

THE ASSOCIATE

The Syms School of Business Official Student Newspaper



Volume I Issue III

Coming Soon: www.TheAssociateOnline.com

March 2012

Look Inside

Europe To Be Bailed Out By China

Economic Sector p.5



Voting for Israel

Torah V'Avodah p.9

iBook's Textbooks Changing the Way We Learn

SciTech Section p.11



Sections

Syms News p.2

Students Speak p.2

Economic Sector p.4

Features p.6

Rabbi Dr. Rosenberg p.7

Torah V'Avodah p.9

SciTech Section p.10

For article submissions please email: ddeutsch@theAssociateOnline.com

Associate Dean Leaves Syms After 25 Years of Service

Reflections On My Years with the Syms School of Business

By: Ira Jaskoll, Associate Dean

As I approach my retirement from the Syms School of Business this month (after almost 25 years of devoted service), I find it appropriate that I look back at its founding and some of the milestones of the school.

In Spring 1987, I was approached

by the founding Dean, Dr. Michael Schiff, A"H about helping him start the new business school at Yeshiva, which was to open in Fall 1987. Although I believed it was a great idea to have a business school at Yeshiva, I graciously declined because I was too close to the school as an active member of the alumni. After his and

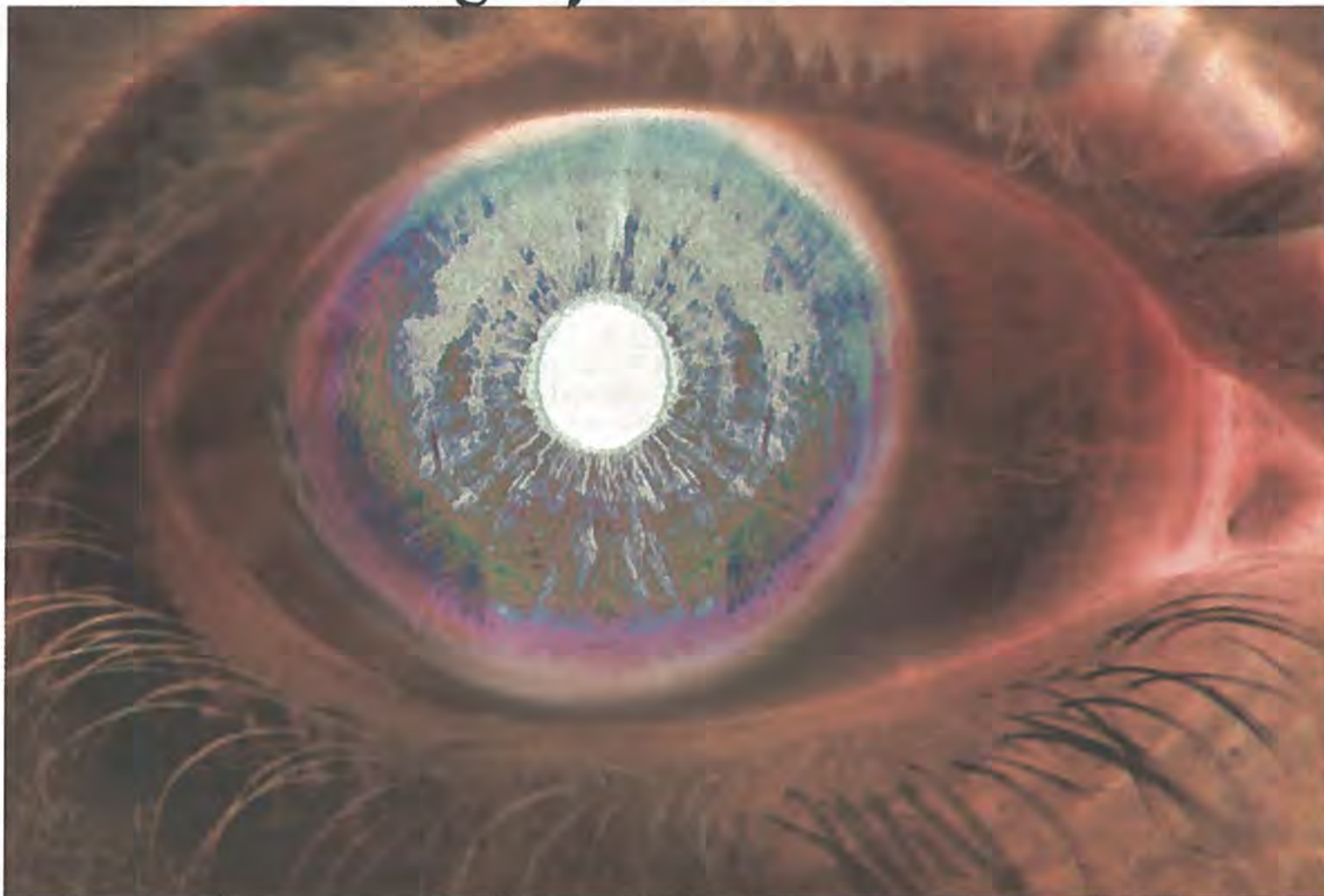
others repeatedly asking me, I finally agreed to become part of this historic venture: the first new school at YU in 25 years, and the only undergraduate school which would have both men and women, (although on separate campuses).

I joined the Syms School in July 1987 and had only a few months to finalize

all the details for our first class. What made it even more challenging was the fact that we were assuming the responsibility for the existing Accounting majors at YC and SCW, some of which were due to graduate that school year. Dean Schiff then asked me to start a Placement Office, and to expand it and professionalize

CONTINUED ON PAGE 2

Groundbreaking Surgery: Lasers Can Change Eye Color



Greg Homer's "Lumineyes" surgery breakthrough

Photo Credit: wikimedia.org

By: Ethan Katz

Take a moment to think about the following question. Did you ever wish that you had different color eyes? If some scientist approached you with the option of experimenting on a procedure to change your eye-color – would you take the offer? Now take the same exact question and add on the steep, onetime fee of \$5,000 – would you still want to take the offer?

The debut of colored contacts has met their match. An extremely innovative eye-laser surgery has broken through

in the cosmetics field, known as Ophthalmic plastic surgery. In a world that places extremely strong emphasis on self-image, appearance, and vanity, the game just keeps on changing. Along with such innovations as the ability to change the way you look with plastic surgery, face lifts, hair implants, tummy tucks, liposuction, and now, for a small fee of around \$5,000 you can change the natural color of your eyes!

A former Los Angeles attorney named Greg Homer has invented a new procedure which uses lasers to change

the color of your eyes – permanently! This technology and procedure has been in the making for nearly 10 years now, and after countless test-runs and experimenting, Homer believes that his revolutionary procedure is almost ready to be commercialized publicly. He has termed the operation as "Lumineyes" to give it that little added sparkle that will catch people's attention. He believes that due to further testing and regulatory standards that need to be met in America, the procedure will be available to the American public in

three years, and outside the United States in around eighteen months.

The only catch to this laser surgery is that it's only for those who have brown eyes and is a completely irreversible surgery. The concept behind the brief laser procedure is that the color blue is inherently hidden within the color brown. In an interview with KTLA, a Los Angeles news station, Homer explained that the process begins by a computer first scanning the iris and after adjusting its frequency, sends a signal to a laser mechanism which shoots into the client's eye, thereby

CONTINUED ON PAGE 11

Students Speak

The Variety of YU Experiences: Too Many Campus Publications

By: Aryeh Younger

“Let us read, and let us dance; these two amusements will never do any harm to the world.”

— Voltaire

Over the past semester, many YU students have wondered why there is more than one newspaper on campus. The Commentator, The Beacon, Kol Hamevasear, and, the most recent addition, The Associate all seem to fill the tables of the Heights Lounge with their incessant complaints and illuminating editorials on YU's unique blend of Jewish and secular culture. As a contributor to these publications, I often cannot help feeling that there is an overabundance of information, lacking a distinct readership to appreciate the nuance in each paper. In short, I believe that there are too many newspapers on campus.

Last week, I addressed my concern to a fellow editor of a YU paper and was comforted by his response. My friend explained that each newspaper has a unique message and panders to a specific section of the student body. The Associate, for example, appeals primarily to students within the Syms school of Business; whereas The Commentator appeals to a more YC oriented crowd.

Why a difference in appeal? Why is it that YC students cannot satisfy the demands of a few disgruntled Syms students, perhaps by placing a couple business articles in the back part of The Commentator, near the Frumashista section? To be frank, I believe that this issue underlies a much deeper division within the YU community, overshadowing the administration's attempt at greater Jewish togetherness. The students at YU are divided to the core.

A University, by definition, is comprised of multiple colleges. YU lives up to this definition by providing its student body with a multitude of colleges, ranging from Finance to Music. But one unique facet of YU's organization includes the array of Judaic morning programs, each satisfying the needs of YU's diverse student body. Anyone enrolled in these programs (the entire student body) can see how they polarize students.

While trying to accommodate only a specific section of the student body, these programs isolate students from one another, diluting the idea of Achdus that so many have strived to promote. Last year, I noticed that certain afternoon, secular classes were available only to students enrolled

in morning programs that finished by 1:00. In my case, I was forced to switch programs to accommodate my major. Within these exclusive 1:00 classes, I saw how students were only associating with peers from similar morning programs, further isolating the student body. Like it or not, YU's attempt to appease its diverse student body has led to increased isolation amongst students.

Putting aside differences within the religious schools, YU's administration encourages separation within the secular colleges. The classes required by the Syms School of Business differ drastically from those required by Yeshiva College. More often than not, Syms students take the majority of their non-major classes alongside fellow Syms students, minimizing the overall interaction with YC students. Part of the reason for this phenomenon may be that they are required to take far less YC courses for their major. But why is it, exactly, that a Music major in YC is required to take more History and Writing courses than a student in Syms? Surely, the student in Syms will find these classes equally as useful as the Music major. We can only speculate on the reasons for these discrepancies while still taking them as serious indicators of a divided student body.

The myriad newspapers around campus serve as meaningful outlets for student expression. The student body is indeed diverse (and separated), a fact that is somewhat promoted by the administration. No matter what college you seek, there will always be diversity - and perhaps to a greater degree than here. The Associate, like Kol Hamevasear and others, provides a unique opportunity for a different type of student. After reading this article, you may retort: "But why is a YC student writing in a Syms paper? After all, how does this show that the papers each serve a unique purpose?" To this, I answer that a bit of assimilation is encouraged. The student body is diverse, but do not allow this reality to isolate yourself from the greater idea of a University, a place of tolerance, diversity, and acceptance of all things different.

Aryeh Younger is from Cincinnati, Ohio and is currently involved in several on-campus academic initiatives around Yeshiva University. Majoring in Academics, he plans to pursue a career in public policy, finance, or writing.

it. At the time it was being done by a faculty member and students. I looked on in amazement, since I had no experience or interest in running a placement operation, but he insisted that I do it "temporarily" to help the students.

I spent that first summer meeting with all the top 25 Public Accounting firms to convince them to come on campus and recruit our outstanding students. Eventually the Accounting Placement grew under my direct involvement to include 40 firms coming on campus to interview our annual graduating class of 40-50 students. Each student had at least 10-12 on campus interviews and almost every student was placed over the 20+ years I ran the placement program. All the Big 4, Top Tier, Mid-Size, and even smaller firms came to recruit on campus to Syms. I never wanted to rely on one firms, but would rather spread our graduates among many Accounting firms.

Today, many of our Accounting alumni return to prepare the Accounting students, interview, and recruit for their firms. The Syms School has a reputation of producing some of the best Accounting students in the region. The addition of the MS in Accounting Program just adds to that reputation.

In the first years of the school, we had a limited staff. I therefore served as the entire advisor staff for both campuses. I would shuttle between both the Wilf and Beren Campuses to advise and help students with registration and other issues. I also got to go to Israel to register the Syms students at their yeshivot and midrshot. It was enjoyable to meet the students for the first time while they were still in Israel and to explain the unique and exciting nature of business studies.

Dean Schiff pulled off one of the greatest accomplishments for a young school by convincing Dr. Franco Modigliani of MIT and Nobel Prize Winner in Economics, to teach an undergraduate Finance course in Capital Markets. I had the challenge of convincing the students to register for his class. When we reassured everyone that their grades would be good since this is an elective class, and taking a class with him would help them get placed, the class quickly filled up. It was a wonderful experience for everyone to have such a great mind on campus once a week. One time, when Prof. Modigliani was writing a formula on the board, a student asked him where in his book can this formula be found. Prof. Modigliani, in his Italian accented English told him that it cannot be found in any book. It is his own theory that he just recently developed.

When the Syms School first started, some of the women students were complaining that the business classes

were new to them and too difficult for them. They asked if it were possible to make the classes easier for them? In a sense they were asking for a two tier level of instruction. Of course, we explained that we would not do that, nor should they want that. If they are to get placed, hired, and succeed in the business world, they have to be better prepared than other business students. If they would require tutors, we would gladly arrange for them, which we did. Very quickly, our women students became our best students and were in the greatest demand by the recruiters. After five years, Dean Schiff retired and I recruited Dr. Harold Nierenberg A"H, my former professor and Dean of Long Island University School of Management, to serve as the second Dean of the school. The school had a rigorous curriculum, but needed to attract more students. Dean Nierenberg, whose son Yoni was



Photo Credit: Associate Staff
Ira Jaskoll accepts retirement plaque

in the first Syms graduating class, was the perfect person at this time. Course offerings were added, adjunct and eventually full time faculty were added as students began to hear about the Syms School. The school began to grow nicely. Dr. Nierenberg would go each year in January to visit Israel and talk to the students about the Syms School. His friendly, personable style, attracted students to the school. Also at the time, business was booming and so were business studies. The extremely popular Kukin CEO Seminar was started, with gratifying success. We soon began approaching 33% of the undergraduate student body.

After nine years, Dean Nierenberg retired and Dr. Charles Snow, a popular member of the faculty, was named the third Dean of the school. A new Marketing-Fashion concentration in conjunction with FIT was offered to the women students. The Dr. William Schwartz Business Plan Competition was launched with some excellent and creative ideas. After four years as Dean, Dr. Snow suddenly resigned, and I was asked to be Interim Dean. One of my highlights was to present the Syms Seniors to the President for graduation at the Commencement

Ceremony and to hand the diplomas to all undergraduate men and women. The year I served as Interim Dean was one of my most difficult, yet one of my most rewarding. At the time, there was a view that the Syms School was not rigorous or demanding enough. Something had to be done immediately to change this misconception. Working with a new Syms Faculty Executive Committee, I developed a detailed Strategic Plan that I presented to the University administration and Syms Board and had it approved. I then began to implement it within weeks of my appointment.

The first goal was to begin the long process of becoming accredited by AACSB International. I attended workshops and conferences, hired a consultant, named an Accreditation Committee, submitted our application for PreAccreditation, and had it accepted. This was done in less than a year. I have continued to stay active with AACSB International through conference participation and involved with accreditation to the point that in normal times we should have already received our initial accreditation. Unfortunately it has been delayed and I hope that we will have a site visit soon and one day become accredited.

The second goal was to establish a Syms Honors Program. I appointed a Honors Program Committee, and had a program designed which incorporated the best of both the Yeshiva College and Stern College Honors Programs. We even began to offer Honors courses in both introductory business classes and in business electives.

I then wanted to instill a sense of academic excellence in the Syms School. I asked Syms faculty to invite their colleagues from other graduate business schools to speak in our classes. We had experts like Dr. Gerald Feldman of University of California, Berkeley and the expert on Nazi looting of Jewish wealth in Austria speak. Dr. William Silber of the Stern School of Business of NYU give his introductory MBA lecture on "Trading" to our men and women separately. When Dr. Ann Bartel of Columbia Business School presented an MBA case study on "Negotiation" first to a women's class and then to a men's class, she was amazed how each group came up with the same results in a different manner. Usually she has coed classes, although primarily male. The women's class was quiet and the students quickly told each other their bottom line price. Ann had to explain that in negotiating, each had to start at an extreme, and negotiate with the other person until you reach a price you both can accept. They then did it again, with better results. When the

CONTINUE ON PAGE 3

CONTINUED FROM PAGE 2

men did it later in the day, they began to yell and scream from the beginning as they were negotiating an acceptable price. The final price was the same for both classes, despite having different approaches.

The highlight of the year was having Prof Robert Aumann of Hebrew University and Nobel Prize Winner in Economics of the previous year spend a day at Syms and Yeshiva. Not only is he the first Torah observant Jew to win a Nobel Prize, but he is also a Talmid Chacham and Ben Torah. I had the honor of spending the entire day with him as he met alumni, women students, men students, Rebbeim, and Board members.

We arranged lunch with President Joel and all the MYP/RIETS Rebbeim. It was amazing sitting there as the Torah was flying back and forth. Prof. Aumann applied Game Theory to Torah and the Talmud in a true Torah U'Mada approach. Prof. Aumann brought a reference to Game Theory in the Torah when Sarah had Avraham expel Hagar and Yishmael from his household. The reason given was that Yishmael was "mesachek" and the medrash explained that Yishmael did three sins: murder, idolatry, and

promiscuity. Sarah did not want Yishmael to be a bad influence on Yitzchak. Prof. Aumann asked: "How is it possible that in the house of Avraham, Yishmael would be able to do any of these three terrible sins?" He therefore felt, that Sarah sent away Yishmael for a different reason: inheritance. As the older son, Yishmael was the bechor, and should receive the primary inheritance from Avraham. Sarah did not want this. She wanted her son Yitzhak to get the bechor inheritance. This type of conflict is classic Game Theory. Unfortunately it was only a theory Prof. Aumann had but he did not have any proof. Rabbi Charlop, Dean of MYP at the time, said he knew of a Tosefta in Yevanos which states this exact point of view. We quickly took out a gemorah Yevomas from President Joel's office, found and copied the Tosefta to the delight of Prof. Aumann. Game Theory was verified in a Tosefta... Torah U'Mada at its finest.

All the Rebbeim thanked me for bringing Prof. Aumann to meet them. Prof Aumann thanked me for having the opportunity to sit and talk Torah with the Rosh Yeshiva of Yeshiva University.

We also had that year a "A Women In

Business" Conference for high school women, a new Student-Faculty Mentoring Programs ("Let's Do Lunch), a Student-Alumni Mentoring Program ("Let's Do Dinner"), and expanded Peer-to-Peer advising by Syms students. When I went to Israel in midyear, I met with a group of Syms Alumni to discuss the latest developments of the school and to hear of their impressive accomplishments. I was especially proud that the Syms School had its highest enrollment, 750 students, the year after I was Interim Dean. This shows that my efforts were successful.

The last Dean I served under was Dr. Michael Ginzberg. I had met him once at a MAACBA (Middle Atlantic Association of Colleges of Business Administration) Annual Conference and recommended him to the administration. As the former Dean of the Business School of the University of Delaware he came with much experience and knowledge. He helped our progress with AACSB International accreditation, launch the MS in Accounting Program and was the driving force behind the Sunday Executive MBA Program. I learned much from him and served as one of his key colleague. He left after only four years to become the Dean

of the Kogod School of Business of American University.

One of the traditions that started in our first year and continues to this day was our Annual Syms Student Dinner. The Syms student leaders and chairpersons would plan a lovely, unique, fun dinner at a different venue each year to honor the graduating Seniors and the Silber and Lenscis faculty awards. Business leaders, alumni, recruiters, parents, Board members, and University officials have marveled at how well the students arrange this dinner. A special highlight of each dinner were the remarks given by Mr. Sy Syms until he passed away and then by his daughter Marcy Syms. Mr Syms viewed the students as his own. As I retire after all these years, I think of all the students that I helped. I have many fond memories of them. I meet them all the time. It could be in Ramat Bet Shemesh, Israel, the Upper West of Manhattan, shopping in Paramus, and of course Teaneck, New Jersey where I live. Whatever I did was for the students. I also think of all of the Syms, Yeshiva, and Stern colleagues that I worked with and wish them the best in the future, both for those who are still here and those who are not. I hope we can continue to stay in touch. Lastly, I wish my friends in

the renamed SYMS School the best of luck in keeping the school alive and well. The Jewish community needs a strong and vibrant business school. Keep the dream going.

I am not really retiring, but looking for a new opportunity to utilize my skills and talents.



The Associate wishes **Ira Jaskoll** much success in all future endeavors!

Congratulations to **Dr. Moses L. Pava** on your promotion to Dean, and to **Michael Strauss and Avi Giloni** on your promotion to Associate Deans

Empire State Building "Lobby"



ROSA'S PIZZA & PASTA

CHOLOV YISRAEL-PAT YISRAEL-SHOMER SHABBAT

212-244-ROSA
7 6 7 2

FAX: 212-239-5393

3
5
0
5TH
A
V
E

<p>Purchase Any Salad Get 6 Garlic Knots FREE</p>	<p>Purchase Any 2 Sushi Rolls Get FREE Garlic Knots</p>	<p>Veggie Burger with Cheese & Soda & French Fries \$8.95</p>
--	--	--

The Content of Our Character

By: Nat Shere



1776: The Declaration of Independence was three states out of thirteen away from declaring Black Americans as free as their white counterparts. 1865: The American Civil War, the war fought between brothers and friends over the inherent, human rights of Black Americans and the bloodiest war in American history, ends. 1963: Martin Luther King Jr. tells of his dream that his children will be judged "not by the color of their skin but by the content of their character." Now, almost 50 years since Martin Luther King Jr. and 230 years since independence, why am I still being asked for my race on applications and government forms? Why should this be? After all, the concept of different "races" is inherently racist. Slave owners justified their brutal subjugation of fellow humans by redefining the labels of what was human. Southern segregationists similarly used the concept of "Race" to justify different schools, different clubs, different churches, and even different water fountains for the dark skinned population. Yet, despite the inherent racism contained in defining people based on their skin color, we continue doing it. What happened to the Civil Rights Movement? Where did it go wrong? Nobody would dream of categorizing people based on eye color today, so then why do we consider it normal to define a person based on the pigmentation in his skin? Furthermore, in today's age, where cultures are more integrated than ever before, our insistence on defining people based on their skin colors creates enormous problems. One example of such a problem is affirmative action. Instead of admitting students based on the "content of their character", colleges

and graduate schools allocate seats based on the person's appearance and parentage. The nominal purpose of affirmative action is to aid minority students who did not necessarily receive the same educational opportunities as other students in an attempt to level the playing field. But this attempt often fails even on its own terms. Many studies, including one by economists Audrey Light and Wayne Strayer, show that many minority students who might have thrived in college suffer when thrust into schools above their true academic level. Too often, they drop out or transfer to easier majors to keep pace. There would be nothing wrong with a university admitting students who truly overcome disadvantaged backgrounds. However, such an admission decision should not be based on "race", but rather on actual opportunity and the student's successes or failures given that opportunity. Instead, when admissions decisions are instead based on "race", they end up harming qualified students because of that student's skin color instead of ability. Indeed, affirmative action today imposes rigid-but-unspoken quotas on Asian-American students -- much like the quotas that formerly limited the number of Jews admitted to elite colleges. It is time to live up to the promise of the Declaration of Independence and the Civil Rights Movement. We need to stop differentiating people based on outward appearances. We need to tear down the imposed barriers that divide Americans and people worldwide. Ultimately, we need to recognize that there is only one race in the world—the Human Race.

Photo Credit: wikimedia.org

Facebook Files IPO, What This Means for Tech World

By: Gabriel Davidoff

Facebook, the most successful Social Media website, has decided to take its talents public as they filed for an initial public offering (IPO) on February 1. The company filed for a \$5 billion offering, making it one of the biggest in tech history and the biggest in Internet history. The IPO will value Facebook between \$75 and \$100



Photo Credit: wikimedia.org

“Zynga is known for their online gaming with games such as Zynga Poker and most notably Words with Friends.”

billion. Other tech stocks, such as Zynga, traded as ZNGA in Nasdaq, went public a few weeks ago in December opening at \$10. There was much concern in the company, as the stock didn't really move much, until Facebook announced they would file an IPO. The stock rose to over \$14 a share, closing that day over \$13.50. Can Facebook have this effect on other tech stocks? One thing is for sure, the relationship between Zynga and Facebook is quite unique. Zynga is known for their online gaming with games such as Zynga Poker and most notably Words with Friends. Words with Friends is their most played game, especially by iPhone users. There is an app for the iPhone using your Facebook account,

and everywhere you go, you see someone playing it or you hear about someone talking about it. Recently, Alec Baldwin was kicked off a plane for refusing to turn off his phone because he was in the middle of an intense game of Words with Friends, a clear example of how popular this game has become. Facebook's website allows users to play games from Zynga. There are high benefits for both companies for working with each other. Facebook's revenue has shot up as a result, as Zynga is responsible for 12% of the revenue. While Zynga is given access to all the Facebook users where their games can be played. Facebook is responsible for majority of the revenue for Zynga. It is clear they both rely on each other, one more than the other, but nevertheless

their relationship is quite unique. As far as Facebook, it is a fair assumption that their stock will jump once it opens to the public officially, as it has become the highest anticipated company to go public, possibly ever. There is a high degree of correlation for the revenue between Zynga and Facebook, and there is a good chance Zynga will continue to benefit from Facebook's IPO.

NOW HIRING
Section Editors and Copy Editors
please e-mail
ddeutsch@theassociateonline.com

2012 SPRING JOB EXPOS!

Job Expo I: March 2nd

INDUSTRIES WILL INCLUDE ACCOUNTING, FINANCE, MANAGEMENT, MARKETING, REAL ESTATE AND TECHNOLOGY

Job Expo II: March 30th

INDUSTRIES WILL INCLUDE ARTS, HEALTHCARE, MEDIA, NON-PROFIT, AND SCIENCE

Both events will be from 11:00 am - 12:30 pm in 215 Lexington, 5th floor.

All undergraduates are welcome to attend both!

RENTON UNIVERSITY
Career Development Center

Europe To Be Bailed Out By China?

By: Justin Lundin

Since 2009, the Chinese government has been closely monitoring the European debt crisis unfold. The crisis has been of particular concern to China because the European Union is its largest trading partner. Therefore, an economic disaster in Europe could translate into a serious economic setback in China.

China exports close to \$400 billion worth of goods and services to the European Union annually. The number is expected to grow as long as the European economy does not descend into another recession. In the event that the European Union's economy takes another turn for the worst, the IMF (International Monetary Fund) estimates that China's economic growth could be cut in half, from an expected 8% down to 4%.

German Chancellor Angela Merkel met with Chinese Premier Wen Jiabao in the beginning of February to discuss Sino-German trade as well as the possibility of China helping Europe deal with its debt woes. During the Chancellor's visit to China, Premier Jiabao stated, "helping Europe is in China's best interest." The statement by the premier was met with controversy in China, as many Chinese express reluctance at the prospect of spending Chinese funds on bailing-out Europe. Aside from justifying such a move to Mr. Jiabao's political colleagues in China, by making the statement public, he has made it apparent that justifying the move to the Chinese people is also a concern to him. Although China is not considered a democracy, political stability is a primary concern for Beijing, and after witnessing the

"Arab Spring," Chinese government officials are sure to more seriously consider the will of the people.

Furthermore, Jiabao said, "China is willing to help and support Europe." This is currently manifested in China's consistent willingness to lend EU member states money, despite the ever-growing risk of certain countries defaulting on their loans. This policy has been criticized in China, as many feel that as European bonds become riskier, the country's leaders are gambling with the nations funds.

The EU was able to bailout Greece without external assistance, but as many begin to worry about the fiscal futures of much larger states like Spain, Italy, and even France, discussion about the need for out-side assistance is becoming more common. Aside from China, the EU has few places to turn for help in dealing with its debt crisis. The US is beginning to have debt problems comparable to that of Europe's, and Japan's debt being even worse, the EU is left with few other alternatives aside from Chinese assistance.

The Chinese government has more than \$3 trillion in foreign exchange reserves. The allocation of these reserves is a very sensitive issue in China. Despite the economic implications of another European downturn, many in China resent the idea of spending Chinese funds on, from what the Chinese consider; "rich western countries that have nobody to blame for their debt woes aside from themselves."

But nevertheless, many have begun to speculate the terms that China would demand in exchange for a bailout package. To begin with, such a deal would mark a tremendous turn in

Sino-European relations. China would begin to be able to exercise significant influence on the European diplomatic stage.

Specifically, many believe that China would demand that its investments in Europe be unrestricted, something that many in Europe feel very apprehensive to. Chinese investments in Europe

are often met with the same sort of hostility that Japanese investments in America were met with in the early 1980's. Many are concerned about Chinese investors buying out European firms, and then moving their factories and headquarters to China, causing job loses, as well as tarnishing national pride.

In addition, any sort of pressure placed by EU countries on China to move towards democracy would most likely be silenced.

In short, if the European debt crisis is not resolved soon by EU government austerity initiatives, the world will likely see a much more influential China.

Should Entrepreneurs Get an MBA?

By: Jon Yoni Harris

Did you know that the MBA program with the highest return on investment (repeat: the best, not the average), Harvard Business School, has students on average entering with a \$79,000 median salary but leaving with a \$230,000 salary? Reasons like that, and that 57% of B-schoolers end up with a job months before they even graduate, make, according to Forbes, financial sense even give that the cost of a top ranking school equals

\$270,000, when accounting for tuition and two years of forgone salary.

But we of the entrepreneurial ilk are used to popular statistics not applying to us - by definition we are trying to create the extraordinary, not follow the average.

So we must ask the question at the forefront of many of our thoughts: is an MBA worth it for a (future) entrepreneur?

Certainly a doctor, lawyer, or even a corporate leader perhaps, needs

the specific and intricate knowledge that graduate school grants, but what about us make-our-own-

“The founders of Apple, Microsoft, Yahoo and Google did not have MBAs.”

destiny entrepreneurs? The answer is complicated, but based on few factors one can determine their personal benefit.

We'll start by turning to the man

whom some call the "Godfather of Silicon Valley"; he is a venture capitalist, author and orator, and was on Apple's marketing team in 1984. His name is Guy Kawasaki. In an article in Forbes, a reader asks him what the value was of an MBA for a young grad with entrepreneurial aspirations. "Probably about a negative \$250,000" he responds. He

doesn't think it will help much in starting a company, but does suggest learning practical things such as with an engineering degree, as one needs technical skills to actually create a

product. He adds: the founders of Apple, Microsoft, Yahoo and Google did not have MBAs.

Next I contacted an entrepreneurial friend, Andrew Cohen, founder of www.brainscape.com, which provides "smart" flash cards that help students and professionals learn material faster. His company started becoming popular after they received \$700,000 of funding a few years ago. In his opinion, some of the most important skills needed for an entrepreneur are not taught at MBA programs. For example, he says, "being a master at website analytics is the dominion of the best entrepreneurs these days. You could probably learn that better by attending workshops at General Assembly in New York".

QUESTIONS ANSWERS RESULTS

Business Administration, NYU
answers@yu.edu

212.860.5411
www.yu.edu/student-life/answers

Speech bubbles containing questions:
 - I have a suggestion about life on campus, who do I talk to?
 - Who do I speak to about changing my rooming situation?
 - How do I find a chavruta?
 - Where do I make photocopies on campus?
 - How can I add or drop a class?
 - Where can I find out more about student clubs?
 - Who do I talk to about getting healthy food options in the caf?

March 2012

By: Rachel Scheinberg

BET ON IT!



1. Microsoft made \$16,005 in revenue in its first year of operation.
2. The creator of the NIKE Swoosh symbol was paid only \$35 for the design.
3. Dell computers were started by a 19 year old with \$1000.
4. The first owner of the Marlboro Company died of lung cancer.
5. The glue on Israeli postage stamps is certified kosher.
6. If Wal-Mart was classified as a country, it would be the 24th most productive country in the world.
7. The average computer user blinks 7 times a minute, less than half the normal rate of 20.
8. The U.S. Government will not allow portraits of living persons to appear on stamps.
9. The chance of you dying on the way to get your lottery ticket is greater than your chances of winning.
10. There are no clocks in Las Vegas gambling casinos.

Entrepreneurs and MBAs

CONTINUED FROM PAGE 5

But before you start thinking an MBA is worthless (or less than worthless), let's look at a much different different opinion.

Stephen Greer, starting fresh out of college, built a global scrap metal company that he later sold for \$250 million. He writes in the Harvard Business Review that when he presents at Harvard and other schools, he is often asked if an MBA is worthwhile, considering that he himself never got one! While it is true that he says the essential part of an entrepreneur – the appetite for risk – is something natural, he sees how his MBA could have saved him time and millions of dollars:

"If I'd understood the use and importance of financial and inventory controls, I could have prevented millions of dollars in fraud... studying cases about companies that had grown too fast and lost control of both their finances and the quality of their products would have encouraged me to expand at a more sober pace. I could have saved or made a lot more money had I taken some courses in business law or venture capital financing. (We ended up getting strong armed by our investors, and they got away with it due to our early-stage naiveté.)"

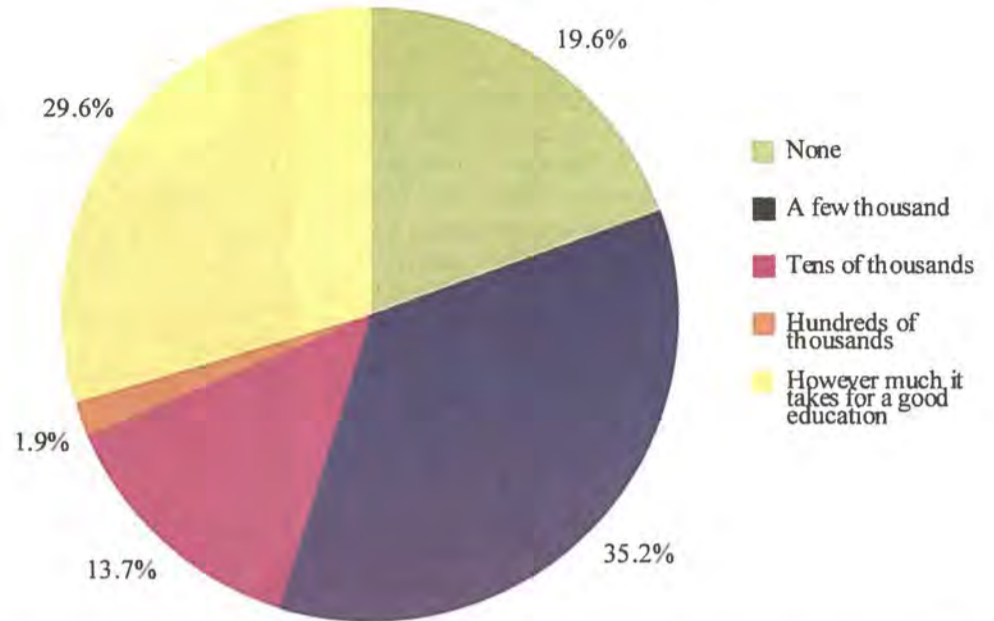
These opinions are all fine, but how do we make a practical decision? Steven Blank is a Silicon Valley-based serial entrepreneur, founding and/or part of 8 startups, and a well-known author on the science behind starting a company, and helps demystify this topic for us. He relates the story of a younger friend asking for advice who has been involved in a startup company since it had eight teammates, and now the company has 70 employees and millions in revenue. This entrepreneur sees that now the senior managers and directors being hired all have MBAs – does that mean he needs one to keep up and continue his career? Steven explains that the answer lies in which part of the business building phase he wants to be a part of.

The first half involves taking an idea and turning it into a workable model – determining customers, building a product, finding a scalable idea. Here, an MBA isn't going to help that much (true, there are courses on innovation, but is it worth the cost?). The second half is the expansion and growth phase – the company has already found it's model, and now needs to hire and run a system of people, expand into new markets, become profitable, and more. Here, an MBA can be very valuable in these technical and systematic skills. Sometimes an entrepreneur will decide to stay on for this phase; other times they may leave and start their next company. Many of the benefits

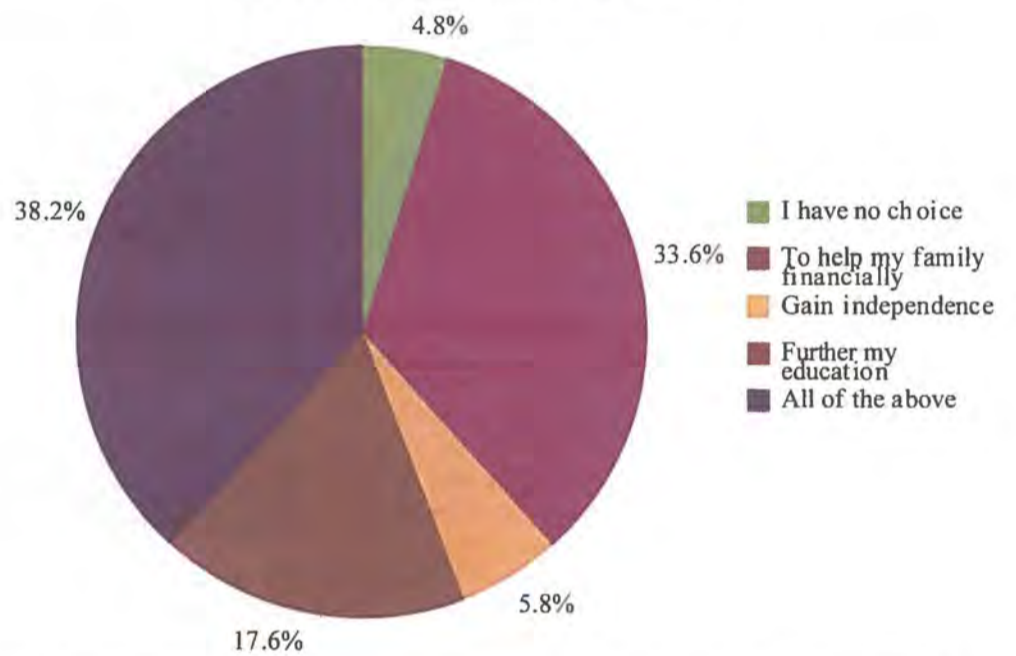
CONTINUED ON PAGE 7

BY THE NUMBERS

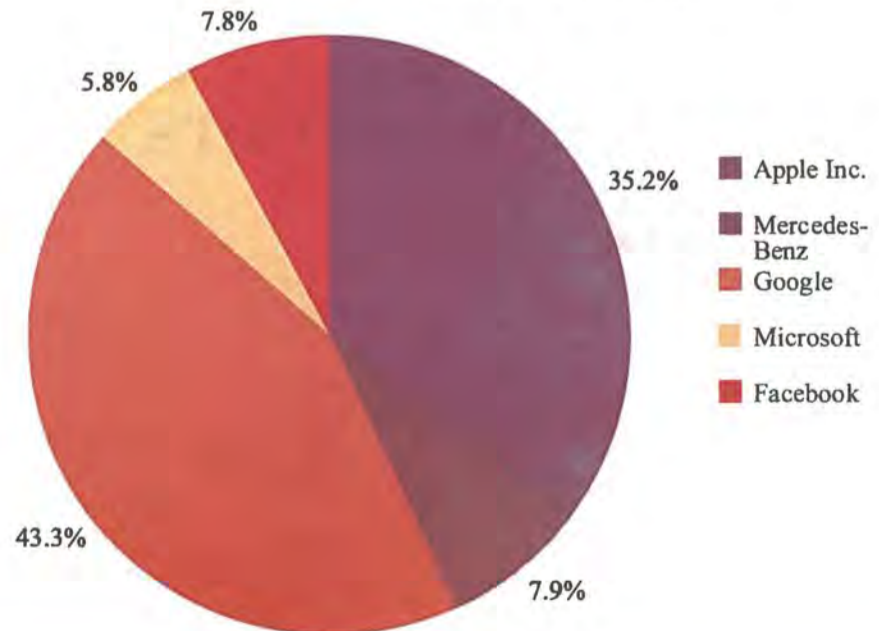
How much debt are you willing to take on for your college education?



I am willing to take on college debt because...



If you could be CEO of one of the following firms, all with equal salaries and bonuses, which would you accept?



Letters to the Editor

Please send letters to the editor to ddeutsch@theassociateonline.com or to 215 Lexington Ave, New York, NY 10016. Include address and a daytime phone number. We reserve the right to edit all letters.



Rabbi Dr. Rosenberg

How to Answer the Four Toughest Interview Questions

The first thing you do after you get an interview call is develop good knowledge about the company, practice at least the four common tricky interview questions which mostly everyone answers correctly. Let's go over these interview questions and the proper techniques to answer them.

Question 1: Tell me about yourself.

TRAPS: This question may seem easy but it is a trap. Candidates start rambling on and on, sharing stories that the recruiter really does not want to hear.

BEST ANSWER: You want to simply talk about yourself based on what is on your resume. Start off with talking about the school or university you are enrolled in, what year you're in and what activities you are involved with. Then discuss jobs you have had in the past or presently have. **ALWAYS** end your answer with something like "on my free time I like to..." This is a way for the employer to either see that you're not just a workaholic and you do have a social life, and also if he or she shares the same common interest then it can be a conversation starter.

Be very general. Don't say 10 words if you can sum it up in 2.

Question 2: What are your greatest strengths?

TRAPS: Easy enough right? You bang out a few positive points about you and you're done. **NO!** You do not want to sound arrogant.

BEST ANSWER: Say something along the lines of you are a great leader or you have great communication skills, you are dedicated, or you are a confident leader, etc. Always have examples to support your strengths. Do not say "I'm the best at a hundred different things". End your answer on one or two statements and move on.

Question 3: What are your greatest weaknesses?

TRAPS: Beware - this is an eliminator question! It will always follow the strengths question, but it is ten times worse if answered incorrectly.

BEST ANSWER: Disguise strength as a weakness. The correct answer to this question is to disguise strength as a weakness. For example, "I push people too hard sometimes because I want to make sure everything gets done on time". Don't sound cheesy;

just don't fall for the trap and insult yourself.

Question 4: Why should we hire you?

TRAPS: This is the question that will give the candidate the idea on what you can bring to the company. If you choke or say something that is looked down upon, the interview can suddenly be disastrous.

BEST ANSWER: Simple: Sell yourself! Say something like "from what I can tell, you need someone who can multitask, be a leader, and be committed. I am the perfect candidate for this position because I can do all these things. I have done (put past experiences and relate them to the current needs of the company) in the past. I can do the same for this job, if I get an offer.

The lists of questions go on and on, but typically you will see the four questions that were mentioned before. All the other questions asked are the same idea, because you answer what the interviewer wants to hear. Think about the answer before answering. Sum it up. Practice the questions over and over again so when you are in the interview room you can answer them



Rabbi Dr. Rosenberg

without being nervous. However, you want to make sure it doesn't sound memorized. You have to be original. The four questions we went over can change the outcome to any job you are interviewing for if answered improperly. If you use the techniques given, you will ace the interview. Just remember: You think of these four questions, write answers, and then practice saying the answers out loud. If you think of an interview as an exam where you have to just memorize questions and smoothly repeat them during exam time, each and every one can succeed any interview out there. Good luck in your interviews!

Entrepreneurs and MBAs

CONTINUED FROM PAGE 6

that Mr Greer would have received from an MBA fall into challenges from the second category.

Andrew Cohen also gave some useful information in applying this. As it happens, Andrew decided to go to graduate school for Educational Technology so he could learn, test and refine his education related business idea. He says that it is essential to have a clear purpose before attending graduate school, in order that it will work as a tool in your arsenal, not simply a way to figure out what you want to do. As one commenter on the Harvard Business Review Blog pointed out, this could be useful for someone who has only an arts background and wants to learn about the intricacies of business before pursuing one.

So, not all entrepreneurs are made the same. If an MBA has one of a handful of specific uses for you in your goals than it could be a great way to jumpstart your progress. If not, it could be a major loss of money, as well as time.

Jon "Yoni" Harris is cofounder of www.themanscookbook.com. He hails from St. Louis and is a Finance Major at the Syms School of Business.



Editor-in-Chief:
Devorah Deutsch

Business Managers:
Joseph Aharon
Ariela Geller
Jonathan Furer
Michael Holder

Senior Writer:
Yoni Harris

Copy Editors:
Elana Goldberg
Malka Lebovic
Elina Mosheycva

Section Editors:
Arveh Younger
Adam Ehrenreich
Justin Lundin
Rachel Scheinberg
Elie Wolynetz
Philip Cohen
Eyal Greenberg

Graphic Designer:
Michelle Nassimi

Layout Editor:
Adena Berkowitz
Michal Fink

Webmaster:
Boris Tuman

The Associate is Syms School of Business' first (and only) student-run publication. It aims to provide unique and interesting business-related news to the SYMS and YU student bodies. The Associate prides itself on its commitment to journalistic excellence, professionalism, and student involvement.

Founders:
Zev Tapin
Moshe Indig
Devorah Deutsch

**The Associate.
Your voice.
Your paper.
The SYMS paper.**

Views expressed in this publication are solely that of the writer, and do not necessarily reflect those of the editorial board, student body, faculty, or administration of the Syms School of Business (Yeshiva University). All content is property of The Associate and may not be reprinted fully or in part without due consent of the publisher.
Follow The Associate on Facebook

DAIRY KOSHER & SUSHI EXPERIENCE

24 HOUR CHEF

ALWAYS FREE DELIVERY

TIBERIAS

New York City

45 EAST 34TH STREET

K

KOSHER

CHALAV YISRAEL - KEMACH YASHAN
MASHGIACH TEMIDI

212 281 4222

www.tiberiasny.com

Communitarianism: The Jewish Political Theory

By: David Errico-Nagar

The concept of a uniquely Jewish political theory has been debated: many are convinced that Judaism is devoid of any political content, while others feel strongly that there is one. The key terms for any political theory—rights and duties—are not to be found in the rabbinic literature. There is no word for “right”—the word zekhut might work, but its usage is one of privilege or entitlement; the word reshut (literally, permission) has a non-legalized connotation. There is of course a word for “duty”—hovah—but that is only one word. The word “right” is of great importance in political theories and does not have Hebrew or rabbinic analog. The next two articles, though, will attempt to show how Communitarianism might be the closest political theory to Judaism.

Before presenting the connections to Judaism, an understanding of Communitarianism is essential. According to Communitarianism, Man is part of a tradition of a particular society and inherently has biases and histories. The standards of justice must be found in forms of life and traditions of particular societies and hence can vary from context to context. Alasdair MacIntyre and Charles Taylor, two main philosophers of Communitarianism, argued that moral and political judgment will depend on the language of reasons and the interpretive framework within which agents view their world. People will and should be able to refer to their moral framework and tradition to address the political issues at hand; it is both natural and right.

Communitarians believe that individuals exist within particular social contexts, and that it is erroneous to depict individuals as autonomous free agents who are able to impartially make decisions. Humans are social animals, members of one another. As such, men are part of a community, but this community is not one of place. According to Communitarians, a community is defined as “a web of affect-laden relationships among a group of individuals, relationships that often crisscross and reinforce one another...and, second, a measure of commitment to a set of shared values, norms, and meanings, and a shared history and identity—in short, to a particular culture.” A community is both a group of people who are part of a complex relationship—one might say friendship—and a group of people

who share a tradition of values, norms, history and identity. This contrasts the Liberal view that emphasizes individualism stating, “Human beings in society have no properties but those which are derived from, and which may be resolved into, the laws of the nature of individual men.” Man is an individual and is rightly so.

For this community, or for society as a whole to function, societal needs must be met. A prime example is arranging to ensure that resources are not exhausted and never replenished. There are some societies that better satisfy these needs than others.

As has been seen, Communitarians have a strong emphasis on tradition and community, but this is only half the picture. Communitarianism attempts to balance elements of tradition (order based on virtues) with elements of modernity (well-protected autonomy). Amitai Etzioni, a recent thinker in Communitarianism, explains that “this, in turn, entails finding equilibrium between universal individual rights and the common good (too often viewed as incompatible concepts), between self and community, and above all, how such an equilibrium can be achieved and sustained.” Communitarianism wants to blend the individual “rights” so often emphasized by Liberalism with the “community” so emphasized in traditional religious thinking. The balance is achieved in Etzioni’s “New Golden Rule,” which states “respect and uphold society’s moral order as you would have society respect and uphold your autonomy to live a full life.” One should respect society’s moral code just as one would want society to respect one’s right to live freely. The presumption of a symbiotic relationship between autonomy and social responsibilities is not such a philosophical leap since inherent in rights is responsibilities. Just like a teenager who gains more rights as an adult as he grows up is expected at the same time to be more responsible as he gains more rights, so too the individual within society is expected to be more obligated to the society with the gaining of rights. It would be utterly immoral for any citizen to claim their rights to obtain numerous government services, but steadfastly refuse to assume the duty to pay for them, just as it would be immoral for a teenager to ask for the car keys without agreeing to the responsibilities of driving.

In order to properly establish this equilibrium and achieve a communitarian society, members of a community must sense they are called upon to encourage others to abide by the community’s shared values. These shared values are achieved by first agreeing upon certain values that have/will establish a certain law, then enforcing it both by legal means and by moral imperatives incumbent on the people to encourage, or in Jewish terms, to be mehakzeq (morally and

Making the Most of Your College Experience

By: Jesse Nathanson

Welcome to College! With our simple instruction and your hard work we know that you can succeed. Here are some instructions on how to make sure you get the most out of your college experience and get a jump start on being ready for a job once you graduate.

GPA Everyone knows that grades matter. You have to work as hard as you can. However, marks are not everything. As much as you need to do well, there are many other important things that you must do to reach your professional goals. Your goal is to have approximately a 3.5 GPA in order to ensure you are employed straight out of college. Now, this doesn’t mean that all employers will be satisfied with this. For example, a high profile, investment-banking firm might look for even higher GPA’s, but as an average rule a 3.5 GPA should be good enough.

What do you mean? My marks aren’t the only thing that matter?

A 3.5 GPA is important but that is just the tip of the iceberg. There is much that goes into finding a job that is just as important as maintaining high academic standards. The goal is to set yourself away from the pack. Most people come to college and just do their work and do well. There are thousands of people every year applying for jobs that are just simple students with nothing else to show for themselves. Your job while in college is to work on yourself as a person, develop key skills and get experience. There are many ways to do this.

Learn About Everything Something very important to employers is to hire employees who have multiple interests and who keep up to date with what’s going on around them. Employers look to hire well-rounded individuals. Our advice is to try taking classes that are on topics you may always have had some interest in and want to learn more about. It should also become a daily activity for you to search the web on current events and read the newspaper.

Most employers ask current event questions during interviews to make sure they will be hiring someone they can trust to know what’s going on in the world.

Go to Class to Learn Sounds so easy, doesn’t it? That is the reason why you should be in school. But in reality students sometimes don’t get the most out of their classes; they just try to get through it to get the A. Your job as a student is to work on skills. Learn how to work with a team, practice meeting deadlines and work habits. There are many skills besides the actual course material. It is important to practice these skills now



Photo Credit: wikimedia.org

while you’re in school, as employers look for them in their hunt for hiring future employees.

Go to the CDC Since you have this handout, you have already taken the first step, but continue to try and build a relationship with the people at the CDC. They are here to help you. They are happy to help you with anything from perfecting your resume to finding possible jobs and internships. Our job is to make sure you feel completely prepared for the professional world.

Start Meeting People Finding a job is all about networking. When you are at shul, the doctor’s office or the ball game, speak to anyone and everyone. Try meeting people and finding out what they do and who they are. A great way to meet people in the industry you’re interested in is at school events. This is a way to meet other students who want to go into the same thing you do as well as professionals that are already working in the industry. These professionals are great resources to find a job or seek advice from.

What do you do when you meet a contact?

When you meet someone that you think may be an important person to know, make sure to record his or her contact details because you never know who will help you in the future. Another extremely important resource to use is LinkedIn. Every student should be sure to set up a LinkedIn profile and start collecting “connections.” LinkedIn is a website that allows you to connect with anyone you know professionally. It has the ability to add your resume, work experience, education and contact information for all your “connections” to see.

Get Some Experience

Employers are looking for go-getters and people who have had professional experience. It is extremely valuable to have a job during the summers while you are in college especially your Junior year. Many students look for smaller internships during the weekends or their spare time throughout the school year, which in some cases, you can get university credit for. This is a good opportunity for you to see if you like the industry and to try out different jobs that may interest you. These jobs and internships also allow you to meet many people and learn incredibly valuable skills that you can take with you for rest of your life.

Get Involved with School

Our school has many extracurricular activities to offer and these are great ways to build your resume. Employers want someone who gets involved with their school, puts in the extra effort and shows leadership characteristics. Join a club and try to get involved every year at college. In your Junior and Senior year, apply to be a club President. This is allows for great practice in leading and managing a group. It is also looks great on your resume! If it’s in your personality, think about running for student council. This is the best way to impress employers and it will definitely give you the best learning experience too.

ethically strengthen), themselves as a community and as individuals. They must hear what Amitai Etzioni calls the “Moral Voice.” It is what Jews might call the yetser tov (Good Inclination) telling one not to renege on a commitment to a friend or to help out another when one sees them err. The “Moral Voice” has, according to Etzioni, two reinforcing agents: one’s inner conscious and encouragement

from others.[xvi] This would mean that when seeing an elderly women struggle with bags, a teenagers jumps to help her; when a person speeds on a low speed zone in one’s neighborhood, later when one runs into the person, one reprimands him; when one sees a couple necking heavily in a public park in broad daylight right next to a group of children, one upbraids their illicit behavior. In short, in order to

Communitarianism...

CONTINUED FROM PAGE 8

achieve a communitarian society, the norm of social responsibility is at play. There is, though, an additional aspect to the "Moral Voice" that takes it out of the immediate community and places it in conversation with other communities. The "Moral Voice" should also be respectful and understanding discussions of morality between different communities. Communitarians emphasize this since it will lead on a political level to community of communities—or a hierarchy of communities—where there will be the specific community, municipal, then a wider community, state, then an even larger community, nation, till it leads to a grand community of communities that is the general thread of society. At each level there will be a generally accepted morality, which will hopefully lead to more moral societies in the world. In essence, the "Moral Voice" shall serve to mehzak general society's morality, by both engaging in a moral discourse and questioning each individual society's validity in its claim to morality. Furthermore, this will hopefully lead to an understanding and respect of one another that will serve a more practical purpose of peace.

In the next article I will begin by explaining the connection Communitarianism has to Judaism. After the depiction of Communitarianism in the last article, the connection Judaism has to this political view will now be explained. The first and readily discernible

connection is both Judaism's and Communitarian dichotomy of the community and individual. In an essay entitled *The Community*, R. Soloveitchik goes into detail on what he feels is the Jewish political theory. In it, he emphasizes the importance of both the individual and community, saying, "man is not only a protester; he is an affirmer too." Man is both a protester who stands up for rights and "rebukes, reproaches, [and] condemns whenever society is wrong and unfair," and is also a conformist in that he is a part of a society and adheres to its norms. This dichotomy is reminiscent of the Communitarian balance between the individual and the community. To substantiate his claim, R. Soloveitchik brings the verses at the beginning of Genesis: first the Bible describes man as created alone, as an individual, but then it moves on to say that "It is not good that the man should be alone; I will make a helpmeet for him." These verses display the dichotomy: God created man as an individual and as a member of a society. The Mishnah emphasizes the importance of the aspect of man as an individual—or in the words of the Mishnah "yekhidi" (alone)—stating that if one saves a life it is as if he saved a world. It drives the point through by explaining that man as a "yekhidi" creates social peace—no man will stand up and claim what is not his. This is definitely reminiscent of standing up for individual's rights. At the same time, a Gemarah states "o havruta o metuta" (or a friend or death), which

emphasizes the importance of friends, and in Communitarian terms can be expanded to the grand friendship that is a community. R. Yehudah Ha-Levi speaks about how Israel is one body that is sensitive to the slightest trauma. As R. Soloveitchik explains it, "Knesset Israel is a prayerful community in which every individual experiences, not only his pain, but also that of countless others." The People of Israel are attuned to the pains and sufferings of others and have a care for one another like no other. On a historical-societal level, the Jews felt the pain of a Jewish town thousands of miles away from the one they were situated in. R. Soloveitchik bolsters his argument for the dichotomy by demonstrating it in Moshe Rabbeinu's conduct: Moshe was both "far outside the camp" and was engaged with the people from morning to evening. He was both alone and separate from the social group, but at the same time involved and part of it. Would not the Moshe Rabbeinu stand as an exemplar of proper conduct? Hence, the dichotomy of the individual and the society is something both Judaism and Communitarianism share.

A further, less nuanced, point of agreement between Judaism and Communitarianism is their emphasis of social responsibility—or in rabbinic-halakhic terms kol yisrael 'aravim zeh la'zeh (all of Israel is responsible for one another). The Gemarah explains that a man must reprimand his friend as a result of this rule and is chayiv ([legally] obligated) in his friend's sin if he neglects to reprimand him when he had the opportunity to. This is the "Moral Voice" of Etzioni that is reinforced by encouragement by others, or the social responsibility emphasized by Communitarians.

The most outright connection Communitarianism has to Judaism

is its similar emphasis on "social fairness" that being respect and hakarat ha-tov. The "New Golden Rule" of Etzioni is formulated similarly to the formulation of Hillel: "What is hateful to you, do not to your neighbor." Etzioni put it in the positive as opposed to Hillel's formulation in the negative, but the message is of similar nature and formulation that of reciprocity. A further manifestation of this social fairness is hakarat ha-tov to the government for the rights given to the citizen. As mentioned earlier, it would be wrong for one to claim rights from government services, but steadfastly refuse to assume the duty to pay for them. It is an injustice. This should resonate with the Jewish concept of hakarat ha-tov and the general and unobjectionable wrong all men can see. Netsiv, R. Naftali Tsvi Yehudah Berlin, in his commentary on the Torah called the 'Amek Ha-Davar on Ex. 19:6 explains that the Torah does not explain the clearly objectionable wrongs that man may commit since it is obvious to mankind, though it is subject to change with the tides of history. R. Berlin goes as far as to say that these natural wrongs need not be stated since they are the ratson Hashem (the Will of God).

Along these lines a grander comradeship can be established between Jews and Communitarians: they both strongly believe in advancing morality and making general society more moral. Jews serve as an ohr la-goyim (light onto the nation) and as such do try to advance the moral cause. Jews can thus join the cause of Communitarians, advance moral causes, and engage others in moral discourses, and by doing so be the ohr la-goyim they are. Another significant aspect of Communitarianism, which until now has not been mentioned, is its recognition of Halakhic

Judaism within its philosophical framework. Teaneck has a place for the Communitarian. Firstly, Communitarianism emphasizes tradition, as has been mentioned, and as a result of Halakhic Judaism being a tradition, Communitarianism affirms Judaism's moral and political judgments since they are a result of the language of reasoning and interpretive framework that is halakha. Hence when a Jewish politician goes to the podium and claims that homosexual marriages should not be legalized, he will most probably have a sympathizer, or at least someone who recognizes his point, in the Communitarian.

Furthermore, the Communitarian's definition of community aligns perfectly with the Jewish community. The Jewish community has shared values, norms, tradition, history, and most of all identity—it is made up of all Jews! Hence when the Communitarian speaks of abiding by the community's shared values and encouraging others to abide by it, he can be easily speaking about Torah values and encouraging others to keep halakha. Thus, Communitarianism recognizes and has a place for the Jewish community in the former's philosophical framework.

Communitarianism is the closest political theory to Judaism both because it emphasizes tradition, hakarat ha-tov, and morality, and because it recognizes Halakhic Judaism within the former's philosophical framework. Though there is much debate over whether Judaism can be thought of to have any political material, it can be said that Communitarianism is the closest political theory Judaism can affirm.

David Errico-Nagar is a sophomore at Yeshiva College. He is majoring in Pre-Engineering and Philosophy.

Voting for Israel

By: Mark Lewis

Presidential Elections always manage to have one or more things in common. For one, they are always blown out of proportion and overly meticulous. In this tradition, CNN recently published an article questioning whether or not President Obama would be able to carry the Jewish vote into next year's election. The motive for writing the article is surely due to the pomp over Mahmoud Abbas' attempt to declare statehood in the UN, and Obama's response. Obama, unlike any president before him, has been so widely supported by most Jews, but at the same time shockingly vilified by others. He indeed seemed to create a bit of a stir when he addressed the Muslim world in Cairo, and later when he made an overture to the Palestinians for peace; but what is all the commotion really about? The Atlantic Weekly published an article in response to CNN (which

by the way did little more than quote statistics), with an Op-ed piece titled "Obama Doesn't have a Jewish Problem – He has a People Problem." The article's writer, David Paul Kuhn, goes on to delineate the reasons why Jews do not really seem different than the rest of the country in their adulation for the president. In addressing claims by the media such as the above he says, "But American Jews don't vote on Israel. A majority of Jews, like Americans overall, said the economy was their top issue, according to two polls by Gerstein in 2010. Israel ranked near the bottom. Only about a tenth of Jews named Israel as their top issue." If the facts



Photo Credit: wikimedia.org

in this article indeed reflect reality, then why is it rumored that Obama will suffer especially from the Jewish vote? The answer, as the article

suggests, is that he won't. Jews have historically aligned themselves with liberal political parties here in the states, and this continues to today. More so than any other minority, with Blacks being the exception, Jews have tenaciously embraced the Democratic Party in recent years. However, is there still a lingering perception that Jews are anti-Obama and, more specifically, anti anyone who has less than positive things to say about Israel? To answer the first question, recent elections have shown how Orthodox Jews have generally endorsed Republican over Democrats. In an article by the Jewish Press, Ron Kampeas quotes the McCain-Obama election as a clear example of this phenomenon, where 80 percent of religious Jews endorsed McCain. But

looking even more recently, we saw in Brooklyn's Bob Turner election that the Orthodox community was even more polarized. Turner was able to convince his constituents that he was in fact the most pro-Jewish candidate around, which led to his conservative victory in a highly Jewish district. In order to answer the question of whether or not Israel is a major issue in the Jewish vote, we must return to Kampeas' article. Interestingly, Bob Turner put Israel at the fore of his candidacy. This strategy showcases a fascinating trend in Orthodox politics: putting Israel before other issues which interest the country at large. Although Orthodox Jewry does represent but a fraction of the general population, it may play a key role in important swing states, like Florida. As a result, if Obama is to attempt to garner support from this minority group, then he must begin to pander to their interests in Israel.

The Associate Staff wishes to extend a warm thank you to Michal Pink, Moshe Indig, Neema Fischman, Eitan Smilchensky, Anosh Zaghi, and Ariel Barnoy for all of their hard work last semester on behalf of The Associate and the Syms School of Business. We could not have done it without you! Best wishes for success!

Former Director of Syms Responds to Retiring Dean

By: Dr. Moses L. Pava

It is a real pleasure to have had the opportunity to work alongside Ira Jaskoll, a friend and a colleague. In so many distinct ways, Ira has helped to build and grow the Syms School of Business, it's hard to know where to start. I want to begin by relaying my first encounter with Dean Jaskoll. I was 28 and our Founding Dean Michael Schiff, who had known me as a PhD candidate at NYU's Stern School of Business, asked if I was interested in applying for a teaching position at the brand new Sy Syms School of Business. I was living in the neighborhood and said "why not?" After my interview with Dean Schiff, he casually asked me for my CV. Never having had a real job, I didn't really have a CV, either. No problem. Ira Jaskoll invited me into his office and helped me put together my first CV. He even let me use his state of the art laser printer. From that moment on, Ira was imprinted in my mind as a problem-solver and as a high-tech guru. And, while over the years, I began to question his authority in matters high-tech, I have never under-estimated his skills as a problem-solver.

I got the job, and from the beginning, Ira made me feel part of the Yeshiva University family. At YU, Ira has always been like an older brother to me. And, although he's a Yankee fan, and I'm a Red Sox fan, and he's a Giants fan, and I'm a Patriots fan, we have always gotten along like true siblings. If you have any question about Yeshiva University, Ira is the one to ask.

To say that Ira has had a close relationship with this University is like saying that David Ortiz has had a close relationship with the Boston Red Sox. Well...maybe not the best analogy for Ira, but you get the point. Ira is a graduate of Yeshiva College... Now, I don't hold this against him, as I am quite sure that if Syms had existed when Ira was an undergraduate, he would have been a Syms Student for sure. Ira is also a graduate of RIETS, and his chevrusa there was the mesader kedushin at my wedding. One of Yeshiva's current Deans once asked Ira to produce a list of his daily activities. I don't have time to read off the entire list, but here is a partial summary of Ira Jaskoll's job description: Associate Dean, adjunct professor of statistics, head of the

placement office, head of student advising, chief of student recruiting, class scheduler, finder of adjuncts in all academic disciplines, planner of annual student dinners and award-giver-outer, alumni-liaison, faculty and student counselor and pop-psychologist for parents and students who couldn't find jobs immediately, member of every YU committee in the entire history of the University (how he got on the YC curriculum committee, I'll never know), ruler of final exams, inventor and arbiter of academic standards, new course developer, and author of a 1984 article on Jewish education. Most importantly, however, Ira is the sole owner of the map where all the closets in the University that hold all the skeletons are located.

On January 7th, 2007, Fortune Magazine, wrote, AND I KID YOU NOT, "Jaskoll speaks for his generation, and on the whole it's a good thing..." (If you don't believe me, you can google this quote yourself!) Actually, the reason why Ira was written up in Fortune (he really was written up) was that he invented a technique to prolong one's basketball career. Apparently it was a technique taken up by Michael Jordan himself, who is also mentioned in the same article. This technique has become known by athletes all over the world as the "Grabbing-bags-of-vegetables-from-the-freezer-to-wrap-

around-an-inflamed-knee-and-then-going-out-to-play-another couple-of-games-of basketball" method. Don't laugh! At age 50, Ira won a bronze medal at the Pan-American Macabiah games playing on the US squad.

There is a mystery surrounding Ira. Dearing, teaching, inventor of the bags-o'-vegetable method, loving husband of Chana, father of four children who all attended YU, and all around great guy... but we all knew there was something more that Ira wasn't telling us. Thanks to the tireless efforts of the intrepid editor of the Jewish Week, Gary Rosenblatt, the story was finally cracked and published for all to read in the Jewish Week.

In an article entitled, "YU Dean Living Double Life as Educator and Marketing Expert," Jaskoll was exposed as chief of public relations for the NY Yankees. I quote verbatim, "The Yankees wouldn't be the Yankees without canny marketing... credit Ira Jaskoll." AGAIN, absolutely real quote. And, if you have ever wondered who came up with the idea of the Kosher Yankees fantasy camp, it is our own Ira Jaskoll... And, now you know why he goes down to spring training every year.

(I just want you to know, Ira, that in honor of your retirement from YU, no one else will ever wear your Yankee uniform again. We are retiring your uniform and your number - number

one.) On a more serious note, I want to personally thank Ira for his advice and mentoring over the years. I want to thank him for stepping up to the plate and serving as interim dean. I want to thank him for taking the initiative on our business school accreditation and bringing in our mentor Greg Bruce. I also want to thank him for initiating and seeing the need for our first honors courses (when no one else realized how important this was for the future of our school).

We, at Yeshiva University, students, faculty, administrators, parents, employers, and alumni, have been blessed to work with such a person for the last 25 years.

Adapted from a speech delivered at Ira Jaskoll's retirement party by Dr. Moses L. Pava.

Dr. Pava was just promoted from Director to Dean of the Syms School of Business.

Do you have a funny business story or joke that you'd like to see in print? Send it in to *The Associate* to be published in our April issue email: ddeutsch@theassociateonline.com

Electronic Interference Can Kill

By: Adam Ehrenreich

Every airline traveler encounters the one guy that decides not to shut his phone after takeoff. He continues his conversation while ducking his head low enough to think that the flight attendants don't see him. He doesn't realize, though, how loud he is compared to the rest of the plane, refusing to watch the safety videos or to flip through the airline magazines to discover the title of the in-flight movie. It's almost comical how invisible he thinks he is. He is revolutionary in his mind, breaking boundaries. Then he kindly gets asked to put his phone away and he folds like a professionally crafted origami. Unless this man happens to be Alec Baldwin of course. The esteemed actor was recently thrown off of a plane for his tactics in refusing to turn off his cell phone. He claims he was playing a game on his phone while at the gate, but in truth it appears they had to return to the gate to let him off. This called for news stations and tabloids alike to ask, what's the deal with cell phones on planes?

A report by the International Air

Transport Association, a trade group representing more than 230 passenger and cargo airlines worldwide, documents 75 separate incidents of possible electronic interference that airline pilots and other crew members believed were linked to mobile phones and other electronic devices. The report covers the years 2003 to 2009 and is based on survey responses from 125 airlines that account for a quarter of the world's air traffic. Twenty-six of the incidents in the report affected the flight controls, including the autopilot, autothrust and landing gear. Seventeen affected navigation systems, while 15 affected communication systems. Thirteen of the incidents produced electronic warnings, including "engine indications." The type of personal device most often suspected in the incidents were cell phones, linked to four out of ten. There are even videos of plane landings through the window of the plane, evidently from cell phones. While that incident didn't cause any disaster, it doesn't mean there is no danger.

CBS News correspondent John Blackstone had an opportunity to sit down with Chesley Sullenberger, the

pilot of the plane that miraculously landed safely on the Hudson River. Captain Sullenberger said every once in a while, something quite unexpected can happen on an airplane. "The bottom line for me is very simple; none of us has the right to put others at risk for our own convenience." Dave Carson, a Boeing engineer, said the potential for interference depends on how close a passenger is sitting to an antenna on the top of the aircraft.

"So a passenger sitting right there by the window, the signal can get right out into the antenna." Even if this is so, sitting in the middle of the plane shouldn't give you an excuse to test the system. As Sullenberger said, "Each time we fly, and people leave devices on, they're conducting an unauthorized scientific experiment to see if this time it makes any difference, if it affects anything electronically on the airplane." Another potential problem is what this interference can cause for plane towers. From the air, experts say, one phone can blanket hundreds of towers, potentially disrupting the entire system. Imagine being the person who causes such a



Photo Credit: wikimedia.org

whole slew of air traffic problems. The movement of people going against the rule of shutting off electronic devices may stem from jealousy over Europe's efforts to allow phone calls on planes. Providers such as OnAir and AeroMobile, and a variety of their equipment partners, have been working with international airlines to install equipment that allows mobile phone calls in addition to other entertainment and communication services. (The European Aviation Safety Agency lifted its ban on in-flight cell phone use in 2007.) Oman Air, Egypt Air, Libyan Airlines, Qatar Airways and Royal Jordanian are among the airlines that currently

offer in-flight voice calls on many of its aircraft. British Airways allows mobile phone use on a single route: an all-business class flight between London and New York. Malaysia Airlines and others are conducting trials before committing to a formal rollout of a mobile phone service. While I doubt the rage over using cell phones on planes in the US stems from jealousy over the European

Airlines, I am not surprised that the tension has begun. In an era built on technology, people can't pull themselves away for the shortest of time periods. Flights are a prime example. The main concern of course is safety and even if that is proven, it is silly to believe someone is willing to risk the flow of his flight for a game of angry birds. It makes no sense that a guy named Pit-Bull on my iPod warrants my attention so badly, that his song, (which most can't even comprehend), should put my flight in potential danger. Think logically, it's not worth the risk.

Groundbreaking Surgery...

CONTINUED FROM PAGE 1

disrupting the brown pigment, and in a sense even damaging it. The blue pigment, which remains unscathed and previously hidden beneath the brown outer layer of melanin, begins to show its face. What's more is that the entire laser process takes approximately 20 seconds!

When asked about the reason as to why he invented the procedure, he

“Those with blue or lighter colored eyes are much more sensitive to sunlight than those with brown or darker eyes... they have less pigment to protect their irises, which essentially acts as a UV blocker.”

explained that the eyes are known as the “windows to the soul,” and as such, those with brown or darker eyes have a more opaque window making it harder to see into and truly appreciate, while those with blue or lighter eyes have more transparent bay into which one can peer into, and in essence, have a “more open window to the soul.” Homer estimates that over a thousand people have already contacted him, explaining why they feel they need the surgery and are willing to pay exorbitant sums to attain blue eyes. [Editor's note: This also serves as a good mussar lesson for all those who already have blue eyes, who can use this procedure to truly appreciate what they have been given... for free!] However, this is not to say that the surgery still may contain severe risks. When asked about all the criticisms involved with the procedure, Homer vaguely responded that he currently is analyzing the surgery with “15 procedures to ensure that no tissues are damaged during the process.” However, later on in the interview when asked about risks in the future health and vision of the client he responded hesitantly “Is it possible that something comes down the road? ... It's possible...” Seemingly Homer is utterly unsure of any possible and foreseeable risks five, ten, or even twenty years after the client's surgery. An YC student named Justin Wexler, when asked about whether or not he would undertake the procedure (even for free) responded that “The benefit simply does not outweigh the risk, why mess with what G-d gave you naturally? I would just tell people to get some color contacts and try it out for a few years before making any rash, irreversible decision.” Well, that's easy for him to say because he already has blue eyes, but other people with brown eyes might contend with that opinion.

New York Times magazine recently reported on a study done on whether the color of your eyes possibly affects your vision. Those with blue or lighter colored eyes were found to be much more sensitive to sunlight than those with brown or darker eyes since they have less pigment to protect their iris, which essentially acts as a UV blocker. Those with lighter eyes are more subject to risk of macula degeneration and other eye-

related problems in older age due to intense sun-light exposure. In other words, if you have light blue eyes, try to avoid the temptation to look directly at the sun for long periods of time! The University of Louisiana also composed a study which showed subtle differences in a case study which may exhibit a difference in reactive responses in physical activity between those with blue eyes versus those with dark eyes. Studies have examined this by looking at sports performance and variable testing. The researchers found that the dark-eyed subjects performed better at “reactive-type tasks,” such as hitting baseballs, playing defense in a football game and boxing. But researchers identified light eyed people as performing better “self-paced tasks,” like hitting a golf ball, throwing baseballs or bowling. Scientists say much more study is needed before a final conclusive bottom line can be made.

The interesting question now would be now, how would this affect someone who previously had brown eyes and now has blue eyes? Is it a matter of personality and brain-usage, or is the matter of eye-sight and reactions dependent upon eye color and composition? Most will agree that the introduction of the ability to change your eye color from brown to blue, although it may be an unbelievable debut in the field of scientific innovation and cosmetic procedures, is nonetheless a scary one – One deemed unimaginable in previous years. Those people, who have been wishing they had blue eyes and are willing to shell out thousands of dollars for such a procedure, need to ask themselves whether or not it's actually worth the unforeseeable risk that may come along with such an operation.



Photo Credit: wikimedia.org

iBook's Textbooks Changing the Way We Learn

By: Jonathan Herszfeld

When Steve Jobs passed away this past October, he left behind a legacy. In its short existence, Apple has become a leader in its technological field. The company has set a high standard for competitors to follow. They have left companies such as Dell and Hewlet Packard in the dust forcing them to rethink their entire business philosophy. Steve Jobs not only wanted Apple to reshape the Music, Phone and most current Tablet world he also wanted to company to change the way students are educated. Most currently, with their new iBook's 2 and iTunes U app's digital courses, Apple now wants to change the way students access education material and help them learn and study. Apple's new textbooks were Job's Next Big Thing! Apple thinks the education system needs a reset and they think they can help, with iBook's 2 and iBook's Author—a combination that they hope will replace physical books, which are too big, heavy, lacking interactivity, with this new revolution. Apple's new iBook's are as impressive as they said in their presentation. They are beautifully crafted. Their use of videos, timelines, animations, embedded presentations, integrated review questions and quizzes and their highlighting and study card system are extremely good. They work and they are enjoyable. Unfortunately, they are not perfect. The lack of

sharing features is a major killer with actual school work, in which teamwork is a must. Currently, there's no way to share your highlighted text with others. You can only share your notes. Apple's biggest strength in the whole iBook's 2 proposition is not the book themselves but rather how easily they are created using their iBook Author application. This development tool is free and it's so drag-and-drop easy that it can be used by anyone. It has the potential of truly democratizing the publication of advanced books, which, in a way, act like applications. **Features:** **Built-in videos:** The video support is straightforward. Click and play. Text flows around them as if they were images, completely integrated in the layout. You only need to tap on them or pinch out to expand them into full screen. This is especially satisfying, as you zoom in and out of them as you would do with images in the photo album application. **Interactive animations:** The new textbooks—and any book made with iBook Author—would be able to use interactive animations. In fact, these animations can be created on Keynote, which makes it incredibly easy to add this content. These animations work like the videos and images: you can expand them easily by pinching out on them or just tapping on them. They are marked as animations as you tap on them the first time. On this image you can see how

it looks as I pinched to zoom. **Study cards:** This is another really neat feature, perhaps one of the best. The iBooks app will automatically turn your highlights and notes into study cards. The cards will also include must-learn words from the glossary. They follow a paper metaphor, complete with a 3D effect (shown in the first image). Their objective is to make these cards feel like actual library cards. Like real cards, you have a basic concept on the front and expanded notes on the back. Like every other element in the iBook's app, sweeping your finger will go through all of them. You can also flip them around easily, by clicking on the lower corner. It's a good translation of the real world, a user experience that is both useful and looks elegant. It will also be useful for any kinds of research, if it's available for every book through the iBooks 2 application. A great first version that is not perfect: iBooks 2 is good. Very good. iBooks Author will be an awesome tool to make great textbooks, easy to update and at a good price. And normal books too. I just wish they had more collaborative features, something that is crucial for both learning and research. Sharing highlights and notes in a social network is a must. I hope Apple gets it right for iBooks 2.5 or 3, but looking at their complete lack of social networking savvy, I'm not holding my breath.

MeThinks Cleaners

337 Lexington Ave.

New York, NY 10016

212-685-1780

212-685-4124

Monday-Friday 7am to 7pm

Saturday: 8am to 6pm

30% OFF
Dry Cleaning
Expires April 30, 2012

30% OFF
Dry Cleaning
Expires April 30, 2012

30% OFF
Dry Cleaning
Expires April 30, 2012



- expert tailoring
- same-day service available on all work
- free pick-up & delivery
- wash & fold
- sheet cleaned, pressed, and packaged
- hand-finished shirts

methink?

Professional Car Service

GOING SOMEWHERE?

GIVE US A CALL

ANYTIME

ANYWHERE



THE GIANT AND ELEGANT OF NEW YORK CAR SERVICE



YOUR AD HERE To advertise with *The Associate*, or for more information, please contact: Ddeutsch@theassociateonline.com