GSIEF: A New School for a New World

All eyes were on the youthful team—from the U.S., Hungary, Mexico and Turkey—as they made their case to the seasoned executives before them in a tight, polished computer-aided presentation. After months of preparation, they were recommending the merger of two multi-billion dollar international industrial giants.

This drama did not unfold in a board room, however. It was part of a course in the Master of Business Administration International (MBAi) program of Brandeis's Graduate School of International Economics and Finance (GSIEF). These students are getting ready for the real world and what better way to do it than to analyze the merger of Daimler Benz/Chrysler and present their recommendations to key players from the actual merger? The audience included investment bankers who advised Daimler and Chrysler during their merger talks, the Chairman of the Board of the Graduate School, a representative of one of Germany's largest banks, and a mergers and acquisitions specialist. They all declared that the Brandeis students pretty much got it right.

"We've targeted a new niche in professional education—the burgeoning opportunities created by the globalization of economic activity," explains Petri Petri, dean of the school and Carl J. Shapiro Professor of International Finance. "Foreign exchange transactions have grown 100 times since the 1970s," he points out. "The U.S. is twice as dependent on international trade as it was in the 1960s. Every company now has to think of its competitive position in an international context.

"There's nothing quite like it," Petri says of the school. "The closest is INSEAD, the famous international business school in France, where only 20 percent of the students are French. The location means little. It's the international focus that makes the difference for the continued on page 7"


**Presidential Perspective**

By Marcia F. Levy

_Spring has come, one of my great and least six inches of new growth each day, and the buds on the bearded irises are beginning to swell. I've been weeding, planting, pruning, and fertilizing, while maintaining my usual BUNWC routine of phone calls, e-mail, and letter writing._

It occurred to me while I was digging out some especially tenacious dandelions, that gardening demands a conscientious gardener, so does the success of the National Women’s Committee require significant effort on the part of our volunteers.

In fifty years we have grown from one chapter to one million. Each of the millions of members has performed an invaluable service to the University. Gifts have skyrocketed. Who could have envisioned that a Brandeis student could access extensive library services simply by visiting the campus would be the site of a new endowment the University Librarian Chair. We have made so many friends and feel blessed we found BUNWC.

In fifty years Brandeis University has undergone many changes and our volunteer environment has changed as well. If the Women’s Committee is to meet the challenges of the 21st century, we, too, must make changes. On a national level, board members will work this year in teams rather than holding individual portfolios. A strategic planning committee will be appointed to help the campus to reconnect with the University to recapture the spirit of enthusiasm that prevailed in the early years of our existence.

Like good gardens, we must be willing to weed out our weak spots and add new growth. Some of our projects are like hardy garden perennials, blooming reliably year after year. Others are like tender shrubs, garden perennials, blooming reliably year after year. Some especially tenacious dandelions, that have endured many changes and our volunteer environment have adapted. If the Women’s Committee is to meet the challenges of the 21st century, we, too, must make changes. On a national level, board members will work this year in teams rather than holding individual portfolios. A strategic planning committee will be appointed to help the campus to reconnect with the University to recapture the spirit of enthusiasm that prevailed in the early years of our existence.

Like good gardens, we must be willing to weed out our weak spots and add new growth. I hope we will join me and continue to celebrate our achievements and plant the seeds for a productive future.

**Reflections**

_"When I visited the campus as chapter delegate to Conference in 1980 I was so in awe that I skipped meetings to see more of the campus. Supporting Brandeis University and its libraries is an honor for me. I treasure the opportunity to be a part of this auspicious university and the National Women’s Committee."_

Bernis Hecht, Corpus Christi Chapter

**Donors Express Love of Brandeis, NWC and “Bessie” with Campaign Gifts Large and Small**

The National Women’s Committee’s 50th Anniversary University Librarian Chair campaign is touching the hearts of members and friends throughout the country. Donations large and small, which have reached $3.3 million toward the $5.2 million goal, frequently cite devotion to Brandeis, a deep appreciation of the National Women’s Committee (NWC), and a special regard for University Librarian Bessie Hahn as the motivations behind the gifts. “Waltham is 3,000 miles from us, but we feel devoted to the University, its goals and opportunities it offers students worldwide,” wrote Bunny Wasserstein of the San Diego, California Chapter. “When my husband and I moved to this area 13 years ago we didn’t know a soul. We have made so many friends and feel blessed we found BUNWC.”

Helen Livingston of Manhattan wanted to help celebrate the 50th anniversary with a gift to the campaign. Two of her children “had the privilege of traveling to China on a National Women’s Committee trip with Bessie Hahn,” she pointed out, and the third is a graduate of the University. Mollie Wilson’s dedication to Brandeis and the Libraries and her “warm admiration for Bessie Hahn” led her to make a large gift to the campaign. “Brandeis is very dear to my heart,” Wilson, of the Greater Boston Chapter, said recently.

For Annabelle Bah of Los Angeles it was her love of Brandeis and her loving memory of her husband’s deep regard for education that inspired her generous gift to the campaign. Bahr joined the National Women’s Committee when a mentor from another volunteer organization paid her first year’s dues more than 20 years ago. Evelyn Lawrence of the North Jersey Chapter, who joined the second NWC chapter formed 50 years ago, celebrated the National Women’s Committee’s 50th Anniversary and her 80th birthday with a $25,000 gift to the campaign.

Chapter and region events are also playing a major role in the success of the campaign. With some recognized as the premiere events in their communities, these fund raisers range from small “family affairs” in Kansas City and South Shore/ Brookline, Massachusetts, to honor founders and longtime leaders, to very prestigious book and author events that have drawn hundreds in Phoenix and Los Angeles. The North Shore, Illinois Chapter is launching its first book and author event in May to benefit the campaign, only one month before its renowned, labor-intensive used book sale. The event has already attracted several $3,000 donations, many $1,000 gifts and life income gifts.

A special performance of the Miami City Ballet sponsored by the Florida Region attracted more than 700 people and raised $35,000 for the campaign. A pre-luncheon, post-dinner, and souvenir journal contributed to the success of this event. The New York, New Jersey, New England Region is planning a glamorous evening at the Beaux Arts mansion of Madison Avenue gallery owner W. Graham Arader with Brandeis Brandeis president Jehuda Reinharz and his wife, Brandeis Professor Shulamit Reiner, director of women’s studies, Bessie Hahn, university librarian and assistant provost, and National Women’s Committee President Marcia Levy.

The National Women’s Committee’s newest chapters are also proudly celebrating the organization’s 50th anniversary. More than half the members of the 45-member two-year-old Weston Venture, Florida Chapter attended that group’s Golden Anniversary Gala Luncheon.

The $500 campaign gift continues to be the most popular, with almost 300 donors now proudly wearing the brass-dipped chair pin which recognizes gifts made in that category. The names of donors making gifts of $3,000 or more will be permanently inscribed in a bronze sculpture of a book to be installed in the National Women’s Committee’s Garden on the Brandeis campus. Gifts of $100,000 or more will receive special recognition in the garden.

The National Women’s Committee will celebrate its 50th Anniversary and National Women’s Committee’s Golden Anniversary Gala Commemorative Book for Conference 2000, recognizing all donors who have made gifts of $1,000 or more. Gifts may be made in cash, with appreciated stock or with MasterCard, Visa or American Express.

**Cruising down the Mississippi River in celebration of the National Women’s Committee’s 50th Anniversary was a typical fun-filled and enriching Brandeis event.**

_President Marcia F. Levy_  
_National Publications Chair Shirley Erickson_  
_Communications Coordinator Helen Metzler_  
_Editor Mary Pat Prado_  
_Designer Thea Shapiro_  
Photographer Julian Brown_
The new Brandeis University National Women's Committee Tribute Wall, located in the foyer of the Goldfarb Library, will be dedicated during Conference this spring. The names of those making gifts to the National Women's Committee of $5,000 or more will be permanently inscribed on the elegant new wall under the following categories:
- Gifts-$5,000-$9,999
- Special Gifts-$10,000-$24,999
- Major Gifts-$25,000-$49,999
- Leadership Gifts-$50,000-$99,999
- Distinguished Gifts-$100,000-$999,999
- Founding Gifts-$1 million and above.

NEW OFFICERS NOMINATED

The following slate of national officers will be presented by the National Nominating Committee for vote by all delegates at the National Conference, June 2-June 6, 1999.

For President:
Marcia Levy
MEMPHIS

For Vice Presidents:
Cynthia Jartman
ANAPOLIS
Carol Kern
PHOENIX
Florence Simon
GOTHAM

For Treasurer:
Barbara Schumacher
NORTH SHORE, IL

Nominating Committee 1999-2000
Chair:
Bea Glenn
NORTH SHORE, IL

Vice Chair:
Barbara Berlin
WASHINGTON, DC
Harriet Bial
HILLS
Pamela Carrot
WASHINGTON, DC
Loris Edwards
NORTH SHORE, IL
Belinda Junkowicz '65
MIAMI BEACH
Eleanor Kearns
MANHATTAN
Rebekah Kramer
SANTA CLARA VALLEY
Shirley Pollock
LOS ANGELES
Roberta Richard
GREATER BOSTON
Helenie Saporsen
GREATER BOSTON
Benice Simiwicz
KANSAS CITY
Judy Weinstein

Alternate Nominating Committee Members by Region:
Florida:
Pearl Gedin
TRAILS
Eppie Kaplan
WEST END

Mid-Atlantic:
Phyllis Freedman
ATLANTA
Perna Rogoff
TIDewater

Midwest:
Estelle Robinson
KANSAS CITY
Sharon Traub
MINNEAPOLIS/ST PAUL

New England:
Debbi Abrahams
METROWEST
Beth Anne Wolfson ’75
NORFOLK/SHARON

NY-NJ-So CT:
Debbie Breakstone
CENTRAL WESTCHESTER
Harriet Shapiro
NO. WESTCHESTER

Greater Western:
Sue Karp
PHOENIX
Gloria Shane
DESSERT

“ At Large”:
Judy Kahn
KANSAS CITY
Sondra Hormer Warner
BOCA RATON

Honorary National Board Members:
Joyce Krasnow
LOS ANGELES
Elizabeth Susser
CORPUS CHRISTI

Submitted by the 1998-99 National Nominating Committee:
Chair:
Shirley Pollock
LOS ANGELES

Vice Chair:
Mickey Morris
RIVERDALE

Members
Judie Brown, SOUTH DAKOTA
Joan Caruso, DESERT
Carol Colby, NORTH SHORE, IL
Maureen Dunwood, KANSAS CITY
L.D. Hirschkiel, SANTA CLARA VALLEY
Estelle Jacobs, GREATER WASHINGTON

Bash Krasnow, MANHATTAN
Roberta Pollock, WEST END
Joyce Prince, GREATER WASHINGTON
Rez Shack, SOUTH SHORE/BROCKTON
Beverly Shuman, GREATER BOSTON

Pull Up A Chair
and join us in making history at Brandeis.

In only 50 years Brandeis University has taken its place among America’s top universities. At the heart of this success are the Brandeis Libraries, built from the ground up, book by book, with the invaluable support of the Brandeis University National Women’s Committee.

To celebrate our 50th anniversary, we are taking our boldest step yet to ensure the future of the Libraries by establishing the Brandeis University National Women’s Committee University Librarian Chair with an endowment of $2.5 million.

Gifts may be made in cash, with appreciated stock or with MasterCard, Visa or American Express and must be completed by March 31, 2000.

Call toll free 1-888-TO-BUNWC (1-888-862-8692) for additional information.
Ada Nogee was looking for a lot more than tennis, golf, and cards when she moved from Boston to Florida in 1984 after her husband Philip's death. Determined to be active in any organization she joined, she carefully researched all the groups in her area, even attending several National Women's Committee (NWC) board meetings to “get the general picture.” She found what she was looking for in the Pompano/R. Lauderdale Chapter.

Declaring her involvement in the National Women’s Committee “the kind of afterlife I wanted,” she quickly moved onto the chapter’s board as a vice president. “Under the gentle persuasion of my mentor, former National Vice President Jay Coral, I agreed to serve as co-president with my sister-in-law after only two years in the chapter,” she relates. In the coming year she will serve as president of the 12,000-member Florida Region. “I knew I wanted to be active, but I didn’t expect to get involved so fast,” she says.

“This is a unique organization,” Nogee explains. “Not only did I choose it because of my interest in its mission, but I identified with the members. These are bright men and women, really interesting people.” Nogee learned just how bright and inquisitive the typical National Women’s Committee member can be when she ran the study group, “The Course of Our Times,” 20 videotaped lectures by Dr. Abram Sachar on America in the 20th century. “The lectures prompted very healthy and invigorating discussions,” she recalls.

Nogee has squeezed a lot of leadership experience into the 15 years she has been part of the National Women’s Committee. In addition to her chapter work, she has chaired study groups, bylaws and policies, bulletins, and membership for the region and has served on the National Nominating Committee and as national chair of community service. She has big plans for the growing, 32-chapter Florida Region, the organization’s largest. Further expansion is her number one goal, with an emphasis on keeping chapters at a manageable size. She hopes to develop more leaders, working to overcome what she terms that famous organization’s largest. Further expansion is her number one goal, with an emphasis on keeping chapters at a manageable size. She hopes to develop more leaders, working to overcome what she terms that famous

“All the men are men—men who did mediation work for the Los Angeles County Bar Association for several years after his retirement, Gomer explains: “We’re mostly retired guys who miss the fellowship of other men we enjoyed while working.” Like their wives, these men have found like-minded souls in the National Women’s Committee, the kind of interesting, educated, stimulating people who characterize the membership of the organization.

The group has also run excursions to the Federal Reserve Bank, the Los Angeles Times printing plant, the new subway system, new library, and Warner Brothers Studios. Smaller special interest groups for current events, golf, fishing and computers have also proved very popular. A former businessman who did mediation work for the Los Angeles County Bar Association for several years after his retirement, Gomer explains: “We’re mostly retired guys who miss the fellowship of other men we enjoyed while working.” Like their wives, these men have found like-minded souls in the National Women’s Committee, the kind of interesting, educated, stimulating people who characterize the membership of the organization.

People in the Los Angeles Men’s Group also choose to belong to the Men’s Study Group, which meets on the first Tuesday of each month. “The men are starting to join on their own for our activities, bringing their wives in later,” Gomer reports.

The Men’s Group elected officers when its membership hit 25, quickly outgrew the deli where it met for monthly breakfasts and now meets in the Anti-Discrimination League offices.

The rich backgrounds of the group’s members—retired business owners, doctors, lawyers, college deans, and the occasional Hollywood producer—makes programming easy. Speakers, all recruited by members, have included nutrition guru Robert Fritkin, Dr. Warren Grundfest (on medical laser research), James Warf, Ph.D., who worked on the Manhattan Project, and experts on cloning, tax law, and local and state ballot initiatives. An off-the-cuff medical update at an early meeting by physician-member Herb Resnick was so well received that it has become a regular feature. Resnick is now co-chairman with local businessman Harold Sailer.

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Although the Men’s Group did not initially embrace fund raising, each member does pay a modest annual fee, above and beyond their chapter dues. These funds ultimately go to the Brandeis Libraries when speakers are presented with Learned Research Journals. The group also voted unanimously to place a $500 full-page ad in the Los Angeles Chapter’s 50th Anniversary commemorative book. A core group of 15 men and their wives are starting to organize the group’s first fund raising event. “These guys were a little slow to get interested in fund raising,” Gomer admits. “They’ve all been active in their temples or community projects for years and they feel like they’ve done their share, but we’re starting to turn that around.”

Al Gomer, who had not been involved in anything like this before and says he “never dreamed” he would become so immersed in it, is now spreading the word to other chapters in California. “I think the key is to provide something specifically for the men,” he says. “We’re interested in a club, not necessarily with the women.” Jo Kierman, president of the Los Angeles Chapter whose husband Irv Kierman was one of the first co-chairmen of the Men’s Group with Frank Wolf, agrees. “The success of our men’s group is due to the fact that the women keep their hands off it,” she declares, “and, of course, to the vision and leadership of Al.”
Reflections

“No relationship, outside of immediate family, has lasted longer or been more meaningful to me. Because of BUNWC, I have pursued a career as teacher and lecturer, developed intense friendships in two regions and added immeasurable richness to my life by reaching beyond my own narrow concerns. Helping countless scholars I will never know achieve their destinies ennobled my life.”

Joyce Reider, Boca Raton Chapter

Sue Karp
Phoenix

Phoenix Chapter President Sue Karp was introduced to the National Women’s Committee at her hair salon when someone told her about “this group that would be perfect for her.” Ten years later she is so devoted to Brandeis that she finds herself doing exactly the same thing — “talking Brandeis” to strangers in a restaurant or while standing in line at Marshall’s or the supermarket.

“I stop ‘em wherever they are,” she admits. “We’re not a hard sell. So many newcomers to this area have heard about our study groups and book and author event that they don’t need to be convinced.” Karp’s unbridled enthusiasm and unconventional recruitment techniques have paid off in this high-growth area. Although she would not take the credit, the chapter has doubled its membership during the decade she has been part of the leadership team.

“When you join Brandeis you have to really get involved,” she declares. From the beginning, Karp has organized opening and closing luncheons, chaired fund raising and run the chapter’s very successful book and author luncheon. She was the natural choice for vice president of membership and is now in her second term as president. “Ellen Woodnick, the president when I joined, got me into it,” Karp reports, “and Carol Kern, who is now a national vice president of the organization, has been a strong mentor for me for ten years as well as my best and closest friend.”

The Phoenix Chapter has taken full advantage of the growth in its midst. It has a satellite group of about 75 members in an area one hour from Phoenix and hopes to form a second. It expects to add 100 new members this year and has established a study group for men. Karp attributes much of the success of the chapter to the active participation of about a dozen former chapter presidents. “That makes such a difference,” she says.

The chapter’s premiere event, its book and authors luncheon, was a roaring success this year, attracting 750 people and an A-list of best-selling authors. “What gave me a thrill was the participation of the well-known author Shirley Taylor Halzip and her husband,” Karp relates. “Our mothers were good friends back in Connecticut, so we grew up together. We sat the whole night and reminisced and cried.”

Karp attributes much of her devotion to Brandeis to her mother’s influence. “I was only an average student,” she relates. “It probably broke my mother’s heart that her only child didn’t go to Vassar. Mother was very bright, but she didn’t have the opportunity to go to college. Louis Brandeis was very special to her, even before the University was founded. I remember she kept a small ceramic bust of him on her piano. In a way, I’m making up for what I feel I should have done when I was younger.”

“I really believe that if you educate a student, you never know what they will become — who will cure cancer, for instance,” she continues. “I believe in giving them the very best and that’s what Brandeis does.”

Helaine Saperstein
Boston

Helaine Saperstein’s eyes really popped when a friend and neighbor showed her the study group offerings of the Boston Chapter. Recently retired from teaching, she says she was “ready for something like that” and immediately signed on as a member. Little did she know when she delved into the Victorian book club, art appreciation, opera, and other stimulating groups that within four years she would be president of one of the oldest and largest chapters in the country.

“I didn’t actually volunteer,” she recalls, “but I was asked to join the board early on. I was so impressed with the quality of the women and with the organization that I hardly said a word the first year, just absorbing everything.” A very experienced volunteer with her temple, Sisterhood, Hadassah and Na’amat, she soon found herself moving up to chapter secretary and later chaired a major event. By 1997 she was elected to her first term as president.

“Estimating the average age of her members at 60-70, Saperstein is typical of the younger, modern volunteer leader. She is looking forward to seeing the development of a group for professional working women, possibly as a book discussion group or with programming of the group’s choice, and says a group of husbands is working on activities for men. “We need to be more inclusive,” she suggests, “organizing more evening meetings, for instance. Maybe we should take some new approaches such as a Web site or email. People can be included without coming out to an event. We have to realize that for people who are still working, time is precious.”

Although Saperstein has been working hard to attract younger members to this aging and traditional chapter, she marvels at the energy and drive of many of her octogenarians and nonagenarians. “Gertrude Lasker, who is almost 90, is still actively involved in programming, lining up speakers on politics, the arts, and other subjects,” she says, “and Ethel Bernhardt, now in her mid-80s, is still running day trips for the chapter’s Art Adventure program. They are typical of Brandeis—just the greatest. It really makes me proud to be part of this group.”

Reflections

“In 1948 Dr. Sachar invited me to meet with him and important women of Chicago to start a chapter for BUNWC. I believe Chicago was second after Boston. I remember attending the very first BUNWC conference in 1949 when the University had the castle, a few buildings and the stable with 2000 books. Dr. Sachar loved to say of the Brandeis Library: ‘Our miracle, too, was born in a stable’.”

Kate WeiI, Chicago Chapter
KUDOS TO

The New England Region for its very successful University Outreach program, “Public Lives-Private Lives: Morals, Ethics and You.” Speakers included Brandeis professors Mary E. Davis and Andreas Teuber and Joe Bergantino, an investigative reporter for the CBS affiliate in Boston.

Anna E. Greenberg of the Annapolis Chapter who was named one of “Maryland’s Top 100 Women.”

Adrienne Rosenblatt ’61 of the Hartford Chapter who was named a “Woman of Valor” by the Jewish Federation of Greater Hartford for her work for the National Women’s Committee.

The Hills, Florida, Chapter film study group for a very special event at which they viewed the Academy Award-winning documentary Holocaust film “The Last Days,” produced by Steven Spielberg’s Shoah Visual History Foundation. One of the five survivors featured in the film, Irene Zisblatt, and an entire local school class participated in the post-film discussion.

The Phoenix Chapter for their very successful 9th Annual Book and Authors Luncheon. One of that community’s premiere events, this year’s luncheon attracted 750 people to hear Judy Collins (Singing Lessons), Larry Gelbart (Laughing Matters: On Writing M*A*S*H, Tootsie, Oh, God! and A Few Other Funny Things), Peter Craig (Martini Shot), Elinor Lipman (The Inn at Lake Devine), Shirlee Taylor Halperin and Harold C. Halperin (In the Garden of Our Dreams), and Brad Metzger, the youngest author to make the best-seller lists across the country at age 27 (Dead Even).

The four-year old Las Vegas Chapter is proud to be honoring one of its own, National Women’s Committee member and Congresswoman Shelley Berkley, at the chapter’s 50th anniversary gala in May. Berkley, who represents the Nevada First District, is one of only three Jewish members of the U.S. House of Representatives.

These south Florida donors to the National Women’s Committee’s 50th Anniversary Librarian Chair Campaign were honored recently at a luncheon hosted by Edith Zwiz of the Hollywood, Florida, Chapter, chairman of the Florida Region campaign steering committee. Seated left to right: Ellen Atlas, Jay Coral, Emma Sidken. Standing left to right: Edith Zwiz, Gigi Palenis, Harriet Blad, Ann E. Rosenblthal, Sylvia Altman, Belle Jurkowitz.

Time for tea for 27 new and prospective members of the Delray Beach, Florida, Chapter at the home of Jeannette Brody (center), vice president of special events. Ruth Rachmell (left), vice president of membership, presided with chapter President Hannah Seltzer.

San Fernando Valley members (L-R) Beverly Garfunkel, Paulette Zobracz, Muriel Eiduson, Harriet Kusnitz, and her daughter Jill Cullen compare purchases at the chapter’s fourth annual Children’s Book Tea.

The West End, Florida, Chapter has commissioned this full-color original work of art by artist Edna Hibel to commemorate the 50th anniversary of the National Women’s Committee. It is available as an 18” X 30” print for $25 plus $3 shipping from the chapter. All profits will go to the Brandeis University National Women’s Committee University Librarian Chair Campaign. Write: Selma Nudlinsky, 11203 Applegate Circle, Boynton Beach, FL 33437 or call (561) 738-1375.

Reflections

“On Friday morning as I waited in line to buy a challah for Shabbat, the woman next to me started talking about this exciting women’s organization that had just formed to support the libraries of a newly-founded, Jewish-sponsored university. Her passion and enthusiasm convinced me to become a member and sit on the board. If I had learned to bake challah sooner, I would not have become a national president of the Brandeis University National Women’s Committee!”

Estelle Jacobs, Washington, D.C. Chapter National President, 1989-91

Brandeis University National Women’s Committee

It’s Community Best Learning It’s Friendship Renew Your Membership now.

Visit us on line at www.brandeis.edu/bunwc
Women’s Studies Enriches Brandeis Curriculum

Continued from page 1

been taken for granted in a new light. Women’s studies sheds light.

“Women’s studies has found a wonderful home at Brandeis because it is open to new ideas and to interdisciplinary studies,” she continues. “The program thrives and is ideologically driven. We cast our net very wide to have a broad variety of viewpoints. Sometimes programs get bogged down in ideological conflicts. Our goal is to be a top-notch educational program. The only way to do that is to foster open discussion. I never ask anyone what their position on a subject is. I ask what research they are doing, what courses they are teaching.”

“Students come in with stereotypical attitudes that women’s studies is anti-male,” says Jyl Lynn Felman, head of the undergraduate program. “They soon learn it’s not that way.” They learn that the discipline is not about women’s issues, but about women and issues. “We need to focus on the women,” says Felman. “Women’s issues are about gender issues, not women’s issues.”

One student reported he plans to become an obstetrician and wanted to learn more about women as part of his education. Another, who is now in law school, says that the program helped him to develop a more critical view of the world and to think about how society is structured. “I now see the world differently,” he says. “I see the need for more women in positions of power.”

The program is further enriched by internships and joint programs with Brandeis departments. Program Director Shulamit Reinharz says she keeps her ear to the ground for new opportunities. She has created links with the Graduate School of International Economic and Political Studies and the Program in Sustainable International Development, two programs which attract many women.

Looking to the future, Reinharz says: “The growth in this program challenges the notion that ‘feminism is passe’ or that women’s studies have been taken for granted in a new light. Women’s studies sheds light.

Indeed, only one-third of the student body of GSEIF is from North America. Forty countries are represented. All students must complete a semester at one of 21 distinguished business schools overseas. “The students are from France, Germany, Ukraine, Bulgaria, Belgium, Denmark, Holland, India, Pakistan, Finland, and Africa,” observes Israeli student Effy Ritter. “It’s amazing how much you can learn just talking to people.”

Typical of the major, somewhat experienced student that GSEIF seeks out, Ritter completed her military service as a banking officer in the Israeli Air Force before coming to Brandeis. She has completed internships at Merrill Lynch and the Economic Resource Group and designates the Brandeis faculty “amazing. There’s a lot of hands-on work,” she points out, “I can project cash flows or estimate the value of a firm.”

Suzanne Philla, an American student, who speaks Spanish, Russian, French, Japanese, and Italian, says she chose the program because she “didn’t want just another degree.” She feels the foreign language requirement and international coursework will help her distinguish herself from graduates of other schools.

The program’s small size also allows it to respond to events and changing conditions around the world, according to Pietri. “Unlike other schools, we update our curriculum every year,” he says. “We can address a major development like the Daimler/Chrysler merger only two weeks after it takes place. We also develop new courses very rapidly that address fast-breaking issues, and leading-edge technologies, from hedge fund management to the restructuring of the Asian economy.”

New courses this year include “Global Financial Architecture,” developed in response to the many questions raised by recent financial crises in international markets, and “Birth of the Euro,” which explores current issues in European economic integration. The common currency, the euro, was introduced in January, 1999. “The financial crises over the last few years in Europe, Mexico, Asia, Russia and Brazil led a group of faculty members to develop a module or half-semester course on global financial architecture. This course explores the current structure of international finance and the policies affecting it to see if things should be done differently,” GSEIF Professor Blake Leflaron explains. “The course is taught and covered common currency, exchange rate mechanisms, lender of last resort, contagion, and safety nets. Our students need to be thinking about these things. The policy-making institutions we have in place at the moment seem confused about what to do.”

“Birth of the Euro” was developed and taught by PhD candidate Caroline Kollau whose dissertation is on the European Monetary Union. Originally from the Netherlands, Kollau has landed an excellent position with the International Monetary Fund. “GSEIF has prepared me well for the job market,” she says. “I had many attractive offers.” Other graduates have gone to work for the World Bank, the United Nations, Goldman Sachs, Arthur Andersen, Citicorp, KPMG Peat Marwick, and Microsoft as well as government agencies in the United States, Turkey, Hungary, Guyana and Japan.

“We’re global in curriculum, faculty, students, and our academic partnerships overseas,” explains Pietri. “It really makes the difference for our students when they are ready to go to work and we believe our students will make a difference worldwide.”

The Ginza, Tokyo’s main shopping center.

GSIEF: A New School for a New World

Continued from page 1

American Studies Professor Joyce Antler (left), who teaches in the Women’s Studies Program, shares her book, The Journey Home: Jewish Women and the American Century, with guest speaker Gloria Steinem.
Treasures From the Vault

On our 50th anniversary, Charles Cutter, Judaica librarian and university archivist, takes us into the vault of the Brandeis Libraries for a look at some of his favorite books.

Mr. William Shakespeare's comedies, histories & tragedies, Published according to the true original copies. First folio ed. London: Printed by Isaac Jaggard and Ed. Blount, 1623. Approximately 200 copies of this book exist. Often referred to as the most important printed book ever. Cornerstone of the Libraries' Shakespeare collection

Book of Hours: 15th century. Thought to be Flemish in origin. One column ruled in faint red ink, 15 lines per page. Decoration: executed full-page illuminations, gold letters with blue and mauve inking.

Talmud. Venice: D. Bomberg, 1520. This set is made up of the volumes from the first three printings of the Talmud. All subsequent editions of the Babylonian Talmud adhered to layout and pagination of the Bomberg edition.


William Camden's Britannia. London, 1587. First edition. This is considered the first chronography of Britain.


It has been my privilege to support the scholarship program at Brandeis through Planned Giving with two Named Endowed Library Work Scholar Funds...

Sandra Homer Warner    Miami Chapter

"little did I know when I joined the National Women's Committee nearly 40 years ago what an impact it would have on my life. There are three generations of Homers with ties to Brandeis — me, my son Robert who graduated in 1980, and my granddaughter Megan who is just completing her first year. In addition, many of my Brandeis associates have become my closest friends.

"It has been my privilege to support the scholarship program at Brandeis through Planned Giving with two Named Endowed Library Work Scholar Funds — a small token of my appreciation for the enrichment I have received through my association with Brandeis. It gives me great satisfaction to know that these gifts will enrich the lives of others in the future. For me, these are dividends of a lifetime."

The professional staff of the Office of Planned Giving welcomes your questions. For a financial proposal tailored to your individual circumstances or for the exact wording required for a bequest to the Libraries contact Planned Giving, Brandeis University National Women's Committee, MS 132, Waltham, MA 02454-9110 or call 781-736-4160.

Reflections

"Dr. and Mrs. Sachar were part of my college life! I 'sat' for their boys when they were very young and Dr. Sachar officiated at our marriage. Later, whether it was selling key chains, planning a huge theater party, art show, or book sale, pleasantness, civility, respect for new and challenging ideas remained paramount among BUNWC members. To aid in the founding and the continuation of a premier university is a miraculous experience—and very satisfying!"

Ruthie Katz, North Shore, Illinois

The National
Bestseller Strictly by the Book
by Belle | urkovitz '55

This is a
story of the power of women.

A poignant, funny, informative look at a most unusual story of American higher education

"A must read for every Brandeis member"

"Enlightening and entertaining"

"It's a gem."

A visit to the Brandeis University National Women's Committee Web Site

Visit our web site

www.brandeis.edu/bunwc