New president committed to Brandeis core values


These are the words students, faculty, alumni and friends have used to describe Fred Lawrence — and all those attributes were on display at his inauguration as the University’s eighth president on March 31 at the Gosman Sports and Convocation Center.

During a ceremony that was, at various times, humorous, touching, inspirational and enlightening, more than 1,500 members of the Brandeis family listened as Lawrence reaffirmed his commitment to a liberal arts education, diversity and social justice, saying that together these principles comprise the rock upon which the institution stands. He pledged to work to secure Brandeis’ future as an elite global liberal arts university.

“Let us, at every opportunity, reject the false dichotomy between so-called practical or trade-directed education on the one hand and liberal arts on the other, because I believe that together these principles comprise the rock upon which the institution stands. We are encouraged that so many of our donors recognized the importance of supporting student scholarships.”

Under the terms of the Challenge, the Krupps agreed to contribute $1 in support of scholarships in the arts and humanities for every $2 Brandeis raised in new and increased gifts for student scholarships. Securing money for student financial aid is the University's top fundraising priority.

“I always thought I owed a big debt to Lawrence Wien, and this is my way of paying it back,” Shin said. “As a tribute to Mr. Wien, I wanted to focus on global and international outreach. I believe these Brandeis students can make the world a little more reasonable place to live in the future.”

Shin becomes the 38th Brandeis graduate — and first alumnus of the scholarship program Wien established in 1958 — to make a gift of at least $1 million to the University.

“I arrived on a Saturday and classes started on Monday,” Shin remembered. “I went to a Wien program meeting and there were 27 countries represented. It seemed to me that the whole world was at Brandeis.”

Shin adapted quickly, earning a spot on the dean’s list in his first semester. While he majored in chemistry and went on to earn a PhD in biochemistry under the mentorship of cell biologist pioneer Gordon Sato, some of Shin’s most memorable classes came in non-science disciplines.

“I had an outstanding collection of former Wien Scholar supporting scholarships

Seung-il Shin ’64, PhD ’68 makes $1.5 million gift

Brandeis alumni and friends were up to the Challenge! In just two years, members of the Brandeis community surpassed the target of the Krupp Scholarship Challenge, raising more than $2 million for student scholarships and triggering a $1 million match from Boston community leaders Liz and George Krupp.

“We thank Liz and George for establishing the Krupp Scholarship Challenge and helping us to continue to meet the financial aid needs of our students,” said Nancy Winship, P ’10, P ’12, senior vice president of institutional advancement. “We are encouraged that so many of our donors recognized the importance of supporting student scholarships.”

Former Wien Scholar supporting scholarships

Seung-il Shin ’64, PhD ’68 in front of a portrait of Lawrence Wien.

“Brandeis students, faculty, alumni and friends — both on campus and off. Kathy and Fred Lawrence, shown here with Napoleon Lherisson ’11, have been busy meeting with Brandeis students, faculty, alumni and friends — both on campus and off.
President needs alumni, friends to help meet goals

One of my favorite moments during this spring’s inauguration of Fred Lawrence as the eighth president of Brandeis came when he and his predecessor embraced.

Both Fred and Jehuda Reinharz, PhD ‘72 share a deep devotion to Brandeis, an allegiance to the principles upon which the University was founded, and a steadfast belief in the future of the institution.

During his stirring Inaugural address, Fred spoke of a Brandeis built on the foundations of academic excellence, diversity and social justice. He told the 1,500 attendees of his plans to grow Brandeis’ global footprint and enhance what makes us unique — our small-school feel, commitment to the liberal arts, and dedication to educating students who will make the world a better place.

As he continues to tour the country to meet the Brandeis family, Fred repeats these themes to large, enthusiastic crowds of alumni, friends, parents, members of the Brandeis National Committee, and prospective students and parents. Everyone who meets Fred comes away impressed by his warmth, sincerity and intellect.

While we are excited about the launch of a new era at Brandeis, we know that Fred will need our help to accomplish his goals.

Securing additional money for student financial aid — our top fundraising priority, ensuring that we can deliver on our promise of admitting the best students based on their merit — sustains us through the years. Our alumni, along with our friends, deserve our deepest gratitude for creating Brandeis and sustaining us through the years.

In my Inaugural address, I issued a challenge to our alumni when I said, “Our future is in your hands” — that statement has never been more true than it is today. The people who went here, who benefited from the education and have stayed connected, they are the ones who have the prime responsibility to make sure we can continue to provide future generations with the opportunities that they had. Our alumni, along with our friends, deserve our deepest gratitude for creating Brandeis and sustaining us through the years.

New president impressed by the passion of Brandeis students, faculty and alumni

Never before has a president at Brandeis had so much experience and passion for higher education. Fred comes away impressed by his warmth, sincerity and intellect.

The students, faculty and alumni have a kind of passion for Brandeis that is not always found at other schools. These are not people who just came here to take; these are people who came to give and be engaged. You can feel it in the large role that the students play in the life of the school now.

Q: In the time you have been on campus, what have you learned about Brandeis — in particular, our students, faculty and alumni — that you did not know before?
A: The students, faculty and alumni have a kind of passion for Brandeis that is not always found at other schools. These are not people who just came here to take; these are people who came to give and be engaged. You can feel it in the large role that the students play in the life of the school now.

Q: If you were sitting across the kitchen table speaking to the parents of a high school senior, why would you tell them that Brandeis was the place for their child?
A: I would say that Brandeis is a place that will educate their child as a student and as a human being. It is a place that gives students all sorts of opportunities. At its core, Brandeis is a small liberal arts college that pays attention to its students. Their child would become part of a community of students working together within this institution.

Q: What is the University’s No. 1 fundraising priority?
A: Securing money for student financial aid — from scholarships for first-years right up through fellowships and stipends for our graduate students — is the focus of our fundraising right now. Affordability is a critical issue for us and throughout higher education. If we are to maintain our commitment to need-blind admissions, we must be able to support our financial aid structure.

Q: What role do alumni have in shaping the future of Brandeis?
A: In my Inaugural address, I issued a challenge to our alumni when I said, “Our future is in your hands” — that statement has never been more true than it is today. The people who went here, who benefited from the education and have stayed connected, they are the ones who have the prime responsibility to make sure we can continue to provide future generations with the opportunities that they had. Our alumni, along with our friends, deserve our deepest gratitude for creating Brandeis and sustaining us through the years.

Q: What are the personal attributes that make for a good fundraiser?
A: I think ultimately the best fundraiser for a school like Brandeis is someone who can really engage donors (alumni and friends) and help them understand that this is an opportunity to be a part of something much bigger than themselves, a part of an important institution in the American Jewish community and throughout higher education.

Gifts of $6.7 million from Joseph Levitan helping students

Two years after his death, Joseph Levitan’s generosity continues to benefit Brandeis students.

The Milton, Mass., optometrist, who died at the age of 89 in May 2009, gave the University nearly $6.7 million ($6.6 million through an estate gift), much of which is supporting students. The Ellis and Ethel Levitan Scholarship Endowment Fund, which is named for his parents, provides financial aid for worthy students.

“I had the pleasure of working closely with Dr. Levitan, and you couldn’t find a more humble, gentle soul,” said Myles Weisenberg ’78, vice president of development. “He was so proud of what Brandeis had become. It brought him such joy that Brandeis earned Phi Beta Kappa recognition just 13 years after its founding — faster than any institution of higher education in the country. He enjoyed spending time with Brandeis students and faculty and hearing about the exciting things they were doing.”

In addition to the scholarship fund, Levitan established the Harry S. Levitan Chair in Teacher Education (held by Professor Marya Levenson ’64) in memory of his brother, and the Dr. Joseph J. Levitan Chair in Visual Sciences and Optometry.

A fellow of the University, Levitan also created the Harry S. Levitan Prize, presented annually to a student who displays kindness, sympathetic understanding and high moral character, and the Harry S. Levitan Remedial Reading and Education Prize.

Levitan had an optometry office on West Broadway in South Boston for many years until his retirement in November 1993. A graduate of the Massachusetts School of Optometry (now the New England College of Optometry), he was a member of the Massachusetts Society of Optometrists for more than 50 years.
Boston civic leader Gilmore makes generous gift to TYP

Had Brandeis’ pioneering Transitional Year Program (TYP) existed 70 years ago, Marvin Gilmore would have been an ideal candidate. He was motivated, ambitious, eager to learn, and capable of meeting challenges.

Now, through the establishment of the Marvin and Lorna Gilmore Endowed TYP Scholarship, the Boston civic leader is helping to ensure that promising students will have the opportunity to pursue a Brandeis degree by completing TYP’s unique one-year academic preparation program.

“I thought this was a way to give back and help kids,” the 87-year-old Gilmore said of his generous gift to Brandeis. “These kids want to do something with their lives. To me, it’s an investment in the future.”

Gilmore’s connection to Brandeis extends back to the 1960s, when Brandeis founding president Abram Sachar tried unsuccessfully to convince him to give up his catering business to work for the University.

Gilmore later worked alongside Boston philanthropist and businessman Kievi Kaplan, the president of the NAACP from 1966-1975. Gilmore grew close with Kaplan’s wife, Emily, and their son Edward, the Kevy and Hortense Kaiserman Professor in the Humanities at Brandeis.

Gift designed to make the world a better place

Seung-il Shin ’64, PhD ’68 visits with undergraduates pursuing international and global studies at Brandeis.

Of the organization. Shin left the UN in 1999 to work in the biotech industry, United Nations Development Program, and then served as the first director of the organization. Shin left the UN in 1999 to work in the biotech industry, United Nations Development Program, and then served as the first director of the organization. Shin left the UN in 1999 to work in the biotech industry, United Nations Development Program, and then served as the first director of the organization. Shin left the UN in 1999 to work in the biotech industry, United Nations Development Program, and then served as the first director of the organization. Shin left the UN in 1999 to work in the biotech industry, United Nations Development Program, and then served as the first director of the organization.

Seung-il Shin ’64, PhD ’68 visits with undergraduates pursuing international and global studies at Brandeis.

Shin is where I learned to value the educational life.”

After earning his PhD, he went to the Netherlands to study human genetics at Leiden University, and then to London to study immunology at the National Institute for Medical Research. Shin went on to work for the famed Basel Institute for Immunology in Switzerland and later joined the genetics faculty at Albert Einstein College of Medicine in New York City, where he conducted research in genetics while teaching medical and graduate students.

He left academia to pursue his growing interest in biotechnology, particularly vaccine development and global distribution. He drafted a plan to establish the International Vaccine Institute under the auspices of the United Nations Development Program, and then served as the first director of the organization. Shin left the UN in 1999 to work in the biotech industry, and, until he retired two years ago, served on the board of a South Korean biotech company that he helped found.

Three to receive alumni awards

A prominent international businessman and two award-winning television producers and writers will receive 2011 Brandeis Alumni Achievement Awards during Reunion weekend June 10-12.

Louis Perlmutter ’56, Gary David Goldberg ’66 and Allen Alter ’71 will be recognized during a ceremony with Brandeis President Fred Lawrence on June 11 in the Shapiro Campus Center Theater.

Presented annually since 1998, the Alumni Achievement Award recognizes alumni who have made distinguished contributions to their professions or chosen fields of endeavor. It represents the highest form of University recognition bestowed exclusively on alumni.

Perlmutter, a leading global financier and merger specialist, served as a senior partner at the investment banking firm Lazard before his retirement. He is currently a senior advisor to Corporate Partners LLC, a private equity fund.

He has been a member of the Brandeis Board of Trustees for more than 20 years and is the only alumus to serve as chair of the University’s governing board. He received an honorary degree from Brandeis in 1999.

Goldberg is a television producer and writer best known for his critically acclaimed, hit series “Family Ties,” “Brooklyn Bridge” and “Spin City.” His film credits include “Dad,” “Bye Bye Love” and “Must Love Dogs.”

Goldberg has received numerous honors during his career, including an Emmy Award and a Golden Globe as co-producer of “Lou Grant,” an Emmy Award as writer for “Family Ties,” a Peabody for “Lou Grant,” and two Writers Guild Awards for “M*A*S*H” and “Family Ties.” He was also recognized by the Producers Guild as Producer of the Year in 1991 and is a member of the Broadcasting Magazine Hall of Fame.

Alter serves as senior producer of the long-running CBS News weekly series “48 Hours,” television’s most popular true-crime series. The program has won numerous Peabody, Emmy and Edward R. Murrow awards. He joined CBS News as a writer for “Nightwatch” and later became a foreign editor.

A Brandeis trustee, Alter is completing his second two-year term as president of the Alumni Association. He was a student representative to the Board of Trustees while he was an undergraduate.

Brandeis alumni who have made gifts of $1 million or more:


“I first met Marvin more than 40 years ago at a national convention of the NAACP in Colorado, and he has retained a valued friend of the family,” Kaplan said. “When the building housing the Boston branch of the NAACP carrying my father’s name was being demolished, Marvin recovered the plaque and gave it to us as a treasured memento of the vital alliance of Jews and blacks under the aegis of the NAACP.”

More recently, at the invitation of late TYP director Tony Williams, Gilmore frequently visited campus to share his life experiences with students.

“Marvin’s gift to Brandeis, carrying his name and that of his late wife, Lorna, confirms the University’s deepest social values, for TYP allows Brandeis to be ‘a host at last,’” Kaplan said. “We are honored that Marv in, a distinguished member of Boston’s African-American community, will inspire our students with his personal involvement as well as by his remarkable career as a businessman.”

Through the years, Gilmore has served the Boston community in a number of roles — co-founder of the city’s first black-owned bank, political advisor, generous philanthropist, and president and CEO of the Community Development Corp. of Boston, which has worked to encourage businesses to develop sites in inner-city neighborhoods.

Among his many awards, the World War II veteran last year received the Legion of Honor, France’s highest civilian award, for his role in liberating France as a member of the Allied forces on D-Day and his refusal to yield to discrimination while in the Army and at home.
What They’re Saying about 
Brandeis President Fred Lawrence

“He understands the importance of effective communications and has made that a high priority. Clearly, Fred is determined to succeed and is working diligently to achieve that success.”
— Barbara Mandel, P ’73, Trustee and co-chair, The Campaign for Brandeis

“From our first meeting, I knew that he was the right man for the job. He wanted to know students’ concerns.”
— Daniel Acheampong ’11, president, Student Union

“Fred has the talent, the intelligence, the skills and the passion to be a great Brandeis president. Already he has enhanced the sense of ‘family’ and ‘community’ among all Brandeis constituencies, both on and off the campus. He is open and transparent, and welcomes all under his Brandeis tent.”
— Steve Reiner ’61, Trustee and co-chair, 50th Reunion Committee

“He’s the kind of guy that even when he says no, people love him. He is highly professional and highly skilled, but he’s still highly comfortable in his own skin, and has a kind of softness and compassion that university presidents don’t always have.”
— Shirley Sherman, P ’83, chair, Board of Trustees

“He’s warm, selfless and understands the value of community, particularly at Brandeis. We look forward to our next steps as alumni. Our time here has been so meaningful, and Fred will ensure that future seniors will leave with the same sense of pride.”
— Jennifer Shapiro ’11 and Aaron Louison ’11, co-chairs, 2011 Senior Class Gift Committee
“Brandeis is truly fortunate to have found in Fred a leader who so fully embraces and embodies the unique values and culture of the institution. Fred has already proven himself to be a thoughtful, passionate and articulate advocate for the University.”
— Jonathan Davis ’75, Trustee and chair, Development Committee; Board of Trustees

“It’s exciting and energizing to know his vision calls for a close partnership with those who call Brandeis their alma mater and want its future to be as rich as its past under his leadership.”
— Allen Alter ’71, Trustee and president, Alumni Association

“We have had wonderful feedback from our chapters, all agreeing he is down to earth, easy to talk to, and that they look forward to helping him achieve his goals and realize his vision.”
— Leslie Pearlbstein, P ’94, Trustee and national president, Brandeis National Committee

“Given the challenges of a modern university president, one realizes this is not a job, this is not a career move, this must be a passion. Considering Fred’s background, both professional and personal, we’re a fit. To me, this may be the most important aspect of a mutually successful relationship.”
— Paul Zlotoff ’72, Trustee and chair, Board of Fellows

“We have been delighted with his open and collaborative leadership style, with his insistence that everyone in the community — faculty, students and staff — should have a voice in the major decisions facing our institution, and with his commitment to accountability as a shared value.”
— Tim Hickey ’77, professor of computer science and chair, Faculty Senate

“His strong record of academic scholarship and administration, as well as his lifelong commitment to equality and civil rights, mirror the best traditions of Brandeis.”
— Rachel Winser and Robert Gecht, P ’98, P ’11, national co-chairs, Parents Advisory Council
In his first months in office, Brandeis President Frederick Lawrence has traveled around the country — Boston, Chicago, Los Angeles, New Jersey, New York, Philadelphia, San Francisco and Washington, D.C. — to meet with thousands of members of the University’s off-campus community. Upcoming events are planned in Arizona, Atlanta, Baltimore, Denver, Hartford, Houston, Seattle and Israel.

“Justice Brandeis reminds us all — students and faculty alike — that we come here not merely to understand the world, but to help repair it,” Lawrence said. “We enter to learn; we leave to serve.”

He says the University must establish new partnerships around the globe and build on already-established relationships with institutions in Latin America, Israel and East Asia.

“In the coming months, I will lay out a strategic vision with concrete plans for securing Brandeis’ place as an elite global liberal arts university,” Lawrence said.

While Lawrence has spent the majority of his time at Brandeis meeting with students, faculty and senior administrators, he has traveled extensively to see alumni, parents, friends, trustees, members of the Brandeis National Committee, and prospective students and their parents.

Lawrence and his wife, Kathy, have visited the West (Los Angeles, San Francisco), Midwest (Chicago) and East (Boston, New York, Long Island, Westchester County, northern New Jersey, Philadelphia and Washington, D.C.). More trips are planned throughout the year.

An accomplished scholar, teacher and attorney, Lawrence is one of the nation’s leading experts on civil rights, free expression and bias crimes. He became president on January 1, succeeding Jehuda Reinharz, PhD ‘72, who had served for 16 years. Prior to coming to Brandeis, Lawrence served as dean and Robert Kramer Research Professor of Law at George Washington University Law School from 2005-10. He was a member of the faculty and associate dean for academic affairs at Boston University School of Law from 1988-2005.

A native of Long Island, N.Y., he received a bachelor’s degree in 1977 from Williams College and a law degree in 1980 from Yale Law School. He began his legal career in 1980 as clerk to Judge Amalya L. Kearse of the U.S. Court of Appeals for the Second Circuit. Later, Lawrence served as an assistant U.S. attorney for the Southern District of New York, where he became chief of the Civil Rights Unit.

To watch video from the Inauguration, visit www.brandeis.edu/inauguration/video.html.
Ruderman program brings Knesset members to Brandeis

While much time and money has been devoted to strengthening the connection that Jews in the United States feel toward Israel, Jay Ruderman ’88 worries about the bond between the Israeli political leadership and the American Jewish community. In hopes of helping political leaders in Israel develop a deeper understanding about the Jewish community in the United States, the Ruderman Family Foundation partnered with Brandeis to bring Knesset members to this country for a week of meetings with leading scholars, community leaders and professionals.

“As I have gotten to know ministers and members of the Knesset, I saw the need to educate them about the American Jewish diaspora,” said Ruderman, the president of his family foundation. “A surprisingly large number of elected officials in Israel don’t have a strong understanding of what makes the American Jewish community tick — its influence, complexity, cultural richness, and connections to the political and business communities. This program is designed to address that and to build deeper relationships between our two communities.”

The inaugural class of Ruderman Fellows — Deputy Minister Carmel Shama and Tzipi Hotovely (Likud), Avi Dichter and Ronit Tirosh (Kadima), and Eitan Cabel and Danny Ben Simon (Labor) — visited Waltham, Boston and New York from April 3-8.

“I came knowing very little about American Jewry,” Shama said. “In the short run, Israel and American Jewry can exist and get along without each other, but not in the long run.”

While in Waltham, the Ruderman Fellows participated in sessions with several Brandeis scholars, including Jonathan Sarna ’75, MA ’75, the Joseph H. and Belle R. Braun Professor of American Jewish History; Leonard Saxe, P ’12, the Klutznick Professor of Contemporary Jewish Studies and director of the Steinhardt Social Research Institute; and Ilan Troen ’64, the Karl, Harry and Helen Stoll Professor of Israel Studies and director of the Schusterman Center for Israel Studies.

Palm Beach Weekend

The annual weekend of events in Palm Beach brought together Brandeis alumni and friends from around the country. Events included the Palm Beach Dinner (hosted by Morton and Trustee Barbara Mandel, P ’73), the Fellows Breakfast, the Fellows reception (hosted by Fellow Fred and Gilda Silika), and the Norman S. and Eleanor E. Rabb Seminar.

MIT researcher wins Jay Pepose Award

Pioneering Massachusetts Institute of Technology researcher Peter Schiller (right) received this year’s Pepose Award in Vision Sciences from Jay Pepose ’75, MA ’75, P ’08. Schiller also delivered a lecture on his latest research. The Pepose Award is funded by a $1 million endowment established in 2009 through a gift from Pepose and his wife, Susan K. Feigenbaum ’74, P ’08. The endowment also supports graduate research fellowships in vision science.

Charles Ogletree visits

Charles Ogletree, one of the country’s foremost experts on race and justice and a passionate advocate for the rights of the accused, visited campus for a discussion about race, class and crime in the United States. The event was sponsored by the Louis D. Brandeis Legacy Fund for Social Justice, which supports Brandeis students, enhances campus life and promotes the issues of social justice that the former U.S. Supreme Court justice championed throughout his life. Pictured (from left): professor Anita Hill, President Fred Lawrence; Linda Lipsett and her husband, fellow Jules Bernstein ’57, the founder of the Legacy Fund; and Charles Ogletree.
Fondly remembering Brandeis family members

Marilyn Cohen, G ’03
Marilyn Cohen, G ’03, who co-founded the Maurice and Marilyn Cohen Center for Modern Jewish Studies with her husband, died on Nov. 21, 2010. She was 92. Since its establishment in 1980, the Center has developed into a preeminent center for the social-scientific study of contemporary Jewish life. Its research influences Jewish communal policies and informs the scholarly understanding of contemporary Jewish societies. Cohen served as a Brandeis trustee from 1972 until his death in 1995. Marilyn was a fellow of the University. They received Brandeis’ Bertha and Jacob Goldfarb Medal in 1988 in recognition of “their outstanding generosity and dedication to humanity.” “Marilyn Cohen passionately loved her family, but she also loved the work that she and her late husband, Maurice, sponsored at Brandeis,” said Leonard Saxe, director of the Cohen Center. “She was very proud of the Center and the work that my colleagues, students and I conducted under the auspices of the Center.”

Bernard Olshansky, PhD ’61
Bernard Olshansky, PhD ’61 of Chestnut Hill, Mass., a leader in the Jewish community in Boston, New York and Cleveland, died on Dec. 1, 2010. He worked in leadership positions for the Jewish Community Federation of Cleveland from 1964 to 1970 before serving as executive director and chief operating officer at Combined Jewish Philanthropies in Boston for 11 years. He later spent nine years as senior associate vice president for the Council of Jewish Federations in New York. Gifts in his memory may be made to the Bernard Olshansky Jewish Continuity Fund, which he, his family and friends established at Brandeis.

Althea Stroum
Generous Brandeis supporter Althea Stroum, who along with her husband, Samuel, established a scholarship fund that has allowed dozens of Waltham High School graduates to achieve their dream of a Brandeis education, died on March 14 in Seattle, Wash. She was 88. Although Brandeis was founded after Waltham native Samuel and Althea had settled in the Seattle area, they generously supported the University. Samuel, who died in 2001, was a Brandeis trustee. Althea was a fellow of the University.

Muriel Pokross
Muriel Pokross, an overseer emerita at the Heller School for Social Policy and Management, died on March 16. Along with her daughter, Joan, she attended the Heller 50th anniversary weekend in October 2009. Her husband, David, who died in 2003, served as chair of Heller’s Board of Overseers. Upon his death, family and friends made gifts in his honor to establish the David R. Pokross Chair in Law and Social Policy at Heller.

Mazelle Ablon Bohacz ’78
More than 100 family, friends and members of the Brandeis community traveled from around North America to attend a memorial service on campus for beloved alumna Mazelle Ablon Bohacz ’78, who died on Dec. 30, 2010, after a nine-month battle with pancreatic cancer. In recognition of her work as co-chair of the Class of 1978’s wildly successful 30th Reunion in June 2008, she received the Service to the Alumni Association Award. She was the inspiration for last year’s creation of the Mazelle “Muf” Ablon Bohacz Award, which is given to Reunion chairs who demonstrate similar enthusiasm and dedication. The Mazelle “Muf” Ablon Bohacz Scholarship Fund has been established in her memory.

IBS Alumni Meet Kessler Challenge
IBS met the Challenge!
Nearly 60 alumni of the Brandeis International Business School made gifts in response to the Amy Kessler ’89, MA ’90 Challenge for the Peter Petri Global Fellowship, raising more than $42,000 to provide fellowship support for IBS students. Kessler, a member of the IBS Board of Overseers, launched her Challenge in January, agreeing to match each gift, up to a total of $10,000, made by March 31. Kessler, a senior vice president of pension and structured solutions at Prudential Retirement, was the beneficiary of a fellowship that allowed her to pursue an IBS degree. The Petri Fellowship, established in 2006 in honor of the school’s founding donor, provides fellowship assistance to students from three different continents every year. The students must demonstrate financial need and have overcome difficult challenges in their studies and their lives. The 2011 Petri Fellows hail from China, Iceland and the United States.

Make gifts by June 30
Please make your gifts to Brandeis before the end of the fiscal year on June 30.
To make your gift, call 1-800-332-1948 or visit givingto.brandeis.edu.

Upcoming Events
Reunion, Alumni College June 10-12
There is still time to sign up for Reunion and Alumni College, which will be held June 10-12. More than 1,000 alumni are expected to return to campus when the Classes of 1956, 1966, 1971, 1976, 1981, 1986, 1991, 1996, 2001 and 2006 celebrate Reunion. Events include Alumni College, Fire ‘n’ Deis welcome back party, class dinners, Ralph Norman Barbecue, presentation of Alumni Achievement Awards, and a Q&A with President Fred Lawrence. For more information, visit alumni.brandeis.edu/zech/reunion.

Conversation with dean of admissions on June 28
Is your son or daughter interested in applying to Brandeis? Are you unsure of the admissions process at Brandeis and other elite institutions? How does the University treat legacy applicants? The Brandeis Alumni Association Host will “A Conversation with Mark Spencer, Brandeis dean of admissions” at 7 p.m. EDT on June 28. During the hour-long, interactive online discussion, Spencer will provide insight for prospective parents on the application process, and offer tips and admissions know-how. Questions can be submitted through the new “chat” feature. To register and learn about viewing requirements, visit http://alumni.brandeis.edu/zech/special_programs/facultyforum/index.html.

Golf and Tennis Outing scheduled for August 1
It’s time to join your fellow Brandeisians for a day of camaraderie and competition at the seventh annual Brandeis Golf and Tennis Outing. Sponsored by Alpine Capital Bank, the event will be held August 1 at Old Oaks Country Club in Purchase, N.Y. In addition to golf and tennis tournaments, the day will include brunch, contests, tennis clinic, cocktail reception and awards dinner. Since its inception in 2005, the outing has raised more than $600,000 for undergraduate student scholarships. For more information on playing or sponsorship opportunities, contact Shira Orenstein ’79 (212-472-1501, ext. 232) or shira@brandeis.edu.

Sachar Legacy Society Luncheon set for September 14
The annual Sachar Legacy Society luncheon will be held on Sept. 14 at the Hassencamp Conference Center. The luncheon honors members of the Sachar Legacy Society, an honorary organization that recognizes individuals who have indicated that Brandeis is in their wills or established charitable gift annuities with the University. Visit giving.to.brandeis.giftplans.org to learn about planned giving options. For more information or to register for the luncheon, contact Orla Kane (781-736-4069 or kane@brandeis.edu).