delta pin as a badge of honor and encourages Baruch's most prominent minds to become members. "I love Sigma Alpha Delta to this day, my memories with Sigma cannot be bartered or exchanged."



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