Spring 2013

New board chair grateful for boost Brandeis provided

Growing up in Chicopee, Mass., the middle child of Catholic Portuguese immigrants, Perry Traquina ’78 couldn’t have known the direction his life would take. His father spent more than three decades in a factory, making tires by hand for the United States Rubber Co. His mother worked a string of blue-collar jobs, including making gauze for Johnson & Johnson and tennis balls for Spalding. Traquina and his two siblings spoke Portuguese before English.

Though his father completed only third grade and his mother never went beyond first, they “drummed into our heads” that education was the ticket to a better life, said Traquina, who joined Brandeis’ Board of Trustees in 2002 and served as board secretary from 2007-10. “My father always said, ‘Do well in school and you won’t be making tires for a living.’”

Traquina took that advice to heart, excelling academically at Chicopee High School and becoming class president — the first inkling of his leadership promise, he said. Now, as the 57-year-old succeeds the University’s new senior vice president of communications, Alan Hasenfeld and David Hodell ’77 named co-chairs of the Board of Overseers at the Brandeis International Business School

Members of the Senior Class Gift Committee present the gift from the Class of 2013 to President Frederick Lawrence. Front row, from left: Gabrielle Kaplan ’13, Jesse Manning ’13, Darrell Byrd ’13 and Aziz Sohial ’13. Back row, from left: Lien Phung ’13, Ervin Fan ’13, Erica Rahnner ’13, Harrison Goldspiel ’13, Ellyn Getz ’13, Abby Armstrong ’13, Nathan Rossello ’13, Emmily Smith ’13 and Shayna Parker ’13.

Class of 2013 sets record for senior gift participation

For Brandeis, it is yet another proud senior moment.

The Class of 2013 established an all-time high for participation in the Senior Class Gift, the third consecutive year that the graduating class set a mark for the number of seniors contributing. A total of 76 percent of the recent graduates made a gift, topping the 2012 record of 75 percent. Last year’s mark bettered the 2011 standard of 71 percent.

“We are thrilled that the senior class continues to support the continued on page 3

For Getz family, Brandeis is a multi-generation affair

Ken ’84 and Debra Hasenfeld Getz ’85 never lobbied their daughter Ellyn ’13 to attend Brandeis. There was no pushing, prodding, poking or promising. It wasn’t really necessary.

“I feel I grew up on this campus,” Ellyn said. “Every time I came to visit with my parents, it just felt like home to me. I would look at the students and say, ‘I can see myself going here and being friends with these kids.’ It was always No. 1 on my list.”

Ken and Debra frequently brought Ellyn and her siblings (brother David ’15 and sister Julia, a high school student) to campus from their home in nearby Sharon, Mass., for plays, musical performances, exhibitions at the Rose Art Museum and Reunion. They even snuck in a picnic atop the Sachar International Center — a practice that has since been banned — when Ellyn was 8 or 9.

“We would never force our children to go to our alma mater, but I think that through the years they came to know how fond we were of Brandeis,” Debra said. “And they also met many successful Brandeis people who had attributed their success to Brandeis.”

When Ellyn enrolled in August 2009, she discovered the same continued on page 3
President Lawrence building bonds with both students and alumni

May 19 was a special day for both my family and the Brandeis family. I was filled with pride as I watched my younger son, Michael, receive his bachelor's degree as a member of the Class of 2013 during Brandeis' 62nd Commencement exercises. While welcoming another Brandeis alumnus to our family (my older son, David, is a 2010 Brandeis grad) and reflecting on Michael’s personal journey, I thought about the profound impact that President Fredric Lawrence has had on the University in such a short time.

This was only his third Commencement as president, yet Fred has already built enduring connections with the student body. I know firsthand how much our students value their Brandeis experiences and feel a kinship with Fred. There is no greater measure of this than the Senior Class Gift, just as we did in the first two years that Fred was here, we again set a participation record (76 percent) in 2013.

Fred has established similar connections with our alumni, inspiring them with his vision for what Brandeis can become and reminding them of their special role as stewards of the University’s future.

As we look ahead, we will rely on the strategic plan, Fulfilling the Promise, which was recently approved by the Board of Trustees and will begin to be implemented in the fall. Shaped by input from students, faculty, trustees, alumni, staff and friends, the plan outlines the strategic goals we must pursue to enhance our position as an elite liberal arts university:

• focusing on intensive learning experiences of enduring impact
• strengthening opportunities for discovery, creation and innovation
• renewing investment in faculty and staff excellence
• building an engaged lifelong community
• promoting responsible stewardship
• creating an academic incubator

The success of Fulfilling the Promise will depend on the continued support of Brandeis alumni, friends, parents and members of the Brandeis National Committee.

Thank you for all you do for Brandeis.

Nancy Winship, ’10, P ’13
Senior Vice President of Institutional Advancement

New communications chief excited to tell the Brandeis story

As the University’s new senior vice president of communications, Ellen de Graffenreid is charged with helping Brandeis, the so-called “hidden jewel” of American higher education, gain greater prominence outside the Northeast and around the world. De Graffenreid, an integrated communications and marketing expert with broad experience in higher education and the high-tech sector, now oversees branding and marketing, media relations, university publications, web sites and social media, and creative services at Brandeis. The Kentucky native joined President Frederick Lawrence’s senior administration team on Feb. 1 after serving in senior communications and marketing positions at the University of North Carolina Lineberger Comprehensive Cancer Center and the University of Louisville Health Sciences Center. She recently sat down with Connections to discuss how to ensure that the Brandeis “story” gets told in an ever-changing media environment.

Q: What are your first impressions of Brandeis?
A: I have been amazed by the concentration of excellence that exists here. The excellence is not confined to a few fields, but it is spread across the University. The difference between Brandeis and the large public universities where I have worked throughout my career is that the focus is on the undergraduate student, yet there is still a vibrant research enterprise here that is doing important work and educating future scholars.

Q: With so many different colleges and universities fighting for media attention, how do you get the Brandeis name out there?
A: There is always something newsworthy going on here — student accomplishments, faculty research breakthroughs, student-faculty collaborations, for instance — so that there are many more good stories than you can possibly place in media outlets. What we need to do is to tell the stories in different ways to different media.

Q: How has the task of promoting a university or college changed with the advent of the Internet and social media?
A: It’s both harder and easier. It’s harder because the noise-to-signal ratio is challenging, there is so much information out there that it can be hard to make yourself heard. But the ability at a place like Brandeis to develop good content — interesting stories and videos — makes it easier. The online world allows you to extend your reach around the country and internationally in ways that you could not before.

Q: What will be your first major marketing communications project?
A: We plan to conduct a comprehensive market research project to better understand what needs to be emphasized to make us stand out: What’s unique about us? How are we perceived? How can we enhance the perception people have of us among different audiences? It’s going to be very exciting to understand how to position Brandeis and really showcase what we have to offer.

Hassenfeld, Hodes leading International Business School board

Alan Hassenfeld and David Hodes ’77 were named co-chairs of the Board of Overseers at the Brandeis International Business School. They succeed Arthur Goldstein, who was instrumental in engaging the school with the Boston business community and developing a partnership with the New England-Israel Business Council.

“We wish to thank Art for his invaluable service as chair over the past six years,” said Brandeis IBS Dean Bruce Magid, the Martin and Ahuva Gross Chair in Financial Markets and Institutions.

“His thoughtful leadership helped us establish the vision, structure and future direction of the school.”

Hassenfeld is the retired chair and CEO of Hasbro, where he worked for nearly four decades. He is chair of Hassenfeld Family Initiatives, a philanthropic organization that supports children in need, social entrepreneurship, higher education and the empowerment of women the world over.

In 2011 he established the Hassenfeld Fellow Overseas Immersion Program, in which students take intensive classes on emerging economies and then travel to those countries for in-field learning. Hassenfeld is an adjunct professor at Brandeis IBS, and in that capacity traveled with 30 business students to Havana last year.

“Alan continues a long tradition of the Hassenfeld family’s commitment to Brandeis,” said Magid, citing Hassenfeld’s mother, Sylvia, a former Brandeis trustee, as well as his late grandfather Henry, a former Brandeis fellow. His sister, Ellen Hassenfeld Bloch, has been a member of the Board of Overseers at the Heller School for Social Policy Management since 2001.

Hodes has been a member of Brandeis IBS’ Board of Overseers since 2009, and served on the Dean’s Global Business Council from 2003-09. He is an active supporter of the school’s focus on real estate. In addition to underwriting innovative case studies in the field, he is a frequent speaker in real estate classes and meets regularly with students to share valuable insights and guidance.

He is a managing partner of Hodes Well & Associates, which has provided multiple internships for students at Brandeis IBS. He was previously a managing director of Credit Suisse in New York.

His wife, Julie Schwab ’78, has served on the Brandeis Arts Council since 2008. Together the couple has generously supported the University, contributing to several major initiatives at Brandeis IBS and the Office of the Arts.

“David is the first Brandeis alumnus to join the board’s leadership, and he will no doubt bring a renewed emphasis on outreach to the broader community,” Magid said.

“He has helped us expand our specializations, which will be an important focus for the school’s curriculum in the coming years.”

Alan Hassenfeld

David Hodes ’77

Ellen de Graffenreid

Alan Hassenfeld

David Hodes ’77
New Alumni & Friends website makes connecting easier

Brandeis just launched a new Alumni & Friends website (alumni.brandeis.edu) that makes it easier for alumni to connect with classmates and friends, find events in their area, utilize career services and support the University.

The redesigned site provides simplified access to B Connect, the Brandeis online alumni community, as well as to event registration, discussion groups and search functions that allow alumni to find regional clubs, shared-interest groups and more. The new site also makes it easier to learn about alumni benefits and services, including career advice, discounted auto, home and renters insurance, and library privileges. Event registration and online giving have been streamlined.

The launch culminates a year-long effort led by the Alumni Association Board of Directors and its Marketing and Web Services Committee. According to Alumni Association President Adam Rfkin ’97, the board was seeking to better connect alumni to the University and to each other.

“Alumni are having an increasingly important voice in matters contributing to the success of our alma mater,” said Rfkin, who is also a Brandeis trustee. “Through a variety of outreach efforts, we asked alumni what they cared about most and used those findings to inform the architecture of the new site.”

Lewis Brooks ’80, chair of the Marketing and Web Services Committee and CIO of DDB Worldwide, lent his talents to the project as well. “The new site offers content of interest to alumni, including regional events, Reunion, updates about our fellow alumni and campus news,” he said. “We believe alumni will agree it’s now easier than ever to stay connected to Brandeis.”

Make your gift by June 30 to help Brandeis students

There is still time to make your gift to the Thanks a Million Challenge.

Brandeis alumni helped the University raise more than $1 million online last fiscal year, providing crucial support for students, faculty and academic programs.

For this year’s challenge, we hope alumni will continue to show their gratitude for their Brandeis experiences by supporting today’s students. The goal is to again surpass $1 million in online gifts by the close of the fiscal year on June 30.

“We are pleased that more and more alumni and friends are discovering the ease of making a gift online,” said Mark Ahlman, assistant vice president of development. “Our new Alumni & Friends website (alumni.brandeis.edu) offers the opportunity for Brandeis supporters to make a variety of different gifts, including tribute gifts and gifts that recur at regular intervals.”

Visa, MasterCard, American Express and Discover are accepted. Alumni and friends may also make their gift before the end of the fiscal year by sending a check in the envelope contained in this edition of Connections (must be postmarked by June 30) or by calling 800-333-1948.

Another senior moment

University at these levels,” said Nancy Winship, P ’10, P’13, senior vice president of institutional advancement. “It is a sign of a healthy institution when the students feel so good about their experiences at Brandeis that they are already supporting the University.”

As they had in 2011 and 2012, President Frederick Lawrence and his wife, Kathy, pledged to make a generous contribution to Brandeis if the Class of 2013 set a new participation record.

Seniors who made a gift wore blue-and-white medallions on their gowns during Commencement on May 19. Special Louis Brandeis pins indicated that a gift was made at the Justice Brandeis Society level ($100 or more).

Participation in the Senior Class Gift is a reliable indicator of future engagement with the University.

“IT is gratifying to see this type of commitment from our youngest alumni,” Winship said. “The future is bright for Brandeis.”

Debra Hassenfeld Getz ’85 and Ken Getz ’84

Debra Hassenfeld Getz ’85 and Ken Getz ’84 died of a massive heart attack at the age of 37. Ken, the director of sponsored-research programs and a professor at Tufts University’s Center for the Study of Drug Development, has also spoken frequently to Brandeis students at career forums and served as a guest lecturer in the Business of Biotechnology course.

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During the traditional hooding ceremony at the annual Fellows Breakfast on Commencement morning, new fellows Glenn Langberg ’82, Susan Lestzan Langberg ’82 (left photo) and Robin Brooks ’57 (right photo) received their hoods from Nancy Winship, P ’10, P ’13, senior vice president of institutional advancement, and President Frederick Lawrence.

17 join Brandeis Board of Fellows

Ongoing Board of Fellows Chair Paul Zlotoff ’72 announced the addition of 17 alumni and friends, including four alumni couples, to the honorary organization. The group was elected by the Board of Trustees at its March meeting.

“I am delighted to welcome these outstanding individuals to the Board of Fellows,” said Zlotoff, a longtime Brandeis trustee. “Through the years, they have shown a great commitment to the University.”

Trustee Joyce Krasnow, P ’83, takes over for Zlotoff, who led the Board of Fellows for six years.

“We thank Paul for his visionary leadership of the Board of Fellows,” President Frederick Lawrence said. “He has taken the Fellows to a new level on which we can and will continue to build. I am delighted that Paul will continue to serve on the Board of Trustees, where his energy and wisdom have already made a major contribution. He is a true son of Brandeis.”

The new fellows:

Len Asper ’86 served as a Brandeis trustee from 2007-12 and is currently a member of the Board of Overseers at the Brandeis International Business School (IBS). He established the Asper Center for Global Entrepreneurship at IBS. He is co-founder and managing partner of Syngus Ventures, and president and CEO of Anthem Media Group.

Dr. Harvey ’64 and Phyllis (Tropper) Bauman ’67 have been active members of the Brandeis alumni community for many years. Harvey, a retired surgeon, is a member of the Brandeis Arts Council. Phyllis, a retired lawyer, and Harvey established a scholarship in honor of her parents, Elsie and Irving. Phyllis (Nichamoff) Raifman ’94, MA ’96.

Dr. Sherwood ’55 and Judith (Lack) Gorbach ’58 have helped organize their recent class Reunions and served as co-chairs of the Sachar Legacy Society luncheon last year. They created a scholarship for undergraduates and a fellowship for graduate students at the Heller School for Social Policy and Management. Sherwood is an infectious disease researcher and professor, and Judith served in senior positions at the Massachusetts Department of Public Health.

Glenn ’82 and Susan (Lewtan) Langberg ’82 have been active alumni since graduation. Glenn served on the Board of Trustees and Susan is a member of the Alumni Admissions Council. They have hosted Brandeis events at their home in New Jersey and helped organize class Reunions. Glenn is CEO of GRL Capital Advisors and Susan is a former securities analyst. They generously support the Annual Fund. Susan’s brother Stuart Lewtan ’84 is a Brandeis trustee.

Kent Lawrence ’66 has been active with the Alumni Club of Chicago and chaired his 40th Reunion Committee. He is a partner at the Chicago law firm of Lawrence, Kamin, Saunders & Udelnoph, where he specializes in alternative dispute resolution. As president and executive director of the M.R. Baurer Foundation, he has represented the foundation in interactions with and support of Brandeis.

Linda (Rothman) Levine ’62 has helped organize her class Reunions. A retired psychiatric social worker, she operated her family’s discount men’s clothing store, Rothmans, in New York during the mid-1980s. She established a scholarship as a memorial to her parents, Rose and Harry. Her sister Phoebe (Rothman) Giddon ’56 is also a Brandeis fellow.

Walter ’69 and Edith (Marcus) Mossberg ’69 have long been active in University affairs. Walter, the personal technology columnist for the Wall Street Journal, has served on the Board of Trustees and the Science Advisory Council. He won the Alumni Achievement Award in 2004. Walter and Edith, an educational consultant, helped organize their 40th Reunion. They established the Walter and Edith Mossberg Scholarship.

Barry Newman ’52 is a veteran stage, movie and television actor best known for his starring roles in the 1971 movie “Vanishing Point” and the mid-1970s TV series “Petrocelli.” He has supported the Class of 1952 Endowed Scholarship.

Leslie Pearlstein, P ’94, was national president of the Brandeis National Committee (BNC) and served on the Brandeis Board of Trustees. She has also held other positions on the BNC national board and was president of the group’s chapter in Greater Boston. Her daughter is Rachel (Pearlstein) Rafman ’94, MA ’96.

Phyllis (Nichamoff) Segal ’64 and her late husband, Eli Segal ’66, a civic leader and the founder of the Corporation for National and Community Service, have generously supported Brandeis. After his death, she founded the Eli J. Segal Citizen Leadership Program in his honor at the Heller School for Social Policy and Management. She serves as vice president of encore.org.

James and Rosalie (Ripaldi) Shale ‘66 have served on the Hillel at Brandeis board of directors, and Rosalie has been co-chair of the Women’s Studies Research Center. They have generously supported both groups. James is a real-estate developer and Rosalie is an artist and owner of Saxonville Studios.

Judith Shapiro ’63, the president emerita of Barnard College, has been a speaker at various Brandeis events through the years. She was recently named president of the Teagle Foundation. She received the Alumni Achievement Award in 1998 and the Abram L. Sachar Silver Medalion from the Brandeis National Committee in 1995.

Krasnow elected chair of Board of Fellows

Joyce Krasnow, P ’83, has found another way to serve Brandeis. A generous supporter of the University, onetime national president of the Brandeis National Committee (BNC, formerly the Brandeis University National Women’s Committee) and trustee from 2004-06, Krasnow was recently elected to a three-year term as chair of the Board of Fellows. By virtue of her office, she has also returned to the Board of Trustees.

Krasnow, a fellow since 2006, takes over as fellows chair from Trustee Paul Zlotoff ’72. He helped reinvigorate the 225-member Board of Fellows by adding programming and creating a Fellows Council of leaders.

“I will continue the momentum that Paul created,” said Krasnow, who divides her time between Los Angeles and Vail, Colo. “I will convey to the fellows how much we appreciate their contributions to the University in the past, and moving forward will provide them with meaningful opportunities to engage with Brandeis today.”

Krasnow’s connection to Brandeis began in 1979, when her son Marc ’83 enrolled as a student and she joined the Los Angeles chapter of BNC. She went on to serve as LA chapter president from 1990-92 before becoming Western regional president (1997-99) and national vice president (2000-02). During her term as national president (2004-06), she helped better focus BNC on philanthropic activities designed to support Brandeis.

“These life-changing experiences motivated me to totally immerse myself in the mission of Brandeis University,” Krasnow said.

Krasnow and her husband, Paul, have supported a number of initiatives at Brandeis, including the Joyce and Paul Krasnow Electronic Library in the Carl J. Shapiro Science Center. They have also endowed two scholarships.

“Education is my passion,” Krasnow said, “and I believe and support strongly Brandeis’ unique place in higher education.”

Joyce Krasnow, P ’83
Brandeis graduate student found a mentor — and a friend

Xiru Zhang, MS ’90, PhD ’91, was searching for a thesis adviser, but he found much more in the person of David Waltz — a nurturing mentor, an inspiring colleague, a giving co-worker and a lifelong friend.

Waltz and Zhang worked together for six years while the native of China pursued his doctorate in computer science, simultaneously interacting as professor-student at Brandeis and as senior scientist-research scientist at Cambridge-based Thinking Machines.

“No one had a greater influence on my academic and science research career than David Waltz,” said Zhang, the first person to earn a doctorate in computer science from Brandeis.

“He was my mentor and he was also my friend.”

To honor Waltz, who died on March 22, 2012, of brain cancer, Zhang made a lead gift to help establish the David Waltz Fellowship at Brandeis in hopes of broadening the participation of women and minorities in the field of artificial intelligence. The fundraising effort is continuing, organizers, led by Brandeis computer science professor Jordan Pollack, hope to secure enough funding to enable recruitment of a new Waltz Fellow every four years.

Like many of Waltz’s other students, Zhang has had a successful career in his chosen field. He helped found and served as chief investment officer (CIO) at hedge fund firm PHZ Partners for 14 years. Since 2009 he has worked as CIO at AlphaSimplex Group, an asset-management company based in Cambridge.

Despite a busy schedule that he often began at 5 a.m., Waltz always found time for his students, Zhang recalls, encouraging, supporting and never demeaning them. For a self-described introvert like Zhang, the intimacy of Brandeis and the deep engagement with Waltz proved a dynamic combination.

“When I knew him, I never heard him raise his voice to his students,” Zhang said. “Some professors push hard and some students like that. His style helped me a lot.”

When Zhang’s idea of developing a universal algorithm for predicting everything from the weather to the stock market stalled, Waltz pushed him to focus his thesis more narrowly.

“He told me, ‘You don’t have to solve all the problems. Try to solve one thing well and that can be an important contribution,’ ” Zhang remembered. “When I could not find a single best algorithm, he suggested, ‘Why don’t you combine all your different algorithms together? You may get your best result that way.’ ”

The result was a thesis on algorithms for predicting protein secondary structures. Interestingly, the findings were published in the Journal of Molecular Biology, instead of a traditional computer science journal.

Last fall Pollack organized a conference at Brandeis to honor his former mentor’s pioneering work in the areas of artificial intelligence and memory-based reasoning.

More than 100 people, many of them leaders in the field, attended the Waltz Symposium. For more information, contact Ruth Aronson, P ’72, assistant director of leadership gifts (aronson@brandeis.edu or 781-736-4061). To make a gift to the David Waltz Fellowship, visit giving.to.brandeis.edu

Gift establishes Richman Fellow program to bring leaders to campus

Brandeis Trustee Carol Richman Saivetz ’69, P ’77, P ’01 and her family made a generous gift to establish the Fred and Rita Richman Distinguished Fellow in Public Life, which will bring individuals to campus who have had a significant impact on improving American society, strengthening democratic institutions and advancing social justice.

The new fellowship program, named in honor of Carol’s parents, complements the recent conversion of the Fred and Rita Richman Distinguished Visiting Professorship to an endowed chair in politics or economics.

“The Richman Distinguished Fellow in Public Life makes an important contribution to Brandeis as an institution committed to public service and social justice,” President Frederick Lawrence said. “We thank the members of the Saivetz family for their gift and their longstanding commitment to Brandeis.”

Appointment as a Richman Fellow includes an honorarium of $25,000 and requires the individual selected to spend two to three days on the Brandeis campus, meeting with students and faculty and participating in other activities.

A faculty-student committee will review and evaluate nominations before forwarding recommendations to the president. Nominations, which must include a narrative of no more than 1,000 words explaining the rationale for the nominee’s selection, may be submitted online at the Richman Fellow website (http://www.brandeis.edu/richmanfellow/).

The Richman and Saivetz families have a long, multi-generational involvement with Brandeis. Carol became an alumni leader in the 1970s, together with her husband, former Brandeis Alumni Association President Richard Saivetz ’69, who died in 2000. Their children, Michael ’97 and Aliza ’01, are both Brandeis alumni. Aliza is married to Daniel Glasser ’02. The gifts from the Richman and Saivetz families have supported student scholarships and the study and teaching of architecture at Brandeis.

Bench program beautifies campus

It made perfect sense to Harvey Kulawitz, P ’12. The campus of a University named for Supreme Court Justice Louis Brandeis should rightly be adorned with benches.

The idea was hatched in May 2012, when Kulawitz’s daughter Abby ’12 graduated from Brandeis with a degree in American studies and sociology.

“It was a beautiful day, and we were walking around campus after Commencement,” Harvey said. “We noticed that most of the places to sit were indoors, and we felt there was a need for more places to sit outdoors so students and faculty could relax, socialize and enjoy the campus. It just hit us that Justice Brandeis was on the bench for 24 years, and we should have some benches on campus.”

And so was born the Brandeis Bench Program, a Parents Fund initiative that aims to install 50 benches around campus over the next few years. Kulawitz and his wife, Carrie, P ’12, made the first $10,000 gift to install a bench, located just off the Great Lawn outside the Shapiro Campus Center.

The Kulawitzes’ gift reflects their gratitude that Brandeis gave their daughter a singular educational experience. Abby says that she found the academics, extracurricular activities and social life a perfect fit for her. She also developed a close relationship with Jonathan Sarna ’75, MA ’75, the Joseph H. and Belle R. Braun Professor of American Jewish History, who became her mentor.

“Brandeis is a great University with exceptional students and unparalleled faculty,” Harvey said. “Abby and Brandeis went together like hand in glove. She loved the school, the faculty and her friends. It changed her life in a positive way.”

For more information about the Brandeis Bench Program, contact Gayle Gordon ’08, assistant director of leadership gifts (gayle@brandeis.edu or 781-736-4060).
Brandeis Celebrates

Members of the Brandeis family from around the country gathered in New York for a special dinner celebrating the University and its supporters. Hosted by Trustee Louis ‘56 and Fellow Barbara Perlmutter, the event included welcoming remarks from President Frederick Lawrence followed by a keynote address from Leslie Gelb, president emeritus of the Council on Foreign Relations. Robert Art, the Christian A. Herter Professor of International Relations at Brandeis, moderated a Q&A with Gelb.

Judith and Leslie Gelb, Kathy and President Frederick Lawrence, and Fellow Barbara and Trustee Louis Perlmutter ‘56

Fellow Glenn Langberg ‘82, David Hodes ‘77 and Trustee Daniel Elbaum ‘81

Bruce Pollack ‘81, Leslie Gelb, President Frederick Lawrence and Susan Pollack

Pepose Award

Gordon Fain, a University of California, Los Angeles (UCLA) professor whose research has yielded important insights into rod and cone phototransduction, received the fourth annual Jay Pepose ‘75 Award in Vision Sciences from Brandeis. The Pepose Award is funded by a $1 million endowment established in 2009 through a gift from Pepose ‘75, MA ‘75, P ‘08, through the Lifelong Vision Foundation. The endowment also supports graduate research fellowships in vision science.

John Lisman ‘66, the Zelman Abraham Kocher Professor of Neuroscience, University of California, Los Angeles (UCLA) professor Gordon Fain; and Jay Pepose ‘75, MA ‘75, P ‘08

Scholarship Luncheon

Students had the opportunity to meet with the donors who support them at the annual Scholarship Appreciation Luncheon on campus. Trustee Martin Gross, ‘72, P ‘01, P ‘04, P ‘08, served as the host and Chen Arad ‘15, the Malkin Israeli Scholar, delivered the keynote address.

Trustee Allen Alter ‘71, Sarah Knight, and Susan and Martin Kupferberg ‘81

Trustee Steve Reiner ‘61; Nancy Winship, P ‘70, P ‘73, senior vice president of institutional advancement; and Trustee Larry Kanarek ‘76.

Trustee Steve Reiner ‘61, Nancy Winship, P ‘70, P ‘73, senior vice president of institutional advancement; and Trustee Larry Kanarek ‘76.

Trustee Ron Kaiserman ‘63, P ‘97 and Emily Stott ‘14, the Max and Sadie Friedman Scholar

Trustee Ron Kaiserman ‘63, P ‘97 and Emily Stott ‘14, the Max and Sadie Friedman Scholar

Trustee Leslie Aronzon ‘84 with Patrycja Popowicz ‘14, the Aronzon Family Scholar

Trustee Leslie Aronzon ‘84 with Patrycja Popowicz ‘14, the Aronzon Family Scholar

Trustee Len Potter ‘83 and Kayleigh Renard ‘13, the Garod and Stuart Potter ‘63, P ‘83, P ‘86, P ‘89 Scholar

Trustee Len Potter ‘83 and Kayleigh Renard ‘13, the Garod and Stuart Potter ‘63, P ‘83, P ‘86, P ‘89 Scholar

Robert and Trustee Ellen Lasher Kaplan ‘64 with Perry Traquina ‘78, chair of the Board of Trustees

Robert and Trustee Ellen Lasher Kaplan ‘64 with Perry Traquina ‘78, chair of the Board of Trustees

Trustee Steve Goldstein ‘78, MA ‘78, and Julie Schrauz ‘78

Trustee Steve Goldstein ‘78, MA ‘78, and Julie Schrauz ‘78

Zada Eshun ‘14, the Minority Alumni Network’s Diversity Scholar, and Joe Perkins ‘66

Zada Eshun ‘14, the Minority Alumni Network’s Diversity Scholar, and Joe Perkins ‘66
Fellow Margot Davis, MA '05, PhD '08, (far left) and Trustee Jon Davis ’75 (far right) with Jonathan G. and Margot T. Davis Scholars Hailey Magee ’15 and Linda Nakagawa ’16

Dan Shulman, Heller MA/MBA ’13, the Dedalus-Hermelin-Zlotoff Fellow, with Trustee Paul Zlotoff ’72 and Lima Bui ’13, Board of Fellows Scholar

Fellow Margot Davis, MA ’08, PhD ’09, (far left) and Trustee Jon Davis ’75 (far right) with Jonathan G. and Margot T. Davis Scholars Hailey Magee ’15 and Linda Nakagawa ’16

Trustee Barbara Mandel, P ’73, (second from left) with the Barbara and Morton Mandel Graduate Fellows and PhD candidates Geraldine Gudefin, Emily Fine and Erin Erhart, MA ’09

Todd Kirkland ’13, the Studerov Family Scholar, and Ellen Beth Lunde ’13, P ’05

Trustee George Krupp (far left) and Lizbeth Krupp (far right) with Dina Shvetsov, Heller MA/MPA ’14, the Nathan Perlmuter Fellow in Public Policy, and Kathryn Adam ’16, the Liz and George Krupp Scholar

Trustee George Krupp (far left) and Lizbeth Krupp (far right) with Dina Shvetsov, Heller MA/MPA ’14, the Nathan Perlmuter Fellow in Public Policy, and Kathryn Adam ’16, the Liz and George Krupp Scholar

Paul Frutit (middle) with Frutit Family Scholars Jessie Stettin ’13 and Ashraf Hussein ’12, MA ’13

Aileen Cabitt ’53 and Grace Killian ’13, the Roger, Aileen and Dr. Henry Cabitt Music Scholar

Harriet and Marshall Neuman ’71 with Gabrielle Kaplan ’13, the Minn R. and Abraham Neuman Memorial Scholar

Ed Stavis ’52 (second from left) and Nancy Stavis (far right) with Nancy and Edward ’52 Stavis Scholars Gregory Bousmil, Heller MBA ’14, and Brian Kremer, Heller MBA ’14

Cristal Hernandez ’15, the William Goldsmith Scholar, and Paul Regan ’73, P ’12

Brian Lash ’78 and Jonathan Sebag ’13, the Brian Lash ’78 Scholar

Leslie Pearlstein, P ’94, former president of the Brandeis National Committee, and Kristina Berthuel ’13, the Essance M. Lebowitz Cohen Scholar in Classical Studies

Ed Stavis ’52 (second from left) and Nancy Stavis (far right) with Nancy and Edward ’52 Stavis Scholars Gregory Bousmil, Heller MBA ’14, and Brian Kremer, Heller MBA ’14

Aden Cabitt ’53 and Grace Killiam ’13, the Roger, Aden and Dr. Henry Cabitt Music Scholar
Four new members join Brandeis board

The dean of a leading medical school, a businessman whose family connections to Brandeis go back to the University's earliest days, a top corporate executive, and a community leader involved in Jewish and civic organizations were recently elected to the Board of Trustees.

Jeffrey Flier, P'00, P'11, Ron Kaiserman '63, P'07, Olaf Olafsson '85, and Cynthia Shapira joined the University's governing board following Commencement exercises on May 19. They were elected to four-year terms.

Joining the board as ex officio members were incoming Board of Fellows Chair Joyce Krasnow, P'83, and new Brandeis National Committee President barbara Sander, the former president of the organization's chapters in Sarasota and St. Louis. "I am thrilled to welcome this distinguished group to the Board of Trustees," President Frederick Lawrence said. "They will each bring a valuable set of expertise and experiences to our board and enhance Brandeis' position as an elite liberal arts research university."

Before becoming dean of Harvard Medical School in 2007, Flier served in a variety of positions at Harvard-affiliated Beth Israel Deaconess Medical Center: chief of the diabetes unit, chief of the endocrinology division, vice chair for research in the department of medicine and chief academic officer. An endocrinologist, he is regarded as an authority on the molecular causes of obesity and diabetes. He has authored more than 200 scholarly papers and reviews.

Kaiserman is a partner of the Kaiserman Co., the real-estate acquisition, development and management firm his father founded in the 1920s. Ron founded and serves as president of an affiliated real-estate firm, Shiramax. Along with his late brother, Ken '60, Ron established the Kevy and Hortense Kaiserman Chair in the Humanities in honor of his parents, who were among the visionaries who helped found Brandeis. His daughter, Shira, is a 2007 Brandeis graduate.

Olafsson serves as executive vice president of international and corporate strategy at Time Warner, where he is a strategic adviser on digital and international matters and oversees an investment fund for new ventures. He has also authored four critically acclaimed novels and one collection of short stories. At Brandeis, Olafsson, a physics major and math minor, finished first in his class and was elected to Phi Beta Kappa. The native of Iceland attended the university through the Wien International Scholarship Program.

Shapira serves as secretary on the board of trustees of the Jewish Federations of North America, which represents and supports more than 150 Jewish federations and 300 independent Jewish communities. She is also development chair for the Jewish Federation of Greater Pittsburgh and sits on the board of several organizations, including the Jewish Agency for Israel and the United Way of Allegheny County (Pa.).

Perry Traquina '78 second alumnus to chair board

higher education.

A Brandeis scholarship recipient himself, Traquina and his wife, Robin, created two endowed scholarship funds in 2006 that have so far enabled a dozen remarkable, financially needy college students, some of them first generation, to attend Brandeis.

"When we were thinking about giving back, it felt comfortable to us to create a scholarship targeting prospective students who were closer aligned to where I was once upon a time," he explained.

Without the scholarship provided by Traquina, Krissey Ford '15 says she would never have been able to attend Brandeis. "I've been given a chance to fight for my dreams — to take advantage of all the opportunities at Brandeis and really make this education worthwhile," Ford said. "And my whole family is really pushing me; most of them have not completed college."

In Traquina's immigrant family, attending college was never a question. (His older brother became a journalism professor, and his younger sister a physician.) But how to pay for it was. "My parents worked very hard but never had money in the bank," Traquina said.

On the advice of his brother, he investigated schools in Worcester and Boston, including Brandeis. "It wasn't a particularly scientific or thorough college search," Traquina remembered. He liked the Brandeis campus and the course offerings, and it was far enough, but not too far, from home. Ultimately, he says, a substantial scholarship and financial aid package brought Brandeis within reach: "That was a big part of my decision to go."

He approached the academic opportunities at Brandeis with the same kind of purpose and ambition that friends say has defined his life and enabled his success. "What I see now is what I saw the first day of college," explained Rod MacNeil '78, friends with Traquina since they met in an East Quad hallway. "Perry is brilliant, focused, hard-working, measured and judicious, but also social — he likes to spend time with people."

Traquina spent much of his time in the library, demonstrating singular intellectual stamina. "Perry had the best academic record of all of us," said Chris Gotti '78, adding, "but he didn't wear it on his sleeve." Traquina was elected to Phi Beta Kappa and graduated summa cum laude.

"I learned how to be a better thinker at Brandeis," Traquina said. "I learned to see problems from a variety of different perspectives." An economics and American studies major, he credits several professors, but especially politics scholars William Goldsmith and Marty Levin, with providing the kind of mentoring at the heart of the best liberal arts education. "They encouraged me to stretch intellectually — to take different classes, to study abroad."

He did all those things, taking courses on art history and architecture, as well as economics and history. He spent his junior year abroad at the London School of Economics — but only after Levin wrote a letter to Traquina's parents reassuring them their son would be all the better for it.

After graduating, Traquina attended Harvard Business School, where he concentrated in finance. When he was offered a job at Wellington Management's Boston headquarters, he says, half joking, good karma was at work: A painting by James Weeks hanging in the firm's huge reception area had previously been in the Rose Art Museum, where Traquina had admired it as a student worker.

At Wellington, an investment firm with more than $750 billion under management, Traquina eventually rose to become CEO, a position he has held for nearly a decade. Closing in on 33 years at Wellington, Traquina has made plans for his succession, freeing up his time to steward the Brandeis board.

"Perry's steady hand and incisive consideration of the issues before the board over the years have demonstrated his exceptional leadership and outstanding judgment," President Frederick Lawrence said. "That is an alumnus only adds luster to his considerable talent. Perry's a great Brandeis story."