



Brandeis University

INTERNATIONAL BUSINESS SCHOOL

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September 29, 2003

Dear Friends,

We have just begun what promises to be an especially exciting year, and I wanted to highlight briefly some of the developments underway.

Before I do so, let me be sure to invite you to join the *Rosenberg Symposium*, the *CEO Forum* and other events this year, featuring **Douglas Daft**, Chairman and CEO of The Coca-Cola Company, **Michael Kaiser '75**, Director of the Kennedy Center for the Arts, **Terry Murray**, former CEO and Chairman of FleetBoston, and **Muriel Siebert**, founder of Muriel Siebert and Company, and many others. More information is enclosed.

We have a new name...

As the letterhead proclaims, we are now the **Brandeis International Business School**. The change took effect this summer, reflecting many developments that have made the School broader, stronger and more prominent since it was established a decade ago. But we have not changed our basic commitment to preparing principled leaders for the global economy, or our sharp focus on international finance, economics and business.

... and more excellent students.

The School's growing reputation has brought remarkable success to our recruiting efforts this year. The **incoming master's class has 157 students, 37% more than last year**. It was selected from an applicant pool that was 46% larger than last year's. These results are especially gratifying because most leading business schools reported declines in applications. This is our most talented class ever; it includes students from 43 countries and 10 with prestigious scholarships from Fulbright, Ford and other foundations. Our total enrollments have now passed 300—three or so years ahead of schedule—and are within one or two years of achieving our target of 350.

Our beautiful new building is almost ready...

The new **Samuel Lemberg Academic Center**, which doubles the School's physical capacity, will be ready at the end of September, on budget and ahead of schedule. It is an exceptional building, blending gracefully with the adjoining Sachar Center and yet providing many dramatic internal and external spaces. The new classrooms (just in time!) and offices are state-of-the-art, and there are many magnificent views of the natural beauty that surrounds the building. We will

formally dedicate the Lemberg Center next spring, celebrating the occasion with a symposium on Justice Brandeis's writings on business.

...and will open with a symposium on American leadership.

The first major event in the Lemberg Center will be the second symposium of the Rosenberg Institute of Global Finance on the topic: "**Winning Back the World: America's New Challenges in the Global Economy.**" We seek fresh thinking and specific proposals on how American business and economic policy can sustain global cooperation in today's tense political climate. The keynote speaker will be Douglas Daft, Chairman and CEO of The Coca-Cola Company, and small panel discussions will provide for interchange among expert visitors, faculty, students and other participants. Please reserve the afternoon of November 13 through the morning of November 14 for this event.

We have an important addition to our faculty...

**Steven Cecchetti**, one of the nation's leading macroeconomists, joined our faculty this fall, having taught previously at Ohio State, Oxford, Princeton and NYU. He has served as Director of Research of the Federal Reserve Bank of New York and consultant to other central banks, and is an influential commentator on monetary policy. His articles appear approximately monthly in the *Financial Times*. I enclosed one of his recent pieces.

...new staff...

We made several excellent staff appointments this summer, including **Holly Chase, Assistant Dean of Admissions**, from the Hult International Business School (formerly Arthur D. Little School of Management) where she was Director of Admissions; **Kate Goldfield, Assistant Dean of Administration and Student Services**, from Boston University, where she was Director of Student Services at the School of Communications; **Christa Thomas-Jones, Assistant for External Relations**, who had served in a similar position at Harvard; and **Karima Mansour, Assistant for Career Services**, who has worked in banking and received master's degrees from IBS and Universite de Paris, Dauphine. We are also pleased to have promoted **Arlene Sherman to Assistant to the Dean**, replacing Maritza Pomales, who is staying at home to raise a lovely new daughter.

...and a growing network of support around the world.

At Brandeis, we welcome friends and alumni who have formed a new "**Dean's Global Business Council**" to support the school and its students. The Council will advise the University and me, mentor students, and provide professional and financial support.

Abroad, I had the pleasure this summer of visiting alumni in Albania, Bulgaria, Hungary and England. I reconnected with many friends who are now building wonderful families and making an impact on professions and countries. Many are impressive leaders in government, accounting, consulting, banking, and

international organizations. Seeing this “product” of the School is easily the greatest reward of an academic career.

It is encouraging to be able to report so much good news this fall. All this flows from a simple formula: a curriculum focused on the skills that drive global economic progress, taught in a community that prizes diversity. This formula has energized a wonderful group of students, faculty, staff and friends, and we hope that you will remain a part of our community and look forward to working with you.

Sincerely,

Peter A. Petri