Head of the Class!

Inspired by their unwavering commitment to Brandeis University, National President Joyce Krasnow and her husband Paul have pledged $1 million to the university’s Science Campaign. Theirs is the largest cash gift in our history and sets a new standard of philanthropy for the National Women’s Committee. This gift and the ongoing financial support from our members demonstrate BUNWC’s importance as a valued partner in advancing Brandeis University.

You Are Invited to BUNWC’s Inaugural Retreat

June 7–9, 2006

For exciting details, see pages 10–11.

Two Brandeis Scientists Win Sachar Award

The Brandeis University National Women’s Committee is breaking new ground this year by awarding its highest honor, the Abram L. Sachar Medallion, to two outstanding Brandeis research scientists. Dagmar Ringe and her longtime collaborator, Gregory Petsko—the first man to receive the award—will be honored for their exceptional contributions to science and science education.

“We have found that the jewels are in our own backyard!” said Phyllis Perkal of the San Diego chapter, a member of the BUNWC team responsible for choosing the honorees. The awards ceremony will be held at the BUNWC Retreat on June 8 at Rapaporte Treasure Hall in the Goldfarb Library on the Brandeis campus.

Ringe, one of Brandeis’s newest fellows of the American Association for the Advancement of Science, is making important advances in a number of areas. She has identified and characterized proteins involved in metastasis, including one that seems to be important in the migration of solid tumors, and proteins involved in neurodegenerative diseases such as Alzheimer’s and Parkinson’s.

Petsko, the Gyula and Katica Tauber Professor of Biochemistry and Chemistry and director of the Rosenstiel Basic Medical Sciences Research Center, is internationally recognized for his contributions to the study of neurodegenerative diseases. A primary focus of his research is tau, a protein that is implicated in nerve cell death in more than twenty brain diseases.

Continued on page 9
When sitting down to write this final column for *Imprint*, I looked back to my visions and goals two years ago. I had carefully filed the list away and must admit I had not referred to it until now. When I revisited this list, I was gratified to see just how many goals have been accomplished. We have truly made great strides in a remarkably short time.

This administration’s overarching theme has been the dynamic changes taking place within BUNWC in line with our strengthened connection to the university. There have been many changes, and they cover several areas: chapter financial training sessions to bring us into compliance with federal legislation; a governance structure that will reflect our partnership with the university; and two new programming initiatives—a study group involving author Don Lee’s *Yellow*, and *Look with Pride*, an inspiring new video that showcases BUNWC.

Our new, exciting Science Initiative is now in place. Many chapters have already started fundraising in support of our efforts to raise $2 million for the university. Leadership gifts have also been received from many individuals who want to support research in neurodegenerative diseases, perhaps because they were touched personally in some way.

It will soon be time to leave this office. My service to you has been thrilling and an experience that will remain with me forever. I wish to convey to you my heartfelt appreciation for your commitment and dedication to BUNWC.

It is my sincere pleasure to congratulate and welcome presidential nominee Dottie Pierce and the nominated slate of officers for 2006–2008. I am confident they will continue the work of this administration, and I offer them my full support.

I look forward to greeting you at the June Retreat.
Down a flight of stairs, through a hallway, past rows of stacks, and through an exhibit area, a visitor will find the “jewels” of the Brandeis Library collection. These unique and valuable items in the Special Collections department have been locked behind closed doors for decades, used mostly by scholars who search them out. New Special Collections Librarian Tony Vaver intends to change all that, enriching academic life on campus by making these wonderful treasures available to many more faculty and students.

Rare books from sixteenth-century, early-music imprints, the complete Baldwin Shakespeare collection, Joseph Heller’s original annotated manuscript of Catch-22, personal papers from the Leo Frank trial, and Victor Young’s Oscar for best score for Around the World in 80 Days are just a few of the special items found in this part of the library.

“Traditionally, people rarely visited special collections departments, probably because they didn’t know they existed or were too intimidated to venture into these closed areas,” Vaver says. “We are now trying to change this view. Special Collections makes our library stand out and distinguishes us from other libraries. While still protecting the collection, we want to open this treasure box to more people.”

In many ways, the collection, which was started by university librarians and other bibliophiles in the earliest days of the University, reflects the founding principles of Brandeis. In addition to a rich collection of very old books on history, English and American literature, philosophy, and Judaica, there is a heavy emphasis on social justice and social and political movements. It contains extensive collections on left- and right-wing movements in the United States, anti-Semitism, the Holocaust, twentieth-century anti-alien and antiradical movements in the United States, and Zionism.

Vaver, who is familiar with academic life at Brandeis from his seven years as humanities librarian, is introducing faculty members to collections that enrich their classes and provide primary-source material for student research.

“Jonathan Sarna, the Joseph H. and Belle R. Braun Professor of American Jewish History and Director of the Hornstein Program, used our extensive Judaica and anti-Semitism collections for his research methods class,” Vaver explains. “Fine Arts professor Nancy Scott has brought her Georgia O’Keeffe class down to see our collection of Native American watercolors that are evocative of O’Keeffe’s work. And I plan to show Paul Jankowski, who teaches a course on World War I history, our World War I posters.

The Brandeis University National Women’s Committee has contributed generously to Special Collections through its Library Benefactor Fund. Library Benefactor has provided more than $1.5 million for rare and choice library acquisitions since its inception in 1971. The Fund has purchased the personal papers of great leaders, rare manuscripts, costly facsimiles, and many other items for Special Collections and other parts of the library.

“In addition to meeting with individual professors, we’ll reach out to the whole campus through exhibits, lectures, and programs,” he adds, “and we plan to digitize more of the collection to make it accessible on the Web to faculty and students.”
President Reinharz Awarded Honorary Degree

Ben-Gurion University of the Negev has awarded an honorary doctoral degree to Brandeis President Jehuda Reinharz. University President Avishay Braverman praised Reinharz for his scholarship and efforts to establish a close academic relationship between Brandeis and BGU.

“Both universities have a pioneering spirit that is guided by Zionist values,” he said at the ceremony. “In 1960, Brandeis University awarded an honorary doctoral degree to David Ben-Gurion. It is my honor, forty-five years later, to return the honor here today.”

The degree was granted to Reinharz in recognition of his distinguished contributions to humanity. The citation reads, in part: “In deep appreciation of a preeminent academician who has led that institution with a commitment to scholarly excellence, social justice, pluralism, and service to the community; in honor of a pioneer in the promotion of research in the United States in the fields of Zionism and the State of Israel; in recognition of a renowned researcher, recipient of prestigious awards, a member of the American Academy of Arts and Sciences, and a Fellow of the Royal Historical Society, who served on the U.S. Presidential Advisory Commission on Holocaust Assets; and who believes in the Negev for Israel’s future and works tirelessly to strengthen relations between American Jewish communities and academic institutions and the State of Israel.”

Hornstein Program Reorganizes, Names Sarna Its New Director

Marshaling its diverse academic resources to help develop the next generation of Jewish leaders, Brandeis University has expanded and reorganized the Hornstein Program in Jewish Communal Service and named leading scholar Jonathan Sarna as its director.

The program—now known as Hornstein: The Jewish Professional Leadership Program @ Brandeis University—will offer a dual master of arts degree with the Department of Near Eastern and Judaic Studies, and a master of business administration degree with the Heller School for Social Policy and Management. In addition to Hornstein courses on Jewish organizational life, philanthropy, and Diaspora-Israel relations, students will have access to a broad range of Brandeis course offerings.

Remembering Gerry Bernstein

Virtually no one could enthrall an audience of Brandeis University National Women’s Committee members as effectively as Gerald S. Bernstein, who died on January 8, 2006.

Professor Bernstein joined the Department of Fine Arts in 1968 and specialized in the history of U.S. art and architecture. He won awards for his teaching and for promoting the creative arts at Brandeis, and he was marvelous in explaining the site-specific environment that the designer and architects of the university had intended to form.

But he was also my BUNWC traveling partner in what is now called University Outreach, which enabled me to observe how gifted Gerry was in reveling to local chapters the sublimity of American synagogue architecture. Because no faculty member was foolish enough to follow Gerry Bernstein, he was often expected to speak last, after lunch: and, because he used slides, he spoke mostly in the dark.

Despite these handicaps, he was an incandescent and informative lecturer. But Gerry wasn’t merely a platform personality. His openness to others as well as to artistic grandeur, his warmth and his humor, are also qualities of which death has sadly deprived us.

— Stephen J. Whitfield
Max Richter Professor of American Civilization
Dear Friends,

It hasn't taken long for me to discover the depth of your intellectual curiosity and the passion with which you search for robust mental stimulation and adult learning. Now, due to our strengthened partnership with the university, we can provide you with even more vibrant and varied academic programming to satisfy that passion.

Lifelong learners will revel in this treasure trove of intellectual riches, a true measure of Brandeis excellence, and will experience the benefits of a shared learning community. Inside this issue, you will find a plethora of Brandeis academic offerings.

Make plans now to participate in our inaugural June Retreat on the Brandeis campus where, for a single fee, BUNWC members will be able to double their intellectual pleasure. You will not only have the opportunity to participate in our retreat programs, but also will be able to attend faculty presentations at the Brandeis Alumni Association's stellar Alumni College.

Further your knowledge at the Osher Lifetime Learning Institute at Brandeis and explore programs in the arts and political sciences.

Then, in July, travel to Brandeis in the Berkshires for an in-depth look at “Crisis and Change in the Middle East,” led by top experts in the field. The new weekend format and affordable registration fee make this thought-provoking symposium a not-to-be-missed event.

Ride along with BUNWC’s acclaimed outreach program, “University on Wheels,” which has showcased Brandeis faculty since 1973. Plans are under way to further enrich this unique learning experience by driving those wheels on paths never before taken.

The National Women’s Committee proudly bears the name of Brandeis and promotes the university’s reputation for academic distinction. As Albert Einstein observed, “Brandeis is a name that cannot merely be adopted. It is one that must be achieved.”

Brandeis University sets the highest standards, and BUNWC strives to be worthy of its namesake.

Cordially,

Shari

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Janice Fineman—Key Member of Senior Management—Appointed Associate Executive Director of BUNWC

Janice Fineman has been appointed associate executive director of the Brandeis University National Women’s Committee (BUNWC). Since joining BUNWC’s professional staff in 1987 as director of development, Fineman has led the organization’s major fundraising efforts in support of the university. A key member of the senior management team, she has held a number of special administrative assignments and has served twice in the past six years as interim executive director.

Fineman brings to her new position not only development expertise but also the perspective of a volunteer. A member of BUNWC’s Honorary Board since 1988, she served in numerous capacities on BUNWC’s National Board from 1978 to 1987, most notably as a national vice president, national treasurer, national chair of personnel practices, and chair of budget and finance.

Fineman will continue to oversee BUNWC development activities, and will assist in implementing the organization’s new vision and planning initiatives.
The devastating effects of amyotrophic lateral sclerosis (ALS)—and the lightning speed with which it can take a middle-aged victim from the golf course to the grave—has for years weighed heavily on chemist Jeffrey Agar. Doing highly theoretical work as a spectroscopist in Georgia, Agar decided to put his background and expertise to work to help cure Lou Gehrig’s disease, as the condition is more commonly known. He believes his move to Brandeis and the Rosenstiel Basic Medical Sciences Research Center in 2005 has improved his chances of doing just that.

“I’ve always read a lot of scientific literature, and I thought I had come to understand ALS,” Agar said. “I became convinced the problem was tractable and that I should become involved with helping to find a cure.”

After working on the problem at the Montreal Neurological Institute at McGill University, an integrated hospital and research facility, Agar moved to Brandeis, where he is developing a prototype treatment which he hopes to start using soon in mice. It is based on keeping the two parts of a protein from breaking apart, which causes the disease in people at risk for familial or inherited ALS.

“Many of us work on these diseases because we want to ease the suffering of people in need,” he explained. “I’ve been working around patients and their doctors for several years now, and it seems like the story is always the same. This healthy person in his or her 40s or 50s—who has just bought a new car and whose children have finished college, who is making plans and moving into a wonderful new phase of life—gets this devastating diagnosis and is dead in two years. In fact, he’s completely disabled in six months, before he...
can even process mentally what has happened. This terrible disease is diagnosed in five thousand patients a year in the United States, and I just felt I had to try to do something about it.”

Collaborating with Rosenstiel Director Gregory Petsko and with researches at Harvard University hospitals, Agar continues to work around ALS patients and their physicians, something he considers critical to the success of his research. “When I work in the laboratory on the microscopic scale, I miss the things you see when talking to patients or their doctors,” he explained. “I believe you have to be thinking about both.

“Greg Petsko’s and Dagmar Ringe’s recent groundbreaking research has proved beyond a shadow of a doubt that this is the right approach,” he added. “They are redefining how quickly research can go in the area of neurodegenerative disease. I’ve never seen anything like it before. By moving a portion of their lab to Harvard in close proximity to patients and neurologists, they have moved from discovery to treatment in one year, a process that has traditionally taken fourteen to fifteen years in the pharmaceutical industry.”

• Brandeis has a greater concentration of National Institutes of Health special awards and funding per scientist than almost any other research university in the country.

• Groundbreaking advances at Brandeis in understanding Parkinson’s may provide insight to common pathways of other diseases, such as Alzheimer’s and Lou Gehrig’s.

• Many Brandeis undergraduates have authored original research papers by the time they graduate.

• The Brandeis University National Women’s Committee is committed to raising $2 million for a state-of-the-art laboratory to study neurodegenerative diseases and for a much-needed endowed medical science journal fund.

Be a Trendsetter—Support Brandeis Research

Donors to Science for Life, BUNWC’s new initiative to support neurodegenerative research at Brandeis, will wear this unique brushed-pewter microscope pin, in recognition of a $500 to $999 gift.

Donors of $1,000 or more will receive the microscope pin with the additional adornment of an inset crystal, symbolizing the essential building blocks of research.

For more information about how you can support research for neurodegenerative diseases, contact Judy Diamond at 781-736-4167 or jdiamond@brandeis.edu.
Report of the National Nominating Committee
(For term of office July 1, 2006, through June 30, 2008)

President
Dr. Dorothy Pierce, Boca Raton, Florida

Vice Presidents
Dorothy Katz, Leucadia, California
Carolyn Latz, Minneapolis/St. Paul, Minnesota
Françoise Marcus, New York City
Phyllis Perkal, San Diego
Charlotte Schiff, Palm Beach Gardens, Florida
Barbara Starsky, Boynton Beach, Florida

Treasurer
Bernice Smilowitz, New York City

2006–08 National Nominating Committee
Barbara Ehrlich, Pleasantville, New York (chair)
Barbara Sherer, Bellevue, Washington (vice chair)
Belle Jurkowitz ’55, Aventura, Florida (holdover)
Elaine Bernstein, Aventura, Florida
Sue Karp, Scottsdale, Arizona
Joan Neuwirth, Monroe Township, New Jersey
Sandra Oken, Potomac, Maryland
Sharon Traub, Minneapolis, Minnesota
Beth Wolfson ’75, Dedham, Massachusetts

Hartford

Members of the Hartford chapter enjoyed meeting Shulamit Reinharz, Jacob Potofsky Professor of Sociology, at the Hartford Jewish Book Festival.

Los Angeles

Stephen Whitfield, Max Richter Professor of American Civilization (left), talks with National Board members Shirley Pollock and Irv Kierman at a special pre-event breakfast at the Los Angeles UOW that raised funds for Library Work Scholars.
Brandeis Researchers Win Sachar Medallion

Continued from page 1

“The biomedical work of these two colleagues has broad implications for human health and our understanding of these devastating diseases.”

Like many of their colleagues, Ringe and Petsko maintain full teaching loads while mentoring undergraduates and graduate students in their laboratories.

Petsko said he is proud of the fact that he has taught freshman chemistry for twenty years. He left the Massachusetts Institute of Technology for Brandeis to be part of what he describes as “a small, daring, imaginative, much newer school with a culture of cooperation and a track record of boldly going where no university had gone before.”

“The biomedical work of these two colleagues has broad implications for human health and our understanding of these devastating diseases,” BUNWC President Joyce Krasnow said. “Consider our aging population. Think about the sufferers of cancer. Then imagine what discoveries might lie ahead, not only for us, but also for our children and our grandchildren.

“With the scientific expertise of our two Sachar Award honorees, their dedication to the field of education, and the inspiration they impart to their students, the possibilities are limitless!”

Brandeis in the Berkshires

Reserve your space today! Call 781-736-3355
www.brandeis.edu/berkshires

New Weekend Program This Summer at Brandeis in the Berkshires

For the first time this summer, Brandeis in the Berkshires is offering a weekend symposium, led by the Crown Center for Middle East Studies at Brandeis. You may also choose to attend a three-day or five-day institute.

July 8–9: Two-Day Symposium
Crises and Change in the Middle East
Price: $150/day, $275/weekend
How will the rise of fundamentalism, terrorism, and violence impact prospects for peace and relationship-building in the region? Hear from leading experts and scholars on today’s issues, from Iraq to the Palestinian-Israeli conflict, to the latest developments in Lebanon and Syria.

Speakers and Panelists
Shai Feldman, Director, Crown Center for Middle East Studies, Brandeis University
Khalil Shikaki, Director, Palestinian Center for Policy and Survey Research, Ramallah
Kanan Makiya, Sylvia K. Hassenfeld Professor of Islamic and Middle East Studies, Brandeis University

July 9–12: Three-Day Institute
Is Democracy the Right Answer for the Middle East?
Price: $975
Participants will engage in a dynamic roundtable discussion with experts and scholars on the link between democratization and issues of peace and war in the region, and the role of the United States.

Moderator
Daniel S. Terris, Director, International Center for Ethics, Justice, and Public Life, Brandeis University

August 13–18: Five-Day Institute
Illuminating Connections: America’s Jewish Renaissance
Price: $2,430
Participants will explore the diversity of Jewish values, perspectives, and styles of engagement, and how these influence Jewish heritage and identity through film, fiction, and the arts.

Moderator
Sylvia Barack Fishman, Professor of Contemporary Jewry and American Jewish Sociology, Brandeis University
BUNWC Inaugural Retreat
June 7–9, 2006

Wednesday, June 7

Registration, 9:00 a.m., Boston Marriott Newton, Newton, Massachusetts. Programs begin at 1:00 p.m.

What’s New at Brandeis?
Explore the campus on a student-guided tour.

Building a Library in the 21st Century
Learn how technology is changing the needs of students and faculty.

Chapter Chartering and Chapter Cheers
Welcome Tri-County, Conejo Valley, Harmony, and the Greens. Root for your chapter to take home BUNWC Gold.

Thursday, June 8

Thinking Big: If Your Vision of the Future Doesn’t Frighten You, It Isn’t Large Enough—Personal Empowerment

Pinnacles of Excellence
Get the inside scoop on groundbreaking discoveries from award-winning Brandeis researchers. Be among the first to see virtual drawings of Brandeis’s new science complex.

Star-Studded Sachar Spectacular
Join us at an elegant dessert reception, where we will honor renowned scientists Dagmar Ringe and Greg Petsko.

Installation Banquet
Be with us as we install our new national president and officers. This gala evening will culminate in the presentation of our Chapter of the Year Award.

Friday, June 9

BUNWC Partners with Brandeis Alumni
Experience the excitement of a Brandeis classroom at Alumni College, a daylong academic adventure featuring university faculty.
Session I

A. Cross-Cultural Perspectives on Aging
Sarah Lamb, Associate Professor of Anthropology

B. Revealing the Rose
Michael Rush, Henry and Lois Foster Director, The Rose Art Museum

Session II

A. The Bible in Contemporary American Life
Marc Brettler '78, PhD'86, Dora Golding Professor of Biblical Studies

B. Globalization Update: Economic Developments from the World of International Trade Policy
Chad Brown, Associate Professor of Economics

Session III

A.Channeling Lincoln
Jacob Cohen, Associate Professor of American Studies

B. Eating Right, Feeling Good: How Do I Get There from Here?
Kenneth C. Hayes, Professor of Biology and Director, Foster Biomedical Research Laboratories

Session IV

A. Nancy Johnson’s Story: African-American Perspectives on the American Civil War
Jacqueline Jones, Truman Professor of American Civilization

B. Water Is Life: Human Use and Abuse of an Irreplaceable Resource
Dan L. Perlman, Associate Professor of Biology and Chair, Environmental Studies Program

For Your Information

Fees
Full plan: $275 (includes meals, gratuities, materials, and transportation to and from campus).

For every member visiting Brandeis for the first time, we are pleased to offer a reduced registration fee of $200.

Day delegate: $35 registration plus à la carte meals.

Guest meals: cost of meals.

Registration
Registration forms must be postmarked no later than May 12. Conference registration begins at 9:00 a.m. on Wednesday, June 7, at the Boston Marriott Newton.

Accommodations
The Boston Marriott Newton room rate is $119 per night plus tax for single or double occupancy. The national center must make all room reservations. Registrants are responsible for payment to the hotel upon arrival. The hotel cannot guarantee room rate or availability after May 12. Directions to the hotel and menu selections will be provided with your registration confirmation.

Airport Transportation
The Knight's Shuttle, 1-800-822-5456; taxis are also recommended.

Cancellation Policy
Room cancellations made on or after May 12 are subject to a late fee of $50. All meals must be prepaid. Menu selections will be accepted no later than Friday, May 19, and there will be no refunds for meal cancellations after that date.
Personal Information

Name

Address

City  State  Zip

Phone  E-mail

Chapter  Region

General Information

I will be attending the Retreat as a:
☐ Chapter President or Presidium Member
☐ Chapter President's Representative
☐ National Board Member
☐ Delegate
☐ Guest

Will you be staying at the Boston Marriott Newton?
☐ Yes  ☐ No

How will you arrive?
☐ Car  ☐ Plane

Arrival day _______________________
Time (am/pm) ____________________
Airline _________________________
Flight # _________________________

Departure day ____________________
Time (am/pm) ____________________
Airline _________________________
Flight # _________________________

Will you be staying for the Alumni College lunch?
☐ Yes  ☐ No
Fees

Full Plan: $275
Includes transportation to and from campus, all conference materials, meals, and gratuities.

For every member visiting Brandeis for the first time, we are pleased to offer a reduced registration fee of $200.

Day delegate: $35 registration plus à la carte meals.

Guests for meals: cost of meal.

Room Fees
The Boston Marriott Newton room rate is $119 per night plus tax, single or double occupancy. The national center will make your hotel reservation. Registrants are responsible for payment to the hotel upon arrival.

Registration Deadline
Registration must be postmarked by May 12. The hotel cannot guarantee the room rate or availability of $119 per night after May 12.

Please fill in the following information:

I would like a ☐ single ☐ double for the following nights:
☐ Tuesday ☐ Wednesday
☐ Thursday ☐ Friday

I will be rooming with:


Day Delegate
Registration fee includes all materials and transportation to and from campus.

$35 ______

À La Carte Meal Registration
No meal reservations accepted after May 19. We regret no exceptions can be made.

À La Carte Meal Selection

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Guest Name(s) ____________________________

Alumni College (choose A or B for each session)

Session I 10:00–11:15 a.m. ☐ A ☐ B
Session II 11:45 a.m.–1:00 p.m. ☐ A ☐ B
Session III 2:00–3:30 p.m. ☐ A ☐ B
Session IV 3:45–5:00 p.m. ☐ A ☐ B

Payment Information
Mail completed form to Brandeis University National Women’s Committee, MS 12, PO Box 549110, Waltham, MA 02454-9110

Method of Payment ☐ Check enclosed ☐ Visa ☐ MasterCard

Credit card #_________________________ Expiration date (mm/yy)_______________

Signature ____________________________

For Office Use Only
Check #_______________ Date Received __________ Confirmed by_________________
“When I am asked, ‘Why a planned gift?’ I say, ‘Why not a planned gift? ‘It helps Brandeis, and it certainly helps me.”

Many years ago, when the Greater Boston chapter honored me, my son Marc spoke for the family when he said, “We would love to endow a building in my mother’s honor. However…”

We would all like to do more than we can. The good feeling comes from doing whatever we can for a university that has enriched all our lives. My planned-gift investment reminds me of my Brandeis connection with every quarterly interest check—and this is my second time around.”

Eleanor L. Shuman

Join Ellie Shuman and hundreds of others who have established a charitable gift annuity with Brandeis University. Receive an annual income for life at an interest rate that never changes. Learn about the tax advantages that you will receive with a gift to help ensure the academic excellence of Brandeis and its Libraries. The Brandeis University National Women’s Committee will recognize your generosity on its Tribute Wall, and the university will grant you membership in its Sachar Legacy Circle.

To learn about planned giving opportunities or for the wording to ensure that your bequest is directed to Brandeis or its Libraries, contact Judy Diamond at 781-736-4167 or jdiamond@brandeis.edu.