Message from the **BNC President**

I wish you all could have been with me when I went to Brandeis recently for our National Executive Board meeting and my first University Board of Trustees meeting.

Brandeis was founded on the values of academic excellence, social justice, nonsectarianism and service to the community. As I listened to students and professors during my visit, I realized that each of these values was on display. The experience reinforced for me the uniqueness of the university we support.

Students at Brandeis, despite their heavy academic loads, donate 56,000 hours of community service to their local community, the city of Waltham, Mass. It’s not surprising, then, that the university hosts ‘DEIS Impact, a weeklong celebration of social justice jointly sponsored by the Ethics Center and the Student Union. Two of Nelson Mandela’s grandchildren were keynote speakers at the opening session this year.

Another great example of the university’s social engagement is the Posse Foundation, started by a Brandeis alumna. Posse helps promising at-risk college students in the liberal arts and the sciences succeed by giving them the academic and personal support they need to thrive.

In the labs and classrooms, supporting scientific research and scholarships is a key to Brandeis’ future. Our Sustaining the Mind campaign raises resources for Brandeis researchers who seek to understand the brain and learn more about neurodegenerative diseases.

BNC chapter activities mirror the growth that happens on campus. Our study groups contribute to our lifelong learning, as do the visiting professors who headline University on Wheels events. Our BNC involvement enhances our leadership skills, and the friendships we make nurture us. Through our social justice activities, we make a positive impact in our own communities. By sharing their stories, Student Ambassadors strengthen our connection with campus life.

We are enriched in so many ways, and we all are part of the Brandeis family!

By the way, the students I met on campus told me they never say they “like” Brandeis — they always say they “love” Brandeis.

Cordially,
Barbara Sander

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At least once in your lifetime, you’ve been asked, “If you won $1 million, what would you do?” And maybe you answered, “Donate to charity,” “Buy a house” or “Pay off student loans.”

At Brandeis, the million-dollar question is “If you had a week to do good unto others, would you seize it?” And the answer is always yes.

This year’s ‘DEIS Impact celebration, sponsored jointly by the Ethics Center and the Student Union, ran from Feb. 1-10. More than 50 seminars and public discussions were held on topics related to social justice in the theater arts, philosophy, and international and American studies.

To do its part to promote social justice activities, the BNC’s Student Ambassador group developed a program called “Generation to Generation: An Interactive Discussion of Social Justice.” Local BNC chapter members, guests and Brandeis students took part. Ultimately, the Ambassadors hope to increase social justice awareness in the 47 BNC chapters across the United States.

We hope all BNC members will be inspired to get involved in their communities. Let us know how you celebrated ‘DEIS Impact. For more information, contact Beth Bernstein at bernstein@brandeis.edu.
Have you ever wondered what it takes to be successful?

As women, we want it all. We struggle to have a good education, a good job and a strong family. We make time to give back to society and ensure that other women enjoy a fair and equal playing field.

In 1948, the eight women who volunteered to fill the Brandeis library with books were indeed pioneers. After the Brandeis University National Women’s Committee helped put a million books on the shelves, the Brandeis National Committee picked up the torch, funding a lab and now leading a campaign to fund neuroscience research.

The spirit of women endures. BNC’s 1948 goals have remained intact, and we continue to be an integral part of the university’s growth and success. As President Frederick Lawrence told us last spring, we are a major ingredient in the special recipe that makes Brandeis great.

This past fall, BNC’s Florida Region Conclave presented four distinguished women, all Brandeis alumnae, who have achieved their goals while contributing to society: Paula Apsell ’69, executive producer of “Nova,” the gold standard for scientific programming on PBS; Candice Gidney ’01, corporate and entertainment lawyer; Susan Jay ’71, senior fundraiser and former director of the Academy of Lifelong Learning at Florida International University, and an Alumni Association board member; and Theresa Rebeck, MA’83, MFA’86, PhD’89, Pulitzer Prize-winning playwright, television writer and the producer of the TV show “Smash.”

More than 200 members and nonmembers attended the session, which was moderated by Joyce Reider, a Brandeis President’s Councilor and U.N. educational adjunct.

Brandeis women occupy leadership roles in virtually every walk of life. For instance, Bernadette Brooten, Brandeis professor of Christian studies, women’s and gender studies, classical studies and religious studies; Gina Turrigiano, Brandeis biology professor; Deborah Bial ’87; founder of the Posse Foundation; and Karen Uhlenbeck, MA67, PhD68, mathematics professor at the University of Texas, Austin, have all received the MacArthur Fellows award, given for talent and extraordinary originality. Lisa Kubiske ’75 is a U.S ambassador to Honduras.

We invite you to share with your friends and family the BNC’s mission and its dedication and achievement, which continue to bring opportunity and success to many.
Why Is It Important to Study Neurodegenerative Diseases?

1 in 3
One in three seniors die from Alzheimer’s or dementia.

1 in 9
One in nine people age 65 or older has Alzheimer’s.

Every 68 seconds, someone is diagnosed with Alzheimer’s.
The older population is expected to double by 2050.

Neurodegenerative diseases are becoming a global epidemic as populations age and life expectancies increase.
The annual cost of caring for people with Alzheimer’s or dementia in the U.S. is expected to reach $1.2 trillion by 2050.

What Is Brandeis Doing to Help?
The university’s world-renowned scientists conduct cutting-edge research through an interdisciplinary, collaborative approach that involves students.

- The neuroscience program at Brandeis is ranked sixth in the country.
- Students in more that 56 laboratories work side-by-side with Brandeis scientists.
- Nearly two-thirds of Brandeis students receive some type of financial assistance. The Sustaining the Mind campaign supports students studying the sciences.

How Can You Help?

By supporting our $3 million Sustaining the Mind campaign, you provide funds for basic neuroscience research and scholarships for students in the sciences. Brandeis researchers are racing to find breakthroughs that will lead to cures.

We hope we can count on you!

To donate, call 781-736-7588.
Donate online at www.brandeis.edu/bnc/philanthropy/sustaining-the-mind.html
A Moveable Feast of Learning Options

For more than 50 years, the Brandeis National Committee has been doing something unique. Through the University on Wheels (UOW) program, Brandeis professors hit the road during winter break to visit chapters around the country, bringing the Brandeis connection to you.

This year, the Santa Clara Valley chapter greeted Avital Rodal, assistant professor of biology, who talked about her research in treatments for neurodegenerative diseases such as Alzheimer’s and ALS. Other UOW participants included Bruce Magid, dean of Brandeis International Business School, whose MBA program was ranked among the best in the world by The Economist; Maura Jane Farrelly, associate professor of American studies, a winner of the Michael Walzer ’56 Award for Teaching, who is described as “open-minded” and “intellectually adventurous” by her students; Melissa Kosinski-Collins, associate professor of biology, the teacher you wished you had when you studied biology; and Stephen McCauley, associate director of creative writing and the author of many novels, including “The Object of My Affection.”


Other BNC lifelong learning programs include the Encore Series, which uses video to showcase Brandeis faculty and other celebrated speakers — making you feel you are right on campus. The BNC continues to add films to the ‘Deis Flicks lending library through its partnership with the National Center for Jewish Film, and it maintains a library of study guides written especially for BNC study groups by Brandeis faculty.

All these opportunities keep our members involved, up-to-date and savvy in an ever-changing world.

We Like You. Like Us!

BNC’s Facebook community is where BNC members and fans meet. If you have a Facebook account, like us at facebook.com/BrandeisNationalCommittee. Add your chapter’s events and stories, to keep members throughout the United States intrigued and inspired by what’s happening in your area. All chapter websites are linked appropriately to our social media pages.

We look forward to seeing you online! Questions? Contact Tamar Vogel at tvogel@brandeis.edu.