

# Lander College For Men

## The Lander Chronicle

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### Inside this issue:

Message From The Dean	1
The Moral Risks of Entering A Business Career <i>Business Department</i>	1
Teffilin, Baseball Bats and Resumes <i>Editorial</i>	2
A Clean Break for Wall Street <i>Editorial</i>	3
Freshman Class of 2002 <i>Admissions Department</i>	3
Somewhere Between Black and White <i>Editorial</i>	4
How I Spent My Summer Vacation <i>Summer Internship Program</i>	4
The Lander College ACM Chapter Insert	5
Reap Our Fruit <i>Student Government</i>	6
Campus News	6

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## Message From The Dean

This year marks an important milestone in the relatively short history of the Lander College for Men. Although we have only just begun our third year, we now have a full complement of students at all levels of their education, and by the conclusion of the Spring semester we will have graduated our first class. When one is very young, milestones occur at an almost breathtaking pace.

We have accomplished much in a brief period of time, and I stress the "we." Roshei Ha-Yeshiva, faculty, administration and students have all contributed in their own ways to the grand venture of creating a first class college, combined with a strong *beis medrash* program reflecting the deepest values of the world of learning, values that permeate the entire College. I can think of no other institution in the

world that offers this combination.

The task of creation is a complex and difficult one, fraught with many obstacles. After all, even Gd's own vision for His creation was frustrated, by human failure, as *Sefer Bereshis* makes amply clear. We, surely, have room for further development. Our student body must grow, but only with those who share the mission and aspirations of the College. This year we have added two new full time members to the faculty, in accounting and management/marketing, but we must continue to expand and solidify our excellent core academic staff.

We take just pride in the close ties we foster between students and their roshei yeshiva and faculty. However, as we grow we must be ever-vigilant that this intimacy will con-

(Continued on page 3)

## Faculty Perspective

### The Moral Risks of Entering A Business Career

Many of our student's pursue careers in business. While technical, core business competencies are necessary, they may not be sufficient in that the future businessman may also face personal, moral dilemmas that need to be addressed while the student is still in school. The decisions one makes can sometimes make or break a career. Consider the following hypothetical scenario.

StateGroup Bank maintains a shopping mall on the web. The mall gets over 10,000 "hits" daily, making it one of the most successful malls on the web. Avi, the mall's manager, has won company-wide acclaim for his success in expanding the mall; moreover, his yearly bonuses have been extraordinary as a result. He was also promised

a significant promotion if he delivered another double-digit gain in mall profits.

Lately, Avi has felt that the mall has been reaching its market's saturation point, which would mean that his next bonus will probably be a lot less than he would hope for because the bonus is based on increases in average daily hits. He is nearly certain that he will not achieve his objective. His wife, incidentally, is pregnant with their second child.

Avi has also been courting the Bigg Company account for nearly three years and thinks he may soon land it. If he does, the amount of business they will provide him will, without any doubt, put him "over the top." He al-

(Continued on page 6)

## Tefillin, Baseball Bats and Resumes

Would you wear the *Shel Rosh* on your arm or the *Shel Yad* on your forehead?

Would you wear metal tipped wing-tipped shoes to play basketball?

Would you use a baseball bat to dust the furniture?

The point I am making is, use the proper tool for a specific job. Your resume is a tool, which must be tailored to fit the requirements of a specific job opening. A resume, your resume, is a personal advertisement. A resume reveals what will help you get a desired job and it conceals what will prevent you from getting a job. Rather than using only one resume for all the different jobs you're interviewing or applying for, craft a unique resume for each position you seek. By following some basic steps in analyzing a want ad then crafting a resume and cover letter, you'll increase your chances of getting a response from a potential employer and probably getting an interview. Is that guaranteed, no. But it improves your chances.

Having standardized resumes eases the recruiters' burden to locate pertinent information on the resume regardless of who is being interviewed. However, having only one resume for all the varied jobs you're interested in is like wearing those wing-tipped shoes on the basketball court. Could you play in those shoes? Yeah, but not very well. Plus you'll make an awful mess of the wooden gym floor.

Generally speaking, most people develop one resume, have it professionally printed on quality paper and then print it in mass quantities. Some people go to a professional resume writer, have the "one perfect" resume created, and then professionally print it in mass quantities. But in either case, you only have one resume. Typically, your customization takes the form of the cover letter. You type the cover letter addressing why you're interested in the job and how your background fits the job requirements.

Now let's look at how your credentials are received and reviewed at the potential employer. When a company recognizes it needs to hire additional staff, usually starts by determining the tasks a new employee must perform as well as the skills the new employee must possess. An advertisement is drafted then approved by the involved executives and then placed in the appropriate media. You see

the ad, like what you read, and send off your professional looking, mass reproduced resume, and "customized" cover letter. Then you sit and wait and wait and wait. By the way, seven hundred plus other applicants for that job just did the same thing as you. Typically, an underpaid employee at the company to whom you've sent your resume to, is given a set of criteria to determine if a resume is worthy of further review. Resumes, which do not meet these preset boilerplate parameters, are put into the rejection pile. Those resumes, which pass this initial screening, are put in the pile for further consideration. If the potential employer has the inclination, you may get a written response but mostly you sit and wait for a response, which never comes.

Do you personally know this initial screener? Do you know this person's mood at the time your resume is being reviewed? Do you know what quirks, likes or dislikes, this person has? Do you know this person's mental capability to carefully analyze your credentials? For that matter, do you know anything about this person or anyone at that company who may pass judgment on your resume? For these reasons, it is crucial that you reduce potential problem areas in your resume.

Your finely crafted and honed cover letter is not read because this first screener does not have the time to dwell on all the resumes and cover letters because there are just too many of them. Depending on the position, the company offering the job, the employment package, location of the job, where the job is advertised, and if the company takes out a display ad, it may get anywhere between 700 to 2500 resumes. Your cover letter will be read if and only if you are being seriously considered for the job. Therefore, your resume is the seminal element in determining if you will be considered for an interview let alone hired for the job.

In writing a resume, most people tell the reviewer, "Don't hire me", or, "I really don't want this job.", or, "I'm not qualified for this job." How does this happen?

That's for another article.

Dr. Ira Teich  
Marketing/Management

## A Clean Break for Wall Street?

As the Investment Banking industry reels from accusations of fraud, securities regulators, the government and the public are demanding change. The myriad investigations into brokerage research has revealed how investment bankers have pressured their analysts to be upbeat about companies that were clients. The investment bankers and securities regulators are taking steps to prevent this from occurring further, possibly by separating, to some extent, research from banking. While this will go a long way in terms of solving the problem, there are still two key issues that need to be addressed.

While securities regulators and the public might be demanding a clean break, there are some issues that need to be addressed. Unfortunately, there is one thing people tend to overlook; the companies themselves. While the bankers and regulators scramble to solve this problem, the companies being invested in continue to pressure analysts for good ratings. There have been numerous accounts of companies threatening to (if not actually) breaking ties with an investment bank due to a poor rating issued by the banks analysts.

One way to solve this problem is to have a complete break between research and banking, to the point where they are two separate firms. This answer has its own inherent problems. Firstly, who will pay for the research? Without the banks paying for it, there are two options: the companies themselves will pay for it (similar to bond ratings by Moody's and S&P), or the individual investors will. It is unlikely that the thousands of companies publicly traded will start paying to have their stocks rated, and most investors are not accustomed to paying cash for investment ideas.

Furthermore, most brokerage firms would not be able to justify their high commissions or costs without their own recommendations. As Gary Vineberg, an independent analyst interviewed in The New York Times said: "If Merrill (Lynch) doesn't have research, it becomes (Charles) Schwab with much higher prices.

While I agree that there must be some separation between banking and research, I don't think this will solve the problem. What is needed is strict laws and guidelines against fraud, backed up by swift punishment in order to prevent people from making unethical decisions.

Regardless of the solution, however, it will be a long time before investment banking will regain its lost integrity.

Michael Fried  
Editor

(Cont. Message From The Dean)

continue to flourish. The appointment of a full-time mashgiach this year has certainly been helpful, and has enhanced considerably our *beis medrash*.

A college and *beis medrash* consist of far more than the learning which takes place within their walls. It is the spirit of those within, and their enthusiasm, which bespeak the distinctive ideals of an institution. This year more than any other, that spirit and enthusiasm pervade the air.

There are few challenges in life greater than the task of shaping the new, whether that is a child to be educated or a college to be nurtured. I formally assumed the full deanship of the Lander College for Men last winter, with the deepest conviction in the historic importance of the institution, and with the greatest excitement about the tasks ahead. I wish to thank every member of the Lander College for Men family for the contributions you have made thus far to our growth, and for the contributions you will make in the months and years ahead.

Dr. Moshe Sokol  
Dean, Lander College for Men

## The Freshman Class of 2002

The entering freshman class this year is diverse - it includes students from Canada and Israel as well as California, Illinois, Maryland, and Florida. However, the majority of students are from the greater New York area. We also have some transfer students from Yeshiva University, Queens College, and University of Toronto.

Most of the students have spent at least a year of post-high school study in yeshiva, including yeshivas in North American. Two thirds of the incoming class studied in Israeli yeshivas.

Notwithstanding their geographic and Yeshiva backgrounds, the freshman class share a commitment to excellence in both Judaic and academic studies. The class' average SAT score of 1235 places the *Lander College for Men* in the top tier of American colleges.

Questions concerning admissions and any related issues may be addressed to Sruli Safran, who may be reached by telephone at **718-820-4884** or by e-mail at **srulis@touro.edu**. In Israel, one may contact Lavey Freedman by telephone at **02-579-058** or at **053-466-595**, or by e-mail at **Lfreedman@touro.edu**.

Sruli Safran  
Director of Admissions

## Somewhere Between Black And White

Unfortunately, there are many people who classify everything in black and white, as a positive or a negative, either correct or incorrect. There are those who will not tolerate a middle ground; a neutral zone. The outcome is polarization, where two similar people are thrown to opposite sides, based on minor differences. The result has an ill effect on those of us who do not fit in to one of only two categories created and formed by others. There are countless people who belong to a third group. They are neither black nor white. They are gray; a blend of black and white. They bring everything together, and form a separate entity.

That is what makes The Lander College for Men so unique. It is not uncommon for people to judge others by their exterior, while ignoring the interior. There are those who are alienated simply because their shirt is blue, not white; their shoes brown, not black. On the other hand, some are rejected because they wear a black hat, or a velvet yarmulke. This happens because many people don't bother to recognize a middle ground. Yet The Lander College for Men is different. During the first shiur, Rav Bronspigel told us that he doesn't care what kind of yarmulke we wear, as long as we attend Seder. In one moment, he delivered a powerful message. It doesn't matter who you are, or where you're from. If you are committed to learning, and being a mensch, you will be successful.

The first thing that sticks out at Lander College is the diversity of students. With students from Israel to Illinois, Los Angeles to Lawrence, and from Baltimore to Buffalo, it is evident that everyone is welcome. In the Beis Medrash, the sweet sounds of Torah emanate from the mouths of students wearing both blue shirts and white shirts. These same students – despite their differences, will go together and attend secular classes in the afternoon. Different students, different backgrounds, different opinions, yet they work together because they all came for the same reason. These students came to build a strong Torah foundation while achieving career goals, which will ultimately help them raise Jewish families.

At the Lander College for Men, students receive the best preparation for life, by simultaneously reaching new heights in Torah learning and career education. Yet the most amazing point is that the diversity of students does not situate a barrier between them. On the contrary, it brings them together. Unsurprisingly, the students are more than just a component of the College. They are part of a family.

Moshe Ornstein  
Junior Editor

## How I Spent My Summer Vacation

The summer of '02 saw many remarkable and troublesome things take place in the financial world. The stock market had one of its worst performances ever, capping off a horrible year. Reports about fraudulent activities in some of the nation's largest companies became front-page news. Martha Stewart, whose name up until the summer was synonymous with goody-two-shoes, became synonymous with scandal. And I got an internship in UBS PaineWebber. I worked in the Wall Street Complex, which houses the brokerage division, and this is how my summer went.

Before I go into any detail about my everyday duties, allow me to illustrate the environment I had entered. Like many full time yeshiva students, I never had an opportunity to really work a "nine-to-five" job. Even the summers of my youth were devoid of any and all possible work. (I don't count waiting at Camp Romimu to be a job, especially since I paid to do it!) So, I was a little out of my element and had to make a few adjustments. I started to go to bed at a decent hour so I could wake up early enough to shower, daven, take a subway, and be at the office by nine o'clock. I had to change my eating habits as well: lunch became synonymous with pizza, supper - my roommate's leftovers and/or Kosher Delight. Managing my time to fit in work, college, and sleep not only became a priority, but a necessity. In summation, my day became more structured and my life a little less spontaneous.

My work hours basically followed the stock market: start at nine, end at four, and then somehow an hour magically got tacked on. During that time I had many responsibilities and duties assisting a Senior VP in managing high net worth client portfolios (valued in excess of \$100,000,000). I prospected for new investors by conducting in-depth telephone interviews; I created and maintained an extensive database of important client data; I culled online investment sites for pertinent and useful data. I also did the not-so-glamorous but still important, clerical duties that most interns must endure.

I don't know exactly when or how it happened, but during my ten-week internship I developed an appreciation and a devotion for my job. Maybe it was because of my fellow interns, with whom camaraderie was forged and friendships formed. We not only became amiable colleagues, but we remain friends to this day. Then again, it could have been my boss, a successful broker who sometimes had nothing better to do than ride his interns for their "incompetence." It was exactly this brand of humor and friendliness that created a warm working environment conducive to productivity. His frankness and easy-to-talk-to manner made the learning experience that much greater and more accessible. Regardless of where, when, or from whom it came, I soon realized that I love my job and I

(Continued on page 6)



# The Lander College ACM Chapter Insert

## Welcome Note From Faculty Advisor

Welcome to the fall edition of the Lander College student chapter of the ACM (Association for Computing Machinery) newsletter. Previously, the student chapter has published the ACM newsletter as an independent item. Now, we are very happy to pool our efforts with those of other student groups and integrate our newsletter within the Lander Chronicle.

Joining the student chapter of the ACM is free. All you have to do is fill out the form available from the lab technician. The more you participate in chapter events the more of an edge you will have when applying for a job in the computer industry.

Our current officers are – Josh Berman - President, Reuben Paris - Vice President, and Mechl Rotblat – Secretary and Yosef Lehrman - Treasurer. Thanks to our officers for contributing to this newsletter and for their continued assistance in helping to put together our second Computer Society meeting,

which will take place later this semester.

We are looking for contributors to our upcoming newsletter and our web page. Despite having a busy schedule, you can write an article on any topic that you find to be of interest, as long as it is computer related. If you have a paper to write for an English class, take the opportunity to write something that can be used for the newsletter as well. Designing features for our web page can be enjoyable, as well as a productive learning experience. Future plans for our web page include the almost completed **Book Shook**, an online book exchange/reseller to be used by students and faculty.

Please approach one of the officers or me if you would like to volunteer or if you have any ideas for future chapter speakers or events.

Dr. Jonathan Robinson  
Faculty Advisor

## Attack on the Internet: A Need for Electronic Security

On Monday, October 21, 2002, there was an unusually powerful electronic attack on the internet. This went unnoticed by most people because thankfully there were no major disruptions. However, it does prove that there is a credible threat against the electronic infrastructure of the world, and in particular the United States. To fully understand, what happened, a brief explanation of the internet and the way it works is necessary.

Internet Protocol (IP) is the protocol that the Internet uses to communicate. An IP address is made up of four full bytes of data (32 bits). Due to the complexity of IP addressing, a naming scheme was established. The most common naming scheme is the Uniform Resource Locator (URL), a specially formatted text string that defines a location on the Internet. A URL is made up of three sub-strings; the second of these is called the host name substring. This substring is essentially the IP address in words (ie. www.google.com). A host name is translated into its IP address by looking up the name in the Domain Naming System, a database of name-address pairs. The DNS relies on servers to tell computers around the world how to reach key Internet domains.

At the top of the root server hierarchy is the "A" root server, which generates a critical file every twelve hours that tells the other 12 servers what Inter-

net domains exist and where they can be found. One rung below the root servers in the Internet hierarchy are the servers that house Internet domains such as .com, .gov etc., as well as two character ISO country codes (for example .il). The DNS is built so that eight or more of the world's 13 root servers must fail before ordinary Internet users start to see slowdowns.

On Monday, a DDOS (Distributed Denial of Service) attack struck the 13 "root servers" that provide the primary roadmap for almost all Internet communications. The attack took the form of a data flood, sending a deluge of Internet control message protocol (ICMP) packets to the 13 root servers. A flood of such data can block access to servers by clogging bottlenecks in the network infrastructure, thus preventing legitimate data from reaching its destination.

However, ICMP data is not essential to network administration, and many servers and the routers that direct data to its destination tend to block the protocol. That's precisely what administrators did Monday afternoon to stop the flood of data from reaching the DNS root servers. However, it has been shown that even people who do not know much about technology can attack the Internet with devastating success.

Yosef Lehrman  
Treasurer, ACM

## Reap Our Fruit

The recently elected student government is hoping to demonstrate leadership yet unseen at Lander College for Men. The student government is composed of serious students who care for the school and hope that future students will benefit from its efforts. The student government is mainly comprised of students in their third year at Lander College. Their lengthy experience in the school will hopefully help them successfully deal with the school's administration and improve the quality of student activities on and off campus.

This year's agenda has full of activities; just to mention a few: our President, Avi Horowitz, has organized the LFL (Lander Football League). Our Vice President, Meir Rabkin, ran the elections for the first year representative, and is working on organizing basketball tournaments. Our Treasurer, Michael Fried, has successfully consulted with the administration regarding the opening of the workout room and also provides refreshments for our weekly *Mishmar*. Our secretary, Jonathan Zhats, through his extensive contacts in the musical world, is contacting different bands to play at our annual *Chanukkah messibah*. Our second year representative, Natan Fink, who is renowned for putting himself into the shoes of fellow students, is working on providing extensive outreach to students so that they can voice their opinion on different issues. Collectively we brainstorm during our meetings on how to improve the small things that make a difference in our school. For example the disappearing ping pong balls and rackets have been a nuisance for the past year. The student government has created a system with the security guards to solve this problem.

This year's student government is composed of unique students who really want to make a difference in our school. We hope to have an excellent and successful year so that this year's students and future students can reap the fruit that we have planted.

Meir Rabkin  
Vice President, Student Government

(Cont. How I Spent My Summer Vacation)

would love to come back for more.

As a matter of fact, I still do come back for more. I created such a good relationship with my superiors and co-workers that I was asked to retain my position and come into work as often as my schedule permits. I am more than happy to continue working at PaineWebber because I get to maintain the relationships that I have built – both professional and pleasurable, I get to learn new things about the financial world and the “real” world, and it looks great on the resume.

Steven Hornung

(Cont. The Moral Risks of Entering a Business Career)

ways gets into the office early and this morning he took an early call from Mr. Bigg asking to meet with Avi personally. At the meeting, Bigg explained to Avi that he is ready to do business with him, provided that Avi cut off all his competition from the website mall. While his account would easily help him achieve his goals, cutting off others would be hurtful to the corporate accounts with whom he has done business since the inception of the mall. He does not have any legal contracts with any of the other firms.

What should Avi do?

Dr. Kenneth S. Bigel  
Chairman, Business Department

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## Campus News

### Mazal Tov

Mazal Tov to Mordechai and Aliza (Fuld) Burg on their marriage.

Mazal Tov to Eliav and Aviva Friedman on the birth of their daughter, Avigail Dina.

Congratulations to Dr. Bigel on the publication of his work, “The Impact of a Business Ethics Course on the Moral Development of Undergraduate and Graduate Business Students” in the *Delta Pi Epsilon Journal*.

Congratulations to Dr. Teich on the Publication of his work, “Management Consulting: Difficulties In Assessing And Measuring Performance” co written with Fred Palumbo, in the *Journal of Global Competitiveness*.

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## Student Government News

Mazal Tov to Martin Leybovich on being elected as first year representative.

Ping Pong rackets and balls have been made available at the security desk.

There is now exercise equipment provided by the student government in the weight room on the 4th floor.

The Student Government would like to hear of any suggestions or comments you might have. E-mail us at [lcmstudents@hotmail.com](mailto:lcmstudents@hotmail.com).

For comments please contact us at:  
[thelanderchronicle@hotmail.com](mailto:thelanderchronicle@hotmail.com)

Or you can send your letter to:

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