



Discimus ut serviamus: **We learn so that we may serve.**

#13

What's News



L-r: Max Fruchter, President Félix V. Matos Rodríguez, Shlomo Sandler, the students' faculty mentor Luc Marest (Economics), and Daniel Baruch.

QC Students Trade Their Way to the Top

QC students Daniel Baruch, Max Fruchter, and Shlomo Sandler placed first among a field of 2,507 students on 930 teams from more than 325 schools nationwide in the TD Ameritrade U 2017 thinkorswim® Challenge, sponsored by TD Ameritrade Services Company Inc. Participants in this annual contest set up an account with \$500,000 in virtual money; without risking any real cash, they spend four weeks trading stocks, options, and exchange-traded funds. The QC team finished with over \$2.6 million.

As members of the team with the best profit/loss percentage, Daniel, Max, and Shlomo each received an Apple iPad Pro and \$3,000 in a TD Ameritrade brokerage account. They also brought home a cash prize of \$30,000 for QC. Their winnings will go toward three years of funding for the program that encourages QC students to participate in the thinkorswim® Challenge; it will also support students' entry in other national academic competitions.

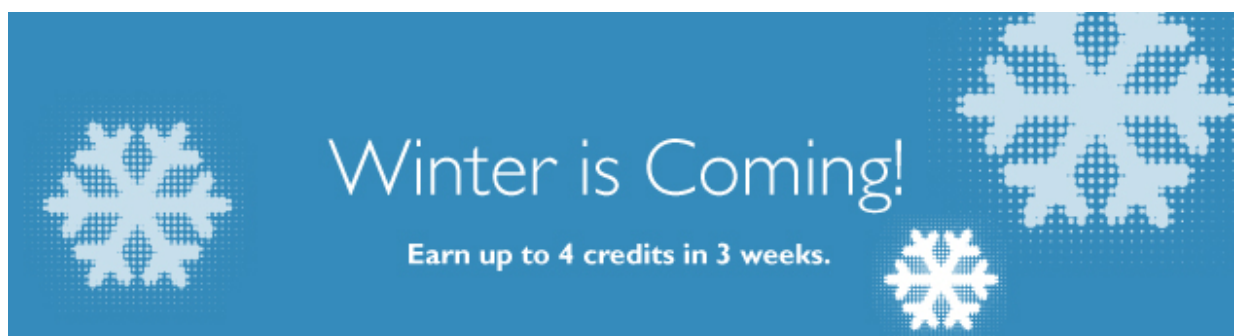
"We are so proud of Daniel, Max and Shlomo for their excellent work, which will help to ensure that our students can participate in these competitions for years to come," says President Félix V. Matos Rodríguez. "These students' sterling representation of the college on the national stage again confirms that this is an institution that prepares its students to excel in the most challenging fields."

Exploring Immigration and Diversity, Step by Step

This year's Fall Faculty Dance Concert centers on *Migrations*. This timely theme reflects on barriers to U.S. immigration, as well as the extraordinarily diverse populations of Queens College—with a student body that is nearly 40 percent foreign-born—and our



borough, sometimes called "The World's Borough." Featuring premier works by the college's internationally renowned dance faculty and performed by students in the Department of Drama, Theatre, and Dance, this program will take place at the Goldstein Theatre on Thursday, November 30, and Friday, December 1, at 7 pm; Saturday, December 2, at 8 pm; and Sunday, December 3, at 3 pm. For more information, [click here](#).

A blue banner with white snowflake graphics. The text reads "Winter is Coming!" in a large, white, sans-serif font. Below it, in a smaller font, it says "Earn up to 4 credits in 3 weeks." There are three snowflake icons: one on the left, one on the right, and one in the bottom right corner.

The college's Winter Session will run from January 2-23. Over 70 undergraduate and graduate courses from a variety of disciplines will be offered, including online and hybrid classes that give students extra flexibility in scheduling classes. Students can take advantage of this opportunity to earn credits in courses that often fill up quickly in the fall and spring semesters. Registration for Winter Session 2018 is open now through January 2. For more information, visit qc.cuny.edu/winter.

Wow! #52

Donna Orender '78 was commissioner of the Women's National Basketball Association (WNBA) from 2005 to 2010. She played three seasons in the Women's Basketball League (WBL), where she was an All-Star. Orender was a member of the inaugural class of the QC Athletics Hall of Fame in 2012; she is also a member of the National Jewish Sports Hall of Fame (2006) and the International Jewish Sports Hall of Fame (2015).



To see all 80 Wows!, [click here](#).

What's in a Building's Name? Razran Hall

Stark and windowless, the New Science Facility erected in 1970 was designed to provide a controlled environment. Since 1994 that building has been known as Razran Hall, after Gregory Razran, a professor who specialized in animal behavior and chaired the psychology department for 22 years.



Building Futures

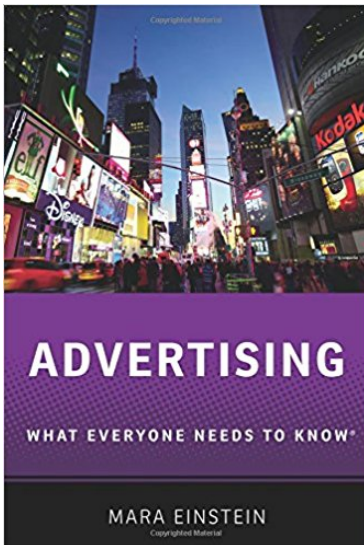
SEEK Director Norka Blackman-Richards: Living Her Life to Empower Others

Committed to ensuring the academic success of students from challenging backgrounds who may sometimes feel “We don’t belong in college.” Teaching English in her garage in Costa Rica so that locals could get jobs in that nation’s tourism industry. Establishing a nonprofit that has trained thousands of women in Jamaica, Trinidad, St. Lucia, Costa Rica, Panama, Canada, and the United States to be advocates and leaders for other women, helping them see the possibilities within themselves.



These are just some of the ways that Norka Blackman-Richards has dedicated herself to empowering others. [Read more.](#)

QC Bookshelf



Mara Einstein (Media Studies) worked in advertising and marketing before joining academia, and she brings an insider’s insight to her research. Her latest book, *Advertising: What Everyone Needs To Know*^R (Oxford University Press), documents the strategies advertisers use to reach consumers in every available medium, from print, radio and television, to gaming apps and YouTube. She calculates that as a result, the average American encounters 3000 marketing messages every day. More insidiously, much of this messaging is designed to look like objective news coverage instead of branded material that targets specific audiences and shapes their preferences. In *Advertising*, Einstein gives readers the tools to resist this relentless, round-the-clock manipulation.

Heard Around Campus



Joe Brostek '55 has been keeping busy since retiring from QC in 2010. A trustee of the Queens Historical Society and historian of St. Andrew Avellino Parish, he realized that Father Edward McGoldrick--the parish's founding pastor--was not properly commemorated at the Queens Public Library branch bearing his name. Brostek researched McGoldrick's history and brought this matter to the attention of QPL President Dennis Walcott. Yesterday, Walcott presided over the unveiling of a plaque at McGoldrick Branch Library honoring its namesake, and Brostek provided remarks.

Clare Carroll (Comparative Literature) has a new book, *Exiles in a Global City*, published by Brill in print and as an **e-book**. Since 2016, Carroll has been vice president of the Renaissance Society, the largest international organization devoted to the study of the period 1300-1700 (see <http://www.rsa.org>). She will become president of the society at its annual meeting in New Orleans, March 22-24, 2018.

Amy Hsin (Sociology) was named to an advisory group that will make recommendations to Mayor Bill de Blasio and Schools Chancellor Carmen Fariña for integrating New York City's public school system, the largest in the country and one of its most segregated. For more information about the advisory board and its work, [click here](#).

The **Queens College Knights** named two Student-Athletes of the Week: Jordan Melidor-Fuxis, of the Men's Swimming and Diving Team, and Sabrina Decopain, of the Fencing Team.

The Student Association is brightening the last days of November by sponsoring Queens Appreciates Me Week 2017. Now through Thursday, students may play games without charge at the Corner Pocket. Tomorrow, Smores will be served on the Quad during free hour. On Thursday, free goodies will be available in the Science and Music Buildings at noon, and at Powdermaker and Remsen Halls at 6 pm; Open Gym, at FitzGerald Gymnasium on the same day from 6 to 10 pm, will give everyone an opportunity to work off some of those calories.

Seen Around Campus



Reaching future educators: In collaboration with Queensborough Community College, QC hosted a NYC Men Teach Professional Development Workshop on our campus on November 18. NYC Men Teach is a program that encourages men of color to become teachers in New York City public schools.

Build Your Future at Queens College

Building Futures: 1199SEIU reception. Watch Highlights.



**The *Q View* is produced by the
Office of Communications and Marketing.**

**Comments and suggestions for future news items and the 80th
Anniversary Website are welcome.
Send them to jay.hershenson@qc.cuny.edu .**