

Timberland CEO Jeffrey Swartz to deliver Hornstein Program's 40th Anniversary Lecture

March 15 talk to focus on Jewish leadership in the 21st century

WALTHAM, Mass. – A leader in Boston's Jewish and business communities will help to commemorate the 40th anniversary of the Hornstein Jewish Professional Leadership Program at Brandeis University. Jeffrey Swartz, President and CEO of Timberland, will deliver a free public lecture on March 15 on "Jewish leadership in the 21st Century: Social Entrepreneurship in Recessionary Times."

For the last 40 years, the Hornstein Program has been training Jewish leaders to shape Jewish life for today and tomorrow. To address these challenges, Hornstein offers students top-quality scholarship, intensive professional training and carefully selected field experiences in three graduate-level dual-degrees programs: dual MBA-MA in Jewish Professional Leadership, Dual MPP-MA in Jewish Professional Leadership and Dual MA in Jewish Professional Leadership and Near Eastern and Judaic Studies.

"Jeffrey Swartz represents visionary Jewish leadership at its best," said Hornstein Director Jonathan D. Sarna. "Whether at Timberland, or in his volunteer capacity as a leader of the Boston Jewish community, Swartz articulates the values that we seek to inculcate into our students, and he lives out those values. We are thrilled and honored that he has agreed to be our 40th anniversary speaker."

Jeffrey Swartz is the third generation of his family to lead Timberland. He has helped to shape the company's belief that doing well and doing good are inextricably linked. In that vein, Timberland is committed to reducing global warming, preserving the outdoor environment, and measuring the environmental impact of specific products.

Swartz and Timberland are also active in the community sector. In 1988, Timberland launched a groundbreaking partnership with the national youth service organization City Year. Swartz joined City Year's Board in 1989 and was the national Chair from 1994 until 2003. He was also one of 19 founding CEOs selected for President Bush's task force on national service.

Outside of the office, Swartz and his family are strong advocates for day schools and Jewish education. He is a member of the Executive Committee of Combined Jewish Philanthropies, Chairman of the Board of Directors for Maimonides School in Newton, Mass., a partner with the Partnership for Excellence in Jewish Education, and a board member of Birthright Israel.

For more information about the Hornstein@40 celebration or the program in general, visit Hornstein's Web site (link will be included).

Hornstein Program 40th Anniversary Lecture featuring Jeffrey Swartz:

“Jewish Leadership in the 21st Century: Social Entrepreneurship in Recessionary Times”

Sunday, March 15

Doors open at 7:15 pm. Lecture begins promptly at 7:30 pm.

Rapaport Treasure Hall, in the Goldfarb Library

Brandeis University

The lecture is free and open to the public. Please park in the “Tower” lot.