



Brandeis University

INTERNATIONAL BUSINESS SCHOOL

November 3, 2004

Dear Friends,

With the new academic year underway, it's my pleasure again to report to you on recent developments at IBS. For the first time, we began the year in the new **Samuel Lemberg Academic Center**—and what a delight it is: this exceptional building blends gracefully with the adjoining Sachar Center, and provides elegant work spaces and dramatic views of the surrounding woods, especially now in fall. The World Court café has quickly become *the* meeting place (the miraculous Red Sox and international soccer games on the large TV are the biggest hits), and is known campus-wide for its great food and ambience.

We reached a key target ahead of schedule...

My “headline” this year is that IBS has reached our goal of 350 enrollments, three years ahead of plan. This year's **incoming class has 175 students, 11% more than last year's, and was selected from an applicant pool that increased by 24%**. These results are all the more gratifying because they follow large increases last year, and took place in the context of substantial declines in applications to most of our peer schools. The new class is our most talented ever and includes students from 56 countries, and continues to set records as we maintain our focus on further increasing selectivity.

...and are updating our strategic plan.

With these enrollment milestones behind us, we launched an intensive review of our 2001 strategic plan. A first draft is enclosed; I would welcome your comments. Overall, the review **reaffirms our goal of achieving preeminence as a global business school, and recommends new steps to build our faculty and create unique, world-class “fields of excellence”** in our niche. It also notes rapid growth in the School's reputation—for example, we are now listed as one of the world's 124 best MBA programs by the **Economist Intelligence Unit**—and recommends energetic steps to generate further recognition. One example of our outreach efforts is the enclosed brochure that appeared in the Brandeis Review, a magazine that reaches more than 20,000 Brandeis alumni.

This year's Rosenberg Symposium will feature the Director-General of the WTO...

The 2004/05 Rosenberg Symposium will be held in Honolulu on February 19-21, 2005, with a keynote address by **Supachai Panitchpakdi**, Director-General of the World Trade Organization. The topic is: “Does Trade Deliver What it Promises?” and the participants will include former Congressman **Douglas Bereuter**, President of the Asia Foundation, **Geir Haarde '76**, Minister of Finance of Iceland,

Richard Rosenberg, and forty prominent policy makers and researchers from around the Pacific Rim.

...and other events address global priorities and business leadership.

This fall, in the context of the US elections, we invited students and alumni at Brandeis and our 20 partner universities abroad to participate in a “**Global Dialogue**” featuring on-line discussions and a poll on critical political, economic and social priorities. Students led by Professor **Ben Gomes-Casseres** analyzed the results; I enclose a summary of their interesting findings. The results were discussed on October 18 by **Paul Solman '66**, business correspondent of the Lehrer NewsHour, Professor **Jessica Stern** of Harvard, and **Marc Miles** of the Heritage Foundation. Our CEO forum this fall features **Lawrence Fish** (Citizens Bank), **Donald Keough** (Coca Cola), **Karen Mills** (Solera Capital), **Fred Poses** (American Standard), **Sharon Patrick** (Martha Stewart Living) and other prominent leaders.

We welcome excellent new faculty and staff members...

Brad Morrison joined IBS as an Assistant Professor this fall, specializing in production systems and change management. Brad has an MBA from Chicago, a PhD from MIT, and 15 years of experience in senior international consulting positions in New York and Hong Kong. **Erich Schumann**, former Director of Finance of Fleet Bank, and **Brenda Anderson**, an accountant with extensive professional and teaching experience, have been appointed Adjunct Professors. **Jerome Abarbanel** has been named Director of Executive Programs; he was formerly Senior Vice President – Leadership and Change, and Director of the State Street Institute at State Street Bank.

...prominent new Overseers...

Four prominent individuals have been elected to our Board of Overseers: **Douglas Daft**, former Chairman and CEO of the Coca Cola Company, **Roselyn Garber MA '75**, President of Garber Travel, **Dr. Barbara Rosenberg '54**, a prominent educator and Trustee of Brandeis, and **Richard M. Rosenberg**, former Chairman and CEO of Bank of America.

...and leading institutional partners in new initiatives.

IBS is now the academic member of a consortium headed by **Nathan Associates** in Washington (**Ambassador David Merrill '64** is a senior executive there), which won one of the six contracts awarded by USAID for macroeconomic policy work over the next five years totaling as much as \$2.4 billion. Also, the **World Bank** agreed to collaborate on and jointly market IBS's executive programs in economic policy management.

I am pleased to deliver such good news again this fall. We continue to rely on a tested formula to drive the School's development: teaching and research focused on global economic progress, taught in a community committed to “Olympic” diversity. This formula has energized wonderful students, faculty, staff and

friends. I hope that you will remain part of our community and look forward to working with you in the coming year.

Sincerely,

Peter A. Petri