

November, 1998

Dear Friends:

The weekend of October 16-17 marked the beginning of our 50th anniversary celebration of the founding of Brandeis University. Thus, I am writing a somewhat longer letter than usual to bring you some of the highlights. In keeping with the intellectual traditions of Brandeis, we began with a symposium, "Human Rights: The Unfinished Agenda," co-sponsored by the Eleanor Roosevelt Center at Val-Kill, NY and moderated by Dr. Vartan Gregorian, president of the Carnegie Corporation of New York. Former Brandeis president, Ambassador Morris Abram, challenged the overflow audience in the Schwartz auditorium to think of "a large society in which prosperity has ever blossomed except under conditions of civil and political rights." Shen Tong '89 drew on his experience as a student organizer at Tiananmen Square, while Jennifer Casolo '83 drew on hers as a Catholic Church development worker in Latin America. Other panelists included Professor Dessima Williams, former ambassador from Grenada to the OAS, and Joseph Wronka, Ph.D '92, author of *Human Rights and Social Policy in the 21st Century* (1998).

Accompanied by bagpipe music, the audience was led from the symposium to the courtyard of Usen Castle. There the United States Postal Service unveiled a 20-cent Brandeis University post card depicting the Castle. In the evening, former New York Congressman Steven Solarz '62 discussed the U.S. strategy for resolving ethnic conflict. Simultaneously, there was a magnificent program hosted by the Friends of Brandeis Athletics, paying tribute to the late Benny Friedman, Brandeis's first athletic director and head football coach. A beautiful bust of Benny Friedman executed by artist and sculptor Dick Baldacci '56, a former member of a Benny Friedman team, was presented to the University. Also that evening, members of the Class of '52 discussed "The Pioneering Years at Brandeis: Reflections and Reminiscences."

On Saturday morning, Gregory Petsko, Tauber Professor of Biochemistry and Molecular Pharmacodynamics, discussed "How Biomedical Research will Change Your Life and the Lives of Your Children." There was also an architectural walking tour of the campus with Professor Gerry Bernstein, and a library presentation on new information technologies. The Wien family hosted a lunch for 120 Wien alumni from around the world, followed by a panel discussion, "Global Perspective for the Millennium," celebrating the Wien program's 40th anniversary.

On Saturday night, 2,100 students, faculty, staff, alumni and friends of the University gathered in Boston to celebrate at a gala, deftly presided over by alumna Gates McFadden, better known to fans of *Star Trek: The Next Generation* as Dr. Beverly Crusher. The 700 students and others who attended the gala saw two wonderful videos. The first, *Brandeis at 50: Minds that Matter*, prepared by Ann Carol Grossman '69, Arnie Reisman '64, Craig Safan '70, Greg Prestopino '69, and Sally Pinkas '79, Ph.D. '91, was a tribute to Brandeis alumni. The second was a humorous take on the fictional Allison Porchnik (featured in the Woody Allen film, *Annie Hall*) by Hollywood alumni Stan Brooks '79, Jason Enzler '92, Jill Ann Goldhand '89, and Heather Hartt '87. After inspiring talks by Senators Ted Kennedy and John Kerry, and my special re-interpretation of Einstein's theory of relativity and its role in Brandeis history, we were treated to performances by two student singing groups, VoiceMale and the Brandeis Chamber Choir, and a side-splitting series of satirical, political skits by the Capitol Steps. The evening was capped by dancing on the stage and in the aisles to the music of the Duke Belaire Orchestra.

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Each fall I write to you about our incoming class. From a near-record applicant pool of 5,526 candidates, the Class of 2002 numbers 853 and is drawn from 40 states and 26 foreign countries. The Class of 2002 is among the academically strongest and most accomplished in Brandeis history. As usual, orientation included the New Student Forum, during which the members of the entering class were joined by Jonathan Harr, the author of *A Civil Action*. His award-winning book chronicles the civil law case arising from the Woburn, Massachusetts leukemia clusters tragedy. The discussion was further enlivened by the surprise visit of Kevin Conway, one of the attorneys who, together with Jan Schlichtmann, argued the plaintiffs' case against the companies thought to be responsible.

This year's entering class reflects a nearly 30 per cent increase in the matriculation of minority students, as well as an increase in international students. A new group of Brandeis undergraduates includes ten New Yorkers, selected from a pool of 300 candidates, who are part of the Posse Program. Founded by Brandeis alumna Deborah Bial '87, Posse is designed to foster cultural diversity on campus and includes bright and talented young men and women whose families emigrated from Africa, the Middle East, Central America, the Caribbean, and the former Soviet Union. We also welcomed 270 new masters and doctoral candidates in the Graduate School of Arts and Sciences, the Florence Heller Graduate School for Advanced Studies in Social Welfare, and the Graduate School of International Economics and Finance.

There has been a generally positive student response to the new dining services introduced this fall by Aramark Corporation, on which I reported in my spring letter. Long lines at peak dining times have been a source of concern, which is being addressed. Students have also responded favorably to the new

arrangement with CareGroup [Beth Israel Deaconess Medical Center] to provide a full range of enhanced health services and benefits. As we reported to parents this summer, a Quality Assurance Committee composed of clinicians will monitor and review care, and a committee composed of faculty, students and administrators has been established to monitor general levels of service satisfaction.

Student extra-curricular life continues to flourish. The Brandeis Debate Club team of Storey Clayton '02 and Craig Kumfer '02 won the Columbia Novice Tournament, and Sarah Halpern-Meekin '02 received the First Speaker award. In September, Debate Club President Jordan Factor '99 and Jeremy Greenberg '99 won the Williams College Tournament, with Jordan winning the First Speaker award. Congratulations to Factor and Greenberg who qualified for the American Parliamentary Debate Association national tournament early next year.

In October, the men's cross-country team won the University Athletic Association championship held in Chicago; the women's team placed second. I am also pleased to note that Philip Robinson '98 won a Fulbright to study music and child therapy in Australia. This is the second year in a row that a Brandeis undergraduate has been awarded a Fulbright Scholarship upon graduation. Last year's recipient was Lisa Dyson '97, who completed a double major in physics and mathematics, and used her Fulbright to study plasma physics and fusion at Imperial College, University of London.

Also in October, the world premiere of *The Heart of Art*, by Michael Weller '64, was the first in a series of plays planned by the Spingold Theater Center in celebration of the University's 50th anniversary year. Beginning in September, the University's new Edie and Lew Wasserman Cinematheque showed a weekly series of classic films that included Sergei Eisenstein's *Strike* [USSR, 1924], *Death of a Bureaucrat* [Cuba, 1964] and *The Road Warrior* [Australia, 1981]. During ArtsFest September, performances included "A Concert by Iveria," a male *a cappella* ensemble that performs music from the Republic of Georgia; an "African Dance Class" and "West African Drum Concert" by Sidi Mohamed "Joh" Camara; a short play directed by Dmitry Troyanovsky '98, *An American Symphony*, based on David Mamet's *Prairie du Chien*; and a program by Brandeis's Lydian String Quartet with guest artist soprano Jane Bryden.

Among the highlights this fall was the arrival of the new director of the Rose Art Museum, Joseph Ketner, former director of the Gallery of Art at Washington University in St. Louis and a nationally-recognized scholar in 19th and 20th century European and American art. The opening exhibit of the fall season was a solo exhibition by the conceptual artist, Joshua Neustein.

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Brandeis combines the best of two worlds, a vibrant research university and a small liberal arts college. This combination enhances the educational experience of our students. It also attracts an increasing number of visitors to the Fall Open House. This year we welcomed more than 1,100 enthusiastic students and parents on the three days of Open House. They had a chance to experience what all of us at Brandeis see each day, classes of 10, 15 or 25 students deeply engaged in study with outstanding teachers and scholars. One of them, Dr. Bernadette Brooten, the Myra and Robert Kraft and Jacob Hiatt Professor of Christian Studies in the Department of Near Eastern and Judaic Studies, was named a MacArthur Fellow, commonly known as a "genius grant." She also received a Fulbright to teach at the University of Oslo this fall, where she is continuing her research on women's roles and sexuality in biblical times, examining gender inequities in Christianity.

Professors Harry Mairson and Alan Bawden of the Computer Science Department received a \$1 million grant from the National Science Foundation for their research on next-generation programming languages. Professor Arthur Wingfield, director of the Memory and Cognition Laboratory, received a rare second consecutive National Institutes of Health MERIT grant for ten years. A team of life scientists led by James Haber, the Abraham and Etta Goodman Professor of Biology and Rosenstiel Basic Medical Sciences Research Center, received \$1.2 million from the Howard Hughes Medical Institute for undergraduate science education. The University received a \$980,000 Howard Hughes Laboratory Renovation Grant for Melissa Moore, Assistant Professor of Biochemistry and HHMI Assistant Investigator. James Schulz, the Ida and Meyer Kirstein Professor for Planning and Administration of Aging Policy, received the 1998 Clark Tibbitts Award from the Association for Gerontology in Higher Education. This is just a sample of the honors received by the faculty this past year. The 1997-1998 list of faculty awards is several pages long, as is the list of newly-published books by Brandeis faculty.

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Members of the faculty are participating in the Boston Alumni Association's new "Downtown Lunch Series," a series of talks sponsored by Elizabeth Jick '81 and Richard Greene '76 and hosted on the third Wednesday of each month by Barbara Sherman '54. In October, former Brandeis president Samuel Thier and Professor Stanley Wallack gave a presentation on "Understanding the Changing Trends in Health Care." This month, Dean of Arts and Sciences Robin Feuer Miller discussed "Brandeis and the Liberal Arts Education Today," and in December Professor Leonard Saxe will speak on "Why Do People Lie? Encouraging Honesty in Your House and the White House." Other speakers will include Professor Jerry Cohen on "Dreadful Sincerity: The Performance of Personal Conviction in American Culture;" Earl Warren Professor of History David Hackett Fischer on "Paul Revere's Ride;" and Professor Benjamin Gomes-Casseres '76 on "The Alliance Revolution: The New Shape of Business Rivalry."

The University is also recognizing the accomplishments of its alumni through the 50th Anniversary Scientific Alumni Colloquium Series in the Life Sciences. All the speakers completed their undergraduate, graduate or post-doctoral studies at Brandeis. Among the participants are Rockefeller University Professor Rod MacKinnon '78, who recently achieved for the first time anywhere the direct structure-determination of an ion channel protein of the kind that underlies all electrical activity in nerve cells. Many claim this is the most important advance in molecular biology in 25 years, providing an understanding of the fundamental chemistry by which the brain makes electrical signals. Another speaker is Dr. Steven Hahn, Ph.D '84, whose work has provided important details of how genes are switched on and off and how this process goes wrong in cancer cells. Harvard Medical School Professor Fred Alt '71, who has been at the forefront of work uncovering the way genes control the immune system, is also presenting his work.

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I am happy to report that we closed the 1998 fiscal year with a total of \$41.2 million in gifts, an increase of nearly 30 per cent over the previous year. I would like to express my gratitude to everyone who made a gift. The number of alumni givers to our *alma mater* grew from 7,408 in 1997 to 8,285 in 1998, a new high in alumni participation and a 12 per cent increase from just three years ago. Alumni, parents and friends gave \$11 million in scholarship support this past fiscal year.

In order to enhance the experience of all of our students, Dr. Barbara Rosenberg '54, a member of the Board of Trustees, and her husband, Richard, completed a \$1 million gift to create the Barbara and Richard Rosenberg Fund for Student Life. The fall semester also saw the establishment of the Mandel professorship in Jewish education, made possible by a \$2.5 million pledge from the Mandel family of Cleveland, Ohio.

Milton and Shirley Gralla of New Jersey and Boca Raton, Florida provided a \$1 million endowment for student scholarships in the Genesis Program, which brings talented high school students to campus for a month each summer for innovative programming in Jewish studies. The W. R. Grace Co. has provided a \$150,000 grant for the Environmental Studies internship program; Proctor and Gamble has made a four-year, \$400,000 grant for the Bioorganic Chemistry graduate program; and a \$150,000 grant from the Laurie Foundation supports the 50th anniversary programming in Theater Arts, with an additional \$50,000 gift for Theater Arts provided by Barbara Sherman '54 of Wellesley, Massachusetts.

This fall Visiting Professor of Women's Studies Anita Hill is teaching two courses, *Race and the Law* and *Women, Media and the Law* to great acclaim. In the spring semester, we will welcome former New York City Mayor Edward Koch as the Fred and Rita Richman Visiting Professor. I also want to introduce three

new members of the Board of Trustees: Susan S. Bailis '67, co-President/co-CEO of Solomont Bailis Ventures; Sheldon I. Stein '74, Senior Managing Director of Bear, Stearns & Co., Inc. of Dallas, Texas; and former Texas Governor Ann Richards, Senior Advisor in the firm of Verner, Liipfert, Bernhard, MacPherson & Hand of Austin, Texas. Ms. Richards was honored with the Brandeis University Distinguished Community Service Award at this fall's Lawyers' Dinner in New York, together with Meyer Koplrow '72, a Brandeis parent and partner in the firm of Wachtell, Lipton, Rosen & Katz, who received the Louis Dembitz Brandeis Medal for Distinguished Legal Service.

I also want to welcome Charles Housen, chairman and CEO of Erving Paper Mills, as the new chair of the Board of Overseers of the Graduate School of International Economics and Finance, and Alan Solomont, founder, president, and CEO of ADS Management, Inc., who is serving as chair of the Heller School's newly-established National Advisory Board of the Institute for Health Policy. The Institute for Health Policy has been among this country's leading private research and policy centers for the past twenty years, confronting the challenges of providing and financing affordable health care for all Americans. We also welcome Carol R. Goldberg, president of Avcar Ltd., who joins Esther Kartiganer '59, senior editor for CBS News *60 Minutes*, as co-chair of the National Board for Women's Studies. Diane Troderman is the founding chair of the Board of Directors of the International Research Institute on Jewish Women. Congratulations to Belle Dorfman Jurkowitz '55, former National President of the Brandeis University National Women's Committee, on the publication of *Strictly by the Book*, her personal perspective on the first fifty years of the NWC.

In mid-November, I visited with alumni in Israel, and, together with Dean of Admissions David Gould, recruited students at the international schools in Jordan. On February 4, 1999, I will be in California to participate with alumni, parents, friends of the University and members of the National Women's Committee in a festive 50th anniversary celebration at the Skirball Cultural Center in Los Angeles.

In closing, I wish you all a very happy Thanksgiving and a joyous holiday season.

Sincerely,

Jehuda Reinharz