



Brandeis University

INTERNATIONAL BUSINESS SCHOOL

February 6, 2006

Dear Friends,

I am pleased to report again on recent progress and upcoming events at IBS.

An exciting year is underway ...

Last fall's highlights included a memorable visit—sponsored by the Rosenberg Institute—by **President Václav Klaus** of the Czech Republic. Refreshingly accessible to students and faculty, he spoke about the stifling impact of European centralization on his country. His comments are enclosed. One anecdote stands out: since President Klaus is a jazz enthusiast, we organized a jazz reception for him, featuring Brandeis musicians under the direction of Professor **Bob Nieske** who composed a special arrangement of the Czech national anthem for the occasion. As they played it, tears came to Klaus's eyes. He made a special point of asking for a recording, which Bob has sent him; we expect that it has become a staple of jazz concerts in the Prague Castle. Incidentally, IBS's "World Financial Centers" course, taught by Professors **John Ballantine** and **Simon Sherrington** in several major international cities in recent years, will be offered in Prague this summer, in partnership with the CMC Graduate School of Business there.

This semester's highlights will include a "Roundtable on Economic Freedom" on January 31, with students discussing freedom in their countries with Dr. **Marc Miles**, author of the Heritage Foundation's *Index of Economic Freedom*; a symposium on March 7 on the US deficit with **Vittorio Corbo**, the President of the Central Bank of Chile and other experts from Europe and the United States; and the "Asper Entrepreneurship Forum" on April 7-8, focusing on computer games. The team behind the classic game *Civilization*, including **Sid Meier**, the great pioneer of computer gaming, Firaxis Games CEO **Jeffrey Briggs** and Chairman **Jonathan Plutzik '76**, will receive the Asper Entrepreneurship Award. The event will include a real-time, online, international, intercollegiate "Battle of Civilizations." More details to follow.

The CEO Forum is in full swing, with visits planned by, among others, **Robert Beal**, President, Beal Companies, **Roger Berkowitz**, President, Legal Seafoods, **Carol Cone '72**, Chairman and Founder, Cone Inc., **David Hodes '77**, Managing Director, CSFB, **Bill Hunt**, President, State Street Global Advisors, **Jonathan Keller '83**, President, Fremont Group, **Carmela Laurella**, Founder, East Coast Capital, and **Donald Soffer '54**, Owner/Developer, Turnberry Associates. A full list is attached.

Our "Gen Ed S" seminar (a revived version of the course Abram Sachar created to bring visitors such as Eleanor Roosevelt to Brandeis) will feature **Chad Gifford**, recently retired Chairman of Bank of America, teaching on US banking. Professor **Ed Bayone** has been named the first **Earle W. Kazis Professor of the Practice of International Real Estate**, an award which we will celebrate in conjunction with a prominent lecture this spring (please watch for the announcement).

... and two trophies came to IBS this fall.

IBS sent a team for the first time to the National Black MBA Case Competition in San Diego last November to compete with teams of minority students from 35 top business schools. The team—MBA '06 students **Paul Ekudu**, **Lati Lelelit** and **Sam Pambah**—was selected as one of six finalists, and earned special commendation for its analysis, which was based in part on information collected from Chinese students here on the challenges Daimler-Chrysler faces in China. (Consider all the interesting connections generated by this exercise.) Also for the first time this fall, the IBS Football

Club (Americans, read “soccer”) became champions of the Boston Graduate School league, beating the archrival professional schools of Harvard (the B-School and the Kennedy School).

We accelerated the timeline of our strategic plan ...

As I wrote last fall, given our rapid progress and strong support from our Overseers, we shortened the timeframe of the IBS strategic plan. The accelerated plan envisions, among other things, increasing the faculty to 30 within a three year period, bringing IBS in line with the faculty ratios of leading competitors so that we can compete head-on with top schools for preeminence in our fields.

... with extraordinary support from our Boards.

We calculated last summer that \$17.6 million in additional endowment would be needed to fund the new timeframe. With enormous gratitude to our Boards and friends, I can now report that \$14 million of this goal has been already paid or pledged. We need to keep the details confidential briefly, saving them for a major announcement this spring, but the gifts will have a transformational effect on the School. Overall, IBS will substantially exceed its \$25 million target in the first phase of the University’s very successful Capital Campaign, which concludes in June.

Admissions again look strong ...

The three year slide in business school applications (during which IBS applications however substantially increased) appears to leveling off. At IBS, applications appear to be up again. While it’s too early to forecast results, our part-time MSF program, a bell-weather since it admits students every semester, had record enrollments this spring. This program too is now at capacity, as our admissions increasingly focus on selectivity and the strategic composition of each class.

... as alumni prepare for the second IBS reunion next fall.

Thirty-seven alumni—of some 800 now around the world—have formed a steering committee for an all-classes reunion to be held at Brandeis on September 15-17, 2006. They recently discussed exciting ideas at an organizational meeting at the Waldorf Astoria in New York, followed by a networking event at which alumni joined current students to help with job searches. Alumni, please save the date!

I plan to turn over the reins to a new dean later this year ...

As many of you already know, I am planning to step down as Dean and return to the faculty at the end of the summer. The past twelve years have been a high point in my career and I am thrilled (and even amazed) at how much we accomplished so quickly. The School was born at the right time and in the right place, and had the good fortune of mobilizing the energies of many talented people—students and friends, faculty and staff. It has been a team effort, and all of us can be proud of the results. IBS is now in an excellent position to attract a new dean, and we have a strong search committee in place under the leadership of **Professor Ben Gomes-Casseres**. My own plans for next year center on a sabbatical, working at academic institutions in Europe and Asia.

... with much confidence in the School’s future.

Our core asset is the powerful community that IBS now represents. I hope you will remain as committed as I am to nurturing and supporting it as the School moves to its “next level.” The mission of training principled leaders for the global economy is as compelling now as it was when we started, and we now have the scale, resources and reputation to make a big difference. I look forward to continuing to work with you.

Sincerely,

Peter A. Petri