

Brandeis National Committee

Dedicated to
the Support
of Brandeis
University and
Its Libraries

IMPRINT

Message from the **BNC President**



As BNC members, you care about Brandeis — its achievements, future and community. That's why we are launching a bold new way of communicating with you. Within this special edition of Brandeis Magazine, the university's flagship publication, you will find all the information you used to enjoy reading in our newsletter. And now you will also have access to a deeper and broader range of stories about the university, from news about faculty achievements and campus developments, to features about alumni and students.

After you catch up on news about our chapters, our Sustaining the Mind campaign and other BNC initiatives, please take time to explore the global Brandeis community you'll discover in the alumni magazine's pages. You'll find that the stories not only affirm but deepen your commitment to the university and its aspirations.

We welcome your feedback — please let us know what you think about our new approach.

Cordially,
Leslie Pearlstein, *National President*

The Art of Leadership: BNC leadership trainees gather outside the Rose Art Museum during June's Leadership Training Program on campus.



Visioning: The Next Steps

The Brandeis National Committee's Visioning Committee was created to develop a plan for BNC's future. It set as its core a commitment for the BNC to remain a vibrant philanthropic source for Brandeis and promote its values.

The committee identified major strategic areas: membership, fundraising, learning opportunities, social justice and leadership development, and created a strategic plan for each.

We have implemented these plans in the following ways:

- Twice a year, starting with this issue, you will receive the BNC edition of Brandeis Magazine.
- We initiated a pilot program with the Sarasota Chapter this fall to reach out to new members.
- We have designed Sustaining the Mind: Scientific Research and Scholarships, our current fundraising campaign, on the basis of our members' interests.
- We adjusted our approach to our learning opportunities to take advantage of our members' expertise.
- Brandeis' commitment to social justice is being emphasized through our chapter programs.

Chapters cannot survive without dedicated and knowledgeable leaders. To ensure there will be future leadership for the BNC, we are creating training programs throughout the country.

Your chapter and others around the country will benefit from the research and implementation of this Visioning Plan.

SUSTAINING THE MIND

SCIENTIFIC RESEARCH AND SCHOLARSHIPS

Positive Feedback Loop for Undergraduate Research

Abigail Zadina '13 came from Omaha, Neb., to Brandeis because of its stellar neuroscience program and abundant undergraduate research opportunities.

“Brandeis is a ‘yes’ university,” she says. “While other colleges I visited told me it would be too hard for a science major to study abroad, Brandeis officials were nothing but encouraging. When other places said it was uncommon for undergrads to work in labs before their junior year, I was working in a lab at Brandeis as a freshman.”

And now, as a senior pursuing a dual BS/MS degree in neuroscience, Zadina works in biology professor Michael Rosbash's lab, studying circadian rhythms (see story, page 47). These ancient biological rhythms, found throughout the plant and animal kingdoms, occur every 24 hours and synchronize physiological and behavioral processes to external changes in the environment. Circadian cycles impact sleep and wakefulness, immunity,

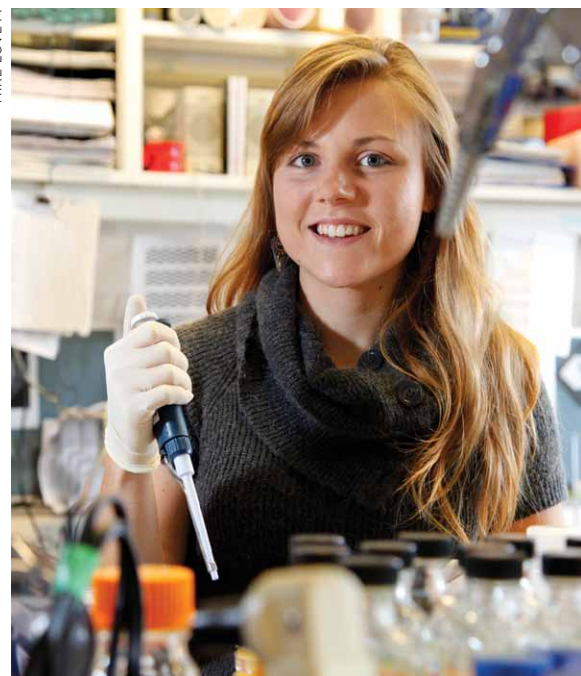
hunger and metabolism, mating, learning and even memory. Disrupted circadian rhythms may be a contributing factor in several neurodegenerative and psychiatric illnesses, as well as in age-related diseases.

In Rosbash's lab, Zadina is studying *Drosophila melanogaster* (fruit flies), whose biological clocks are maintained by a transcriptional feedback loop and neuronal network. The goal of her research is to better understand these networks, particularly age-related changes in gene expression in the circadian neurons.

After graduation, she hopes to enter an overseas master's and/or doctoral program in neuroscience, researching the brain's computational processes, such as learning, decision-making and memory.

When Zadina is not in the lab or the classroom, she enjoys running — with two 10K races under her belt, she's now training for her first half-marathon — and going on expeditions with the Brandeis Mountain Club.

MIKE LOVETT



Abigail Zadina '13
Major: Neuroscience (pursuing a BS/MS dual degree)
Hometown: Omaha, Nebraska

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The Brandeis National Committee is dedicated to providing philanthropic support to Brandeis University, a distinguished liberal arts and research university founded by the American Jewish community. Its membership is connected to the university through fundraising and through activities that reflect the values on which the university was founded: academic excellence, social justice, nonsectarianism and service to the community.

Brandeis National Committee

Brandeis University, MS 132
415 South Street, Waltham, MA 02454-9110
781-736-4160
www.brandeis.edu/bnc
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Philanthropy.
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IN SUPPORT OF BRANDEIS UNIVERSITY



A True Brain Trust

“Before you even begin to think about how you treat a neurological disease, you have to understand the process you’re going to be treating,” says Susan Birren, dean of arts and sciences and professor of biology. “And that’s really where Brandeis excels, because we have so much interactive science taking place here.”

Over the course of their lifetime, healthy neurons in long-lived animals must replace the protein molecules in their membranes thousands of times, to maintain stable neuronal activity. When these processes go awry, human developmental and neurodegenerative disorders can occur.

With a long-standing reputation for excellence in neuroscience, Brandeis has several laboratories that are researching the fundamental processes that maintain stable neuronal function. Researchers Susan Birren, Eve Marder, Michael Rosbash, Gina Turrigiano, Sacha Nelson, Bob Sekuler, Art Wingfield, Paul Garrity,

Leslie Griffith, Don Katz and many others, including a cadre of exciting junior faculty, are making strides in the study of brain-related disorders, such as autism, Alzheimer’s and Parkinson’s.

BNC’s Sustaining the Mind: Scientific Research and Scholarships campaign seeks to establish a fund that will help to continue this neuroscience and neurodegenerative disease research in Brandeis labs, and provide scholarships for students in the sciences.

“We all know loved ones whose lives have been robbed but not ended, and have watched their suffering and the pain their families go through,” says Carol Rabinovitz ’59, the Sustaining the Mind campaign chair. “This campaign does more than help Brandeis. It will make the world a better place.

“Please join with us by making a generous gift. Our \$3 million goal is attainable if we all work together to make it happen.”

How to Make a Gift to the Sustaining the Mind Campaign

It’s now easier than ever to make an online donation to the Brandeis National Committee’s Sustaining the Mind: Scientific Research and Scholarships campaign.

To make a gift on our secure online giving site, visit www.brandeis.edu/bnc/philanthropy/sustaining-the-mind.html or call 781-736-4160.



Or visit the BNC website at www.brandeis.edu/bnc. Just one click on the Donate to Sustaining the Mind button on the home page will let you make a gift to honor or memorialize someone in your life.

LEADERSHIP: THE ACT OF INSPIRING AND GUIDING OTHERS TOWARDS A GOAL

BNC Leadership Development Program

June 5-7, 2013

Brandeis University Main Campus, Waltham, Mass.

We welcome you to join the Brandeis National Committee in a leadership development program that includes:

- Exciting leadership workshops
- Interaction with peers and students
- Tours of the Brandeis campus
- Visits to Brandeis science labs
- Exploring Rose Art Museum exhibitions
- Going back to school with Brandeis professors at Alumni College

Registration fee: \$250. (Early-bird discount before March 1, 2013: \$200.)

Lodging, materials, transportation and most meals provided.

More than one person per chapter can attend!

For more info, contact Barbara Katz at katz@brandeis.edu or 781-736-4164.



“A good leader inspires people to have confidence in the leader; a great leader inspires people to have confidence in themselves.”

— Eleanor Roosevelt

THANKS A THOUSAND

The Brandeis National Committee thanks donors who have made gifts of \$1,000 or more between July 1, 2011, and June 30, 2012.

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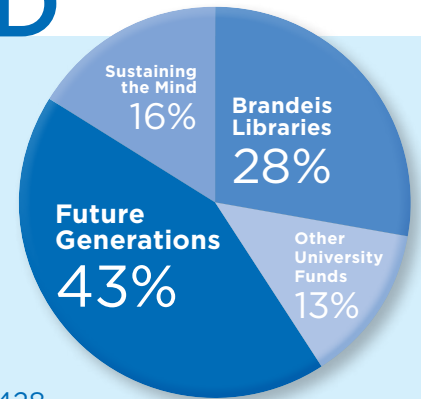
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Where Your Money Goes

Thanks to you, the BNC raised \$2,801,428 for FY12 (July 2011 through June 2012).



43% Future Generations/Scholarships

\$1,198,997

We are committed to the future by providing scholarships via gifts from individual donors.

28% Brandeis Libraries: The Heart of the University

\$795,469

Since the beginning, the BNC has supported the Brandeis Libraries by helping to provide the necessary journals, books, technology, library-work scholarships and special acquisitions.

16% Sustaining the Mind

\$445,571

Gifts for neuroscience research and student science scholarships come from chapter events and individual donations in support of laboratory research.

13% Other University Funds

\$361,391

Other University Funds

Donations from BNC members support other university programs.

Who You Help

When you contribute to the BNC, your gift may add an important research journal to the library, allowing our faculty members, researchers and students access to the most up-to-date information. Your gift may offer students the opportunity to reach out and explore new adventures. Your gift may allow undergraduates to work alongside science researchers and participate in an exciting medical discovery. Most important, your gift sustains the university and benefits future generations.

Help enrich the minds of Brandeis students and researchers by continuing our 64-year history of support for the university.

Make your contribution online at www.brandeis.edu/bnc, or contact Janice Fineman at 781-736-4179 or fineman@brandeis.edu.