

ALUMNITODAY

YESHIVA UNIVERSITY
SUMMER 2013

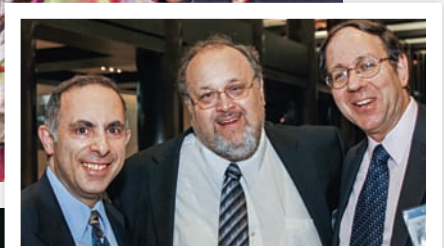
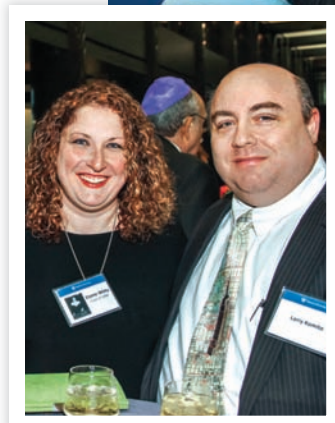
Reunion Classes Celebrate Milestone

This year's 25-, 40- and 50-year reunion classes had a daylong event on May 30 that began with the undergraduate commencement ceremony, continued with tours of the Wilf and Beren Campuses and culminated in a gala dinner at the Grand Hyatt in Manhattan.

At commencement, members of the Class of 1963 received special recognition from President Richard M. Joel who reissued their diplomas. Felice Paley '63S and Martin Braun '63YC accepted the diplomas on behalf of their classes.

The dinner program featured Elaine Witty '88S, '91C as emcee; words of Torah by Karen Bacon, the Dr. Monique C. Katz Dean of Stern College for Women; and remarks from President Joel.

David Zomick '63YC and Joseph Stechler '73YC spoke on behalf of their classes. The program concluded with the presentation of the Reunion Class Gift, led by Izzy Kaufman '88YC, to President Joel. The classes raised nearly \$110,000 for scholarships. ■



➔ To read more about the reunion, visit yu.edu/reunionrecap
➔ To see more photos from the reunion, visit yu.edu/reunionpics

CLASSNOTES

YOUR NEWS IS OUR NEWS!

Class Notes is where YU celebrates the milestones and accomplishments of its alumni. In this section, you can catch up on everything your classmates have been up to over the years, from marriages and births to professional and personal achievements.

Submit your class note by emailing alumni@yu.edu with the subject line "Class Notes," or by visiting www.yu.edu/alumni/notes to complete the online form. We hope that you enjoy reading about your fellow alumni and friends, and we look forward to hearing about your achievements.

1940s



Mindella and **Rabbi Dr. Norman Lamm** '49YC, '51R, '66BR announce the birth of their great-grandson, Erez Micah, born to **Ahuva (Warburg)** '09S, '13C and **Dr. Stu Halpern** '09BR, '13A.

1950s

Pearl '52YUHS and **Rabbi Aaron Borow** '55YC, '59R announce the marriage of their granddaughter, Shlomit, to Shmuel Schneider.

Rabbi Abraham Cohen '55YUHS, '59YC, '62BR, '62R published an article in the July-September 2012 edition of *The Jewish Bible Quarterly* entitled, "The Eschatological Meaning of the Book of Ruth: Blessed Be God: Asher Lo Hishbit Lakh Goel." Rabbi Cohen has written on the Books of Jonah and Esther (in "Judaism," 1972 and 1974), and on the theological views of Rabbis Harold Kushner and David Hartman (in "Modern Judaism," 1996, and 1997).

Annabelle '56YUHS and Noah **Horowitz** announce the marriage of their granddaughter, Michelle, to Dima Bernat.

Yael and **Dr. Monty Noam Penkower** '59YUHS, '63YC announce the birth of their granddaughter, Heichal Eden Zion, born to Rochelle and Avi Penkower.

Liza and **Rabbi Benjamin Samson** '57YC, '60BR, '60R celebrated the Bar Mitzvah of their grandson, Netan Yaakov.

Fay and **Rabbi Yitzchak Sladowsky** '50YUHS, '54YC, '56R announce the birth of their great grandson, born to Shani and Moshe Sladowsky.

1960s

Cheryl '64YUHS and **Rabbi Moshe Abramowitz** '67YC, '70R, '70F announce the birth of their granddaughter, Bina.

Pearl '67YUHS and **Rabbi Melvin Burg** '66YUHS, '70YC, '74BR, '74R were Guests of Honor at Yeshiva Derech HaTorah's annual dinner on March 10. Rabbi Burg has been the rabbi of the Ocean Avenue Jewish Center in Brooklyn for the past 36 years.

Beth and **David Cohen** '67YUHS, '71YC announce the birth of their granddaughter, Maayan Nechama, born to Anna and Ilan Cohen.

Sonia Galinsky '62S announces the birth of her granddaughter, Rena, and the Bat Mitzvah of her granddaughter, Miriam.

Barbara and **Dov Gilor** '67F announce the birth of a great granddaughter, born to Fraydel and Ariel Gilor, and the birth of a great grandson, born to Yael and Shilo Gilor.



Rabbi Dr. Wallace Greene '62YUHS, '66YC, '69R, '79BR was honored as the founder of the Sinai Schools program for children with special needs at the Annual Sinai

School Dinner held on February 10 in Teaneck, NJ.

Miriam and **Dr. Philip Josowitz** '64YC announce the birth of their grandson, Nachson Or, born to Rachele Avigail and Itay Arie.

Drew Kopf '64YUHS, '68YC creates Sedrah Paintings, pictorial representations of the Biblical portions chanted by Bar and Bat Mitzvah students. His paintings are made with archival inks on watercolor paper made from high-density computer scans called gicles and are accompanied by Mr. Kopf's written commentary. His works are posted at www.echelonartgallery.com.

Penina and **Rabbi Joel Kutner** '60YUHS, '68YC, '71R announce the birth of their grandson, Eitan Zvi. Mazel tov to great-grandmother Chaya Reich.

Ruth '69YUHS, '73S, '77F, '92A and **Rabbi Elchanan "Charles" Lipshitz** '67YUHS, '71YC, '71E, '75F, '76R announce the births of their granddaughters, Ma'ayan Hallel, born to Leora and Yossi Barne, and Kamah, born to Elana and Elyasaf Shweka.

Barbara and **Dr. Joel Lubner** '68YC announce the birth of Joel's granddaughter, Roni Sara, born to Shira and Nati Alkovic.

Sheila '63S and Shelly **Schneider** announce the marriage of their daughter, **Arona** '01S, to **Moshe Berow** '09YC in February 2013.

Dr. Chaim I. Waxman '63YC, '66BR, '66R is a fellow at the Oxford Centre for Jewish Studies and participated in the seminar on "Orthodoxy, Theological Debate, and Contemporary Judaism: A Critical Exploration of Questions Raised in the Thought of Louis Jacobs."

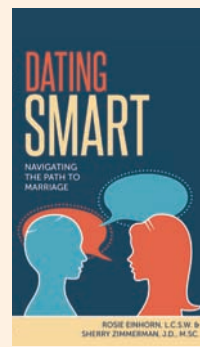
1970s



On January 29, 13 Stern alumnae from the class of 1971 had a reunion in Jerusalem and then paid a bikur cholim visit to fellow classmate **Sarah (Holstein) Maslow: Lynne (Weinberg) Steinberg, Huti (Ramras) Pomrenze, Debbie (Klaff) Dan, Rachel (Majerowicz) Cohen, Beverly (Fuchsmann) Marcus, Lois (Schwarzbard) Grabin, Gail Twersky, Lilly (Lubka) Cantor, Barbara Kessel, Holly (Quint) Pavlov, Brondie (Katz) Levine, Janice (Cohen) Weinberg, and Bryna (Greenberg) Epstein.**

Leonard N. Budow '77YC joined the New York office of Fox Rothschild. Budow will serve as co-chair of the firm's fashion law practice group.

Rachayl '75S and **Rabbi Dr. Hillel Davis** '72YC, '75BR, '75R announce the birth of their grandson, Freddy (Yechiel), born to **Leora** '05S and **Ezra Blumenthal** '07YC, '08BR.



Rosie (Barishman) Einhorn '79W and **Sherry (Scheinberg) Zimmerman** '74S published their book, *Dating Smart: Navigating the Path to Marriage* (Menchua Publishers, Inc 2013).

Bryna '71S and Paul **Epstein** announce the birth of their grandson, Nitai, born to Debbie and Daniel Epstein.

Sue '74W and Joe **Freedman** announce the birth of their granddaughter, Liya, to Maya Freedman and Liron Yankovitz.

Rachel '74S and **Paul Glasser** '73YC announce the marriage of their daughter, **Shoshana**, '00S, '02W to **Howie Beigelman** '90YUHS, '94YC. Shoshana is the former Associate Director of University Housing and Residence Life. They also announce the marriage of their son, **Moshe**, '05YC, '07A to **Elizabeth Ravkin** '07S.



Dr. Bryan Kagan '76YC, a forensic podiatrist, lectured at the Educational Conference of the Chesapeake Bay Division of the International Association for Identification in April. Dr. Kagan recently published "Hand-Foot Dominance and Foot Morphology: A Comparison of the Dominant Foot with Foot Morphology and Relationship to Handedness" in the *Journal for Forensic Identification*.

Rabbi Ari Kahn '78YUHS, '83YC, '86R, '89BR published his book, *Echoes of Eden; Sefer Vayikra; In Search of Holiness*. (OU, Gefen Publishing House, 2012).

Robin '79S and **Simon Kahn** '74YUHS, '77YC announce the birth of their sixth grandchild, Yoseph Eliyahu, born to Ester and Chanoch Kahn.



Rachel (Scheinberg) '78S, '78W and **Mark Meles** '78YC are pleased to announce the engagement of their son **Dovi Meles**

'09YC to **Dina Tyszler** '03YUHS. Mazel Tov to the entire Meles and Tyszler families.

Rifka Monderer '72YUHS, '75TI announces the birth of her granddaughter, Shira Ahuva, born to Tovah and Itay Stern.

Ashira '76S and Rabbi Joe **Ozarowski** announce the birth of their granddaughter, Serach Eliana, born to **Chani** '07S, '11BR and Yosef Newman.

Rachel and **Dr. Shlomo Pick** '71YC announce the birth of their granddaughter, Beila Bina, born to their daughter Yehudit Ariella and son-in-law Gavriel Stamler.



Gittel and **Rabbi Tsvi Rogin** '73YC, '77R announce the marriage of their daughter, Shoshana, to Shlomo Teitelbaum.

Alisa '79YUHS and **Rabbi Allen Schwartz** '79YUHS, '85YC, '86R, '87BR announce the marriage of their son, **Moshe** '06YUHS, to **Renee Kestenbaum** '12S and the birth of their granddaughter, Kamah, born to Elana and Elyasaf Shweka.



Kathy and **Rabbi Harold Tzvi Stern** '72YUHS, '76YC, '80R announce the marriage of their son, Ezra Shimon, to Ruchie Goldberg, daughter of Miriam and Michael Goldberg.



Dr. Chaim Sukenik '72YC has been appointed president of the Jerusalem College of Technology (JCT). JCT is Israel's leading college of engineering

for Orthodox students that combines academic studies with Jewish learning.

Sherry (Scheinberg) '74S and Saul **Zimmerman** announce the marriage of their daughter, Shulamit (Shulie) to Yisrael Kalker.

1980s

Keith Brooks '89SB is an IBM Champion for 2013 Collaboration Solutions and Websphere. He was also honored to be an IBM Redbooks Thought Leader.

Naomi Bromberg Bar-Yam '81W is the director of the Mothers' Milk Bank of New England (MMBNE) in Newton, MA. The milk bank is accredited by the Human Milk Banking Association of North America and has a Tissue Banking License from the NY Department of Health.

Revel Associate Dean Dr. Mordechai Cohen '87YC, '90R, '94BR and **Dr. Ephraim Kanarfogel** '73YUHS, '77YC, '79R, '87BR, E. Billi Ivry University Professor of Jewish History, Literature and Law, were selected to participate in an advanced Judaic Studies research group with the University of Pennsylvania's Center for Advanced Judaic Studies. They join a group of approximately two dozen leading scholars of Jewish, Christian and Islamic social and intellectual history from universities around the world to conduct research on the theme "Institutionalization, Innovation and Conflict in 13th Century Judaism" and develop a more fully-integrated account of Europe and the Mediterranean basin in the 13th century.



Drs. Orlie (Levy) '89S, '95SG and **Eli Cohen** '91YC, '97E received the Keter Shem Tov Award from the Boca Raton Synagogue at the 23rd Annual Journal Dinner on March 14.

Cheryl (Rochwarger) '84S and **Yeziel Corn** '80YUHS, '83YC and **Linda (Billauer)** '72S and **Rabbi David Derovan** '83F announce the birth of their granddaughter, Ta'ir, born to Adina and Yehoshua Derovan. Mazel tov to great-grandmother, **Dr. Juliana Corn** '81F.

Rabbi Peretz Hochbaum '86YC, '94R, '95A is the principal of the Jewish Educational Center's Rav Teitz Mesivta Academy in Elizabeth, NJ.

Judy '80S and **Jay Kalish** '79YC, '82C announce the birth of their grandson, Avraham, born to Leora and Yonatan Halperin.

Dr. Batya L. '84F and **Dr. Mark D. Ludman** celebrated the marriage of their son, Aaron Joshua, to Einat Richman, daughter of Chana and Yuval Richman.

Avram Morell '89YC, '93C, '94R has joined Pryor Cashman LLP as a partner in the Immigration Group in New York. A seasoned immigration attorney, Morell advises clients on immigration and nationality law issues.

Dr. Esther '86S, '95F and **Rabbi Meir Orlian** '83YUHS, '87YC, '90R, '93BR celebrated the Bar Mitzvah of their son, Benzion.



Rabbi Yona Reiss '87YC, '91R has been appointed Rosh Yeshiva at RIETS and Av Beit Din of the Chicago Rabbinical Council. Mindy and Rabbi Reiss also celebrated the Bar Mitzvah of their son, Yehuda Dov.



Deena and **Rabbi Morey Schwartz** '85YC, '90R, '91BR announce the birth of their granddaughter, Yuval Leah.

Dr. Josephine Tsakok and **Bernard Schneider** '84YUHS, '87YC announce the birth of their son, Amihai Tzvi Tsakok-Schneider. Mazel tov to grandparents Paul and Mary Tsakok and **Dr. Samuel Schneider** '79BR, associate professor of Hebrew at Yeshiva University.



Ben-Tzion Spitz '86YUHS, '90YC was appointed as the Chief Rabbi of Uruguay.

Former Mayor of Englewood, NJ and adjunct professor of business immigration law at Benjamin N. Cardozo School of Law, **Michael Wildes** '89C officiated at the 35th commencement ceremony of Yeshiva University's law school.

1990s



Yeshiva College Board Member **Joseph Bensemih** '91YC, '95W received the Outstanding Community Member award from Florida Atlantic University for his leadership of Boca Home Care, Inc.

Rabbi Baruch Dov Braun '98YUHS, '09R was installed as the Mora D'Asra (leader of the community) for the Young Israel of Avenue J in Brooklyn.



Rabbi Dovid Cohen '94YC, '97R published "The Most Privileged Profession" in *Mishpacha Magazine* on March 2.



Naomi and **Rabbi Judah Dardik** '98SB, '01R, '04A announce the birth of their son Hillel Meir.



Rabbi Joshua Fass '91YUHS, '94YC, '96A, '98R delivered the keynote address at the May 30 commencement ceremony and received an honorary doctorate.

Penina '99S and **Rabbi Josh Flug** '98YC, '01R celebrated the Bar Mitzvah of their son, Shmulie.



Lisa Horowitz '91S and **Dr. Sam Freedman** announce the birth of their son, Yoel Meir.



Ryan Hyman '98YC was appointed West Coast Director of Development for Chai Lifeline.

Dr. Rachel (Schwartz) '96S, '00BR and **Rami Kidouchim** '87YC announce the birth of their daughter, Atarah Hennah. Mazel tov to grandparents, **Natalie (Miller)** '63YUHS and **Joseph Schwartz** and Tzivva and David Kidouchim.

Rabbi Jonathan Kroll '96R, '96SB, '97A was appointed the new Head of School of the Weinbaum Yeshiva High School in Boca Raton, FL.



Dr. Matthew Levitt '92YC published a monograph, "Hizballah and the Oods Force in Iran's Shadow War with the West," which is drawn from his forthcoming book, *Hezbollah: The Global Footprint of Lebanon's Party of God* (Georgetown University Press, 2013).

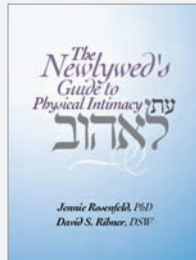
Shani and **Rabbi Uriel Lubetski** '91YUHS, '96YC, '01BR, '01R announce the birth of their daughter, Rivka Bluma.

Susan (Schanler) '08E and **Rabbi Sariel Malitzky** '98YUHS, '04SB, '09R announce the birth of their son, Yehuda Meir.

Sima and **Sruly Mandelbaum** '95YUHS, '98SB celebrated the Bat Mizvah of their daughter, Aliza.

Gytta '91S and **Alan Papier** '88YC announce the birth of their son, Yehoshua Dov. Mazel tov to grandparents Joan (Papier) and **Dr. Henry Lieberman** and **Judy and Yankie Ehrman**.

Rabbi Menachem Penner '91YC, '95R has been appointed Acting Dean of RIETS and Undergraduate Torah Studies.



Drs. Jennie Rosenfeld '98YUHS, '01S, '04A and **David S. Ribner** '68YC, '72R, '72BR, '74W published their book in English, *The Newlywed Guide to Physical Intimacy* (Gefen Publishing House, 2011), which will now appear in Hebrew in June.



Rabbi Eliezer Schnell, PhD '95YUHS, '00YC, '02F, '03R, '06F, professor of psychology at Yeshiva College, was a scholar-in-residence at Congregation Bnai Torah of Ontario, Canada. He also presented

"Incorporating Jewish Storytelling in Psychotherapy for Eating Disorders" at the 84th Annual Meeting of the Eastern Psychological Association in New York. Rabbi Dr. Schnell also authored "The First Case of Drug-Dependent Memory: The Biblical Lot in Talmudic and Midrashic Exegesis," published in the Spring 2013 issue of the *Journal of the History of the Neurosciences*.

Bonnie and **Rabbi Gideon Shloush** '93YC, '97R were honored with the Leslie Nelkin Special Service Award at the National Jewish Outreach Program Annual Dinner on February 5 celebrating 25 years of achievement. The dinner featured a dialogue between Michael Steinhardt and **Rabbi Ephraim Z. Buchwald** '63YUHS, '67YC, '70F, '76R on the State of American Jewry moderated by **Rabbi Joseph Telushkin** '70YC, '73R, '74BR. Bonnie and **Rabbi Gideon Shloush** '93YC, '97R also celebrated the Bar Mitzvah of their son, Yair.



Tamar '97S and **Dr. Andrew Sicklick** '95YC celebrated the Bar Mitzvah of their son, Sam. Mazel tov to grandparents, **Ronni** '63YUHS, '67S and **Rabbi Dr. Wallace Greene** '62YUHS, '66YC, '69R, '79BR and Fran and **Dr. Marc Sicklick** '70YC, '74E.

Atara (Fass) '90S and **Rabbi Maish Taragin** '87YC, '92R announce the marriage of their daughter, Shoshi, to **Dr. Ari Kupietzky**, grandson of **Judi and Rabbi Harris Guedalia** '57YUHS, '63R.

Dr. Orit '95A and **Jan Wimpfheimer** '86YUHS, '89YC announce the birth of their daughter, Yarden Rivka. Mazel tov to grandparents Susanne and **Michael Wimpfheimer** '61YUHS and Malka and Moshe Schwartz.



Shoshana '98YUHS, '02S and **Rabbi Dr. Shmuly Yanklowitz** '09BR announce the birth of their daughter, Amielle Rachel. Mazel tov to grandparents Helene and **Rabbi Kenneth Stein** '67YUHS, '71YC, '75R, '76BR.



Joelle (Tollinsky) '97S and **Yshai Yavin** announce the birth of their son, Yedidya Zev.



Ari Zoldan '99SB covered the Presidential Inauguration and Swearing-In Ceremony in Washington, DC and was traveling with the White House Press Corps in Jerusalem, Ramallah, and Amman, Jordan during Pres. Obama's first trip to the region. In April, Ari was quoted in the online edition of MarketWatch on Bitcoins, in FoxBusiness on social media etiquette, and on Saudi TV on the transition from developing nations into emerging markets. Ari is the CEO of Quantum Media Holdings, LLC and Senior Correspondent for Talk Radio News Service. Ari is press credentialed at the United Nations and on Capitol Hill.

2000s



Assistant Director of Service Learning and Experiential Education at Yeshiva University's Center for the Jewish Future, **Aliza Abrams** '05S, '09W was selected to be a Wexner Field Fellow in the inaugural cohort of the Wexner Graduate Fellows and Davidson Scholars of the Wexner Foundation.

Batya '08S and **Rabbi Simon Basalely** '06YC, '10R, '11A announce the birth of twin daughters, Esther Ahuva and Miriam Atara.

Yonina '00S and **Rabbi Etan Berman** '00YC, '05R announce the birth of their son, Dovid Akiva.

The engagement of **Simeon Botwinick** '06YUHS, '11YC and **Adira Lautman** '09S, '12W was featured in the *Cleveland Jewish News* on February 7.

Adina '04S, '06C and **Rabbi Yitzchak Brand** '06YC, '12R announce the birth of their son, Akiva Noson.

Dr. Nechama (Kanner) '03SB and **Rabbi Reuven Brand** '02YC, '05R, '06A announce the birth of their daughter, Hila Eliana.

Rachel Gelles '09S married **Jonah Raskas** '08YC on April 28. Mazel Tov to Rachel's parents Caron and Steven Gelles and to Jonah's father, **Stanley Raskas** '65YC, '69BR, '69R and his wife Joyce.

Tziporah '02S and **Rabbi Shaanan Gelman** '97YUHS, '02YC, '06R announce the birth of their son, Shalom Yosef.

Miriam and **Rabbi Jonathan Gross** '01YC, '04R announce the birth of their son, Joseph Zvi.



Joshua Klarfeld '02YC was recognized as a Rising Star by the 2013 Ohio Super Lawyers, the legal industry's best lawyers under the age of 40 as nominated by their peers.

Small Business, Big Potential: YU Alumni at the Helm of Their Own Companies

Small business owners are the backbone of the American economy: they create jobs, sell innovative products and display diligence, ambition and smarts to succeed in a tough marketplace. Many Yeshiva University alumni belong to that group of captains of (small) industry, and we are proud to showcase some of their success stories.

TAMAR ROSENTHAL '04S: THE BABY ADVOCATE

When Tamar Rosenthal '04S co-founded Dapple Baby, it wasn't only because she was business-minded, but first and foremost, because she was a concerned mother. Her first child suffered from severe allergies and eczema. "I was trying



to learn different ways to manage my daughter's allergies, and I was getting frustrated by my lack of success," said Rosenthal. "I was discussing the situation with my good friend, Dana Rubinstein, when she asked me how I was washing my daughter's bottles. I was using dish soap and became concerned about lingering soapsuds. Additionally, neither Dana nor I could ever completely get the breast milk or formula residue out of the bottles. We both wished there were better, natural cleaning products for baby items like bottles and pacifiers on the market."

At that time, Rosenthal, who grew up in Toronto, had already earned her degree from Stern College for Women where she majored in psychology, as well as a

Master of Public Administration degree at New York University's Robert F. Wagner Graduate School of Public Service. "I had thought I'd be a sports psychologist while I was at Stern but switched to work in the non-profit sector by the time I graduated," Rosenthal said. "I was never a student who always knew what my future career would be or what my 'endgame' would look like."

Though neither Rosenthal nor Rubinstein had a business background, their combined frustration with the lack of natural and effective cleaning products led them to spend a few months researching and working with pediatricians and eco-friendly chemists before co-founding Dapple Baby, a line of natural and safe-for-baby cleaning products. "It's not enough for these products to be safe, they also have to work," Rosenthal said.

The line officially launched with Baby Bottle & Dish Liquid and, as their own children grew older, expanded to include other products, including a toy cleaner, both wipes and spray, and laundry detergent.

Today, Dapple Baby products are available at major retailers including Babies "R" Us, Buy Buy Baby and Duane Reade, and through websites such as Diapers.com and DappleBaby.com.

For Rosenthal, the success of Dapple Baby has been rewarding on many levels. "It's very gratifying to see that Dana and I have helped meet this need for an effective product that is also safe for people's babies and their homes," she said. "Parents are constantly educating themselves about safety measures, such as the dangers of BPA, and I really think the trend is only going to get stronger. My hope for the future of the company is that Dapple products are on the checklist for home staples whenever a baby is born. Personally, I have also seen the positive effect Dapple has had on my daughter's allergies, which makes it more meaningful to me."

The Dapple Baby team, in addition to Rosenthal and Rubinstein, includes six full-time employees in its Manhattan office and regularly utilizes other staffers, such as pediatricians and chemists, who are outsourced but completely dedicated to the product line and its goal.

While each workday is different, Rosenthal says her 5:30 a.m. wakeup time is generally the same. "Then it's dropping off the kids at school before getting into

the office by 9 or 9:30," she said. "Staff members each have their own area of responsibility, and I focus on manufacturing operations, business growth and sales."

Thanks to flexible work hours, the benefits of owning a business for an Orthodox wife and mother are many, Rosenthal said. "It's an exciting challenge and I am continuously learning from the people around me. I am also more than happy to share what I've learned with YU students who are looking to run their own businesses one day."

Rosenthal lives on the Upper West Side with her husband, Robert, and their four children, Yve, 9; Shmuel, 8; Sima, 5; and Moshe, 14 months.

ARI GREEN '01SB: THE FUNDRAISING WEB INNOVATOR

After graduating YU's Sy Syms School of Business in 2001, Ari Green began working as an analyst at a private investment firm, a safe and solid path for a business major, when his friend and fellow Syms alumnus Avrohom Liberman '04SB approached him in need of his business acumen. Liberman was trying to organize a *mishloach manot* [Purim gifts] fundraiser to assist his synagogue, Ahavat Shalom, in Teaneck, NJ, with its development needs.

"I remember that the elementary school I attended, the Chabad Day School in San Diego, now called the Chabad Hebrew Academy of San Diego, ran a similar fundraiser," said Green. "After looking into it, I quickly discovered that Jewish organizations everywhere ran similar fundraisers yet lacked an efficient method for doing so."

Close collaboration between Green and Liberman produced HappyPurim.com, which debuted in Ahavat Shalom for Purim 2003.

"The project was instantly successful and we soon grew exponentially," said Green. "Word of mouth was the company's primary means of growth, followed by cold-calling, which is a skill I picked up as an intern at Merrill Lynch while I was a student at Syms."

At Sy Syms, Green majored in finance and participated in many activities, serving as president of the Max Investment Club and as a member of the Senior Class Board, tutoring and playing intramural flag football.

"My fondest memories from YU are definitely the friends I made and the ideas and strategies for life that I was exposed to and learned from my professors," said Green. "I believe that the wide diversity of classes and professors with expertise in a variety of fields helped give me a solid foundation from which I was able to succeed in the business world."

Green also credits Happy Purim's success to the company's commitment to keeping costs low for its clients. "We are pleased that this is a fundraiser for Jewish organizations focused on helping their communities," said Green. "We are able to keep our costs low by leveraging cloud-based computing and bringing on resources, such as independent contractors, only as needed, and usually on an individual project basis. This also enables us to move and adapt quickly to changes in our market place."

The constant need to acclimate a business in a rapidly changing technological and entrepreneurial world is one of Green's favorite parts of running a business. "You can run your business any way you want, but the challenge is in making the right decisions," he said.

"When you inevitably make a wrong one, figuring out how to turn that mistake into a win and learning from the experience brings success."

Aside from professional gratification, Green receives personal fulfillment from his involvement with Happy Purim. "Our company is helping worthwhile organizations raise money for good causes," he said. "We've been able to consistently help our clients raise more money with less effort than they were able to previously. There's nothing better than having a client tell you they wish they had found you sooner."

Green currently lives in Teaneck, NJ, with his wife, Sharon '01S, and their three children, Avigayil, 6; Micha, 4; and Nomi, 2.

MELISSA KLEIN LOVY '07SB: THE JEWELRY DESIGNER

Melissa Klein Lovy '07SB, a jewelry designer who started her eponymous line of luxury fashion jewelry, credits her father's business acumen and her mother's



sense of creativity for imbuing her with both an entrepreneurial and design spirit.

Since she was a little girl, Lovy dreamed of being a fashion designer. As a teenager, she created cuff links for her father to wear to work one day. Admirers began asking her to create original cuff links for them, and Lovy knew then that she had settled on a career.

Lovy attended the Sy Syms School of Business and took classes at the Fashion Institute of Technology through its joint program with Sy Syms, from which she received a bachelor's degree in marketing. Following her graduation in 2007, she worked at YU's Office of Alumni Affairs before returning to FIT to finish her studies there and obtain an associate degree in jewelry design.



"The opportunities I gained from being a student and employee at YU have helped prepare me for the journey I am on today," said Lovy. "As a student, I learned so much from marketing and entrepreneurial courses, Career Center events and the joint program with FIT. As a staff member in the Office of Alumni Affairs, I created events and reunions for Sy Syms alumni, which taught me a lot about being able to go up to anyone and pitch my own ideas."

With that experience in her arsenal, Lovy founded her jewelry company, Melissa Lovy Jewelry, shortly after. The brand has its own motto—"when two wardrobes collide"—which, Lovy explained, signifies the brand's ability to diversify and unite different styles. "Our jewelry really lends itself to layering and stacking," she said. "The motto can be interpreted

in a few ways: West Coast meets East Coast, or style that goes from day to night or work to weekend. It's jewelry that fits into all aspects of your life."

Lovy refers to her target market as the "Lovy Lady," women of all ages, especially those in the 25–50 range, who value timeless pieces of jewelry. Lovy's website has a blog, *The Lovy Lady*, which shares all fashion and style-related ideas with readers. Her goal is to see her brand in major department stores.

Lovy said her internships during her time as a student prepared her for a career in fashion. "Despite the time commitment involved in an internship on top of balancing a dual curriculum, it really is worth it," she advised current students. "The time you put into something has a direct effect on how successful you will be later on."

Lovy created an internship opportunity at her own company for YU students who aspire to enter the fashion entrepreneurial world. Rosa Gottesman '15S has been assisting Lovy throughout the 2012–13 school year, helping with design, trend forecasting and social media. "I was eager for a fashion internship as I hope to enter the industry myself after I graduate," Gottesman said. "I knew this internship would be a significant step in helping me achieve my goal, and Melissa has been invaluable in showing me how the whole process works and how much effort and determination it really takes to make a business succeed."

Lovy also shares what she's learned with YU students by partnering with the Career Center to mentor students interested in learning more about business. "It is extremely important to me to give back and to try to encourage those with a dream to go for it," said Lovy. Her generosity combines with philanthropy in her partnership with the Skin Cancer Foundation to raise awareness of the disease, and she contributes some company proceeds to help fund research for a cure.

While most people would consider jewelry design as a primarily creative career, Lovy said that she actually thinks of herself as a businesswoman before a designer. "I thoroughly enjoy the business side of what I do, and it provides the fuel for the designer in me to emerge," she said. "I view the designing as the hobby that I am lucky to do for a living."

Melissa Lovy Jewelry is sold at www.melissalovy.com as well as at select

retailers nationwide. Lovy lives with her husband, Andrew '12E, an orthopedic surgeon, in Manhattan.

LAWRENCE CLINGMAN '10YC: THE ARTIST

If you've ever passed a street fair in Manhattan and paused to look at a brilliant photography print, you may have been admiring the wares of Elementem, a photography print business run by Lawrence Clingman '10YC and Assaf Duek. Elementem works with photographers from around the world to sell high-quality, affordable digital landscape prints.

Clingman, who was born in South Africa and moved to Scarsdale, NY, as a child, began studying at Sy Syms School of Business before switching to Yeshiva College, where his religious observance was able to thrive. "YU was really able to foster my religious connection and gave me a great background in different secular subjects, which was great because I really wasn't sure what I wanted to do," he said.

After graduation, Clingman dabbled in different pursuits, including music, education and environmental science. One highlight was interning at the Sephardic Music Festival, an annual large-scale arts and music celebration. "I utilized a lot of the skills I learned while running the YU Arts Festival as a junior and senior," said Clingman. "That was the first time I worked to coordinate a festival dealing with deadlines and running a team, and those skills definitely came in handy when I was an intern."

Following that internship, Clingman completed an environmental educational fellowship at the Brandeis-Bardin Institute in Simi Valley, CA. "I loved working the land there... but I really had no idea what to do next," he said. His father told him of an opportunity with a technology company based in New York and Clingman decided to go for it, despite his wariness with business. He was surprised to find that the job required him to flex his creative muscles in terms of designing Web pages and coming up with marketing campaigns.

After his workdays, Clingman would take long walks through the SoHo neighborhood where he lived and came across a street art market. A purchase from Duek, an Israeli vendor, led to a friendship between the two, and they soon decided to go into business together. In March 2010, Elementem was officially launched.

The company regularly sells its prints at street fairs and holiday markets in New York City and Boston, though the best source year-round is through its website, www.elementem.com.

A large percentage of Elementem's customers are people renting or buying their first apartment who are looking for modern décor that is also affordable. After building the business through traditional retail channels, Clingman and Duek had a great push when they partnered with the online daily deal site Groupon.

"I always resisted the idea of entering business, because to me, it seemed like 'selling out,'" Clingman said. "I later realized, however, that business could be anything I wanted it to be, and it turned into a source of genuine creativity and excitement. Accounting and finance by themselves don't really excite me, but they do when I apply them to my art business."

Clingman, who currently lives in Washington Heights, often speaks to Michael Strauss, associate dean and a

clinical professor of management at Sy Syms, for entrepreneurial mentorship.

"I've advised Lawrence many times about aspects of business such as pricing distribution, marketing and more, and have always found him to be an extremely focused and committed individual who persevered and did not allow any setbacks to deter him from reaching his business goals," said Strauss. "I encourage more students and alumni to approach me and other Sy Syms faculty members, for guidance on any issues that may arise. Every business owner, whether just starting out or with years of experience, can always use a sounding board."

Sharing some important advice of his own with current students and alumni, Clingman said, "A lot of what you want to do with your business can initially be done without a lot of money. Start your idea with the most basic version, and if it works, spend more money on refining it and taking it to the next level. Elementem started with a very basic website we built ourselves. That kind of mentality allowed us to be profitable from an early stage and then continue to grow." ■



ALUMNI IN ACTION

ALUMNI FAMILY DAY AT THE SEFORIM SALE (MARCH 3, 2013)

Alumni and their families were invited back to Alumni Family Day at Yeshiva University's annual Seforim Sale. Author and illustrator Ann (Diament) Koffsky '93S treated children and their parents to a lesson in how to create children's books. Each child decorated a special Afikoman cover to take home and use at Passover.



STUDENTS RAISE FUNDS ON YOM HAATZMAUT (APRIL 16, 2013)

Students Helping Students (SHS) is a student-driven effort that strives to promote school pride, educate students about philanthropy and raise awareness about the significant need for undergraduate scholarship support. As part of this year's Yom Haatzmaut festivities, SHS gave students the opportunity to "pie" Joe Bednarsh, director of athletics, Yoni Cohen, director of operations for the Center for the Jewish Future or one of several student campus leaders in support of the YU undergraduate scholarship fund.



Faculty and students who were "pied": Joe Bednarsh '92YUHS (with daughter Charlotte), Eli Shavalian '14YC and Rotem Elias '13SB

ROMAN VISHNIAC REDISCOVERED (APRIL 29, 2013)

More than 80 people came to view Roman Vishniac's latest exhibit titled "Roman Vishniac Rediscovered" at the International Center for Photography. Curators led tours of the exhibit which featured radically diverse groups of work displaying an important photographic record of Jewish life in Eastern Europe between the two World Wars. The event was sponsored by the Huberfeld Family.



Vice President of Institutional Advancement Dan Forman, Laura Huberfeld, Jessica Huberfeld Beren

YU REAL ESTATE PROFESSIONALS EVENT "THE WORLD OF NEW YORK CITY" WITH GARY BARNETT IN CONVERSATION WITH MICHAEL STOLER (APRIL 17, 2013)



YU Trustee and Chair of the YU Real Estate Committee Josh Muss '58YUHS, '62YC with members of the Yeshiva University Student Real Estate Club



YU Real Estate Professionals Co-Chair Bruce Schanzer '91YC, '93C with Zev Skolnick '80YUHS, '85YC



Mark Kwesiel '87YC, Co-Chair of YU Real Estate Professionals



YU Real Estate Committee member Joel Mael '79YC, Avi Lieberman '06SB and Monty Stecker '01YC



Michael Stoler moderates the discussion



Guest Speaker Gary Barnett speaks to a capacity crowd of over 160 alumni and friends

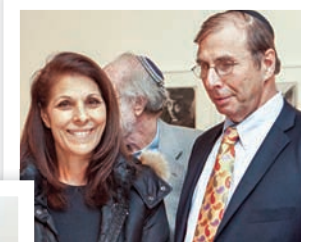


Guests, including Jonathan Glaser '92YC, '95C and Jonathan Yoni Leifer '88YUHS enjoy the reception sponsored by Meridian Capital Group



YU Real Estate Committee member and host J. Philip Rosen '74YUHS, '78YC welcomes the group to Weil Gotshal & Manges

Alumni, friends, and supporters explore Vishniac's photographic records of Central and Eastern European Jewish communities



Bracha and Dr. Michael Samet '65YC



Sally '64YUHS and George Frankel, Judah Harris '83YUHS, '87YC



Miriam Weiner '92S, '96C Models the Work-Life Balance

Facebook CEO Sheryl Sandberg's book, *Lean In*, recently reinvigorated the national discussion on the work-life balance and women in professional leadership positions. Miriam Weiner '92S, '96C knows a lot about those challenges: after receiving a JD from YU's Benjamin N. Cardozo School of Law and a Master of Public Administration degree from New York University's Robert F. Wagner Graduate School of Public Service, she went to work at the Conference of Jewish

Material Claims Against Germany (more commonly known as the Claims Conference), where she is the director of allocations. She is also a mother to four young children. One of Weiner's best models for balancing numerous professional and personal responsibilities is a woman who inspires many students and alumni of Yeshiva University's Stern College for Women: Dr. Karen Bacon, the Dr. Monique C. Katz Dean of Stern—who also happens to be Weiner's own mother.

"Some people might think that with my mother being the dean, I would have run in the other direction from Stern," said Weiner. "But in fact, it was just the opposite. YU's value system permeated my home life and is the value system I still have today. I was eager to attend Stern and immerse myself in the ideals my parents worked so hard to instill in me. It wasn't just the place where my mom works; it was a place where I could continue my passion for Jewish studies and receive a great liberal arts education in an environment that supports a Torah lifestyle."

She made the most of her years at Stern. "I loved my time at Stern and wished I had more time on campus to take all the amazing courses that were offered," said Weiner, who majored in Judaic studies and minored in political science. "It's nerdy to admit it, but when the course catalog came out, it was so exciting for me and I would pore over it for hours, trying to fit all the classes I wanted to take into my schedule. If being a professional student was a job, I would have done it."

Weiner said there were many wonderful teachers, but Rabbi Moshe Kahn, an instructor in Jewish studies, was perhaps her favorite. "Rabbi Kahn was consistently challenging, fascinating and supportive of the students," recalled Weiner.

After graduating from Stern, Weiner decided to spend a year in Israel to figure out her career plan, studying at both Hebrew University and Midreshet Lindenbaum. She also interned with a correspondent for *U.S. News & World Report*, and still interested in pursuing political science, she applied to law school. However, a cousin who was organizing a Pesach program in Kyrgyzstan, a country in Central Asia, invited her to come along as a counselor, and that trip, she says, became a turning point for her.

"It's cliché, but the 10 days I spent reaching out to the Jews in Kyrgyzstan, who were so cut off from the greater Jewish community and thirsty to learn more about Judaism, showed me for the first time the real impact one person could have on the lives of others," said Weiner. "It changed my whole career direction."

Though Weiner was interested in pursuing nonprofit work to help better society, her parents convinced her to attend law school. They assured her it would offer her many professional possibilities. While at Cardozo, Weiner was already

thinking she would use the degree for something else. She began the MPA program at NYU's Wagner Graduate School of Public Service during her final year at Cardozo and, within four years, received a JD and an MPA.

Weiner immediately found a position with the Claims Conference, though she wasn't very familiar with the organization or its work. "I saw that Rabbi Israel Miller, formerly a senior vice president at YU, served as president of the Conference, and I knew him personally to be a man of great integrity," she said. "I was confident that the organization must be invaluable to the Jewish community and greater society."

Fifteen years later, Weiner serves as the Claims Conference's director of allocations. Her department functions as a foundation, advising on how more than \$300 million annually should be spent and budgeted for the many organizations and social service agencies that exist to meet the needs of Holocaust survivors, as well as programs that work to preserve the memory and lessons of the Holocaust.

"We fund programs in over 40 countries around the world, and we are in constant communication with our partner agencies to help them plan and implement high-level social services," said Weiner. "People don't realize that although the number of Holocaust survivors is diminishing, the social service needs for homecare, food, medicine and more for those remaining are only growing. We try to help the agencies balance these needs in the most equitable way possible."

As the manager of a growing staff, Weiner says the only thing typical about her workday is how much work there is, and how little time there is to do it. "If I only answered emails all day, I would still be behind," she said. "We also have offices in Germany and Israel, and even a small satellite office in Austria, so even when I'm done working for the day, other staff members are just getting in and sending me emails."

After she became a mother, Weiner scaled back the significant time she spent traveling, delegating that to other staffers, and also arranged to leave the office at 3 p.m., so she could make it home for her children after their school day. "I am fortunate to have a great deal of flexibility, but that also comes at a sacrifice," Weiner said. After carpooling, dinner and spending time with her children, Weiner resumes working in her home office. "I have little free time. I am that stereotypical crazy person attached to her phone, checking emails and answering calls at 1 a.m. That's just the nature of my job."

Weiner said she had no idea how hard it was to be a working mother. "I had assumed it was easy because my mother, who was a busy college professor and then a dean, was always there for me and my siblings, and she made it look so effortless. But for me, it's a huge challenge to balance everything," she said. "People need to be realistic and realize that you can't hold a busy, high-level position without significant support from your spouse, both emotionally and in terms of physically being there for the children when you can't."

Despite all the stress and little sleep, Weiner derives incredible satisfaction and meaning from her work on behalf of elderly survivors. "Since that Pesach in Kyrgyzstan, I've devoted my career to helping improve other people's lives," she said. "My organization doesn't feel like a big bureaucracy, because we see that the work that we do has a direct, positive impact on survivors."

Weiner is married to Mayer, a learning disability specialist at a school in Manhattan, and is a mother to Avraham, 11; Elisheva, 9; Sara, 7; and Aharon, 4. The Weiner family lives in Clifton, NJ. ■

WALL STREET GROUP EVENT, "THE CHANGING LANDSCAPE OF COMMODITIES," HOSTED BY BERNSTEIN GLOBAL WEALTH MANAGEMENT (MAY 7, 2013)



Panelists David Margulies of Finagra (UK), Michael Gamson of Freepoint Commodities, Alan Kestenbaum '79YUHS, '83YC of Globe Specialty Metals and Kathy Fisher of Bernstein Global Wealth Management



Yigal Marcus '96YC welcomes the group to Bernstein Global Wealth Management



Michael Gamson, of Freepoint Commodities, with Henry Katz, Michael Jesselson '69YUHS and Jonathan Jesselson, a current Sy Syms student

WASHINGTON, D.C. ALUMNI LUNCH (MAY 8, 2013)

Director of strategy and coalitions for the 113th Congress, Nick Muzin '97YC, '01E shared some reflections on the fall presidential elections with the greater Washington, D.C. alumni community. The event was hosted by director of Freedom25 Dave Weinberg '05YC.



Nick Muzin '97YC, '01E and Elie Krakowski '64YUHS, '68YC



Dave Weinberg '05YC talks with guests over lunch

CLASSNOTES



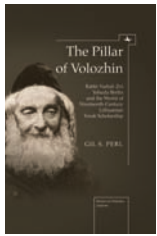
Elana (Gross) '00YUHS, '04S and **Rabbi Naphtali Lavenda** '04SB, '09R announce the birth of their daughter, Odelia Devora. Mazel tov to **Karen** '79S and **Rabbi Stuart Lavenda** '78YC, '80W, '80R.

Rachel '03S and **Rabbi Yosie Levine** '05R announce the birth of their son, Ari.



Joshua Nankin '08YC co-founded 10MinuteDose.com, a site that provides a social support network for those facing a health challenge. The patient or family members can create a site on which to post updates, upload videos and pictures, or share a voice message and supporters can comment creating an interactive online community. An inspirational or motivational speaker can deliver a 10-minute talk that is automatically broadcast to the patient's supporters via their phones.

Zemira '00S, '04A and **Rabbi Eli Ozarowski** '01YC, '04R, '05A announce the birth of their son, Netanel Simcha.



Rabbi Gil S. Perl '07R published his book, *The Pillar of Volozhin: Rabbi Naftali Zvi Yehuda Berlin and the World of 19th Century Lithuanian Torah Scholarship* (Academic Studies Press, 2012).



Illana and **Rabbi Kenny Pollack** '06YC, '10R, '10A announce the birth of their daughter, Chaviva Tzofia.



Elliot Resnick '06YC, '10BR published his book, *Movers & Shakers: Sixty Prominent Personalities Speak Their Mind on Tape* (Brenn Books, 2012). The book includes

several YU faculty members and alumni: Zalman Alpert
Rabbi Marc Angel '67YC, '70R, '75BR
Rabbi Julius Berman '56YC, '59R
Alan Dershowitz '55YUHS
Cantor Sherwood Goffin '63YC, '66B
Dr. Jeffrey Gurock
Rabbi David Holzer '71YUHS, '75YC, '77BR, '80R
Rabbi Dr. Aaron Levine
Rabbi Aaron Rakeffet-Rothkoff '59YC, '61R, '67BR
Daniel Rynhold
Rabbi Mayer Schiller
Rabbi Gil Student '94YC
Rabbi Moshe Tendler '48R



Daniella (Halstuch) '04SB and **Rabbi Avi Robinson** '08YC, '08R announce the birth of twins, Avigayil Ora and Yehuda Simcha.

Rabbi Nachum Rybak '06YC, '10R married Devorah Cynamon. Mazel tov to Nachum's parents, Shoshana and **Rabbi Dr. Solomon Rybak** '63YC, '66R, '80BR.



Rabbi Jacob Sasson '08R published *Shiurei HaRav on Masechet Sanhedrin* (OU Press, 2013), a compilation of the Shiurim of the Rav on the first three

Prakim of Masechet Sanhedrin. Shiurei HaRav is a project of the OU/Mesorah and is edited by **Rabbi Hershel Schachter** '58YUHS, '62YC, '67R and **Rabbi Menachem Genack** '65YUHS, '69YC, '73R.

Devora and **Rabbi Simmy Shabtai** '06YC, '10R, '10BR announce the birth of their daughter, Avigayil Shprintza.

Josh Sladowsky '09SB announces his engagement to Mindy Fersel, a student at the Benjamin N. Cardozo School of Law.

P'nina (Weinberg) Seplowitz '00SB and **Rabbi Dr. Noam Weinberg** '97YC, '99A, '02R, '04A, '08A have compiled poetry, short stories, and personal memories from their grandmother, Helen, about her Holocaust experiences to create a book for middle school students titled, *White Angel*.

Dr. Ariella and **Ari Spodek** '05SB announce the birth of a daughter, Genna Bailey, sister to Gaby and Noah.



Adria Weinstein '07F, '10F married Bryan Gerber in East Norwich, NY.

Sari '05S and **Rabbi Simcha Willig** '00YUHS, '10R, '10A announce the birth of their son, Azarya Yosef. Mazel tov to grandparents **Faygie** '72S and **Rabbi Mordechai Willig** '68YC, '71R and Evy and **Sheldon "Shimmy" Stein** '73YUHS.

2010s

Selma (Sutton) '11S and **Eli Kohli** announce the birth of their son, David.

The Jewish Week included eight members of the YU community in their annual "36 Under 36" section profiling Jewish leaders under the age of 36.

The Jewish Week selected: **Shira Greenland** '00S for empowering special-needs kids.

Doni Jozsef '09W for developing an anti-bullying program called The Positive Project.

Benjamin Ryberg '10C for his directorship of the Lawfare Project dedicated to combating attempts to use legal systems to delegitimize Israel and other democracies.

Pedram Tabibi '09C for founding the 30 Years After club encouraging civic and Israel activism for Iranian Jews.

Congratulations also to Director of Institutional Research and Sy Sym's Assistant Professor of Management **Ariel Fishman** and current YU students **Rivka Abbe**, **Daniel Simkin** and **Rebecca Yoshor** for their achievements and recognition.

In Memoriam

Rabbi Herbert W. Bomzer '45YUHS, '48YC, '51BR, '51R, '84F

Sara (Lamm) Dratch '82S
Rabbi Gerald Engel '40YC, '44R

Rabbi Mallen Galinsky '61F
Rabbi Moshe "Morris" Ganz '51YC, '55R

Rabbi Dr. David Hartman '54R
Honorary Trustee of RIETS

Jacob W. Heller '52YUHS, '56YC
Ethel Korn '60S
Rabbi Edmund Neiss '45YC, '48R, '67BR

Rabbi Joseph Rabinowitz '79YC, '81R
Rabbi Herschel Schacter '38YC, '41R

Rabbi Norman Strizower '43YC, '46R
Rabbi Dr. Stanley M. Wagner '53YC, '54BR, '56R

Rabbi Yitzhak (Irwin) Yeres '50YC, '90R

Legend for school abbreviations:

A: Azrieli Graduate School of Jewish Education and Administration • **BR:** Bernard Revel Graduate School • **BS:** Belfer Graduate School of Science • **BZ:** Philip and Sarah Belz School of Jewish Music • **C:** Cardozo School of Law • **E:** Albert Einstein College of Medicine • **F:** Ferkauf Graduate School of Psychology • **R:** Rabbi Isaac Elchanan Theological Seminary • **S:** Stern College for Women • **SB:** Sy Syms School of Business • **TI:** Teacher's Institute • **W:** Wurzweiler School of Social Work • **YC:** Yeshiva College • **YUHS:** Yeshiva University High Schools

Masechet Shabbat is difficult. Making a gift to the Yeshiva University Annual Fund is not.

Annual Fund support touches every aspect of a YU education—every student and every area of study, including Masechet Shabbat.

DONATE NOW.



Visit www.yu.edu/onlinegiving, call 212.960.5373 or send your donation to Office of Annual Giving
Yeshiva University
500 West 185th Street, FH530
New York, NY 10033