Mr. De Genova’s words will not be easily forgotten, not by a nation whose memory is seared by the scenes of September 11…

opportunity to attend Columbia out of high school, choosing instead to enlist in the U.S. Navy. As World War II broke out, he fought as a gunner’s mate aboard a destroyer in the Pacific Theater, returning to the United States in 1944 after being seriously wounded. He recovered, and after the war went on to study Engineering Physics in West Virginia, where he obtained an honors degree. Afterwards, he distinguished himself in a long career in business yet remained most proud of his time in military service. He loved his family, loved his work, and loved his country. Though a patriot, he was not, I assure you, a “white supremacist” bigot, as Professor Nicholas De Genova would have us believe. Nor is my father, who served in the military during the Vietnam era, nor my mother whom he met and married during this same period, who had followed in her father’s steps and joined the Navy.

I am deeply offended by the remarks which Mr. De Genova made on Wednesday, March 26th at Columbia’s anti-war teach-in. They are repugnant and affect me personally because of my family history. Not only so, they are labeled cut-throat, uncaring for its students have handed them a huge PR boon, and the people who is proud of this university, just as my family has been for generations. My great-aunt taught in the English department at Teachers College from the 1920s to the 1950s, and was widely respected in her field. She spoke often of the institution and said even in her very old age that her years spent at Columbia were the best years of her life.

This lady’s nephew, my grandfather, turned down an offer from which he delivered his invective…

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Columbia Students Give in a Big Way

After last week, let it never be said that the hearts of Columbia Business School students are two sizes too small. The student body that is often labeled cut-throat and uncaring for its community, reached deep into its wallets and future paychecks and gave a whopping $70,000+ over 10 days. The results of the BBBA Auction and the CORPS Fellowship campaign were stellar not only for the sheer dollar amounts raised, but also for hitting these grand totals against one of most challenging economic backdrops in two decades. Both the unemployed and the soon-to-be employed gave freely and in large numbers, giving the lie to Columbia’s less than charitable reputation. Moreover, the Class of 2003 generously decided to endow the CORPS for their Class Gift.

Let our admissions bro-
downtown had better capital-
ize upon it. For way too long, Columbia Business School has been stereotyped as full of Wall Street greed-mongers with little regard for society. A mere scratch reveals a far different truth underneath. Our alumni give plenty of money. Henry Kravis, MBA’69, gave generously of his time and money to found key New York insti-
tutions like the New York City Investment Fund and the Robin Hood Foundation, as well as to improve major cultural institu-
tions like The Metropolitan Museum of Art. Both Russ Carson, MBA’67 and Jerry Speyer, MBA’64 have given millions to causes ranging from religion to education. Although these are big sums given by extremely successful alumni, smaller donations from individuals at the beginning of their careers are just as important. Such actions lead to lifelong habits of giving that benefit both our school and society. While clubs are still tallying official numbers, an unbiased observer at the last two Happy Hours could see many folks across all clusters and from both classes partici-
pating with élan. Such generosity bodes well for the future of Columbia Business School.

It’s no secret that many schools at Columbia, includ-

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In the Business of Making Peace

By Ed Mannix

Regardless of where your opinion lies on the current war in Iraq, at one time or another there is a good chance you have wondered if a world without war is possible or thought about ways to make peace. One entrepreneur has clearly given this latter question some serious consideration and may have come up with at least a small part of the answer. Through his for-profit company, PeaceWorks, Daniel Lubetzky brings individuals on opposing sides of conflicts together as business partners teaming together to profit from peaceful cooperation. The company has united Israelis and Palestinians, Christians and Muslims in Indonesia, and other ethnic and cultural groups traditionally mired in conflict. These unlikely partnerships work together with PeaceWorks’ assistance to create and distribute tasty food products that turn a profit while demonstrating the tangible benefits of peaceful partnerships. As quoted in a Hope Magazine article, “We are 100 percent committed to work together and must show that more can come from cooperation than killings,” says Abdullah Gonen, a Palestinian trader who provides olives and olive oil to a PeaceWorks endeavor in Unf Al Fahem, Israel. Not only does this type of cooperation breed good will, but it also seems to be good business. In 2001 PeaceWorks generated “several million” dollars in revenue, and the same year its products were carried in over five thousand stores, primarily in North and South America. While PeaceWorks may be a unique firm, the company’s founder, Daniel, is not alone in his desire to combine a social mission with a profit motive. Many entrepreneurs and business people (this author included) see that for-profit companies have immense potential to repair and dividends in addition to financial returns. Some of these entrepreneurs are competing in this year’s National Social Venture Competition sponsored by The Goldmann Sachs Foundation; and the most interesting company participating in NSVC is GreenFuel, an entry from MIT. GreenFuel has developed a proprietary algae bioreactor system that uses photosynthesis to remove NOx and CO2 emissions from power plants while producing renewable bio-fuel as a by-product. In plain English, this means the technology reduces harmful emissions while creating fuel that can be sold to generate profits. Considering that power generators in the U.S. spend $2-$3 billion per year on controlling NOx emissions alone, the founders may have a winning business on their hands to the extent that this new technology can substantially reduce such costs.

Another company worth noting has the creative and descriptive name, Fumes. Fumes is a for-profit chain of public sanitary facilities in northern India. The company, founded in 1999, already has 17 sites that attract 1.8 million visits and generate more than $250,000 in revenues on a yearly basis. You might be surprised to learn that approximately 700,000 people in India die annually from diseases associated with inadequate sanitation, and that only 64% of urban households have access to a toilet or latrine. Fumes addresses this public health dilemma while turning a profit. And, the company is