

Rav Willig Discusses Halachic Compromises in Business to Packed Rubin Shul

by David Gladstone

On Tuesday Feb. 27th, MYP Rosh Yeshiva Rabbi Mordechai Willig addressed an audience of 50 students on the topic of business and halacha. Rabbi Willig devoted most of his speech to basic questions about being an Orthodox Jew in the business world and not to the underlying halachic rules behind all business dealings.

The first issue dealt with was that of the yarmulka in the place of business. Rabbi Willig, quoting Reb Moshe Feinstein zt"l said that there is no firm obligation to wear a yarmulka in the business place. It is a "minhag" but it is not obligatory. Even so, it is always preferable to get a job where they will allow a person to wear his yarmulkah. He said that most companies today understand who and what an Orthodox Jew is. However in those cases where wearing a yarmulka will hurt your employment it is permissible to remove your yarmulka.

The next issue that Rabbi Willig discussed was kashrus, specifically, what a Jew can eat in a non-kosher restaurant on a business lunch. The first problem raised was whether a Jew can even walk into a non-kosher establishment. Rabbi Willig said there was no question of "maris ayin" because if people see you with your yarmulka on in this type of place, they know that you are just going there for business purposes. The second problem discussed was what food, if any, may a Jew eat in this type of establishment. Rabbi Willig said that, of course, cold drinks were permissible. Also, whole fruits are permissible. In some circumstances if one can ascertain that the restaurant is immaculate and is divided into different sections, and the utensils are dedicated for a specific purposes, then one can order a cold fruit salad. It is not advisable to order a salad since there may be a bug problem.



Photo: Paul Hurwitz

MYP Rosh Yeshiva Rav Willig

One may have cucumbers, carrots and tomatoes. Obviously, one may not have dressing. If you know that the tuna fish that the restaurant uses is a kosher brand, then you can order it on a cold plate but without mayonnaise. In a situation where one must remove their yarmulka, they may eat without it and even make brachos.

The next topic Rabbi Willig spoke about was the issue of "negia", touching. The advice he gave was that if a female interviewer sticks out her hand to be shaken, you should shake it in a way that is not to be construed as affectionate.

The last section dealt with the behavior of a Jew in business itself. There are two levels of conduct: the letter of the law and above the letter of the law. A Jew should always act above the letter of the law. Rabbi Willig made it clear that stealing from a non-Jew is totally prohibited. He also pointed out that since most companies today are public there are bound to be Jewish stockholders; thus it would be stealing from a Jew. Lastly he advised everyone to get a Rav to consult on business issues, just as you would consult on kashrus and other matters.

10th Anniversary SSSB Dinner Sy Syms to be Honored

by Ari Gruen

Sy Syms, major benefactor and namesake of the Sy Syms School of Business, will be honored at a dinner this week celebrating SSSB's tenth anniversary. Proceeds from the March 28th five-hundred-dollar-a-plate dinner at Manhattan's Pierre Hotel will go toward the establishment of an Institute of Entrepreneurship at SSSB.

At the dinner, Syms, founder and Chief Executive Officer of the clothing chain Syms Corp., will be cited for his extraordinary efforts on behalf of the Sy Syms School of Business, as well as for his commitment to the University as a whole and to other community causes.

Preceding the dinner will be a private reception for Sy Syms' student leaders and the SSSB Alumni Association with Sy Syms and the school's Board at which gifts will be presented to Sy Syms. The reception will be followed by a public reception, dinner, and the program.

According to Jonathan Feldstein, Director of Development of SSSB and organizer of the din-



Y.U.P.R.

Sy Syms

ner, expected speakers at the dinner include Dr. Norman Lamm, President of Yeshiva University; Dr. Harold Nierenberg, Dean of SSSB; and Marcy Syms, Chief Operating Officer of Syms Corp.

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Best of Both Worlds Gesher Program Offers Summer of Opportunity in Israel

by Yitzhak Raab

With summer fast approaching, students are faced with choosing between the many opportunities available to fill their vacation time. Among the pastimes are summer school, summer jobs, traveling, and even sitting at home and relaxing can be included. However, the average YU or Stern student, after carefully weighing the options, will probably make a choice allowing them to augment their resumes. After all, that is what college is all about. The search for a summer job will begin.

For both aliyah minded students, as well as students interested in a summer abroad, the Gesher program offers an exciting alternative to the usual array of summer job op-

tions. For the student intent on making aliyah, the program is a dream come true, offering a summer in Israel, and work experience. The program also offers a chance for students to set up long term business contacts who can help them in the future. "I still keep in touch," says Gabe Slotnick, an intern at Bank Leumi last year, "the connections are there, you just have to go out and get them."

The Gesher program was begun in 1989, and YU quickly became involved. The number of YU applicants, as well as the number of YU students being accepted, is rising. Dean Ira Jaskoll feels that the positive feedback is a result of the partici-

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A Satisfied Customer

The staff of *The Exchange* would like to commend and congratulate both Sy Syms and all those associated with the business school on the occasion of its 10th Anniversary. A decade ago when the school was established many questions needed to be resolved. Issues ranging from what courses and majors to offer to worries if there would be sufficient student interest. Ten years later these questions have been successfully answered. In areas ranging from course development to job placement our school has shown a willingness to grow and better itself. School enrollment currently stands at over five hundred and is continuing to grow. Now as the 10th anniversary is being celebrated, with a dinner to honor Mr. Syms, it has been announced that the proceeds from the dinner are going towards establishing an entrepreneurial institute within SSSB. In this endeavor we wish the school much success and are glad to see that as we stop to celebrate the past and present the focus remains on the future. It is with this spirit that our business school was created ten years ago, a strong vision for the future and a commitment to enhance the education of the business leaders of tomorrow. Ten years later the spirit indeed remains intact. Congratulations Mr. Syms and once again thank you.

From the President's Desk

Dear Students,

I am writing to inform Freshmen, Sophomores and Juniors about a unique opportunity available to them. Getting a job after graduation is tough. It involves a combination of various factors, including hard work and being in the right place at the right time. However, when a potential employer looks at your resume, the most important factor is prior work experience.

During the undergraduate school years, the summertime provides many opportunities for students to make themselves more attractive to potential employers. Although we learn many applicable skills in the classroom, there is no replacement for real world experience. All summer jobs provide the chance to actualize our potentials in the business world. While summer camp provides for a fun summer, it will not help you

get a job when you graduate. There are situations that can better prepare you for your future.

Barring extenuating circumstances, money should not be the deciding factor in determining your future occupation. Unless you need the money, be willing to work for less money if it provides better work experience. A few years ago, during the summer, I worked for a stockbroker making phone calls and keeping records. Though I needed the money, the stockbroker did not pay me, forcing me to take a second, part-time job at a retail store. The few extra hours I worked per week that summer made me slightly tired that summer, but provided me with invaluable experience. Further, working two jobs is often a benefit when going in to interviews.

I do mean to imply that you should have no fun this summer,

but I recommend you also take steps toward your future. Being persistent is very important; the past two summers, I had not found my job until significantly after *Pesach*, so do not give up if things are not going well, at first. Whether it is working for a retail store or a big six accounting firm, you will learn about the business world.

Connections in the business world are invaluable in getting any job.

There are people in the Placement Office who are willing to help you through the process. Just ask Adrienne Wolff, Margie Rubins, or Naomi Kapp, who will gladly assist you in writing a resume and cover letter, and finding places to send them.

Good Luck

Sam Wald

Mazel Tov to Sam on his recent engagement to Tami Freund

We want your input!
Direct letters or comments to
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A Message from the Associate Dean

Ira L. Jaskoll

It seems only yesterday that it was September 1987, when the Sy Syms School of Business offered courses for the very first time. As one of the two members of the school faculty and administration who has been with the school from the beginning (the other is Dr. Joshua Krausz), I have seen tremendous growth and accomplishments. The one area of strength that has remained constant has been our students. Yeshiva University continues to attract the best of the best. From the beginning, recruiters were impressed with the high caliber of our students. Of course, the faculty and their curriculum had to challenge the students.

The founding Dean, Dr. Michael Schiff, established the school as one of the premier business schools in the East. Dr.

Harold Nierenberg, who succeeded him, has taken the school to the next level. Not only have we maintained our strong reputation, but we have expanded our course offering, majors, and even minors and repeatedly met the need of the business community. Needless to say, because of Dr. Nierenberg's leadership and strong concern for the students, the school has grown to more than 500 students.

I remember starting the Office of Placement & Career Services back in 1987. From a small group of accounting firms, we now have a wide network of the best accounting, business and not-for-profit organizations. We continue to maintain an extremely high placement record in large part due to the hard work of Naomi Kapp, Marjorie Rubins,

and Adrienne Wolff. When you have a good product, as we have in our students, it is a pleasure selling them to the business and professional community. We have been extremely fortunate that Mr. Sy Syms has provided the financial supporting for the school to flourish. His continued commitment to his school allows us to excel.

Where is the Sy Syms School of Business headed? We can only strive to do more. Our enrollment will continue to grow especially among our women, as more discover the wide range of opportunities available to women in business. We will hopefully seek the prestigious accreditation of AACSB and maybe even consider offering a graduate program. We will look at expanding our course offerings and establishing institutes within the

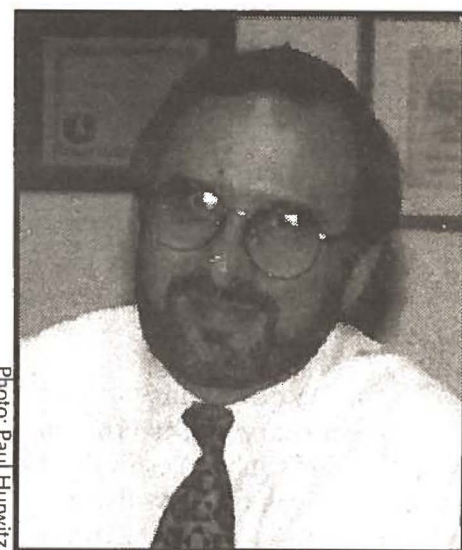


Photo: Paul Hurwitz

school. We will further expand our placement activities, especially in the area of Internships for credit. We will look to use technology, especially computers for instructional and problem solving purposes. We will never be satisfied with the status quo, but will always look to improve.

When you have the best students, you always want to give them the best.

SSSB's 10th Anniversary Bash Honoring Sy Syms

Continued from page 1

In addition, a short movie, produced and directed by Mindy Goldberg, Sy Syms' daughter-in-law, will be shown. The movie will chronicle Syms' life and his involvement with the school that bears his name.

The dinner is being chaired by SSSB Board Chairman Josh S. Weston, chairman of Automatic Data Processing Inc. (ADP). Marcy Syms, SSSB Board Member and Syms Corp. chief operating officer, is Journal chair. Honorary dinner chairs are Stanley Blacker of Stanley Blacker Inc., Monroe Milstein of Burlington Coat Factory, and David Pincus of Pincus Bros. Maxwell.

Syms, currently serves on the Board of Directors of SSSB and as Vice-chairman of the Yeshiva University Board of Trustees. In addition to his involvement with YU, he has served as an executive board-member of the State of Israel Bonds for fifteen years, including two years as National chairman, and is actively involved with Boys Town Jerusalem, United Jewish Appeal, and other Jewish communal organizations.

It was through Syms' involvement with the State of Israel bonds that he was first introduced to Yeshiva University by Vice-President for Development Emeritus, David H. Zeisman, in 1983. Sy Syms quickly became involved in the drive to establish a YU school of business, with his dogged determination finally resulting with the establishment of the Sy Syms School of Business in 1987.

"He deserves a great

amount of credit for what he's done for YU and for SSSB in particular," said Dean Nierenberg.

"He really loves this place," added Dr. Dubrinsky, Vice-President of Development of Yeshiva

University. "He has a great appreciation for the opportunity to train both young men and women who are interested in maintaining their tradition, to produce business leaders in this world."

Dinner proceeds to fund Institute of Entrepreneurship

Director of Development Feldstein expects approximately five hundred people to attend SSSB's tenth anniversary celebration. He hopes to raise over \$700,000 between the dinner's cover charge and journal ads which will be used as the seed money for a new Institute of Entrepreneurship to be established at the Sy Syms School of Business.

Feldstein says Syms is very concerned with developing an emphasis on entrepreneurial skills in SSSB. "Sy wants SSSB to produce the CEO's of the future, not just the CFO's."

The school is therefore planning to open an Institute of Entrepreneurship which will focus on developing within students an ability to integrate the business disciplines, a comprehensive awareness of international issues, and enhanced communications skills.

Dean Nierenberg points out that SSSB already offers a course in entrepreneurship as well as a "problems in contemporary business" seminar which aim to develop entrepreneurial skills in SSSB students. These two courses will be included in the Institute when it opens within the next year or two.

"More and more students are interested in starting their own businesses, or in developing family businesses," observed Dean Nierenberg. "The Institute of Entrepreneurship will enable YU undergraduate students to achieve this goal."

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Israel Report

The Challenges of Making Aliyah

by Allan Schwartz

On Wednesday night, February 28, 1996, the Israel Club at Yeshiva College ran an Aliyah Night, with members of the World Zionist Organization's (WZO) Aliyah department discussing the difficulties in adjusting to the Israeli workplace. Over thirty students attended the under-publicized event, demonstrating a keen student interest in making the move to live and work in Israel.

Arie Pelta, YC Israel Club President, kicked off the event with the hope that many such "info-sessions" take place in the future, enabling students to prepare for making Aliyah. Josh Pearlman, of the University Student Department (USD) of the WZO, introduced the speaker, an Aliyah *Shlichah* named Aviva Arnon, and expressed his hope that students would find the session both informative and eye-opening. Many students did express sentiments such as those as they recounted their feelings during Mrs. Arnon's sentimental description of the difficulties in making Aliyah.

Mrs. Arnon, a Ph.D. candidate in Psychology, spoke not of the specific details regarding a move to Israel, i.e. fees or logistics, but instead focused on the need to be psychologically fit to overcome the

"trauma" associated with making Aliyah. From a psychological point of view, she described the four stages of immigration, and the requirement of maintaining a strong conviction, an intense desire to make it in the difficult business world in Israel. The joy of arrival, the euphoric stage, passes quickly into the depression stage, she recounted, where one experiences first-hand the difficulties of a new land, a new language, and, most important in business, a new mentality. If one can successfully navigate through that difficult period, often several months, one then enters into the adjustment stage and subsequently into the absorption stage, where one should be able to recall with nostalgia all the difficulties overcome in the process.

The initial stages she described are replete with obstacles to one's sanity. Suddenly ones accepted norms are no longer present, not even as anomalies. Cars are different in many ways, as is driving them. Jobs are much harder to find, and with a cutthroat mentality pervading the business community, oftentimes difficult to maintain. Homes are different as a result of climatic and architectural differences. The language on the street is much different from the Hebrew learned in school outside of Israel. The ap-

proach to business moves at a different pace and requires an innovative, hard-line approach. Even living conditions may initially be lower than what one is accustomed to outside of Israel. Therefore, reiterated Mrs. Arnon, one must have firm convictions in the desire to succeed in Israel, along with patience until that day arrives.

After describing the academic opportunities for and military obligations of a young *Oleh*, she tried to relate the Israeli job search to that in America. She told of lower introductory salaries across the board, and tried to explain a bit of the complexity surrounding insurance issues in Israeli society. She affirmed the notion that private practice is not as well developed there as in the U.S., and stressed the fact there is less job rotation in Israel; positions are sometimes kept for a lifetime. Sex discrimination does exist, she said, between professions and within different occupational hierarchies. Mrs. Arnon went on to provide a description of the costs incurred in the move to Israel and the differing loan opportunities to defer that cost.

She then allowed for questions which immediately focused on *tachles*: what is the face of business in Israel today. She informed those in attendance of the development of accounting as an industry over the

last ten years, and impressed upon them the benefit that a Master's Degree in Business can have on one's career, especially in its infantile stages. There does exist a real need for professional people who can deal with money, she said. She also described the huge foreign investment, heavily American, taking place within Israel today. In terms of personality in the business world, she went so far as to say that one "needs to be flexible...[you] need the personality to survive and move forward." Fielding a question on public administration, she explained that although there exists a wide range of opportunities in that field, one's knowledge needs to be "molded" to excel within the "broad range of opportunities" in differing, non-traditional, business fields. Internships, she added, are available, but are generally difficult to come by.

Ending her presentation, she wished everyone well in their attempt at Aliyah and left her office as a source for help and guidance during the sometimes difficult Aliyah process. Pelta then ended the program, and left himself as the contact person on campus for more information on general and specific questions regarding Aliyah. Additionally, the Israel Club maintains literature provided by the WZO on different internship opportunities and work programs within Israel.

Gesher: Sticking our Nose in Israeli Business

Continued from page 1

pants being happy with the YU students they accept, thus generally finding good placement for them. He also noted that students gain "High quality work experience," from a good range of companies including "Osem, Coca-Cola, and Bank Leumi. We are talking some top companies."

Applicants must be at least of sophomore standing. Knowledge of Hebrew is not a requirement, but is always beneficial in Israel. Application requires the filling out of a form, and submissions of an essay, resume and transcripts. Then the waiting begins. Before sending the applications off to Israel, Gesher must spend time "Soliciting firms to take on an intern. Companies in Israel do not really know what an intern is," explained Elizabeth Manheimer, the National program coordinator for undergraduate students. Following agreement from the participating companies, the applications are sent to allow intern

selection. The whole process can take a long time. In some cases, students do not get a response until May. The program is working to speed up the response time.

However, if one has the patience to wait for the response, the results can be very rewarding. Most student felt that their summer "turned out to be a great experience," and was extremely beneficial. Gabe Slotnick suggests that "Anyone interested in finding out what it is like to live like an Israeli and be part of the society should do this program." This program provides another perspective, other than that of a tourist.

Most interns get a serious job, doing real work; this is not a coffee-making program. Students are given real projects to do within the fields they have chosen. The quality of the experience may vary depending on the company, but most of the previous applicants were happy with the work they did.

In most cases, students will have another person in the company to help them with any problems they have.

There are also events sponsored by the Gesher program allowing students to hear speakers from other companies, and offering *tiyyulim* in Israel. Such agendas provide students with an insight into all aspects of the Israeli culture, both business and appreciation of the land.

The program could not be a true Israeli experience without having to rough it a little. Upon arrival in Israel, the program provides you with a list of apartment available for rent. Yet an apartment can be expensive especially since most internships will be in Tel-Aviv where housing is limited. Commuting from Jerusalem can be even more difficult. Most of the previous interns recommended finding housing with a relative if possible.

Besides the issue of housing, most Americans know that money is

tighter in Israel, and this program is no exception. An undergraduate intern makes \$450 a month for a two-month program. The money is paid in NIS, and, as anyone who has been to Israel knows, shekalim go fast. If you are looking to make money, this is not the program for you. Nevertheless, previous interns were able to make their money cover everything but the plane ride. Some interns will be luckier than others. Companies may have a meal plan, and others may pay for transportation.

Despite a few hardships that the true lover of Israel has come to accept, the program is an excellent way to spend the summer. The business experience is equivalent to any other summer job, and students interested in finding permanent work in Israel in the future can get off to a good start. In addition to the benefits provided by the program from a business outlook, it is also a summer vacation spent in Israel, and that, alone, makes it worthwhile.



IN PROGRESS \$ \$

YCDS Seeking Accounting Major for Treasury Position

by Heshy Willig

This year the position of YCDS treasurer will be open exclusively to Accounting majors. In years past the position had been open to all students. The change in policy is an outcome of the shifting of the responsibility for funding of the Dramatic Society from YCSC to the University.

The University has strict rules on the allocation of funds. Any department seeking money must submit a request to the finance office which then issues the necessary check. This system presents a problem to YCDS which needs cash on hand to cover its many expenditures. To enable YCDS to make the needed purchases, Bernard Pittinsky, the Director of University Finances, spearheaded an arrangement the would allot YCDS with a

checking account to meet its costs. However, the arrangement is contingent upon the University's right to conduct an audit of the Drama Society's books each semester.

Martin Tollinsky, the President of YCDS has decided that an Accounting major would be best able to live up to the University's expectations for keeping track of YCDS funds. He feels such an arrangement would be mutually beneficial to the student and the Dramatic society; the student will be able to use the skills he has gained in class, and the Dramatic society will have a more experienced student in charge of its funds.

Signs will be up shortly. For more information contact Martin Tollinsky at MO 209, 568-3094.

SSSB Journal

by Yoel Mayerfield

Work is under way on the 1996 Sy Syms School of Business Journal. A staff of students has been assembled from both the Uptown and Downtown campuses and SSSB Junior Lowell Baron has been selected as the Editor-in-Chief. The staff has targeted late April for publication, to coincide with the annual SSSB dinner.

Baron has high hopes for the Journal and hopes that many students "take advantage of this opportunity to get involved in it's production." Submissions for entry are now being accepted from all students of course, topics must be business related. However, students have the opportunity to write on whatever subject they choose, if not, one can also be

assigned to them. In addition Baron expects much more input from Sy Syms professors, many of whom will be publishing their own articles.

The SSSB Journal will also take on a more professional style this year. In previous years, productions have been published as a pamphlet; this year's journal will be bound. Hopefully this will be another incentive for students to submit written pieces. President Sam Wald expressed optimism for the coming journal. He hoped it would provide "another area for the growing population of the business school to participate in." He also added that hopefully future years' journals will build upon it and make the SSSB Journal a school mainstay.

Morgmart: Recipe for Success??

by Dov Robinson

What is "success"? While many have pondered a great deal over this question, rarely will one find two people that ever agree on its definition. However, no matter how one defines success, it is presently widely accepted that Morg Mart does not embody any of them. Morg Mart, the student run convenience store located in the basement of the Morgenstern dormitory, is undertaken each and every year by a new and optimistic group. Yet, the goals and objectives of the Mart, drafted each year with the determination that they come to fruition, like New Year's resolutions, are rarely met. All the while students continue to express their disappointment and aggravation for the lack of their midnight noshing spot. "Being that a large percentage of the YU student body who live in Morg are up into the wee hours of the night and absolutely need someplace to chow down, it is a shame and an embarrassment that this market's needs cannot be met," exclaimed senior Ari Wortelski, a marketing major.

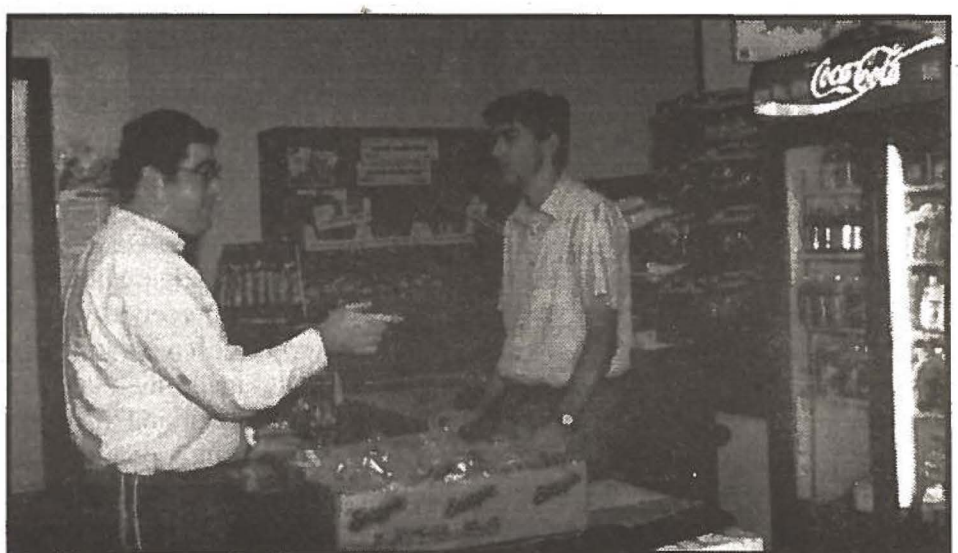
"Success," Accounting Professor Charles Snow explains, "results when a company offers something that people want." This in turn trans-

lates into sales. "Dormers desire a place where they can satiate their hunger for fairly cheap prices at late hours of the night. This is Morg Mart's market."

So why, if the market for a convenient store does exist, has there been such difficulty in generating income? The problem may be its product line. "Which products should be bought are based on the demand of students and must be left to a market study. Many types of market analysis can be done, but the technique that would best fit your purposes would be a sample survey," Marketing Professor Randi Grossman of marketing insisted.

As an example, a sample survey of room #_07 on each floor of Morg was taken. Results show that most would like to see the usual staples of soft drinks, microwaveable foods, deli products, Entenmann's goods, and a weekly variety of "hot foods" ordered in from choice restaurants (with H and H and Chinese topping the list). Average prices requested for soda and Snapple were \$0.75 and \$0.95, respectively.

Without the proper market investigation, improper product purchasing becomes inevitable and translates into extra and, eventually,



Morgmart in its heyday!!

obsolete inventory. A few other solutions Professor Grossman offered were to provide "wish lists", supplementing the sample survey in order to get a better feel for buyer needs, and to require "hot food" eaters to preorder and prepay for dishes, thereby eliminating almost all possible inventory risk. To add to Morg Mart's accessibility, some sort of delivery plan will be advantageous. Fifty percent of people polled indicated that delivery services would be utilized even with a nominal fee, providing backing for the idea.

As it stands, Morg Mart has its work cut out for itself, not only in try-

ing to turn a profit, but also in reestablishing the bond with its customers. Fixed times and days must be decided, and more importantly kept to on a regular and consistent basis. The sample survey showed that on the average, students want Morg Mart to be open from 10:00- 2:00am on regular nights and until 3:30 during finals. Seventy-two percent also expressed interest in opening on Sunday and Thursday nights.

Recently, Morg Mart switched ownership hands from the

Interview with Bruce Taragin, Esq.

by Moshe Insel

Students at SSSB know that upon entering the job search they will benefit from the wide-spread recognition that SSSB enjoys among business firms. This recognition, though, was not earned without much toil on the part of the initial students of SSSB. Few are better equipped to talk about the initial challenges that the fledgling school encountered than Bruce Taragin, the first-ever president of the SSSB student council. In the Q&A below, Bruce gives us an idea of what those first semesters at SSSB were like. He also describes his success in the business/legal world, and how his experience at SY SYMS helped him get there.

Q: What was the atmosphere like at the start of SSSB?

A: Excitement was the prevalent mood at the time. Here we were in the heat of the Big Business euphoria of the late 80's and many students were sincerely interested in pursuing degrees in financial areas. SSSB was more than just a new part of Y.U. It filled a great need as far as providing a way for students to enter the world of business; it provided opportunity. So instead of Y.U. existing solely as a great liberal arts institution that it always was, SSSB afforded Y.U. a connection to business, which was greatly appreciated by students.

Q: What were some of the challenges which you encountered at SSSB's inception?

A: How many pages would you like that in? Seriously, it all came down to working toward achieving recognition, both inside the Y.U. community and outside in the business world. Especially within the academic community at Y.U. it was very important for many reasons that Sy Syms be represented so that its needs could be met. Besides my role as president of SSSB Student Association, my role as the Vice-president of the Y.C.S.C. was instrumental in achieving acknowledgment for SSSB and making sure that its voice could be heard in student circles.

Q: And externally, in the business world?

A: Actually, we were initially concerned to an extent about how SSSB graduates would be received upon entering the job market. To get companies acquainted with the SSSB name, I personally had dinner on a weekly basis with CEO's of various corporations. In addition, I worked closely with the councils of the various SSSB societies in co-chairing events, guest lecture panels, and business dinners with corporate executives as guest speakers for SSSB students.

Q: In retrospect, how well did SSSB respond to these challenges?

A: The fact that you and I are participat-

ing in an interview for the *Exchange* really speaks for itself. As far as the success that SSSB has had, I'm not surprised. The torrid rate of growth, though, in enrollment, activities, and academics is amazing to me.

Q: What path did you take after graduating SSSB?

A: After Y.U. I enrolled in the J.D./M.B.A. program at Fordham University. This program offers a law degree as well as an M.B.A. after four years. I was fortunate enough to complete it in three years, though, because of the large number of credits which they accepted from my SSSB undergrad degree.

Q: Where are you presently?

A: Currently I am an attorney with Kasowitz, Benson, Torres & Friedman L.L.P. I specialize in commercial banking litigation, which allows me to draw on my finance background.

Q: Any suggestions for SSSB in the future?

A: Three things. First of all, I think that any student majoring in a business related field should have a decent background in mathematics. High school geometry just doesn't cut it out there. I know that the quickest way to popularity is not proposing new requirements, but I sincerely believe that a good feel for advanced mathematics is what could place SSSB students over the competition.

Second, I think the concept of business externships during the semester is a tremendous one. By working at a firm while earning course credit, a student can accomplish several things. This work experience can be incorporated into academic lectures, bringing courses to life. The student receives work experience without having to actually leave school. Finally, the student gets an idea of what working in a certain field is really about.

Last, the alumni base that is growing in SSSB has the potential to become its greatest asset. More contact should occur between students and alumni — it provides incredible opportunity on both sides. Alumni could appear as guest lecturers at student events, so that students could learn about their prospective industries and get advice from people who have gone where they plan on going. This would really become a symbiotic relationship as alumni get a great deal out of giving back to SSSB.

Bruce Taragin lives on the West Side with his wife Michelle, who is a Stern graduate. He'd be happy to respond to students who have questions or would like advice. Contact the Exchange for details.

ALU

In Honor of the 10th Anniversary of the Sy Syms School of Business, the Exchange Staff interviewed the first SSSB Student Presidents

Interview with Tamar Rabinowitz

by Rafi Warburg

In its inaugural year, 1987, many questions remained unanswered as to how the Sy Syms School of Business would conduct itself. As SCW's SSSB president, Tamar Rabinowitz played a large role in laying down the foundations of student involvement in school activities. Tamar, an Economics major in her first three years at SCW, recalls how unclear the role of SSSB's student representatives was very unclear. During the year though she helped organize the Business and Accounting dinners, and brought in guest speakers. But most important was the role she played in shaping the new policies of the fledgling institution.

After graduating Stern College, Tamar got a job at Lubicon, a Jewish advertising agency specializing in kosher foods. Tamar felt she was fortunate to land a job in a Jewish firm as such businesses are few and far between. Not worrying about leaving work early on Fridays or observing Shabbas and Yom Tov were added benefits that came with this job. She gained experience and learned immensely from Lubicon.

In 1992 Tamar had the first of two boys with her husband Shmuel Soffer and decided to leave the firm. The timing was right since the advertising business was in a nationwide decline. Companies needed to cut their budgets from within and advertising agencies were one of the first to be hit.

During that time, Lubicon went

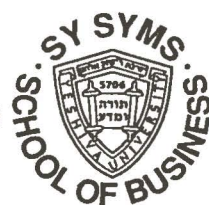
through some drastic changes, including downsizing, relocating, and renaming itself Integrated Marketing, which still specializes in kosher foods. In 1994, Tamar was asked to rejoin Integrated Marketing as a show manager for the Kosher Food Trade show at the Meadowlands Convention Center. Now Tamar works half the year organizing the show, work which entails the setting up of two hundred booths for manufacturers, like Streitz and Manischewitz, who display their food to seventy-five hundred to ten thousand buyers. The show, open to the public, caters only to those people involved in the kosher food business.

In 1992, after leaving Lubicon, Tamar began to work out of her home for the public relations department of the Emmanuel Foundation. Tamar helps to organize the four hundred person, annual dinner for the Foundation, which is involved with building Holocaust Memorials in Budapest, Hungary.

The advertising business has not changed much since its drop in 1992, and Tamar feels that it will not return to what it was in the late 1980's level. She warns students looking to go into the field of advertising that they should not expect to be hired as account executives right out of school. They will most likely have to work their way up like most hard working Americans.

Attention Alumni: Stay Informed!
Contact the Sy Syms Office at
212-960-0845

If you would like to be profiled in a future issue, please contact Eli Rabinowich at 212-740-7929



MNI



Jason Buskin, Sam Wald, Jonathan and Daniel Lifschutz among students who joined Dean Nierenberg and former YCSC President Daniel Billig and other Alumni at the Village Crown.

Getting Connected: First Alumni Event of the Year Held by Michael Spivak

On Tuesday March 19th the Alumni Networking Mentor Program held its first event of the year. The program is designed to keep current students in touch with school alumni. By networking with alumni, students will hopefully be able to find summer internships and full-time employment. Most importantly, students will learn from fellow YU graduates' experiences. The ultimate goal is for students to form relationships with alumni, who can then help students choose a career path and guide them through the years.

The event was run by Yeshiva University's Alumni Association and was attended by a handful of SSSB students. The event was a continuation of a program initiated last year by Jonathan and Daniel Lifschutz. Both were instrumental in putting together this event and feel very strongly about keeping strong ties with alumni.

Jonathan explains it is important for YU to make use of its numerous alumni, "many of whom are successful and high-ranking employees of large organizations." He hopes this event is merely a beginning for many events in the future.

The event took place at The Village Crown, where alumni gathered to enjoy a dinner and the chance to catch up on each other's lives as well as mingle with invited students.

The evening was kicked off by greetings from SSSB Dean Harold Nierenberg and former YCSC President Daniel Billig, both in attendance. The first such event was held by Billig last year while he served as President and, this year, he seemed quite pleased with the event.

The event itself was not publicized, and all guests were invited. SSSB President Sam Wald, who was in attendance, explained that it was, for the most part, an alumni event and several SSSB student leaders were invited to take part. Hopefully he added that this will open the door for future events that will be available to all students.

Exchange Editor-In-Chief Jason Buskin who was also at the event, spoke highly of the night. He commented that it is important for us to keep close ties with our graduates in the business world, not just to further our own careers, but to strengthen the name of our school and further its reputation.

From the MSAC to the Big Six

by Rafi Warburg

When Yossi Jayinski first came to Yeshiva University, it took some time for him to adjust to the new college environment just like any other student. However, Yossi was in a slightly different situation, he was an overseas student from Israel recruited for his basketball talents. Yossi's best friend, Mico Dannen, was also recruited to play ball at Yeshiva University and helped convince Yossi to come with him.

It did not take much convincing. At the time Yossi, had just finished his army service and was debating over whether to study or travel. Yeshiva University's offer was one which Yossi could not refuse. It enabled him to satisfy.

Yeshiva University was a whole new world to Yossi. Yossi is still extremely grateful to both Rabbi Serels, the foreign student advisor, and Coach Halpert for making his stay more comfortable from the get go. Coach Halpert, Yossi said, is a very kind and giving person, who had a profound influence on Yossi throughout his college years.

Yossi played on the Macs for three and a half years stay here and has become a fan favorite. However, off the court Yossi has other childhood dreams he wanted to fulfill namely being a businessman being a businessman. By studying in the Sy Syms School for Business, his dream has become a reality and has given him the tools that are essential for being the well-rounded accountant he is now. Despite his decision to go into accounting, Yossi understood that even if he could go into that particular field, his studies would provide him with a firm background for offerings in finance and marketing.

The Sy Syms School for Business Summer Sponsorship Program also afforded Yossi suitable experience by setting him up at Arthur Andersen. Yossi began working there during the summer of 1994, about once every one or two weeks, and gained much needed experience. To keep himself occupied the rest of that summer, Yossi worked at the Syms clothing store. Yossi, a YUSSB '95 graduate now works at Arthur Anderson full time.

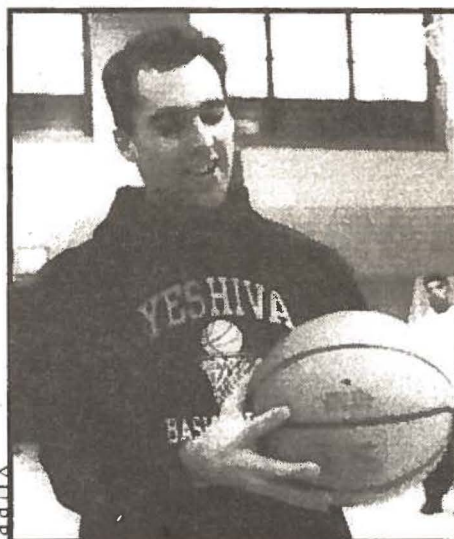
Yossi owes a debt of gratitude to Adrienne Wolff of the SSSB Placement Office for helping him learn how to take an interview, write thank you letters and build up his resume. Yossi had interviews from all the Big Six accounting firms, but ultimately chose Arthur Anderson for various reasons. Arthur Anderson has a prestigious

reputation, and feedback from his professors was strictly positive. That, coupled with his experience there over the summer, placed Arthur Anderson under strong consideration. During the summer, Yossi enjoyed touring the firm, going to their dinners and attending the Yankee games they paid for it was these games that made Arthur Anderson his final choice.

At Arthur Anderson, Yossi works in the division that specializes in midsize accounting clients who range from ten to forty million dollars in revenue. Surprisingly, about fifty percent of the accountants in Yossi's division are Jewish and are therefore very understanding with Yossi's religious obligations.

The largest client in Yossi's division is Ampel, a company that invests in Israel. Most other companies that his division are involved in deal with the international market as well, which is probably the reason why Yossi was placed there. Yossi, having been born in Argentina and later

moving to Israel, is familiar background with the of some of his clients which gives him a better understanding of their thought processes and behaviors. This gives Yossi an advantage over most other accountants who may not thrive in this type of setting due to their insufficient back-



Former Mac star Yossi Jayinski

ground.

Arthur Anderson has now joined all the other Big Six accounting firms who have opened new branches in Israel during the past two years. Yossi believes that these accounting firms are suddenly showing interest in the Israeli business world because of the country's economical boom, consequent shedding of its Third World status, and the hopeful removal of the Arab boycott. The increase in Russian immigrants has also sparked a boost in Israel's economy. Yossi does not envision this economic growth in Israel tailing off any time soon.

With all these big companies investing in Israel, there is now a need for accountants who can speak various languages to break down the communication barriers between these companies and the Israelis'. The ability to speak English, the international language, is especially in demand and is now essential in order to be an Israeli accountant. When asked if Yossi would be one of these English-speaking Israeli accountants, Yossi exclaimed "let's first wait and see what happens with the peace process."

SSSB Clubs

Accounting Society

The Mildred Schlessberg Accounting Society has been very successful this semester. There have been many events sponsored by the society which have given accounting majors the opportunity to learn more about their chosen career path and allow them to expand their studies outside the classroom. One specific event which deserves emphasis is the Community Tax Aid Program.

Community Tax Aid, Inc. is an all volunteer non-profit program that provides free tax service to low income New Yorkers. Many Sy Syms School of Business students from both the Main and Midtown campuses have given their time in this most rewarding experience. Besides learning about the complex rules and regulations of Federal, state, and local income tax law, students have had the opportunity to perform meaningful community service and meet many different

people.

Additionally, the accounting society is responsible for managing the cafeteria convenience store during the late-night hours. The convenience store staff has been doing an outstanding job in serving the students and are looking forward to serving the students for the rest of the semester.

Finally, the accounting society is looking forward to seeing all SSSB accounting majors at the annual Sy Syms School of Business Student Reception which will take place April 29, 1996. The dinner is a great opportunity for students to meet with representatives from outside firms and to make valuable connections for the future. We look forward to seeing you there. Good luck on midterms and with the rest of the semester.

Josh Levine, President
Accounting Society 1995-96

American Marketing Association

The first year of the American Marketing Association (AMA) has been a storybook success. The AMA chapter was started at the beginning of this academic year, to allow for an important interaction with the largest association of marketing professionals. The AMA strives to help its members reach their career development goals, by providing knowledge, skills and practical experience that can not be gained in the classroom alone.

We are proud to announce the our chapter is the recipient of the 1995-96 Chapter Performance Award! One of the many tasks we have accomplished this year was meeting all charter renewal and other requirements set by the board of directors of the AMA. We have successfully published two documents each submitted to the Collegiate Chapter Annual Awards Program. The first of these documents was the "Chapter Plan", a close look at our goals and strategies for the coming year. The second of these comprehensive reports was the "Annual Report", which focused on the chapter's accomplishments and performance against its goals for the 1995-96 academic year. We thank all those what helped making these reports possible, especially Jon Magid, for his tireless efforts.

Our most successful event was held on February 20th. Members were privileged to hear the insights of Mr. Benjamin Greszes,

President of Mondo De Marco Clothing Company. Mr. Greszes spoke about his experiences with the retail industry and expanded on the difficulties and rewards of today's marketplace.

We are proud of our involvement with "The Exchange" and after many months, the opening of Morg Mart. We have started a job bank, collecting resumes of our members, hoping to find them successful summer and full-time jobs.

We are looking forward to continuing with a number of exciting events in the coming weeks. All members are invited to the AMA International Collegiate Conference on April 11-14 in New Orleans. Please contact us if you are interested.

We are also looking forward to hearing Mr. Stefan Bassik, Marketing Director of Conway Stores, who will be speaking on April 22nd at 8:00 at Stern. The last event being planed is a Student Alumni night. Alumni students will come to speak on their experiences in the business world. We are confident that all these events will be a beneficial experience for those who attend. Anyone with questions about the AMA is encouraged to contact us. We hope that the AMA continues to grow in knowledge and experience in the future!

Daniel M. Hartstein
Michelle Stein
Presidents AMA 1995-96

The Max Investment Club News

The club has continued to appreciate in value since the last posting. Four stocks in the portfolio were directly responsible for the performance of the club. Two of the stocks were recently added to the club's portfolio. Renaissance Communications (RRR) has increased \$3.75 to \$24 1/4, a 10.18% jump. Analog Devices (ADI), one of our technology stocks, has surged ahead \$4.625 to \$29 1/8, which is a 18.88% increase from last time. US Long Distance (USLD) since hitting a low of \$11 on November 29, 1995 has been climbing rapidly to a current price of \$20.0, a 25% increase since the last reported price of \$16.0. The recent increase in price was aided by the telecommunications bill that was passed by Congress and President Clinton which made US Long Distance a good takeover target. American Power Conversion (APCC), a laggard after we purchased it, has recently moved up backed by investors' expectations of high growth during 1996. The stock is currently at \$10 1/4, a 16.31% increase from the last price of \$8 13/16.

Meanwhile, other stocks in the portfolio have remained in basically the same territory. Food Lion (FDLNB) is currently at \$5 11/16, while Sun Television & Appliances (SNTV) is at \$4 1/8. The only stock in the portfolio that had a significant drop in price was Submicron (SUBM). The stock is now at \$8 5/8, a 18.82% decrease from \$10 5/8.

Over the past few weeks the market has been very volatile, with Friday, March 8th serving as the perfect example. The club's Net Asset Value (NAV) volatility is directly related to the current market conditions. The NAV has currently set a new high, closing at \$11.16 on Monday, March 18th. The current NAV up an increase of 10.39%, which occurred over a time span of only a month and a half. While some of the stocks in the club's portfolio have appreciated, we don't feel that they have reached their full potential and we expect to see continued growth in the future.

Tal Sharon, President
Max Investment Club, 1995-96

SY SYMS SCHOOL OF BUSINESS
CHAPTER OF
THE AMERICAN
MARKETING ASSOCIATION



PRESENTS

Mr. Stefan Bassik

Marketing Director
Conway Stores

April 22, 1996

8:00 pm

STERN ROOM 715

Van leaves uptown at 7pm from the bookstore.



An Interview with Professor Claire Zakheim

by Jeremy Ives

SSSB Professor Claire Zakheim has taught at Yeshiva University for over six years. Though she has taught at other colleges, her YU experience has been her most rewarding. Richard Menseh, an SSSB senior, has taken three classes with Zakheim and finds her to be one of the "most thorough and enjoyable" teachers. Zakheim is one of the schools most popular professors, and also one of the most "enthusiastic." Part of that "enthusiasm" comes from an "interest in seeing *frum* kids do well in the outside world."

Professor Zakheim has been part of the education of nearly every Uptown SSSB student. She has taught numerous courses including Statistics for Business, Operations Research and a plethora of MIS courses including: Intro; end-user; systems analysis; and next semester, corporate systems analysis.

Zakheim brings with her not only her personable teaching method but a varied degree of experience and education. She earned a B.A. in Statistics and Economics at Hebrew University and her Masters in Operations Research at Baruch. Additionally, she has completed course work towards a Ph.D. in Finance at The Graduate Center.

After completing her education, Zakheim spent five years working as a System's analyst for Chase Manhattan Bank and Banker's Trust. However, she explains that teaching became a much more practical option, as it would allow her to incorporate her children into her schedule.

Zakheim pointed out that working at home has only recently been accepted as normal practice.

Before arriving at YU she spent three years teaching at St. Johns University and William Patterson College.

She is best known in SSSB for teaching the Statistics courses. She explains, "Statistics serve in a supporting role in the core business education, leaving students with many fundamental abilities they will put to use in the business world."

Zakheim is also taking a larger role in the growing MIS. SSSB, she



Photo: Paul Hurwitz

Professor Claire Zakheim

explains is "making an effort to offer courses for tomorrow." Beginning next year, Windows '95 will be running in the lab. The MIS department vows to keep up with the latest trends in computing technology.

Zakheim places special emphasis on the end-user computing course. She believes the course is suited for all majors, serving as a follow up to the Intro course. In the not too distant future all businesspeople will be expected to have a solid basis in computers and their various applications and databases. In this course, students will learn the Internet a valuable, if not a necessary tool for the businessperson. Zakheim recommends, "going into the computer lab and tinkering around." She even suggested the almost unheard of, "picking up a book" to gain additional computer knowledge. "Yet hands-on experience is the most important."

Zakheim sees YU students as "very motivated". Her goal is to prepare students for the future. It is more important to understand the program's methodology than to become a wizard of a certain software application. Due to the speed of technology, particular applications may become obsolete in less than two years. Making it better to learn the fundamentals of a program than to master a brand name. One must be confident to be able to transfer their knowledge.

With the rapid growth of the MIS department, many students may look forward to making one of Mrs. Zakheim's classes, their own.

Morgmart

Continued from page 5

Joint Business Society to the American Marketing Association. Daniel Hartstein, President of the AMA states, "The AMA has been extremely interested in providing some sort of hands-on experience to business majors to complement the ideas and skills that are taught in the classroom. Morg Mart, if utilized to its potential, fulfills this objective." This year's try at Morg Mart is headed by Eric Sussman. For now, lo-

gistical complications and lack of monetary resources are prolonging the long awaited opening of Morg Mart.

Morg Mart's difficulties can be attributed to a plethora of problems and mistakes. The most obvious and understandable one is their failure to explore the market. Perhaps, if the AMA could put its marketing studies to practical use Morg Mart can finally get on track. next time.

An Interview with Professor Diane Persky

by Michelle Stein

Diane Persky, assistant to the Dean and Adjunct assistant Professor at the Sy Syms School of Business, has been a faculty member for close to three years. She received her BA and MBA from Hofstra University and is currently pursuing a Ph.D. at NYU. Before joining the staff at SSSB, Professor Persky worked in advertising and related areas of business for 25 years. By hiring Professor Persky, Dean Nierenburg hoped to have a constant presence on the midtown campus and give the students there the attention they needed and deserved. As a result of Persky's efforts, enrollment on the Midtown campus for Sy Syms majors has increases by 100%. Professor Persky indicated that despite the rewards of advertising, the rewards of working at Sy Syms are equal if not greater. The source of these rewards are connecting and relating to the students and "feeling that in some small way I am making a difference."

Assistant Prof. Persky currently teaches marketing and management classes on the downtown campus. She is also one of the faculty advisors for the Sy Syms chapter of the American Marketing Association. She assists students in the day to day management of the AMA and is the driving force in bringing guest speakers to campus. Persky motivates the female students to take an active role in the chapter and leads by example. In April, Assistant Professor Persky will be leading a contingent of



Y.U.P.R.

Professor Diane Persky

AMA members to the annual meeting and presentation of AMA Collegiate Chapters in New Orleans.

"Business is the most exciting place to be," Persky said. Her personal goal is to make students aware of their skills and talents and to expose women to careers they might not have otherwise considered. Even though Persky's field is marketing, she feels that opportunities are abundant in all areas of business. However, because of Marketing's intuitive nature, Persky acknowledges that women have always made an impact. As a woman who has watched the business world evolve over the last twenty five years, Persky now has the ability to impart her knowledge and experience to a new generation of aspiring and ambitious business women. "I was truly blessed. It is a wonderful job."

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On Line Business Data Bases

by John J. Capela, Adjunct Assistant Professor

There has been a tremendous growth in the on-line database industry throughout the world in terms of the number and type of databases, producers and vendors. Never before has management or students had the ability to access such a vast amount of information resources. On-line business databases allow management to add value by creating new products and services through information exchange and processing.

The real measure of the growth of the industry, however, is in its actual use as measured by the number of on-line searches which determines database revenues. Estimates produced by the major word-oriented database vendors show that the number of on-line searches increased from fewer than one million in 1974 to almost 60 million in 1993. These figures do not include financial transaction databases for stocks, electronic ordering, airline reservations, etc. If they did, the total searches would be multiplicatively higher.

Databases can be classified as the methodologies of presentation, including text, number, image (video), audio, electronic services and software. The earliest public databases were text-based, and they still are the predominant type of database. As of 1994, text based databases represented over 70% of all databases and are continuing to grow in number. The user performs searches using text phrases in order to find specific information. Text-based databases include bibliographic, directory, dictionary, full text and other.

Numeric databases are used for transactions and obtaining statistical information, as well as other uses. They actually represent a declining proportion of all database types and in 1994 were less than 20% of all existing on-line databases. Multimedia audio and graphical databases are in the process of development and are gaining popularity. As of 1994 they represented 5% of all databases, but their actual number increased more than five fold. One application of a multimedia database is seen in the real estate industry where clients can be taken on a "virtual visit" of a particular property without leaving the office. Bulletin board services (BBS) are another form of on-line database which have a wide variety of downloadable data.

Commercial on-line services, including America On-Line, CompuServe and Prodigy, have extensive access to various business

database providers. Their primary function is to provide a format for delivering databases developed by these providers. Their charges are usually higher than directly accessing the provider since they have to offset the provider's charges as well as their own operational costs.

Faxback services are becoming increasingly popular and are a major source of timely business information. They are easy to use and provide a wide variety of information from just a fax machine or a fax modem.

The World Wide Web (Web) portion of the Internet has a rapidly increasing series of on-line business databases. These databases use multimedia graphical and audio features with hypertext links to other data and resources. Users need a web browser to read a graphical Web database. Web on-line business databases are a valuable resource because they link to all other Internet resources including text files, Telnet (standard Internet protocol for remote terminal connection service), Gophers (a distributed information service that makes available hierarchical collections of information across the Internet), Usenet newsgroups (a collection of thousands of topically named newsgroups and those associated with them on the Internet), and other portions of the Internet as required.

Another form of multimedia database is the development of a vast number of CD-ROM business databases which interrelate audio, video and text and allow the user search and download capabilities.

Finally, there are a vast number of U.S. Government on-line text-based and numerical databases available which are extremely useful for the business person, have very high quality resources and, best of all, are often free of charge. For complete on-line business database listings, the reader is strongly urged to consult the Gale Directory of Databases (Detroit: Gale Research, Inc.).

The following are a few examples of some of the available on-line data bases:

- Advertising and Marketing Intelligence (AMI) produced by the New York Times Company, Parsippany, NJ 07054 (201-267-2268). This is a bibliographic database abstracting articles from 75 advertising, marketing and media publications. It is updated daily and is available on LEXIS/NEXIS.

- Breaking Into the Trade Game: gopher://UMSLVMA.UMSL.EDU:70/11/LIBRARY/GOVDOCS/EG_BREAK. Another exporting guide from the U.S. Department of Commerce available on the Internet. This title is specifically for small businesses.

- EGOPHER(gopher://sluava.slu.edu:70/11/gopher%24root%3A%5Bdata21._general._entrepreneurship%5D). This is the "entrepreneur's gopher" presented by St. Louis University on the Internet. It contains loads of information for small businesses and/or entrepreneurs, including "how to's" and financial opportunities.

- Moody's Investors Service, Inc., New York, NY 10007 (212-553-0546). A corporate and municipal bond financial service. It is available on-line through Dialog.

- National Business Incubation Association (gopher://gopher.ohiou.edu:70/h0/dept.servers/aern/homepage/nbia). This Internet service provides assistance for start-up or fledgling firms; directory of NBIA servers, member information, electronic network service (Bater-link), convention & meeting information, etc.

- Dun & Bradstreet Information Services (<http://www.dbisna.com>). Dun & Bradstreet's homepage contains information on marketing a business globally, tactical marketing, predicting slow payers, managing vendors, and researching effectively.

- EDGAR(<http://www.sec.gov/edgarhp.htm>) This searchable on-line database seeks to provide access to financial information on any and all publicly-traded companies.

- Entrepreneur's Law Center (<http://www.axxs.com/lawctr/lawctr.htm>). An excellent launching pad for small business legal information, including securities law (national and by state), U.S. Small Business Administration's Franchise Workshop, corporate law, and tax tips for entrepreneurs.

- EXPO guide Home Page (<http://www.expoguide.com>). This is an index of trade shows, searchable by date, location, or keyword.

- Federal Web Locator (<http://www.law.vill.edu/Fed-Agency/fedwebloc.html>). This is a U.S. Federal Locator having an authoritative list, with links, to ALL U.S. Government information on the Internet.

- Franchise Source (<http://www.axxs.com/source.htm>). Those seeking a franchise opportunity should start with this directory of businesses. It is searchable by initial investment category or type of business.

- Help for Small Business (<http://www.ustreas.gov/treasury/bureaus/irs/irssba.html>). U.S. Internal Revenue Service (IRS) small business advice including lists of the forms people should be utilizing, and information on how to contact the IRS.

- Internet Business Center (<http://www.tig.com>). The Internet Business Center is an extensive site providing detailed information on every aspect of electronic business, especially marketing.

- Internet Business Opportunity Showcase (IBOS) (<http://www.clark.net/pub/ibos>). An advertising space intended to match entrepreneurs with potential investors.

- The On-line Career Center (OCC) (<http://www.occ.com/occ/index.html>). The OCC works with the Internet, Prodigy, GENie, CompuServe, American On-line and other national on-line networks to develop the most economical, effective network for employment advertising, outplacement services and communications. The OCC advertises state, regional, national or international employment positions in all fields for human resource management. It has a database of resumes and allows keyword searches. It also has a database of company information and profiles and provides outplacement assistance for employees through employers nationwide, and has on-line communications with job candidates from their homes or offices.

- Small Business Administration (<http://www.sbaonline.sba.gov>). The U.S. Small Business Administration Home Page. It has frequently updated "Hot-links" for new and exciting business-related news on the Web.

- Yahoo Search (<http://www.yahoo.com/search.html>). This is perhaps the most notorious Internet search engine. Yahoo is recommended to begin subject-specific.

Visit Sy Syms School of Business on the Web:

<http://www.yu.edu/sssb/>

SSSB Minor: A Growing Opportunity for YC Students

by Yerachmiel Schechter

It used to be that Yeshiva College students never stepped foot onto the fourth floor of Belfer Hall unless they were registered for History of Art. However, there are now an increasing number of students walking about the uptown campus holding a Biology book in one hand and a finance book in the other. The reason for this change is a program introduced two years ago known as the YC business minor.

Until recently, the only students permitted to take a minor in business were those already enrolled in SSSB and majoring in a different course of study within the school. Now a liberal arts major has the chance to broaden his horizons by pursuing a minor of 18 SSSB credits in business, which can be declared upon graduation. Students may choose from four of the five introductory courses offered, enabling them to receive a well rounded background in areas such as accounting, finance, and marketing. The remaining 6 credits may be filled by taking two additional electives within the school and may be selected from advanced courses that may peak the student's interest.

While non-SSSB student enrollment in business courses has increased, no official number exists as students often wait to declare the minor until graduation. YC Sophomore Neil C. Berman

is complementing his degree in Political Science with a minor in Business. "The minor affords me the chance to augment my education and provide for a more varied background than the typical liberal arts students", he explained.

While some students see the minor as a way to enhance their resume, others are seeking the general background for their own knowledge and enjoyment. One Pre-med major admitted, "I have always had a very closed mind towards business subjects; however, ever since I decided to take on this minor, I have broadened my scope of knowledge tremendously...This (the minor) is an undertaking I recommend to all students." Many view the minor as a way to broaden their knowledge of general accounting and finance for use in their personal lives. Others seek to expand their computer knowledge in the MIS department.

The minor does raise concern from some SSSB students who are worried about being closed out of courses which are filled by those in YC pursuing the minor. Dean Ira Jaskoll assures, "Classes will be expanded as needed with new sections." But Sy Syms students, if at registration you get closed out of a course, remember Art is open.

Placement Office Offers Workshop for Summer Job Guidance

by Avi Lopchinsky

With the end of the school year quickly approaching, tensions about summer plans begin to rise. The YU placement office offered a workshop on summer positions on Thursday February 29, run by Marjorie Rubins, the newest addition to the placement office.

In her opening, Mrs. Rubins laid out several different approaches to finding summer jobs. The technique she most strongly stressed was using contacts. Usually people associate the word "contacts" as close friends or relatives who can get you jobs in their firm, Marjorie defines contacts as anyone who can get you closer to a job. A contact can be anyone from a friend sitting next to you in your finance course, to your local shul rabbi, even a speaker at a meeting you attended. The initial communication with your contact is often the hardest. Mrs. Rubins suggested the best way to get around the uncomfortable feelings that surround the initial contact is to ask the person for an informational interview. The interview is usually a short meeting or brief phone call during which the interviewer gives you info about the field, company and other relevant issues. Mrs. Rubins reminded students to come prepared to the interview with

a list of specific questions to ask their contact; and never to ask for a job, because that may place the person in an unpleasant situation of having to say no. She also suggested carrying a copy of your resume, and a list of references, with you in case you are asked to show them. Marjorie placed special emphasis on the need to send the contact a thank you letter to ensure a continued working relationship.

Other suggestions for discovery of employment opportunities included advertisements in papers like the Sunday New York Times, and in trade journals like the Job Bank, which can be found in the Placement office.

Marjorie urged everyone to keep a schedule of the actions that he has taken towards finding a job, as well as those that still need to be followed up on. For example, if one sent out a resume, he should mark the need to make a follow-up call approximately two weeks later. This type of schedule will keep the student organized in his search for employment. Ms. Rubins ended her remarks with a reminder to students to use the Placement office if they have questions and gave her best wishes on students searches for productive summer employment.



Spotlight on: Investment Banking

by Simcha Gissinger

Investment banking can be a highly lucrative profession for the businessman who knows how to conduct superior research, and who is amenable to taking an occasional gamble. The secret to investment banking is determining which companies to invest in, and which companies to avoid.

Most companies that wish to go public need a guarantee that they will be able to raise the capital necessary for their needs. The firm's preliminary decisions to go public are based on concerns over the dollar amount needed to be raised through the Initial Public Offering, (IPO) the type(s) of securities that will be issued (stocks or bonds), and the underwriter who is best suited to carry out the offering. The investment bank's goal is to help the company design securities that are currently attractive to investors. Major investment houses include Merrill Lynch, Goldman Sachs, Morgan Stanley, Bear Stearns, and J.P. Morgan, get these firms as their underwriter going public. The investment bank then buys these securities from the company and tries to resell the securities to investors. The investment bank forms an underwriting syndicate which spreads the risk inherent in the offering of new securities amongst the other participating banks and brokerage houses in the syndicate and selling group.

In a fixed price offering, the company has received all of its money up front, from the investment bank and consequently does not have to endure any risk. The reason the investment bank is willing to take the risk is that it can now charge the investor more for the stock than the price it paid the company. If investors

are buying, the investment bank will see quite a hefty profit. The investment banker's speculation is primarily focused on ascertaining the accurate price that investors will be willing to expend for the security.

An investment bank may also approach the IPO from a "best efforts approach", where the bank does not assume any risk in the placement of the IPO. The bank does not guarantee the firm that it will raise the capital, it merely agrees to do the best that it can. Here the investment bank receives a flat fee.

Robert Harow, a Sy Syms graduate and a successful investment banker at Gerard Klauer Mattison and Company, regards certain company characteristics significant in rating a company's marketability, including financial controls (whether or not the company has an identifiable niche in the market) growth management, and previous financial growth. Harow maintains that investment banks would rather deal with equity, which almost never lose money, than bonds where that is not always the case as the bank might not be able to place the entire issue of bonds.

Harow stresses that a competent investment banker, possesses good marketing and sales skills. He emphasizes the importance of the marketing courses that he took at Sy Syms. The marketing of companies is crucial, and good social skills are clearly a key in selling them to the investor.

Harow also pointed out that in 1995, the market saw significant growth in the number of IPO's. The market for investment banking appears to be booming, and it should be a highly prosperous field for the well educated and confident businessman.

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YESHIVA UNIVERSITY UNDERGRADUATE STUDENT COUNCILS' YAD EZRAH FUNDRAISING DRIVE



WHAT IS YAD EZRAH?

For over 40 years of dedicated activity and inspiring achievement, Yad EzraH has been, literally, a helping hand extended to all in need. Yad EzraH is "people helping people." Our volunteers provide essential support - material and emotional - to those who cannot cope with life without a helping hand. Yad EzraH is a network of innovative programs, helping thousands of needy Israelis from all backgrounds to help themselves. As their needs are answered through Yad EzraH, the distressed rediscover dignity, hope, and the strength to help others. Its charitable programs have been praised by Israel's social services, psychologists and by the man in the street.

YAD EZRAH'S PROGRAMS

REBUILDING LIVES

Yad EzraH's four therapeutic workshops bring new hope and meaning to the lives of emotionally disturbed men and women. Today, in cooperation with a number of mental hospitals, our workshops restore confidence and a sense of worth to individuals working to rebuild their shattered lives. Over 150 patients are presently employed.

HOUSING FOR THE POOR

A system which doesn't include rentals, Israel's housing problem is especially difficult for a poor large family. Almost half finished, Yad EzraH's Housing Complex will make available at low rent, 60 apartments to poor families. This is intended to ease the pressure on newly married couples coming from poor families.

CHESSED KITCHEN

The "Chessed Kitchen" of Yad EzraH supplies over 400 cooked meals daily to needy families and the neglected elderly. Yad EzraH's Day Care Centers and members of the Rehabilitation Workshops are also recipients of a warm meal from Yad EzraH's Chessed Kitchen. The kitchen is also vital because it responds to the need for catered weddings of orphans and needy brides. Four weddings and 10 other Simchot are catered weekly at a cost relative to the need of the family.

SIMCHA HALLS

To further ease the plight of young couples from poor families, Yad EzraH has established 2 wedding halls and a modern kitchen. At Yad EzraH's building, 2 weddings are catered daily to selected families at savings of 50-80% of market cost.

SHARING SHABBAT

Every week, Yad EzraH's volunteers prepare and deliver Shabbat provisions - including fish, chicken, challah, fruits and vegetables - to hundreds of carefully screened families. Each delivery is made discreetly to preserve the dignity of the recipient.

WIGS FOR THE CANCER STRICKEN

In cooperation with the Imre Foundation of New York, Yad EzraH opened a new service for the cancer-ill woman. All types of wigs are made available for those who lost their own hair as a result of chemotherapy treatment.

DISCOUNT SUPERMARKETS

From Dimona to Petach Tikva, from Jerusalem to Netanya, Yad EzraH's nine discount supermarkets serve over 8,000 carefully screened families. The savings to an average family of 6 is \$150 a month.

PESACH PROVISIONS

Yad EzraH conducts its most extensive project, Kimcha d'Pischa (food for Pesach), during Passover. Yad EzraH volunteers provide food and often clothing to nearly 7000 needy families across Israel for the holiday. Fifteen distribution centers supply chicken, wine, oil, matzoh meal, eggs, sugar, coffee, fruits and vegetables at a discount of 50-75%, depending on the need of each family. Over 1600 families are provided all their Passover needs free of charge.

QUALITY DAY CARE

Yad EzraH's day care centers provide sensitive care for more than 600 children, ranging from three months to four years of age. Working mothers in Jerusalem and Bnai Brak can continue to help support their families, secure in the knowledge that their little ones are in capable, caring hands. Yad EzraH provides these services to families in need at a substantial discount.

DENTISTRY WITH A DIFFERENCE

Dental care is not subsidized by the Israeli Health Insurance. Yad EzraH's dental clinics ensure the availability of affordable, quality dental care. Three dental clinics have been set up to bring long neglected dental care to the poor family. 13,000 patients were treated last year at special low prices.

EQUAL ACCESS TO EDUCATION

Opposite Mount Zion, in the Yemin Moshe quarter of Jerusalem, shines a pearl, an institution known as Ohr Yerushalayim. It combines a wonderful mixture of Torah and Gemiluth Chasadim. Sweet youngsters and outstanding young men constantly study the Torah all hours of the day. The students of the Yeshiva set aside part of their free time to works of chesed as a special educational challenge. A special department for children with learning disabilities also exists, which provides its students with individual personal attention guided by an efficient, devoted staff.

Yad EzraH has recently added a new service to the many communal functions it serves. They have recently built a post-natal care facility in which mothers of large families can stay with their newborn infant and receive round the clock care from a highly qualified staff of doctors and nurses. We, the Presidents of the Yeshiva University Undergraduate Student Councils, would like to raise \$50,000 in order to fund the dedication of one of the rooms in this facility. The importance of this gesture is tremendous. Not only are we assisting in a big mitzvah, but we are showing this organization, which receives no governmental funds, that there are people that care for the work that they are doing. We are pleased to announce the beginning of this drive right before the Holiday of Passover, when the Nation of Israel was born. This drive is going to show our solidarity with other needy parts of this Nation of ours. We hope that this drive is successful and we can make this the beginning of a wonderful relationship with this very worthwhile organization.

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