Campaign Surpasses $470 Million Goal; New Target $770 Million

As of April 30, The Campaign for Brandeis had reached a total of $537 million in cash and pledges, exceeding the original goal by $67 million. A new goal has been established by unanimous vote of the Board of Trustees for an additional $300 million, or a total of $770 million, by June 2009.

“We are witnessing a rising tide in philanthropic support by alumni, friends, corporations, and foundations,” President Jehuda Reinharz said. “Many people have been extraordinarily generous. More than one hundred contributions are seven figures or more. This is an entirely new era for Brandeis.”

To date, more than $200 million has been given toward endowments, primarily for endowed faculty chairs, scholarships, and fellowships. Twenty-five endowed chairs have been established, in fields ranging from neuroscience to economics. Twenty-four alumni have stepped forward with gifts of $1 million or more, a milestone in the history of Brandeis [See stories on pages 8-9].

Now the University is moving ahead with major initiatives that include the Carl J. Shapiro Science Center, the Edmond J. Safra Center for the Arts, a further expansion of The Rose Art Museum, and an additional student residential complex. This second phase of The Campaign for Brandeis will be headed by Trustees Barbara Mandel, P’73, and John Rosenwald. The extended Campaign goal of $770 million includes approximately $100 million for physical facilities, $100 million for current-use funds, and $500 million in endowments.

Shapiro Center Work to Begin Soon

Construction of the Carl J. Shapiro Science Center, the largest single capital initiative in Brandeis history, will begin in June. Made possible by a $25 million gift from the Shapiro family, the 175,000-square-foot project will form the core of a state-of-the-art complex featuring interdisciplinary research labs, classrooms, a science commons, seminar rooms, and conference space.

“The center will allow Brandeis to maintain its leadership position in scientific research, and make it possible for us to continue to attract the brightest and best researchers from around the world,” President Jehuda Reinharz said.

The Shapiro family’s enduring commitment to Brandeis began with a gift in 1950, and has continued with donations to build the Carl and Ruth Shapiro Center for Library Technology and Journals, Carl and Ruth Shapiro Admissions Center, Carl and Ruth Shapiro Campus Center, and the atrium/public forum space in the new Heller School building. The Shapiros also established the Carl J. Shapiro Chair in International Finance.

The Shapiros are the largest benefactors in Brandeis history, having given more than $600 million to the University.

Crown Generosity Continues

The enduring generosity of the Crown family continues to help Brandeis graduates make their mark on the world. David Oshinsky, one of the first recipients of the Irving and Rose Crown Fellowship at Brandeis, earned a 2006 Pulitzer Prize in history for his landmark book Polio: An American Story. A professor at the University of Texas, Oshinsky earned his Ph.D. in American civilization from Brandeis in 1971.

The Crown Fellows program is part of the Irving and Rose Crown School of Graduate Studies in American Civilization, which was founded in 1968. The fellowships provide recipients with full tuition and a cash stipend, and are renewable for four years.

The Crown family recently made a $2.5 million gift to Brandeis to establish permanent funding for the Crown Fellows program. Additionally, General Dynamics has made a $2.5 million gift in the name of longtime board member Lester Crown to the Crown Center for Middle East Studies, which Lester established through a $10 million gift. He is the nephew of Irving and Rose Crown.
Endowment a Key to Future of Brandeis

The philanthropy of donors giving to our endowment has nourished Brandeis since its inception in 1948, helping the University distinguish itself as a world-class research institution. The endowment is the foundation of Brandeis’s economic well-being, and relies on the generosity of friends and alumni dedicated to sustaining the growth and ambitions of the University.

Managed by the Brandeis Board of Trustees’ Investment Committee, the University’s endowment is now $995 million. The endowment includes funding in perpetuity for 850 scholarships for undergraduates, 130 fellowships for graduate students, and 145 faculty chairs.

The Investment Committee is chaired by Daniel Jick, a member of the Class of ’79 and the CEO of the Boston-based investment firm HighVista Strategies. Jack previously worked at Goldman Sachs for 23 years. His wife, Elizabeth, is a 1961 Brandeis graduate. Their daughter, Jamie, is a member of the Class of 2009. Jick spoke recently to Campaign Connections (CC) about the critical role of the endowment and the state of Brandeis’s finances:

CC: Why is the endowment so important?
DJ: The endowment directly supports many of the operations of the University. Like other fiscally prudent institutions, the University draws about 5 percent of the endowment for its operating budget. The endowment also provides a reserve and an asset for the University that enables it to borrow funds at an attractive rate on a short-term or long-term basis. There are also specific gifts that are designated for the endowment. Income from those gifts is drawn each year to support a particular chair, scholarship, fellowship, or program.

CC: How does Brandeis finance its operations?
DJ: The University receives revenues from a number of sources, including the draw from the endowment, annual giving from alumni and friends, new endowment and capital gifts, student tuition, and government support of research activities.

CC: What does the size of the endowment say about Brandeis?
DJ: The endowment makes an important statement about the solidity and stability of the institution. Especially since Brandeis is a relatively young institution, I think it’s very important to have a substantial endowment.

CC: Is it true that potential donors look at the size of the institution’s endowment when they make choices about where to donate?
DJ: Yes, a large endowment helps attract more contributions. It works like a seal of approval in that donors feel this is a University worth investing in and an institution that will be around for a very long time.

CC: What is the role of the Investment Committee?
DJ: The Investment Committee is charged with managing the investments of the University, principally the endowment. The committee works with the staff of the University and outside consultants to select the best investments for the endowment.

CC: Who makes up the Investment Committee?
DJ: The committee consists of trustees and non-trustee volunteers, most of whom have significant investment experience either in their day jobs or from other life experience. The committee is fortunate to have a group of alumni and others with a great deal of experience.

CC: How does the Investment Committee perform its functions?
DJ: The committee, in conjunction with University staff, determines the appropriate asset allocation based on the University’s financial situation and investment objectives. The committee then implements that investment plan by choosing individual managers who will outperform their specific benchmarks.

Supporting Brandeis is Just a Click Away on New Websites

The “Give Now” link is located in the top left corner of the home page on the enhanced Alumni and Development websites (http://alumni.brandeis.edu/web/ and http://givingto.brandeis.edu/). By clicking on the link, donors are directed to a secure pledge page that permits them to make gifts directly to Brandeis using their MasterCard or Visa. The new content-rich Alumni and Development websites, which were launched in December, are designed for ease of use and offer visitors important information that is organized in a coherent way.

On the Alumni site, visitors can scan a listing of upcoming events in their area, learn about benefits and services offered by the Alumni Association, read stories about their fellow alumni, and keep abreast of news on campus. The site provides immediate access to details about the more than 150 available Alumni programs, including Reunion, Faculty in the Field, and networking events. Users can also access the LouieNet online community.

On the Development site, visitors can follow the progress of The Campaign for Brandeis, learn about upcoming Justice Brandeis Society events, and obtain information about a variety of giving programs, including the Annual Fund, Leadership and Planned Gifts, Parents Program, and Reunion Giving.

F or twelve years, I have had the good fortune to work on behalf of Brandeis University. I have loved seeing the progress Brandeis has made, including the successful conclusion of the $470 million Campaign and the exciting new goal for an additional $300 million.

Giving by alumni, parents, friends, corporations, and foundations is up. Projections for fiscal 2006 are for another record year of year-end gifts. Yet even as I write about these giving milestones, it is the many relationships with generous donors that are even more important, and that I remember every day with deep appreciation.

We have challenges ahead as we seek funds for a second residential village, a state-of-the-art science center, a fine arts complex, and other capital initiatives, as well as endowments for scholarships, fellowships, and faculty chairs. To date, we have secured $30 million in funding for the Carl J. Shapiro Science Center, the largest capital initiative in Brandeis history, including a magnificent $25 million gift from Carl and Ruth Shapiro.

I am certain that, with the continued help and support of many people who love Brandeis, all these challenges will be met — and exceeded.

Sincerely,

NancyWinship
Senior Vice President
of Institutional Advancement

Endowments are a key to the future of Brandeis.
Donors who support Brandeis scholarships and fellowships met the students who benefit from their generosity during the fourth annual Scholarship Appreciation Luncheon.

University Trustee Ronald Ratner ’69 and his wife, Deborah, hosted this year’s luncheon, which was held in November. The Ratners established the Max and Betty Ratner Scholarship in honor of his parents to support graduate students in Hornstein: The Jewish Professional Leadership Program @ Brandeis.

“This event is a wonderful opportunity to celebrate the individuals who sustain Brandeis’s academic excellence by providing the financial resources needed to recruit the very best students,” President Jehuda Reinharz said.

Rachel Pfeffer ’08, one of the inaugural William and Dee Gregerman Scholars, was thrilled to meet Bill Gregerman, who created the scholarship in honor of his late wife. “Mr. Gregerman is a very warm and generous man, and I am extremely thankful for his contribution,” Pfeffer said. “Meeting face to face with someone who is helping fund my education simply motivates me to work harder.”

Doctoral candidate Rebecca Olson and Maurice Joyce ’06 spoke to the luncheon audience about their academic and personal journeys at Brandeis, expressing a deep appreciation for those who have made their education possible.

Olson is the inaugural recipient of the Mandel Graduate Fellowship in English and American Literature, sponsored by Morton and Trustee Barbara Mandel, P ’73. Joyce is the Rishon M. Bialer ’64 Scholar.

“As an Admissions Office tour guide, I always tell my prospective students and their families that I hope that I was able to instill in them some of the love that I have for Brandeis,” Joyce told the luncheon attendees. “Through your precious gift, you instilled that love in me.”

The next Scholarship Appreciation Luncheon will be held in fall 2006.
Fellows Breakfast

During the annual Fellows Breakfast, professor Gregory Petsko, the director of the Rosenstiel Basic Medical Sciences Research Center, delivered a compelling address about the important work related to aging and neurodegenerative diseases that is being pursued at Brandeis. A research center dedicated to the study of these important areas is being planned as part of the new Carl J. Shapiro Science Center.
Dinner

Morton and Trustee Barbara Mandel, P ’73, hosted the annual Palm Beach Dinner for major contributors at the Palm Beach Country Club. During the program, President Jehuda Reinharz presented plans for the new Carl J. Shapiro Science Center, and Trustee Thomas Friedman ’75 conducted a lively interview with Nobel Prize winner Roderick MacKinnon ’78 about the importance of science research.
At the Brandeis International Business School

The International Business School surpassed its $25 million goal for the just-completed fundraising campaign with six major new gifts this year, pushing the total to more than $30 million for the campaign. The IBS effort was part of the larger Campaign for Brandeis, which exceeded its $470 million goal by securing more than $537 million in gifts and pledges for the University.

The new gifts to IBS provide momentum for the school’s development as an international leader in its niche. They will fund four faculty chairs (in global finance, financial markets, business and society, and real estate), a new center for global entrepreneurship, and a public

The Rosenberg family, long-time Brandeis benefactors, established the Barbara ’54 and Richard Rosenberg Chair in Global Finance. The chair, created through a gift of $3 million, will be held by Professor Stephen Cecchetti, an expert in international economics and finance. A former executive vice president of the Federal Reserve Bank of New York, Cecchetti is a regular contributor to the Financial Times.

In 2002, the Rosenbergs established the Rosenberg Institute of Global Finance, which seeks to analyze and anticipate major trends in global financial markets, institutions, and regulations, and to develop the information and ideas required to solve emerging problems.

Barbara Rosenberg, a prominent educator who earned a Ph.D. from the University of San Francisco, serves as a Brandeis Trustee. Her husband, Richard, is the retired chair of Bank of America. Both Rosenbergs are members of the Board of Overseers at IBS.

Suzanne Lemberg Usdan Chair in Business & Society

John and Adam Usdan continued their family’s long history of supporting Brandeis and the study of business at the University through the establishment of the Suzanne Lemberg Usdan Chair in Business & Society, which honors their mother. The chair, created through a gift of $3 million, will fund a new position on the International Business School faculty.

Suzanne, the daughter of early Brandeis benefactor and Trustee Samuel Lemberg, created the forerunner of IBS when she gave a gift in 1987 for the Lemberg Program in International Economics and Finance. Suzanne’s sons also provided the leadership gift for the Samuel Lemberg Academic Center, one of the two buildings that houses IBS.

John serves as chair of the Board of Overseers of IBS and Adam is a board member.

Donald M. Soffer ’54 Academic Court

The Donald M. Soffer ’54 Academic Court, located in the Sachar International Center, will serve as the central hub of the International Business School and the primary meeting space for students gathering to work on group projects.

The Soffer Court was established through a $1.5 million gift from Soffer, a leading real estate developer. The space was formally dedicated during a ceremony on April 5 that was attended by family and friends. Soffer also spoke to IBS students at the Real Estate Forum.

Soffer was an innovator during the early days of shopping center development and later created Aventura, the South Florida city he named and turned into one of Dade County’s most prestigious addresses. Soffer founded Turnberry Associates, which has a real estate portfolio worth more than $5 billion.

Barbara ’54 and Richard Rosenberg Chair in Global Finance

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Brandeis Trustee Martin Gross and his wife established the Martin ’72 and Ahuva Gross Chair in Financial Markets. The chair, created through a gift of $3 million, will be filled by a new member of the International Business School faculty: Gross, who also serves as a very popular adjunct faculty member at IBS teaching courses on hedge-fund management, is the founder and president of Sandalwood Securities, an investment advisory firm that specializes in hedge funds. He formed the company in 1990, and it now advises approximately $1.4 billion in assets.

Gross is also a member of the IBS Board of Overseers.

Earle Kazis ’55, a former member of the Brandeis Board of Trustees and the Executive Committee, established the Earle Kazis ’55 Chair in the Practice of Real Estate.

The Kazis chair is held by Professor Edward Bayone, a three-time Brandeis Teacher of the Year as chosen by students at the International Business School. Utilizing the case method in class, he works with students to determine how developers and investors identify projects, determine value, design marketing strategies, and obtain financing.

The Asper Center for Global Entrepreneurship, established this year with a $5 million gift from Leonard J. Asper ’86 — a part of the gift earlier created the foundation for the center with an Entrepreneurship Fund — will explore and identify key trends affecting entrepreneurship across cultures and borders.

The Asper Center for Global Entrepreneurship was dedicated on April 7 as part of the Asper Forum for Global Entrepreneurship, an annual campus-wide celebration of entrepreneurial thinking that addresses business and social innovations that change the way we live. At the Forum, Jeffrey Briggs, Sid Meier, and Jonathan Plutzik ’76 of Firaxis Games, the creators of Civilization, received the Asper Award for Global Entrepreneurship.

The Asper Center will provide a wide variety of learning experiences, including courses, seminars and conferences, internships, business plan competitions, field visits, and meetings with global entrepreneurs.

A longtime friend of IBS, Asper first established the Asper Suite for Entrepreneurial Studies, which opened in 2003. The space features a sunlit atrium and welcoming study lounge. The screen savers of computer screens in the center flash “aspersms,” inspirational words of wisdom from famous entrepreneurs.

Asper is CEO of CanWest Global, Canada’s largest media conglomerate.
Morton Ginsberg ’56

To Morton Ginsberg ’56, the era’s leading American composer was not “Professor Bernstein” or even “Leonard.” During his days as a Brandeis student, Ginsberg referred to Leonard Bernstein in an even more personal way: “I used to call him Lenny,” Ginsberg remembered.

Fifty years later, Ginsberg is still astounded by the personal access he and his fellow students had to some of the intellectual greats of the 20th century. In addition to Bernstein, leading liberal thinker Max Lerner and pioneering psychologist Abraham Maslow were part of the faculty in the early 1950s.

“These were giants in their fields, and you might have a seminar with them and just three or four other students,” Ginsberg said. “I can’t describe how personalized and special and meaningful the contacts with these giants were for a student.”

Ginsberg was a busy man at Brandeis. He was president of his class, founded the radio station and debating team, and served as manager of the football team. He won the first Women’s Committee Prize for scholarship and service to the community.

Ginsberg also delivered the Women’s Committee Prize for scholarship and service to the community. Ginsberg won the first Brandeis School with honors (the first Brandeis football team). He won the first football team.

Ginsberg referred to Leonard Bernstein as a “Leonard,” during his days at Brandeis, even “Leonard.”

“I really think the most important thing that the University can do is to help alleviate disease and human suffering,” Ginsberg said. “There’s much poverty in the world, and the division between the haves and have-nots is growing wider. We need to improve the situation for these people.”

At The Heller School, Feldman established the Feldman Graduate Fellowship in Sustainable Development and the Feldman Engaged Scholar Endowment, helping the SID programs earn an international reputation. His enduring commitment to Heller was further shown recently when he honored his parents by establishing the Jacob and Sarah Feldman Academic and Student Services Cluster in the new Irving Schneider and Family Building.

Since its establishment, the Feldman Graduate Fellowship has generated great international interest and become an important recruiting tool for the SID programs. As many as 1,000 students from around the world annually apply to the SID programs, and many could not attend were it not for fellowships such as the Feldman Fellowship. The Engaged Scholar Endowment allows leading development practitioners and theorists from around the world to teach in the SID programs, offering students a unique global perspective in the classroom.

This year’s scholar hails from Nepal.

“Supporting these important programs, which truly can make a difference in the world, is very rewarding for me,” Feldman said. “The people at The Heller School are sincerely interested in pursuing social policy that will improve the lives of people.”

Moses Feldman ’62

Deeply troubled by long-standing global, social, and environmental problems, Moses Feldman ’62 turned to Brandeis to help.

A lover of the outdoors since boyhood, Feldman has long been alarmed by the plagues of environmental degradation, preventable disease, and poverty in the developing world, a concern that inspired him to become a major supporter of The Heller School for Social Policy and Management and the school’s Programs in Sustainable International Development (SID).

“Ever since I was young, the environment has been very dear to me, so the deterioration of the environment has been very troubling,” he said. “There’s much poverty in the world, and the division between the haves and have-nots is growing wider. We need to improve the situation for these people.”

Paul Zlotoff ’72

During his days at Brandeis, Paul Zlotoff ’72 doped his toes into so many academic pools that he ran out of toes before he could sample all the pools.

“I was ready to leave Brandeis,” he said, “because it would have been easy to stay for many more years exploring my academic interests.”

He majored in sociology, in part because it provided him the most academic flexibility. Zlotoff spent his junior year in France taking classes taught in French at a local university, and enrolled in courses ranging from life sculpting to advanced molecular electronics upon his return to campus as a senior.

“The variety of classes available to me could not have been more diverse,” Zlotoff said. “I was someone who had great intellectual curiosity, and at Brandeis I could experience all these different things. The truth is, I loved them all.”

Zlotoff also found love at Brandeis. He met his wife, Linda (Yale), during their senior year. They have been married for 33 years. “I call it Louie Love,” he said with a hearty laugh.

Since graduation, Zlotoff has maintained close ties with his alma mater. He served two terms as national president of the Brandeis Alumni Association, bringing a renewed customer service focus and increased purpose to the organization, and recruiting some very talented alums to serve as directors.

Additionally, Zlotoff helped fund the Davidson, Hermelin, Zlotoff Endowed Fellowship in Jewish Communal Service. He also made a recent unrestricted gift to The Campaign for Brandeis.

“I want to give back to the place that gave so much to me,” Zlotoff said. “I am a great believer that when you involve yourself in a philanthropic effort, you have to look at it as an investment. I like to see a return on my investment, and I found my experience at Brandeis has generated excellent returns.”

Zlotoff attributes his post-Brandeis success to the multi-dimensional education he received as an undergraduate. He founded and now serves as chairman of Birmingham, Michigan-based Uniprop — one of the nation’s largest privately held developers and operators of manufactured home communities and other income properties — although he had no formal business or real estate development training.

“By being a well-informed individual, you bring a knowledge base to any situation,” Zlotoff said. “I never took an accounting course, but I can read a balance sheet. If you give someone a great education, and with the right personal qualities and motivation, they’ll make it happen.”
I n a fitting tribute, Joel Friedland’s Brandeis classates are remembering in perpetuity a man known for never forgetting his friends. Several members of the Class of 1976 joined together to make a generous 70th Reunion gift that established the Joel Friedland Memorial Scholarship for a deserving Brandeis undergraduate. The largest of the donations was matched by Joel’s wife, Joanne, to create an endowed scholarship fund worth more than $440,000.

This is an extraordinarily generous gesture on the part of Joel’s friends from Brandeis,” Joanne said. “He would be very proud to know that they wished to keep his name and legacy alive in this way. He had deep feelings for Brandeis and the people he met there.”

Friedland, a non-smoker who died of esophageal cancer in 1999 at the age of 44, developed enduring friendships that lasted a lifetime. Among the 400 mourners at his funeral were more than a dozen friends from Brandeis. The eulogy was delivered by Brandeis classmate Michael Letchinger, who first became friends with Friedland during their high school days in Chicago.

“Joel never lost a friend,” Joanne said. “It was absolutely amazing to me. He had friends reaching back as far as elementary school that he stayed in touch with. Joel made friends and just kept them.”

Letchinger built deep and lasting relationships with many friends, said David Yoffie ’76, who conceived of the idea of the Friedland Scholarship, and enlisted Joel’s numerous friends to raise the money. “He was someone who was extremely loyal to his friends and showed great interest in them.”

“Not only was Joel always there to support his friends, but he was also generous with both his time and money in supporting causes he felt strongly about in the community,” Letchinger said.

The decision to establish a scholarship in Friedland’s name was particularly appropriate because of the significant impact education had on his life. His family could not afford to pay for his school tuition, but felt that the public school he attended was inadequate. His mother accepted a secretarial job at the University of Chicago so Friedland could attend its prestigious Laboratory High School at reduced tuition.

“The trajectory of his life changed from that point on,” Joanne said. “He had always done well, but had never been challenged. He learned to think independently and process information, and did well enough to become an attractive candidate for Brandeis. At Brandeis, he thrived on the intellectual stimulation.”

After graduating from Brandeis, Friedland received an MBA from the Wharton School at the University of Pennsylvania. He joined Chicago-based Chilmark Partners as an associate in 1985, and became a partner two years later.

Friedland was an inspiration to many, especially his children, Danielle, 22, and twins Andrew and Jamie, 19. As a child, he suffered third-degree burns over 60 percent of his body when he was accidentally doused with cooking oil. It was unclear whether he would survive the accident, and Friedland underwent painful skin grafts and other procedures over the next year.

“You would assume that someone who went through that type of ordeal would be changed forever and would be a different person, but it did not affect Joel,” Joanne said. “Although his body was scarred, his spirit was not. He enjoyed life to the fullest.”

W hen he looks at the International Business School, Stuart Lewtan ’84 sees an institution managed the same way he operated his business — entrepreneurial, global, and socially responsible.

So it’s no surprise that the founder and CEO of Lewtan Technologies, who transformed a kitchen-table start-up into an industry leader before selling the business, has joined the IBS family. Lewtan was recently named chairman of Dean Peter Petri’s Global Business Council and will soon become a member of the school’s Board of Overseers. The 43-year-old Lewtan also made a significant gift to the school during its recent fund-raising campaign.

“I’m very excited about IBS and what’s going on there. I feel IBS is an ideal platform to implement change in the world through business and influence great, young minds.” Lewtan said.

Lewtan’s family tree has many Brandeis branches. His sister Susan Langberg and her husband, Glenn, both graduated from Brandeis in 1982. He met his wife, Lisa, at Brandeis. Lisa’s mother is also a Brandeisian.

“I have great affection for Brandeis,” he said. “I met some of my closest friends while at Brandeis.”

The son of an entrepreneur, Lewtan knew from a young age that he wanted to run his own business. At Brandeis, he and two friends sold jellybeans — jellybean-lover Ronald Reagan was president at the time — at the Unidan Student Center and opened a store on Cape Cod one summer.

After graduation, Lewtan accepted a job with Bank of Boston’s Strategic Planning Group. He worked there and in investment banking for 1 1/2 years, then founded and ran as a consultant to help the bank develop a system to track loan participations. While working on the project, a product idea was born: Automate the process of producing investor reports for the securitization industry.

On April 1, 1986, Lewtan Technologies was born. Working alongside his wife, he began developing software to support the highly complex transactions, which involved loan originators, investment banks, credit rating agencies, and institutional investors.

Working 14-hour days and rarely taking time off, Lewtan grew the business into a 100-employee company with clients around the world.

“I’m different from a lot of people,” Lewtan said. “I like creating something from nothing. I like going from concept to execution. Most people freeze up when they see a blank canvas. I’ve always excelled at that.”

Class of ’76 Establishes Scholarship Fund to Honor Late Classmate Joel Friedland

Entrepreneur Stuart Lewtan ’84 Named Chair of Dean’s Global Business Council at IBS

Trustee Henry Aboodi ’86
Emerging Leaders Breakfast
Thirty members of the Justice Brandeis Society’s Emerging Leaders Program met with President Jehuda Reinharz, PhD ’72, in February at Brandeis House in New York.

Shai Feldman Speaks at Brandeis House
Shai Feldman, director of the Crown Center for Middle East Studies, spoke to a large gathering of Brandeis alumni and friends in March at Brandeis House in New York about the aftermath of Palestinian and Israeli elections.

Soffer Court Dedicated
Family, friends, and students gathered in April at the International Business School for the dedication of the Donald M. Soffer ’54 Academic Court. Soffer also spoke at the IBS Real Estate Forum.
C reating a lasting tribute to his mentor while also ensuring that graduate students have the same opportunities he enjoyed at Brandeis, Chang Chin Teh has made a $600,000 gift to establish The Myron Rosenblum Fellowship Endowment. The gift from Chang, the founder and managing director of Hong Kong-based Tech-Link Silicones Co., is the first by a Brandeis graduate student to endow a fellowship at the University. Chang, who is known by his nickname of “Tony,” earned his Ph.D. from Brandeis in 1983.

At Brandeis, Chang worked closely with Rosenblum, a professor emeritus and formerly the Charles A. Breskin Professor of Chemistry. The close student-faculty relationship is a hallmark of Brandeis, which combines the faculty and resources of a world-class research institution with the intimacy and personal attention of a small liberal arts college.

“Professor Rosenblum was very focused and very dedicated to both his research and to supervising his graduate students and post-docs. He was like our father,” Chang remembered. “I wanted to do something to recognize him and thank him for what he has done for me and so many other students.”

Chang and Rosenblum have stayed in touch over the years and often see each other when Chang visits the area on business. Chang has stayed at Rosenblum’s home.

“I am just overwhelmed that Tony has chosen to honor me in this way,” Rosenblum said. “It just makes me think of how we impact people’s lives without sometimes even knowing it. This is a tremendous honor.”

Chang’s studies at Brandeis were funded by the Benjamin Rosenberg Teaching Fellowship in Chemistry. His creation of the Rosenblum Fellowship guarantees that more worthy graduate students will have the chance to pursue advanced degrees at Brandeis.

“I wanted to help young people the same way I was helped, and allow the Chemistry Department to be able to educate the next generation of students who are interested in chemistry,” Chang said. “The people at Brandeis were very generous to me. When you have a feeling like that, it never goes away. Hopefully, this will be the catalyst for more alumni to give back to the University.”

After graduating from Brandeis, Chang joined General Electric as a research chemist. While still at GE, he earned his MBA from the University at Albany and was put in charge of developing GE silicone operations in the Far East. He opened Tech-Link Silicones seven years ago.

**Former Graduate Student Honors Mentor With Named Fellowship**

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After graduating from Brandeis, Chang joined General Electric as a research chemist. While still at GE, he earned his MBA from the University at Albany and was put in charge of developing GE silicone operations in the Far East. He opened Tech-Link Silicones seven years ago.

**Cohens Establish Fellowship for New Hornstein Program**

Melvin and Ryna Cohen have made a $1.2 million gift to establish the Melvin S. and Ryna G. Cohen Endowed Fellowship, a cornerstone of the new Hornstein: The Jewish Professional Leadership Program @ Brandeis. The Cohen Fellowship will support two Hornstein students each year, and aims to “help make the University a center for all those with the interest and desire of serving and strengthening the Jewish community.” In keeping with the program’s new interdisciplinary focus, Cohen Fellows will enroll in courses in a wide range of areas, including those offered in the Department of Near Eastern and Judaic Studies and The Heller School for Social Policy and Management.

“The Cohens’ gift has set an important standard for other supporters of the Jewish community to follow, and will enable us to attract the very best students to the new Hornstein Program,” said new Hornstein director Jonathan Sarna, the Joseph H. and Belle R. Braun Professor in American Jewish History. “The ability to offer talented students this fellowship will make a huge difference in their willingness to come to Brandeis.”

Melvin and Ryna Cohen are originally from Maryland, where Melvin established their family-run business, District Photo Inc. The Cohens have a long history of supporting education and leadership development in the Jewish community. They were motivated to give this gift because of their desire to help build the next generation of Jewish leaders.

**Abramson Fellowship to Support Psychology Graduate Student**

Longtime Brandeis supporter Albert “Sonny” Abramson has established a new graduate fellowship in honor of Abraham Maslow, a Brandeis professor and pioneering psychologist.

The Abramson Family Fellowship will support students pursuing either a master’s or doctoral degree in psychology with a focus on human development, the subject of Maslow’s work. As the first chair of the Psychology Department, Maslow was not only a renowned theorist, but also a leader on the Brandeis campus and a mentor to many students.

“We are delighted to have received this generous support from the Abramson Family,” said professor Margie Lachman, the chair of the Psychology Department. “It is especially noteworthy that this fellowship was inspired by the first chair of the Psychology Department, whose work was so significant. Now we can also brag that Dr. Maslow’s legacy lives on with our ability to support important graduate student research and training in the area of lifespan human development.”

Sonny Abramson is originally from Maryland, where he founded Tower Construction Co.

In addition to the Abramson Family Fellowship, he established the Albert Abramson Chair of Holocaust Studies in 2000 and has generously supported the Brandeis Annual Fund over the past thirty years.

**Ari Hahn Peace Endowment Celebrates 1994 Graduate**

In memory of Ari Hahn, a member of the Class of 1994 who was deeply committed to social justice and to advancing the field of Peace, Conflict, and Coexistence Studies, his family has made a gift to establish the Ari Hahn Peace Endowment at Brandeis.

The generous commitment from Ari’s mother, Jacqueline, will provide crucial support for courses, conferences, colloquia, and student prizes in the Peace, Conflict, and Coexistence Studies Program (PAX).

“The endowment will allow us to enrich and extend our program considerably,” said professor Gordie Fellman, who directs the program. “It is a moving way to honor Ari Hahn, an exceptionally gifted, visionary student who was an inspiring, most decent human being.”

Ari, a sociology major, was mentored by Fellman and developed a close relationship with him that lasted until his untimely death in 1997.

Support for the Ari Hahn Peace Endowment is being solicited and made with the same passionate spirit that Ari exhibited for all of his endeavors. Jacqueline and Ari’s brother Jonathan are encouraging friends and family members to contribute to the fund to ensure that it can fully support the work of the PAX Program and remain a lasting legacy to Ari’s dedication. Jonathan is also creating a website, which will promote the efforts of the Ari Hahn Peace Endowment and the PAX Program, and feature the plans, works, and accomplishments of Peace Award recipients.

“Ari cared deeply about the way people integrate conflict and express that conflict with each other,” Jacqueline Hahn said. “He believed that war and aggression between nations and people inevitably leads back to, not beyond, itself. At Brandeis, he had the opportunity to learn how to make peace and non-violence work. We want other students like him to have more opportunities to do the same.”

The Ari Hahn Peace Endowment was celebrated at the PAX Program Commencement ceremony on May 19.
A passionate mountain climber, President Joyce Krasnow is leading the Brandeis University National Women’s Committee (BUNWC) as the organization seeks new heights.

Joyce and her husband, Paul, recently made a gift of $1 million to The Campaign for Brandeis to support a new science library. This largest gift ever made by a BUNWC leader will enable the University to continue pioneering research that addresses the most fundamental issues of human life, including aging, health, and the environment.

“Joyce exemplifies the philanthropic mission of the Brandeis University National Women’s Committee,” commented Shari Meehan ’76, BUNWC’s executive director, “and reveals a deep-felt passion for Brandeis. Under her visionary guidance, the National Women’s Committee has forged a new partnership with the university that will strengthen and enhance our organization.”

Learning about the exciting work being conducted by Nobel Prize-winning scientist Roderick MacKinnon ’78 and biochemistry/chemistry professor Gregory Petsko motivated the Krasnows to support the science initiative at Brandeis. “It was so inspirational to hear those men talk about the important, life-altering research being conducted at Brandeis,” Joyce said. “It’s vital that we support Brandeis scientists, so they can continue to pursue their cutting-edge work and solve problems that will help mankind.”

Joyce Krasnow joined BUNWC shortly after her son Marc ’83 enrolled at Brandeis. She became a member of the San Fernando Valley Chapter and later transferred to the Los Angeles Chapter following a move to that area. Joyce rose through the leadership ranks from chapter president to region president and, in 2000, was elected a national vice president.

“I am firmly dedicated to BUNWC’s mission,” Joyce declared. “I would like to see every volunteer give to the best of her or his ability.”

Although Joyce’s term as BUNWC president will end in June, she plans to continue her fundraising on behalf of the University. “Every day that I am involved with Brandeis, I learn something new. The caliber of the students and faculty and the dedication with which they approach their work continually impress me. I am optimistic that their scholarly efforts will lead to a better world.”

Crown

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The gift announcement was made at a retirement party for Crown in Washington, D.C. Crown has served on the General Dynamics Board of Directors since 1974.

The gift will establish an endowment at the Crown Center that will support the addition of at least one middle- to senior-level researcher who is a scholar in Middle East affairs.