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STUDY

Profs analyze disaster language

Vanessa Liu
SPECIAL TO WSN

With Hurricane Hannah looming just after the bluster of Hurricane Gustav, the post-Katrina pressure is on federal officials to say the right thing and provide the right aid, and they might want to pay some attention to Stern professors Frances Milliken and Joe Magee.

Milliken and Magee, professor and assistant professor of management and organizations, respectively, analyzed first-hand accounts of people directly involved in disaster relief for Hurricane Katrina and published the findings on the effects of power on disaster response.

They found that people holding higher positions of power tended to use abstract language when

7 YEARS LATER



Karen Yi and
Adam Playford
WASHINGTON SQUARE NEWS

First-year law student Matt Nazareth, 22, was still in high school; he woke up to his parents watching the news. LSP sophomore Megan Dran was at home, sick. Tisch sophomore Kate Behrendt was in seventh-grade math class. CAS sophomore Rachel Dudley was on a school camping trip.

And today, seven years after terrorists crashed two jetliners into the World Trade Center towers, killing thousands just blocks away from NYU's downtown dorms and leaving behind a nation in shock, people across New York will stop to remember. Both presidential candidates plan to speak in the city and have scheduled a joint appearance at the World Trade Center site. And across NYU's

before the anniversary, their feelings were mixed. Some said they were still strongly affected by the attacks, others, that the memory has lost some of its poignancy.

Nearly all said they feel safe in the city, but some said the attacks still feel close to home. Behrendt, a Tisch sophomore, lives in Water Street residence hall near the trade center.

Steinhardt sophomore Elana Winters sees reminders all around. "Every time I pass a fire station I think about it," she said.

Dudley said she doesn't think the attacks' importance will ever diminish.

"I feel like 9/11 was a tragic event that shaped our generation," Dudley, a CAS sophomore, said. She added, "People will always remember where they were when the towers fell."

But other students said

Alum succeeds with peer-to-peer ed

Brianna Dimas
SPECIAL TO WSN

When Erik Kimel started his studies at the Stern School of Business, he already knew what he was doing.

Kimel, who graduated last spring, founded student-based tutoring service Peer2Peer in 2004 while still in high school.

"I took notice of how smart some of my classmates were in their honors and AP classes and how some students in other courses could definitely benefit from their help," Kimel said. "I knew that whether it was high school or middle school students, they would probably prefer a tutor who was their own age."

In the beginning, Kimel placed an advertisement in his hometown newspaper in Potomac, Md.

"The results were phenomenal. The people who called liked me and referred me to too many people," Kimel said. "By the end of my senior year, I had about 25 classmates tutoring about 50 people, and that is when I came to NYU and everything came into perspective."

During his freshman year at NYU,

Kimel participated in the annual Stern Business Plan Competition, a year-long contest showcasing entrepreneurial talent within Stern. The winner receives \$75,000 in cash with which to start his business.

"I was the only undergraduate to get to the finals out of about 130 entrants, and in the end I placed third," Kimel said. "I was just this little kid, pitching in front of Bill Berkeley, who was infinitely smarter and wiser than I was, and it taught me so much."

Kimel feels that the contest, as well as his undergraduate experience at NYU, provided him with strong foundations for a future in business.

"NYU provided me with resources, with connections, with coursework that I was able to take and apply to real life situations," Kimel said. "NYU taught me how to take an idea and truly turn it into something."

NYU professor Michael Mazzaresse said that Stern gives its students the technical abilities to be successful in the business world, as well as coaching and training in management. He recalls



COURTESY OF ERIK KIMEL

KIMEL: Erik Kimel (center) surrounded by NYU students. Left to right, Jared Mahan, Anna Snovsky, Bastien Broda, Jordan Terchan, Amanda Mararno and Jake Olin.

Kimel's skills and hard work in his class.

"On the outside he's very quiet, but once he sets his mind on something, nothing can get in his way. He is very enthusiastic ... and hones in on the possibilities no one sees. He can also get the right people and resources together to make it happen."

Social Work sophomore Emily Shniderman has been a tutor for three years. She is now Peer2Peer's human resources director.

"It's a hugely rewarding experience, in that I feel like my aca-

demic life becomes directly useful and important outside the classroom, and I have the opportunity to help younger students in situations that I can remember facing for myself," Shniderman said.

Today, Peer2Peer is still growing and looking for tutors. Applicants should be sophomores in high school through college students with at least a 3.7 grade point average or fluency in a foreign language. ■

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Expert: Disasters a boon for relief efforts

Victoria DeCarminé and Randy Kreider
SPECIAL TO WSN

The Institute for Public Knowledge kicked off their Humanitarian Action Seminar yesterday with a presentation and dialogue featuring author and policy analyst David Rieff.

Rieff, a member of the New York Institute of Humanities at NYU, is a well-known humanitarian and critic in the public sphere. Previously, he has covered a number of humanitarian conflicts.

Despite being an advocate of humanitarianism, Rieff is a realist in that he recognizes its limits.

"Humanitarianism is a limited, immensely valuable and impossible task," Rieff said.

He also believes that in the future there will be even more challenges to their efforts.

"What war was to humanitarian action in the '80s and '90s, natural disasters is like to be in the next 20 years ... and the problem with natural disasters is that, in many ways, you can do much less," Rieff said.

Recently, relief efforts for natural disasters, such as Hur-

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