Lasting Impressions
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Recreation/Special Events Center
William F. Galvin
April 18, 1990

Members of the Class of 1990:

It has been a magnificent year for me and I thank you for letting me share your senior experience. Commencement is but the beginning of a lifetime of challenges and opportunities. Your Babson education has prepared you for extraordinary experiences.

Remember to enjoy the fruits of your labors and the importance of balancing your personal life with your career goals. Not all of your professional challenges need to be completed by the time you turn "30." Some will come closer to the end of your career as you are able to take the risks of establishing new horizons.

Babson is an exciting place because of the people who are its core. I have had the opportunity to meet many of you, and Babson is a better place because each of you has been a part of it. I have been impressed with your enthusiasm and eagerness for knowledge which I have seen in the classroom, on the playing fields, and in the myriad of co-curricular activities that have taken place this year.

Babson is justifiably proud of your accomplishments and excited about the possibilities that the class of 1990 represents to the world at large and the Babson alumni body.

I wish you well as you step into a new and exciting world and look forward to your returning to your Babson home as active and loyal alumni.

Enjoy whatever endeavor you choose in the years ahead and always remember to "stop and smell the roses."

Sincerely,

William F. Glavin
Lasting Impressions

Seniors
Troy Adams
Communications
Entrepreneurial Studies

Paula Agostini
Finance/Investments

Mark Aber

Scott Michael Aldsworth
Finance/Investments

Charles Allieri
Marketing/Communications

Mark Anderson
Finance
Entrepreneurial Studies

Patrick Anderson
Marketing

Demet Apak
Finance/Investments

Stacey Argyrople
Marketing

James Atwell
Accounting

Leanne Aucoin

Douglas Aust
Dan Draper  
Accounting

Caroline Drinkuth  
Finance

Arthur Duffy  
Finance/Investments

Kimberly Edson  
Marketing/Communications

Jefferey Ewing  
Finance/Economics

Terence Faherty

Paula Farina  
Marketing

Sam Field  
Communications  
Finance/Investments

Tom Fisher  
Finance

William Fitzgerald  
Finance/Investments

John Flaherty  
Accounting

Erik Forman  
Marketing  
Entrepreneurial Studies
Christine Johnson
Marketing/Communications

Julie Johnson
Marketing/Communications

Troy Johnson
Management/Communications

Chris Kalina
Marketing
Entrepreneurial Studies

J. Michael Katz
Accounting

Steve Kavanaugh
Finance/Investments

Maggie Keating
Marketing/Communications

John Keelan
Finance/Investments

Alyssa Keleshian
Marketing
Entrepreneurial Studies

Eve Kelley
Marketing/Communications

Jeannie Kelley
Finance/Investments

Jeanette Kelly
Accounting
Charles McCarthy  
Finance/Economics

Jacqui McCoy  
Accounting

Gilbert McDonald  
Marketing

Mary McDonald  
Accounting

Ed McIntosh  
Finance/Investments

Gregory McIntosh

Richard McKenney  
Marketing

Shaun McMahon  
Marketing  
Entrepreneurial Studies

Syed Mehdi  
Finance/Investments

Jim Michaels

David Mickenberg  
Finance/Investments  
Communications

Lara Minucci  
Entrepreneurial Studies
Seniors not pictured . . .

Bruce Adams
Scott Andersen
Richard Austin, III
Steven Baker
Antonella Bertello
Alexandra Burke
Michael Cavanaugh
Patricia Celli
James Chong
Leala Ciampa
Anthony Colasacco
Todd Conant
Christopher Connor
Christine Corry
Christopher Coughlin
Martha Cummings
Franziska DeRada
Philip Ellis
Joseph Ferrara
Scott Ferrigno
Lauren Fresk
Victor Garcia
William Gebhardt
Edward Giovannone
Jeffery Girard
William Godlewsiki
Richard Greif
Coreen Guerino
Per Haaland
Marie Harrington
Darcella Hedberg
Mary Heiser
Michael Hepworth
Daniel Hornbarger
William Jones, Jr.
Matthew Kovar
Scott Kraska
David LaLima
Diego Lowenstein
Jennifer MacDonald
Amy McGoldrick
Eric Merryfield
Hamid Sabet
Yvette Safdeye
Stephen Salvaggio
Christine Scarpino
Todd Schafer
Laura Spagnolo
Steven Spangler
Philip St. Germain
David Stafford
Mark Strangio
Cherry-Ann Tong
Elton Vogel
Commencement Ball

May 14, 1990
Commencement Ball
May 14, 1990
Auction
Cruise
Senior Awards
Commencement
May 19, 1990
Commencement
D. Stone

J. Strock

J. Sullivan
J. Symon
M. Taglente
T. Tesh
S. Verdi
J. Viola

M. von Otgebraven
G. Walker
L. Weaver
A. Wilshinsky
C. Winch
S. Wormley

P. Zampell

D. Zaslaw

Juniors
Sophomores
Freshmen
C. Kordana  
K. Korzendorfer  
B. Koungis  
J. Krant  
M. Kuryak  
I. Kushnirskaya  

S. Kwak  
S. Labhiff  
P. Lalonde  
J. Lang  

K. Langlois  
F. Lanni  
J. Lashar  
S. Lavoie  

P. Lawler  
B. Lamberger  
M. Letendre  
J. Levy  

S. Levy  
N. Liberty  
J. Light  
B. Lombard  

S. Long  
M. Lukmanjee  
J. Lutin  
M. Lynch  

C. Macdonald  
J. MacDonald  
R. MacKenzie  
C. MacKinnon  
S. Madden  
R. Maduro  

Freshmen
Harlem Wizards
“Little Shop of Horrors”
Founders' Day
Sandra L. Kurtzig
Chairman of the Board, CEO, and President
ASK Computer Systems, Inc.

In 1972, the chief executive of a Silicon Valley start-up firm asked Sandra Kurtzig to write a computer program to track inventory for his manufacturing company. Perceiving this as a golden opportunity, she left her sales job at General Electric to start her own custom-programming business.

To set up an office in the second bedroom of her apartment, Kurtzig used $2,000 in savings to rent a computer time-sharing terminal and buy a desk, chair, and filing cabinet. At the age of 24, Sandra Kurtzig, Silicon Valley’s leading female CEO founded ASK Computer Systems, Inc. Today she jokes, “In an area where garage start-ups like Hewlett-Packard and Apple were the norm, I couldn’t even afford the garage.”

She decided at an early stage to focus exclusively on manufacturing companies. “From my experience selling computer time-sharing services for G.E., I knew the manufacturing market and understood its potential. I saw a critical lack of software for the manufacturers seeking to computerize their operation and decided to fill that need.”
Paul Fireman
Chairman and Chief Executive Officer
Reebok International Ltd.

In 1979, Paul Fireman acquired the rights to distribute running shoes in the United States for a small, high-quality manufacturer of custom-made track shoes. Fireman recognized the potential of the century-old J.W. Foster & Sons and decided to take a risk on the Bolton, England company.

Three years later, the running shoes were doing a modest business. Fireman noted an emerging trend on the horizon -- aerobic fitness. He introduced the first aerobic shoe in the United States and quickly followed with a full line of garment leather aerobic shoes in a spectrum of fashion colors.

Fireman considers education to be a vital aspect of the future. "What I hope we can instill is motivation. I believe that the way you're going to inspire people is by getting them to understand that there is opportunity and by providing an atmosphere where achievement is encouraged." By turning his company into the largest and most successful designer, developer, and marketer of high-quality athletic and casual footwear and apparel in the country, Paul Fireman has certainly taken full advantage of the opportunities that have been presented to him.
Spring Weekend
Organizations
1990 Babsonian

Editor
Eve Kelley

Staff
Christina Marino
Jeanne Neville
Lisa Kouvaros
Bich-Ngan Nguyen
Lisa Hadzekyriakides
Karen Chin
and a cast of thousands...
(well, maybe 5 or 6 others)
and
A special Thank You to Yearbook Guru John Carrier.

Advisors
Jeff Steinmiller
Charlene Elvers

Top 10 Phrases Never Heard in the Yearbook Office...

1. Hey, we're ahead of deadline again!
2. No, there are plenty of people to take pictures.
3. We have too many articles for the Activities Section.
4. I'm sorry, the office is too crowded, come to next week's meeting.
5. Gosh I love working on the Yearbook!
6. All of the Seniors had their picture taken on time.
7. J.C. can I pass in two sections early?
8. I have plenty of pictures of the Freshmen.
9. No I have the entire night free, what can I do for you?
10. Sure, an 8x10 color glossy is acceptable for Senior Pictures.
MEMO

TO: The Babson Community
FROM: Eve Kelley, Editor
DATE: Sometime in 1990

Welcome to the 1990 sparkling edition of the Babsonian. As I sit and think about finishing this book compared to last year’s book(?) subtle differences appear. For starters, people can identify what is on the front cover. Also, we have plenty of pictures and even some copy to go along with them (if the Berlin Wall can come down the Babsonian can find writers on this campus).

But seriously, I would like to take this opportunity to thank everyone who submitted pictures, wrote a paragraph about their sport or organization, or offered moral support while we tried to sign up Seniors for formal pictures. Thank you also goes out to those of you who helped clean out the darkroom.

In closing I’d like to say congratulations to the Class of 90, it was an interesting 4 years. Good Luck to the Classes 91, 92, 93, & 94, have fun while you can. We had a good time putting this book together so on behalf of my staff, I hope you enjoy the 1990 version of our yearbook!
TAU KAPPA EPSILON
BACE
Babson Association of Collegiate Entrepreneurs

Wednesday, November 8, 1989
Jordan Furniture Brothers
6:30 pm, Trim 201-202

Barry & Elliot will be discussing their current marketing strategy and the role it has taken in their huge success with Jordan Furniture

RICHARD McCoy
World's Largest Owner and Operator of McDonald's Restaurants

BABSON ASSOCIATION OF COLLEGIATE ENTREPRENEURS

Entrepreneurship: Four Women Tell Their Stories

Moderator: Natalie Taylor, Associate Professor of Strategic Management and Entrepreneurship at Babson College

Panelists: Ann Moe, Founder and President, M & M Co.
Carol Cone, Founder and President, Cone Communications, Inc.
Janet Leeming, Founder and President, Leeming Investments Co.
Judy George, CEO and Chairman of the Board, Domain, Inc.
New Free Press Makes Its Debut

Special to the Free Press

This semester the Babson Free Press underwent a massive over-haul which resulted in beautiful living color, comics, pictures, graphs and much, much more!

Babson had a newspaper to be proud of thanks to this dedicated staff!

Gee Bob, I think this looks better than "USA Today"!
Black Student Association
The Babson Players

"The Gang"

Richard Greif, Pres.
Marc Basch, V.P.
Eve Kelley, Treas.
Stephanie Baker, Sec.

Ron Gross, Drummer Extraordinaire
Babson Environmental Society
“Earth Day 1990”
Babson Hosts

Communication Society
Babson Marketing Association

Circle K
Cardinal Key

J. Michael Katz, Pres.
Ellen Greene, V.P.
Laurie Natola, Treas.
Kim Cobleigh, Hist.
Laurel Nelson, Sec.

Blue Key
The Academy of Accountancy offers all students an honor for outstanding accounting majors. Through on and off campus programs the profession as a career is promoted. The Academy also affords members the opportunity to use their skills by participating in public service to the entire campus.


Mergers & Acquisitions
Programming Board

Student Government

J. Tad Putney, Pres.
Tony Daigle, Exec. V.P.
Stephen Ledoux, V.P. Finance
Craig Nesta, V.P. Licensing
David Zaslav, V.P. Communications
Thomas Faenza, V.P. Social
Economic Honor Society

Law Society
Residential Life Staff

Judicial Board
The Babson College Panhellenic Council is the governing body of the two national sororities, Kappa Kappa Gamma and Sigma Kappa, here on campus. Our purpose is to plan rush and pledging and to foster Greek spirit at Babson. The council is comprised of representatives from each sorority who hold offices on a rotating basis each year. The 1990 officers are: Ann-Marie Lamberg, Pres.; Jodie Vasily, V.P.; Cherie Middledorff, Sec.; Faith Hickey, Treas. The delegates are Jennifer Loal — Kappa Kappa Gamma & Eileen Curcio — Sigma Kappa.
Babson Student Federal Credit Union

Green Key
Faculty & Administration
Accounting Division

Michael Fetters, Div. Chair

Economics Division

William Casey, Div. Chair
Finance Division

James Perry, Div. Chair

Liberal Arts Division

Albert Anderson, Div. Chair
Math Science Division

John Saber, Div. Chair
Public Safety

John H. Hackett, Director

Residential Life

Michael McBrien, Director
Office of Career Services

Helene Lauer, Director

Alumni Relations

Kathryn Battillo, Director
Babson Bookstore

Sandra Simpson, Dir. of operations

Information Technology Division

Richard Kesner, CIO
Student Affairs

Paula Rooney, Dean of Students

Student Activities

Jeff Steinmiller
Financial Aid

George Covino, Director

Mail Services

Laurie Henderson, Manager
Undergraduate Admissions

Joseph Carver, Dean

Library

James Boudreau, Director
College Relations

Richard Bishop, Director

Publications

Bonnie Kerrick, Director
Undergraduate Registrar

Suzanne Gordon, UG Registrar
Christopher Hennessey, Dean UG Prog.

President’s Office

Annette Robinson
Elizabeth Berestecky
Physical Plant

Edward Sullivan, Director
E. Howland Swift
V.P., College Resources

Paula Rooney
V.P., Student Affairs

Gordon Prichett
V.P., Academic Affairs

Jesse Putney
V.P., Business & Financial Affairs
Each year the staff of the BABSONIAN has the opportunity to dedicate the yearbook to someone who has contributed to the student life at Babson. This year we had no problem deciding who should receive the dedication.

We chose a professor who holds the record for longest tenure here at Babson. His perseverance and dedication to the Accounting Department has been a force that keeps the department at the top of its class.

The 1990 BABSONIAN is proudly dedicated to Professor Clinton Peterson. Unfortunately, Professor Peterson will not be teaching our aspiring accountants anymore but on behalf of the entire Babson Community we wish him well in all of his future endeavors. Good Luck, Professor Peterson, and Thank You!
1989 Team
(12-3-3)
Bob Pipe
Terry Jackson
Greg Woodworth
Tom Fisher
Alan Lunder
John Rogers
Troy Thee
Bob Pickett
David Wilkie
Paul Fitzgerald
Brian Casey
Tom Bollock
Mike Cavanaugh
Doug Coggins
Tom Lapointe
Dan Williams
Matt Keenan
Chris Connors
Jay Spence
Matt Smith
Brian Norton
Steve Webber
Kevin Sampson
Men's Soccer
The Women’s Soccer Team opened the 1989 season with a shaky start. Despite dropping the first three games, they were able to rally back to improve their record to 3-4. The highlight of the season came with an impressive win over an undefeated Mt. Holyoke.

Starting the game with only twelve players and a desire to win, they were able to dominate the game and finish with a 3-1 victory. Throughout the season, senior captain Lauren Frek led the attack on offense, strong midfield play was provided by freshman Julie Sexen and senior Laurie Natola, while junior Kerry Svensen held things on the defensive end. Michelle Hanley made tremendous efforts in the goal. The team finished regular season play strongly, winning four of the last five games to post an even .500 record. Going into the New England Eight Conference Quarterfinals, Babson squared off against Brandeis. They struggled through the game but came away with a loss to finish the season 8-9-0. The team graduates five starters but will return strong under the leadership of Rebecca Shaghalian, Julie Sullivan and Kerry Svensen. Seniors Sara-Jane Cahill, Lauren Frek, Michelle Hanley, Laurie Natola and Rhonda Stone wish the best of luck to the team in the 1990 Season!

1989 Team
(8-9-0)
Lauren Frek
Beth Buoniconti
Tara Horgan
Laurie Natola
Rebecca Shaghalian
Jennifer Young
Julie Sexen
Marney Lentendre
Sara-Jane Cahill
Rhonda Stone
Kim Kenniston
Kerry Svensen
Lisa Flanagan
Lexi Leppard
Michelle Hanley
Julie Sullivan
This year the field hockey team was privileged to have Linda Smurl as their new coach. Linda brought to the team her enthusiasm and dedication and made the season a special one. The highlights of the season include defeating Wheaton during the regular season and being invited to both the New Eight and Maiwa tournaments. This was the first time in Babson's history that the women's field hockey team had been selected for the Maiwa Tournament. The team was led by co-captains Gina Caico and Jeannie Kelley. Along with outstanding goalie Kara Stull and MVP Tess Roper Babson was able to outshoot and outplay 11 out of 16 of their opponents. One thing is for certain...this team is one to look out for in the future!
The 1989 Women's Tennis season saw the return of 4 players, coach Andy Ferrara and welcome sight of new tennis courts. Pre-season looked hopeful with a large turnout. By the end of the season however the team consisted of only eight players. Returning players included seniors Maureen Richard and Lisa Hadzekyriakides, junior Anna Newbern and sophomore Joanne Saunders. Back after a year off was senior Laura Cousons, voted MVP. New players rounding off the team were sophomore Kristen Roberts and freshmen Meg Hennesey and Peri Calullio. Strong team unity was apparent. An optimistic view for the season was supported by a great start, first defeating Bryant College by a final score of 5-3, and then going on to win six out of the first nine matches. Consistant playing by all members could be seen throughout the year, with close matches in both the New Englands and the New Eight tournaments. The Season ended with the Clarke match being called a tie due to the darkness giving the team an overall record of 7-7-1. Congratulations to all of the players on their hard work throughout the year.
The mens cross-country team had an exceptional season combining upperclassmen leadership mixed with a talented crew of underclassmen. With the help of newcomers, Tim Brown, Tim Daly, Jeff Farris, and freshmen Chris “Cruzin” Roussin, Jason “Sailin” Salinger, Glenn “Iron Man” Rand, and Ken “Speak up” Tobey, we were able to post our first winning record at 23 wins and 20 defeats. Babson’s biggest triumph of the year was winning the Babson Invitational. The victory was captured by beating U. Mass Boston by one point.

In the post season Babson established itself as an up and coming power in mens cross country. The ECAC Championship Meet saw Babson finishing 18th out of 26 teams. The week after this Babson placed 21st out of 35 teams at the NCAA New England Championships division three race after finishing last the previous year. Babson was led by Joey Curtis, who finished 65th overall. Chris Roussin came in second for Babson followed by Glenn Rand with Jeff Farris close behind. Tim Brown rounded out the top five running one of his strongest races of the year. Mike “Whitey” Fein and Tim Daly ran well together in the sixth and seventh positions.

The team was inspired by the leadership of Senior Captains Shaun McMahon and Bruce Walsh and Senior Rich McKinney. Next year the mens cross-country team is looking to an even better season under the watchful eye of Coach Scott “Hutch” Hutchinson and Captains Jim Welch, Mike Fein, and Joey Curtis.
The Women's Cross Country Team began with the always fun and exciting double sessions with Hutch. We started the season with a team of hardworking, enthusiastic and fairly healthy members... and then the injuries began. The first member injured was Lisa Chaves, then Adrian Toro and finally Tina Pizzuti. Lynn Norian and Nelson Hill remained as the only healthy runners on the team. Captain Lynn Norian became the MVP and star runner. We would like to extend a special thank you to Rob who helped coach us throughout the season.
Men’s Swim Team
Women’s Swim Team
The B.U.R.C. continued its winning tradition by finishing 4-1 and earned a spot in the NCAA Division II Championships this season. As defending Division II Champions, Babson was successful against Wesleyan, Springfield, Framingham State, and Middlebury. We would like to thank all our enduring fans who braved the elements for their support over the years. A special thanks to our advisor Professor John McKenzie for his leadership and support. Also, the B.U.R.C. would like to thank the very special and talented New England All-star touch judge Jeffrey Howard — “Howie”.


Yours in Rugby,
Nigel Smythe
The Babson Women's Varsity Volleyball team ended their season with a winning record of 11-9. Team tri-captains Erika Varga, Joanne Choate and Susan Jajubowski helped to lead a talented team to several key victories including wins over W.P.I. and Simmons College.

The team worked well together both on and off the court. All of the graduating seniors wish the underclassmen good luck in the years to come and hope that when they play they remember to spike it on the ground!!
Golf
Skiing
1989-90 Team
(12-13)
Elizabeth Willgos
Jamie Bearce
Kris McClintock
Ann-Marie Harney
Sandra Imbornone
Pamela Lawlor
Jill Blasi
Dawn Jastie
Nancy Langewin
Tara Horgan
Kim Kimmeton
Lisa Flanagan
Joanne Choate
Women's Basketball
Men's Lacrosse
<table>
<thead>
<tr>
<th>NO.</th>
<th>NAME</th>
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<tbody>
<tr>
<td>2</td>
<td>Betsy Willgos</td>
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<tr>
<td>3</td>
<td>Laurie Maggio-Re</td>
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<td>4</td>
<td>Celeste Soule</td>
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<td>Kim Cobleigh</td>
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<td>Kellie Bannick</td>
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<td>Laura Mirabito</td>
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<td>11</td>
<td>Alyson Batchelder</td>
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<td>12</td>
<td>Michelle Baldino</td>
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<td>13</td>
<td>Christine Rooney</td>
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<td>14</td>
<td>Lisa Hadzekyriasides</td>
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<td>15</td>
<td>Lorki Wlzeweth</td>
</tr>
<tr>
<td>16</td>
<td>Ellen Greene</td>
</tr>
</tbody>
</table>

*Denotes Captain
Coach: Jon Anderson
Assistant Coach: George Reck
Baseball
1989-90 Season
Overall/ECAC
(18-3-4)/(15-2-4)
Chris McGee
Don Pompeo
Mark Allen
Don Hunter
Sean Finnegan
Jim Creaner
Tim Bernsdollman
Jamie Rice
John Herlihy
John Boudreau
Mark Herlihy
David Doherty
Craig Ciapko
Jeff Griffith
Jere Williams
Todd Croftner
Nick Bokavitch
Jeff Streuber
John Kennedy
Todd Johnson
Andy Karofsky
Mike Rahilly
John Lauther
Dana Janis
Joe Caprino
Hockey
Says ...