

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001a. letter	Christina Shih to FLOTUS re invitation (partial) (1 page)	03/05/1999	P6/b(6)
001b. email	Christina Shih to Evan Ryan re invitation (partial) (1 page)	04/20/1999	P6/b(6)
001c. letter	Drucilla Ramey to FLOTUS re invitation (partial) (1 page)	03/05/1999	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Speechwriting (Noa Meyer Subject Files)
OA/Box Number: 17211

FOLDER TITLE:

Videos 4/22/99

2012-0869-S

kc929

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
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C. Closed in accordance with restrictions contained in donor's deed of gift.

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RR. Document will be reviewed upon request.

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Aimee Zippenfeld
Ariel Capital Management
307 N. Michigan Ave
Chicago IL 60601

815 Flower Ave.

1

April 21, 1999

VIDEOS

DATE:	April 22, 1999
TIME:	2:00 pm
LOCATION:	Old Executive Office Building
FROM:	Noa Meyer

I. PURPOSE

To record 5 videos

II. BACKGROUND

Learning and the Brain Conference

You have been asked to record a video for the “Learning and the Brain” conference taking place on May 7-8, 1999 at the campuses of Harvard University and MIT in Cambridge, Massachusetts.

The conference, the first in a series of three such events, is being organized by Public Information Resources, Inc. in coordination with national educational and scientific organizations including the American Association of School Administrators, the Dyslexia Research Laboratory at Beth Israel Deaconess Medical Center, and the Kosik Laboratory of Cellular Neurobiology at Harvard Medical School. This conference is a direct follow up to the White House Conference on Early Child Development and Learning hosted by you and the President in April 1997. It is a cross-disciplinary collaboration between educators and scientists that will introduce new and original scientific research to educators eager to translate these findings into classroom practice.

Your video will appear at the opening of the conference, on May 7 to an audience of 1500 education professionals and scientists. Anne Rosenfeld, Conference Director, will introduce your video, and it will be followed by remarks Harvard University’s Dr. Jerome Kagan.

Brooklyn Children’s Museum

You have been asked to record a video for the Brooklyn Children’s Museum’s centennial video. The Brooklyn Children’s Museum opened in 1899 as the world’s first Museum for Children. They serve an audience of 220,000 annually with another half million visiting their traveling exhibitions across North America. The video will debut at the Museum’s Centennial gala on Thursday, May 6, at the new Brooklyn Marriott. There will be roughly 600 –700 people in attendance. Senator Schumer will be participating in the gala.

Baruch College Tribute to Bernard Schwartz

You have been asked to record a video honoring Bernard Schwartz as the Baruch College Fund's Distinguished Alumnus. The dinner will take place on April 28 at the Plaza Hotel in New York City. There will be roughly 450 people in attendance, mostly friends and colleagues of Bernard Schwartz. Irwin Ingelman, Executive Vice President of Revlon will introduce your video at the beginning of the program.

American Cancer Society Dinner Honoring Sidney Kimmel

You have been asked to record a video for the American Cancer Society's dinner honoring Sidney Kimmel on May 3 at the Rainbow Room in New York. Over the years, the Sidney Kimmel Foundation has contributed nearly \$50 million to healthcare, the arts and educational institutions including the Holocaust Museum in Washington. Sidney was actively involved in the planning of the MARCH to fight cancer last September. He has also endowed the Kimmel Cancer Center of Jefferson Medical College in Philadelphia as well as the Sidney Kimmel cancer Center in San Diego. In New York City, he is a major supporter of Memorial Sloan-Kettering cancer Center.

Kaiser Permanente Women's Health Initiative

You have been asked to record a video for the gala kick-off of Kaiser Permanente's new Women's Health Initiative, to be held on May 4. The screening of the video comes after a month-long, five-workshop series entitled "Body in Balance," which will serve as the high-profile public launching of the Initiative. Speakers include Peggy Fleming as the keynote speaker focusing on breast health. One unique feature of Kaiser's program is that educational activities will be provided to patients in both Cantonese and Spanish to meet the needs of their culturally diverse membership. Now celebrating their 50th anniversary, Kaiser is one of the largest, most respected and most innovative managed health care organizations in the world, delivering quality service to nearly eight million members in California.

III. PARTICIPANTS

- The First Lady

IV. REMARKS

To be forwarded

V. PRESS

Closed press

**FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS TO
THE LEARNING AND THE BRAIN CONFERENCE
HARVARD UNIVERSITY AND MIT
CAMBRIDGE, MASSACHUSETTS
APRIL 22, 1999**

Good morning. I am so pleased to join you as you begin this important conference on *Learning and the Brain*. I want to thank Harvard and MIT for lending their extraordinary resources, and Public Information Resources for bringing us all together.

It was over 25 years ago that I started what would become a life-long fascination with early childhood development. At Yale University, I had the privilege to work with Sally Provencher, a pioneer researcher in the area of infant behavior. At that time, we never could have foreseen the extraordinary advances in neuroscience that we are seeing today -- many of which reveal the stunning pace of children's cognitive and emotional growth in their earliest years of life.

Research on early childhood development can provide critical guidance to all Americans who touch the lives of young children -- from policy makers and religious leaders to judges and educators. Which is why two years ago, the President and I hosted *The White House Conference on Early Childhood and Learning*. We wanted to find ways to translate ground-breaking research on infant brain development into actions that improve the health and lives of our nation's children. And I am thrilled that this convening -- and those that will follow in this series -- is carrying on this mission.

And you are doing so by bringing together leaders in education and child development so we can infuse the classroom with the benefits of early childhood research. There is no more important challenge than ensuring that all children succeed in school. And this conference, I hope, will empower child care providers, Head Start teachers, and K-12 educators with the proven tools to help students reach their fullest potential.

I thank all of you for coming together to meet this challenge -- and for all you do to make sure that no child is left behind. I hope you have a wonderful conference.

**FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS TO
KICK-OFF CEREMONY
KAISER-PERMANENTE WOMEN'S HEALTH INITIATIVE
SAN FRANCISCO, CALIFORNIA
MAY 4, 1999**

Good evening. I am pleased to have this opportunity to join in celebrating Kaiser-Permanente's 50th Anniversary and the kick-off of its Women's Health Initiative.

When Kaiser-Permanente opened its doors a half century ago, who could have imagined the revolutions in health care that we see today. And in no area has there been more progress than women's health. Gone are the days when researchers studied the effects of aspirin on 22,000 men with heart disease – and not a single woman. Gone are the days when medical schools taught young doctors that all women should have their children between the ages of 18 and 26. And gone are the days when excluding women from clinical trials was just chalked up to the “way things are.”

Today women's health problems are no longer whispered in secret or placed on the back burner. In the U.S., our budget for women's health has grown over \$1 billion in four years. Two large-scale studies are underway at the National Institutes of Health to examine the health of women as they age. And, NIH and the Centers for Disease Control and Prevention are looking at strategies to help women prevent disease and lead healthier lives.

But clearly we have a long way to go when 56,000 die from breast cancer every year. We still have a long way to go when heart disease is the leading cause of death among women. We still have a long way to go when women are still the fastest growing group being infected with HIV/AIDS.

I want to thank all you at Kaiser Permanente for placing women's health at the top of your agenda – where it belongs. By increasing research; by helping women and families get quality care; and by reaching out in different languages to women in every communities, you will set an example for others. Just as you've done for 50 years.

Congratulations on your 50th birthday and have a great evening.

**FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS FOR
THE AMERICAN CANCER SOCIETY HONORING
NEW YORK, NY
APRIL 22, 1999**

Good evening everyone. As honorary chair of this event I'm so pleased to join you as you honor a remarkable leader in the crusade against cancer, Sidney Kimmel. I only wish I could be there in person to thank Sidney and all of you for your involvement in supporting the important work of the American Cancer Society.

Through a lifetime of caring, determination, and generosity, Sidney Kimmel has become a leader in the war against cancer. Sidney helped make The March the largest single rally ever to focus attention on this devastating killer. Through that national call-to-action, he inspired each of us to get involved. And by supporting groundbreaking research and treatment at clinics across the country, Sidney is giving scientists and researchers the tools and resources they need to not only wage the war against cancer, but to win that war.

Thanks in large part to all of you -- we are turning the corner. With cutting edge new treatments; better diagnoses; better access to quality care; and better access to clinical trials. But when 40% of Americans will be diagnosed with cancer and 20% of those will die from this disease, we know that we must do better. Our lives depend on it.

Unfortunately, we all know people who have struggled courageously with cancer, and we've seen the terrible impact it has not only on victims, but on their families as well. But, thanks to the generosity of Sidney Kimmel and the support of all of you here tonight, more people will now lead longer, healthier lives -- and feel the gift of hope.

Thank you Sidney for all you have done and continue to do. Have a wonderful evening.

**FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS TO
AMERICAN FRIENDS OF OASIS OF PEACE VILLAGE DINNER
WASHINGTON, DC
APRIL 22, 1999**

Good evening everyone. As honorary chair of this event I am pleased to join you as you celebrate the successes of "Oasis of Peace." I only wish I could be there in person to help pay tribute to Robert Nathan and to thank you for all you do everyday to promote peace in Israel.

From its first days, Israel has always had a great friend in Robert Nathan. He was there in the early days as an economic advisor. He was there in later years promoting development. And he is there today working with you to fulfill the dream of peace.

This past December when I visited Israel, I saw for myself how this village is doing the everyday work of peace. I watched as three kindergartners stood together to light a Menorah, a Christmas tree, and a Ramadan lantern. They celebrated their holidays together – as classmates and as friends.

By learning together, Oasis of Peace has shown that Jewish and Arab families can live together, as a community. By promoting real dialogue for 20 years Oasis of Peace has given thousands of high school students a chance to listen to each other and to realize that despite their differences, they share many of the same hopes and dreams.

You've shown that peace depends not only on the agreements leaders sign, but on the way people talk to each other, respect one another and live together day in and day out, year after year. Thank you for all you've done and all you do -- every day -- to create not only an Oasis of Peace, but also a nation at peace.

**FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS TO
BARUCH COLLEGE TRIBUTE TO BERNARD SCHWARTZ
NEW YORK, NY
APRIL 22, 1999**

Good evening everyone. I am so pleased to join you as you honor my good friend, Bernard Schwartz as this year's Baruch College Fund's Distinguished Alumnus. I only wish I could be there in person to pay tribute to a person who has made such extraordinary contributions to this college, this city, and this country.

More than 150 years ago the Free Academy was founded to, "open the doors to all." And that is exactly what Baruch College has been doing ever since. On the first day of classes students of different races, religions, and nationalities walk through the doors at 23rd and Lexington. And on graduation day they all walk out with one thing in common: A world-class education, and the skills and confidence to reach their dreams.

I think of Bernard Schwartz over 50 years ago arriving at "17 Lex" with the curiosity of a college freshman and the instincts of a born leader. Qualities that have stayed with him to this day. Whether running a global business, serving on philanthropic boards, or playing an active role in the New York community, Bernard never shies away from a challenge. And he never passes up the chance to make a difference.

Congratulations Bernard for this outstanding and well-deserved achievement. And thanks to all of you at Baruch for opening the doors of opportunity to so many.

**FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS FOR
VIDEO TRIBUTE TO BROOKLYN CHILDREN'S MUSEUM'S CENTENNIAL
BROOKLYN, NY
APRIL 22, 1999**

I remember what an honor it was in 1995 to present the Brooklyn Children's Museum with the National Award for Museum Service. For 100 years, you've opened minds and inspired creativity in young people, not only in Brooklyn, but throughout the country. You've shown that art and history can make a real difference in the life of a child. So happy 100th birthday Brooklyn Children's Museum. All of us look forward to another century of leadership.

The Permanente Medical Group, Inc.

2200 O'FARRELL STREET
SAN FRANCISCO, CALIFORNIA 94115-3394

ANTIOCH
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MILPITAS
MOUNTAIN VIEW
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PLEASANTON

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REDWOOD CITY
RICHMOND
ROSEVILLE
SACRAMENTO
SAN FRANCISCO
SAN JOSE
SAN RAFAEL
SANTA CLARA
SANTA ROSA
S. SACRAMENTO
S. SAN FRANCISCO
STOCKTON
VACAVILLE
VALLEJO
WALNUT CREEK

BRUCE BLUMBERG, M.D.
Physician-in-Chief

JAMES BREIVIS, M.D.
Assistant Physician-in-Chief

CHRISTINA SHIH, M.D.
Assistant Physician-in-Chief

WILLIAM STRULL, M.D.
Assistant Physician-in-Chief

CRAIG LUBBOCK, M.D.
Cardiac Services Line Leader

March 5, 1999

Hon. Hillary Clinton
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mrs. Clinton:

I am a physician and close friend of Drucie Ramey's and a great admirer of her mother, Estelle. As their guest, I had the privilege of meeting you at the past two Renaissance Weekends at Hilton Head, and I think I share with you the great pleasure at hearing Estelle come out with bons mots like, "Testosterone is not a bad hormone but *estrogen*, now there's a hormone."

A propos of this point, I am writing to you in my capacity as Assistant Physician in Chief of Kaiser Permanente Medical Center-San Francisco, in the hope that you will consider participating via videotape in our gala kick-off of Kaiser Permanente's new Women's Health Initiative, to be held on May 4, 1999. We feel that it would give the program an incomparable debut, as we attempt to articulate and focus public attention on the special needs of girls and women in attaining and maintaining healthy lives.

The May 4th screening of the videotape would be a wonderful highlight at the opening evening of a month-long, five-workshop series entitled "Body in Balance," which will serve as the high-profile public launching of the Initiative. The enclosed brochure details our topics and speakers, who will include Peggy Fleming as the keynote speaker focusing on breast health. One unique feature of the Kaiser Permanente program is that we will be providing educational activities to patients in both Cantonese and Spanish to meet the needs of our culturally diverse membership. We will also be organizing educational conferences related to Women's Health for our staff and providers as part of designating May as Women's Health Month.

As a nationally prominent health-care expert, you are no doubt aware of Kaiser Permanente's history as the nation's pioneer in prepaid health care. Now celebrating our 50th anniversary, we stand as one of the largest, most respected and most innovative managed health care organizations in the world, delivering quality service to our nearly eight million members in California. As is the case with all health care providers, however, we have a long way to go in



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[0010]

achieving parity for women in provision of state-of-the-art programs tailored to their specific needs.

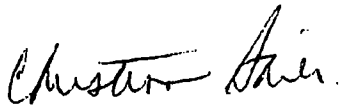
Last year Dr. Rhoda Nussbaum, an obstetrician-gynecologist, was named the first Women's Health Care Leader for the Permanente Medical Group. I am enclosing an executive summary of an innovations research project headed by her which assessed what women want from their health plan and care providers. This involved a telephone survey of 1500 women members, several focus groups including Spanish and Cantonese speaking as well as older women, experiential interviews at the time of health care appointments, and focus groups involving employer groups. This is just the first step in our attempt to provide exemplary care to women. In the future we hope to address the disparities in clinical research between women and men, the different health care outcomes that may be due to lack of gender sensitivity in diagnosis and treatment, and to develop programs to enhance the health of girls and women.

We believe that the Women's Health Initiative will prove to be a milestone along this road, enabling Kaiser Permanente to more effectively highlight and address the often neglected medical issues facing women in America. In this regard, we intend for the Initiative to serve as model for the other health organizations who historically have looked to Kaiser Permanente for leadership, and plan to nationally export key components of our approach.

Although we know that you have an impossibly crowded schedule, we would nevertheless be infinitely grateful if you would consider taping a very brief greeting which would herald, as nothing else could, the inauguration of this critically important program. We would, of course, arrange for the taping to take place anytime, anywhere that you should choose.

I would be delighted to provide you or your staff with further information and can be reached at 415-202-4055 (w) or P6/(b)(6) (h), or by mail at San Francisco Kaiser Permanente Medical Center, 2200 O'Farrell, 8th Floor Administration, San Francisco, CA 94115. We at Kaiser Permanente look forward to hearing from you and thank you for taking the time to consider our request.

Very truly yours,



Christina Shih, MD
Assistant Physician-In-Chief
San Francisco Medical Center

.....
Evan Ryan
.....

04/20/99 05:43:42 PM
.....

Record Type: Record

To: Christine N. Macy/WHO/EOP@EOP, Noa A. Meyer/WHO/EOP@EOP

cc:

Subject: Talking points Kaiser Permanente Women's Health

----- Forwarded by Evan Ryan/WHO/EOP on 04/20/99 05:43 PM -----



Christina.Shih@kp.org

04/20/99 04:26:00 PM

Record Type: Record

To: Evan Ryan@eop

cc:

Subject: Talking points Kaiser Permanente Women's Health

Dear Ms. Ryan:

I was very pleased to hear from you that Mrs. Clinton has agreed to videotape a greeting for our women's health materials we sent earlier as well as two additional (one Spanish and one Cantonese language) events which have been a second tape also made that could be used throughout northern California for our other 15 medical centers as they d

For San Francisco Medical Center we would like a 5-10 minute message which would address the following issues:

Opening greetings to the San Francisco community

Talking points:

1) Kaiser Permanente is celebrating its 50th anniversary as one of the oldest and most prestigious health care organizations in the United States serving 180,000 members in San Francisco and 8 million members in California.

2) Historically, the unique physiology of women has not been included in medical research. Nationally at the NIH and the women's legislative caucus this glaring omission has been recognized and a new generation of gender-specific health care research has been launched.

3) KP is contributing to the growing body of knowledge of women's health through its research activities and collaborations with other governmental and academic institutions.

4) Consistent with its role as the leader of health care innovation, Kaiser Permanente is focusing on women as the primary users and coordinators of health for themselves and

their families. As today's women have responsibility for work outside the home, the ability of a health care organization to provide flexible hours and easy accessibility is critical to helping women maintain the health of their families.

5) By launching Women's Health-Kaiser Permanente in 1997 we have researched what women value from their health care providers and we are now addressing the continuum of needs that women have identified such as:

- a) Addressing specific issues such as domestic violence, substance abuse, sexually-transmitted diseases, perinatal care, midlife issues, elder care, chronic disease management
- b) Provider and staff educational conferences regarding gender-specific medicine
- c) Member and community education such as our Body in Balance workshop series

Please close by acknowledging KP's commitment to meeting the needs of our diverse women members and community as evidenced by the multicultural events that comprise the Body in Balance workshop series.

For the Northern California tape:

Greetings to Kaiser Permanente members in California

Talking points:

- 1) Kaiser Permanente is celebrating its 50th anniversary as one of the oldest and most prestigious health care organizations in the United States serving 8 million members in California.
- 2) Historically, the unique physiology of women has not been included in medical research. Nationally at the NIH and the women's legislative caucus this glaring omission has been recognized and a new generation of gender-specific health care research has been launched.
- 3) KP is contributing to the growing body of knowledge of women's health through its research activities and collaborations with other governmental and academic institutions.
- 4) Consistent with its role as the leader of health care innovation, Kaiser Permanente is focusing on women as the primary users and coordinators of health for themselves and their families. As today's women have responsibility for work outside the home, the ability of a health care organization to provide flexible hours, easy accessibility is critical.
- 5) By launching Women's Health-Kaiser Permanente in 1997 we have researched what women value from their health care providers and we are now addressing the continuum of needs that women have identified such as:
 - a) Member and community education on prevention and health promotion
 - b) Provider and staff educational conferences regarding gender-specific medicine
 - c) Addressing specific issues such as domestic violence, substance abuse, sexually-transmitted diseases, perinatal care, midlife issues, elder care, chronic disease management

Please close by recognizing Kaiser Permanente's commitment to women's health.

If we could have a hard copy of the speech we will be better able to provide interpreting

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[001b]

services for the Spanish and Cantonese events.

I will be your contact person: Christina Shih, M.D. 2200 O'Farrell, 8th Fl, San Francisco CA 94115 (415) 202-4055, home P6/(b)(6) The tape and invoices can be sent to Maura Varley, Health Education, 2241 Geary Blvd, San Francisco, CA 94115 (415) 202-3451. Please add shipping costs to the invoice. We understand it will be \$1400 for two tapes.

Please call for any further questions.

Thank you so much for your assistance.

THE WHITE HOUSE

April 2, 1999

Ms. Drucilla Stender Ramey
The Bar Association of San Francisco
465 California Street
Suite 1100
San Francisco, California 94194-1826

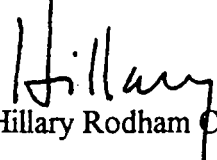
Dear Drucie:

Thank you for your letter. I was sorry to learn that Stelle has been sick and hope she is doing much better since your letter. I wrote to her recently and am glad we were able to see each other again at Renaissance.

I am enclosing a copy of my response to Dr. Shih's letter requesting a video greeting for the kick-off of Kaiser-Permanente's Women's Health Initiative. I appreciate your endorsement and we will have an answer for Dr. Shih soon.

With warm regards, I remain

Sincerely yours,


Hillary Rodham Clinton

✓ cc: Patti Solis Doyle
Director of Scheduling

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C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

[0010]

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March 5, 1999

Hon. Hillary Clinton
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500-2000

Dear Hillary,

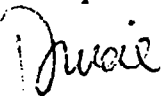
I hope this letter finds you and your family well. My nephew Jimmy was thrilled to see you-all in Mexico, and I wish we all could have been there.

I'm writing to see if there's any possibility that you could film a brief videotaped greeting for the kick-off of Kaiser's major foray into women's health initiatives. I know you get inundated with these kinds of requests, but Christina is a very close friend and a superb physician and administrator, so I have no doubt that this new program will end up being a national model.

P6/(b)(6)

Please send my fond regards to the President and Chelsea.

Warmest personal regards,



Drucilla Stender Ramey

THE WHITE HOUSE

April 2, 1999

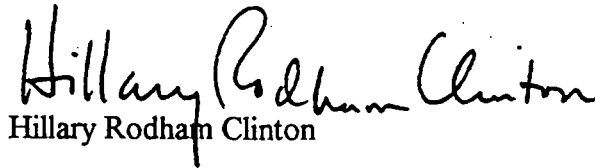
Christina Shih, M.D.
Assistant Physician-in-Chief
The Permanente Medical Group, Inc.
2200 O'Farrell Street
San Francisco, California 94115-3394

Dear Dr. Shih:

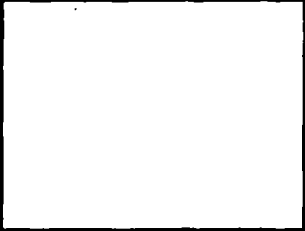
Thank you for your letter via our mutual friend, Drucie Ramey. I appreciate your request of a video greeting for the kick-off of your Women's Health Initiative and have forwarded a copy of your letter and materials to appropriate staff for consideration. In the meantime, good luck with your efforts on behalf of women's health and health research.

With best regards, I am

Sincerely yours,


Hillary Rodham Clinton

cc: Patti Solis Doyle, Director of Scheduling
Nicole Rabner, Domestic Policy Council



Women's Health Study Executive Summary

Funded by the Innovations Program

**Kaiser Permanente
Medical Care Program
Northern California Region
February 1999**



INTRODUCTION

National and Kaiser Permanente specific market research supports that women are the primary customer of health care. Due to gender specific health care needs women are the most common utilizers of inpatient and outpatient services. (1) Women also make the majority of healthcare purchasing decisions and usually play the role of healthcare coordinators for their families.

Recognizing the important role women play in choosing health plans and coordinating healthcare for themselves and their family, Kaiser Permanente leadership appointed a Women's Health Task Force in 1996 to determine how to make Kaiser Permanente the health plan of choice for women in Northern California. Task force members included twenty Kaiser Permanente physicians and staff with experience in women's health. Their mandate was to develop a rationale and direction for change in our current delivery system. In 1997 a Women's Health Leader was appointed and Women's Health-Kaiser Permanente was formed to further define rationale and direction for the organization and assist facilities in improving service and quality of care to Kaiser Permanente's primary customer – women.

Through the Innovations Program, Kaiser Permanente funded the Women's Health Study to research what our primary customer wants and values in healthcare. By using gender specific market research data to focus the delivery of care, Kaiser Permanente can distinguish itself from the competition by becoming the leading health plan of choice for women and their families.

Methodology

The Women's Health Study utilized a multifaceted research methodology. Women's preferences and expectations of healthcare were examined using multiple methods and measures so that consistent themes could be identified regardless of how and when questions were asked.

The study methods included a telephone survey of 1,500 women members and 500 non-members, as well as 10 focus groups (with subgroups based on age, ethnicity, language and sexual orientation) and 'experiential tracking' interviews that followed 75 women through medical visits. The study was conducted July through November of 1998.

In order to incorporate important internal and external perspectives of experts working within women's health, two roundtable discussion groups were held with community advocates and employer groups. The community

advocate group included groups such as American Cancer Society and Asian Women's Association while the employer groups included groups such as The GAP and the Pacific Business Group on Health. Multiple stakeholders from a variety of KP facility and regional departments were involved in the research process to ensure that the research findings would be actionable. Additionally, physician liaisons were appointed from each medical center to be closely involved in the research. Their charge was to assist with: development of research instruments; data analysis; and information dissemination. Currently, these physician liaisons are conducting extensive presentations of the Women's Health Study results at service areas throughout the Northern California Region in order to influence decision making regarding service provision to women and the families for which they coordinate care.

Research Findings and Implications

*** All research findings highlighting subgroup differences represent statistically significant differences of $p < .05$. All research findings highlighting basic frequencies represent confidence intervals ranging from (+/-) 2-5%. The sample for the member telephone survey was randomly stratified to match the demographics of Kaiser Permanente demographics (age, ethnicity and Service Area).*

Study findings confirmed the importance of seeking input from our women members, since in most households women play a primary or equal role in choosing health plans (92%) and typically coordinate care for their entire family (60+%). Most non-members said that women's health is an important issue in choosing a health plan (74%). About half of women named a health plan or medical group that stands out as offering excellent medical services and health improvement programs to women. No health plan presented as the "leader" in women's health. This provides an obvious opportunity for Kaiser Permanente.

Overall women members say positive things about Kaiser Permanente. For example, 3 out of 4 women members are very satisfied with Kaiser Permanente, are loyal, and say good things about Kaiser Permanente to friends and co-workers. Yet, there is substantial variation in satisfaction among certain demographic groups. Kaiser Permanente satisfaction is highest among women from lower socioeconomic groups. Higher socioeconomic status women have greater expectations and are substantially less satisfied.

There are four priority areas of value that women members and non-members consistently focused upon across multiple research methods. Implications of the research findings are presented in each priority area. They include: access; coordination of care; choice and flexibility; and friendly and supportive clinicians and staff.

Access

Access includes a variety of variables such as: waiting on the phone, trouble getting appointments at a convenient time, and office waits. In this study, women were specifically asked about trouble getting appointments when they were needed and getting appointments at a convenient time.

- About one-third of women (38%) reported trouble getting either a routine or urgent appointment in the past year.
- Of women reporting difficulties getting an appointment, most (75%) reported difficulties with getting a routine appointment versus an urgent appointment.
- When compared to women without access problems, women reporting access problems are less likely to stay with Kaiser Permanente (40% vs 79%), less likely to see Kaiser Permanente as a friendly and supportive place (60% vs 91%), and they were more likely to have related a negative experience to someone within the past year (73% vs 35%).
- Women under age 55 strongly want Kaiser Permanente to offer evening (80%) and weekend (80%) hours. Half say they would switch physicians for this option.

Implication:

Strategies for improving access to routine appointments, including expansion of evening and Saturday appointments, offer potential to improve satisfaction, retention and increase positive word of mouth of women.

Coordination of Care

Coordination of care refers to : (1) increasing member confidence that there is a primary provider overseeing their care regardless of where in the system they access services and (2) providing increased convenience at every opportunity where services may be integrated or better coordinated.

- Most women feel Kaiser Permanente physicians coordinate their care, however, 1 in 5 feel their care is 'falling through the cracks'. This is significant given that coordination of care was the second most statistically significant differentiator of women who are satisfied versus women who are not satisfied.
- Of 17 different new service ideas women under age 65 were asked about, the highest ranked services involved improvement in the coordination of their care. They include: phone clerk checks if screening tests are due and schedules.. (87%); family visits scheduled for one visit to medical center (87%); pediatrician attends to acute illness in both parent and child (83%) and same day appointments for mammograms (73%).
- Many women reported that these services would improve their satisfaction with Kaiser Permanente by a lot (34%) and that they would tell a friend, family or co-worker about it (91%).
- Women highly value the PHP (Preventive Health Prompt) which details on their registration slip when they are due for important screening tests. The majority of women asked said that the PHP was very helpful (84%).

Implication:

Improve systems to help women meet the healthcare needs for themselves and their families. Increase women's perception that we will not let their or their family's healthcare 'fall through the cracks'.

Choice and Flexibility

Women's preferences for the type of provider seen and the setting in which care is delivered was examined. In addition, questions were asked to help determine those conditions that impact women's flexibility in accepting alternative models of care.

- Although most women (81%) strongly value seeing the same MD for their visits, most women also expressed flexibility in seeing a different MD or a NP or RN depending on the situation.
- Importance of seeing a regular MD varied depending on whether the visit was for a routine or low acuity, urgent care need. Women members were more willing to see a MD working on the same healthcare team as their regular MD if their need was for low acuity, urgent need (flu, sore throat) rather than for a routine physical exam (routine check-up and medication review).
- Women are also flexible about seeing non- MD providers. If their regular MD's schedule was full, the majority of women interviewed reported that they would be willing to see a non-MD provider (RN or NP) specially trained to meet their healthcare need. Again, there was greater flexibility in seeing a non-MD provider for low-acuity, urgent need than for routine check-ups.
- Although most women (81%) reacted positively to a shift to team based care, about 1 in 3 women strongly prefer to see only their regular physician.
- Women want women's health services in both Medicine and ObGyn, and half would consider getting a Pap Smear in Medicine.

Implication:

Offer choice of care options and customize to fit women's preferences for visit type and clinician. Offer women's health information and services in Medicine as well as ObGyn. A "one size fits all" approach to delivering healthcare will not satisfy women.

Friendly and Supportive Clinicians and Staff

We asked women about their experiences with Kaiser Permanente staff and medical care and found that the perception of "Kaiser Permanente facility as a friendly and supportive place" was the top differentiator between women who are satisfied with their care and women who are not.

Unique Information from the Women's Health Study

- ◆ Quantified the role of women as the primary purchaser of health plans and coordinator of care for their families in Northern California.
- ◆ Described substantial demographic variations in satisfaction with, and loyalty to, Kaiser Permanente.
- ◆ Gauged women's reactions to new healthcare delivery models including team based care.
- ◆ Quantified women's interest in receiving women's health information and care (including Pap Smears) in Medicine departments.
- ◆ Quantified preference for gender of clinician in Medicine and ObGyn.
- ◆ Gauged women's interest in 17 different proposed new services.

Additional Information Available

Preferences for Gender of Clinician

Includes: preference for gender of clinician and extent to which preferences are matched in Medicine and ObGyn and; how well preferences are matched among members versus non-members.

Chronic Disease Management and Prevention

Includes: how women with chronic illnesses view their care, and how Kaiser Permanente compares with other plans and; how many women have had a self-management class and their evaluation.

Menopause Information and Services

Includes: proportion of women between age 40-66 who have received counseling, educational materials or classes about menopause and; preference for receiving menopause information from an MD vs. NP and Medicine vs ObGyn MD.

Ranking of New Services

Includes: ranking of 17 proposed new services among women under age 65 and; interest in Complimentary and Alternative Medicine Services.

Roles and Responsibilities

Includes: profile of women who are most likely to have trouble balancing multiple responsibilities; proportion of women who say their health is impacted by stress and multiple roles and; proportion of women who are caregivers and their likely profile.

Non Members

Includes: assessment of word of mouth about Kaiser Permanente among non-members; how demographic subgroups vary in what they hear about Kaiser Permanente and their overall opinion of Kaiser Permanente and; proportion of women who are able to and open to switching plans, their current satisfaction with their plan, and the ethnic variations in these subgroups.

For further information call or email:

Julie Ferris, MSW, MPH

510-987-2302 (tie line 8-427-2302)

Julie.Ferris@ncal.kaiperm.org

References

- 1) Kaiser Permanente, Northern California, Case Management Information System (CMIS), January – June 1997.
- 2) Kaiser Permanente, Northern California (TPMG) Women's Health Study, February 1999.
- 3) Kaiser Permanente, Northern California, STAR Survey, Quarter 3, 1998. Program Offices, Kaiser Permanente, Market Research Department.

Kick-Off Night - Knowing Your Body: Breast Health
Tuesday: May 4, 1999, 6:00 - 9:30 PM
Location: Miyako Hotel

6:00 - 6:30 PM	Registration
6:30 PM	Program Begins
6:30 - 6:45 PM	Introduction - Jim Lewis, MD Chief of OB/GYN Maura B. Varley, Director of Health Education Megan V. Steelman, Director of Perinatal Health Education
6:45 - 7:05 PM	Mistress of Ceremonies - Rhoda Nussbaum, MD - Women's Health Leader for Kaiser Permanente Northern California
7:05 - 7:15 PM (or whatever length you choose)	**(Hillary Clinton's Video Address - should you agree to participate)**
7:15 - 8:15 PM	Keynote Speaker - Peggy Fleming, Olympic Gold Medalist
8:15 - 8:30 PM	Break - move into rooms for breakout sessions
8:30 - 9:30 PM	Breakout Sessions Session One: Learning the Facts: Prevention & Detection: John Silvey, MD, Sherry Butler, MD Session Two: Breast Cancer: Is it all in the Genes?: JoAnn Bergoffen, MD ??, Christine Hartlove, Andrea Fishbach Session Three: Next Steps After Diagnosis: Susan Kutner, MD, Helen Chan, MD, Dr. Galani (J & J)

Your Changing Body - Part One: 30 Something, 40 Something, 50 Something
Tuesday: May 11, 1999, 6:00 - 9:30 PM
Location: Laurel Heights Conference Center

6:00 - 6:30 PM	Registration
6:30 PM	Program Begins
6:30 - 6:45 PM	Welcome and Introduction - Mistress of Ceremonies - Christina Shih, MD
6:45 - 7:45 PM	Keynote Speaker - Adair Lara, San Francisco Chronicle Columnist
7:45 - 8:15 PM	Break - Move into rooms for breakout sessions
8:15 - 9:15 PM	Breakout Sessions Session One: 30 Something - What Medical Issues Might I Face? Seth Feigenbaum, MD - Ljuba Abascal, MD Session Two: 40 Something - Perimenopause: Is it All in My Head? Laurie Miller, MD Session Three: 50 Something - Is There Life After Menopause? Darleen Peck, NP

Aging Gracefully
Saturday: May 15, 1999, 9:00 - 1:00 PM
Location: Laurel Heights Conference Center

9:00 - 9:30 AM	Registration
9:30	Program Begins
9:30 - 10:00 AM	Welcome and Introduction: Mistress of Ceremonies: Lorinda Hartwell, DrPH
10:00 - 11:00 AM	Keynote Speaker - Willie B. Kennedy, Former Member San Francisco Board of Supervisors
11:00 - 11:15 AM	Break - Move into rooms for breakout sessions
11:15 - 12:00 PM	Break out - Part I - Participants choose from one of the following: Session One - Your Aging Body - Doreen Gluckin, MD Session Two - T'ai Chi Chih: Fit & Flexible - Sandy McAlister Session Three - Changing Moods & Desires - TBA
12:00 - 12:15 PM	Break - Move into rooms for breakout sessions

12:15 - 1:00 PM

Break out - Part II - Participants will have the opportunity to attend another workshop
Session One - Your Aging Body - Doreen Glukin, MD
Session Two - T'ai Chi Chih: Fit & Flexible - Sandy McAlister
Session Three - Changing Moods & Desires - TBA

Your Changing Body - Part Two: 30 Something, 40 Something, 50 Something
Tuesday: May 18, 1999, 6:00 - 9:30 PM
Location: Laurel Heights Conference Center

6:00 - 6:30 PM

Registration

6:30 PM

Program Begins

6:30 - 7:00 PM

Welcome and Introductions - Mistress of Ceremonies - Bonnie Zell, MD

7:00 - 8:00 PM

Keynote Speaker: Ysabel Duron, KRON Channel 4 - Anchor Reporter

8:00 - 8:15 PM

Break - move into breakout sessions

8:15 - 9:15 PM

Breakout Sessions

Session One: Your Skin at 30, 40, and 50 - Kathleen Welsh, MD

Session Two: Riding the Waves: Your Changing Moods - Gerry Reilly, MA, Chynthia Tutelman, MD and Susan Ruffner, MD

Session Three: Loving your Body at Every Age - Bonnie Zell, MD

The Art of Balance: Balancing Mind & Body
Tuesday: May 25, 1999, 6:00 - 9:30 PM
Location: Laurel Heights Conference Center

6:00 - 6:30 PM

Registration

6:30 PM

Program Begins

6:30 - 6:50 PM

Welcome and Introductions - Mistress of Ceremonies - Deborah Chiarucci, MD

6:50 - 7:40 PM

Keynote Speaker: Mayumi Oda, Bay Area Artist and Poet

7:40 - 7:55 PM

Break - move into breakout sessions

7:55 - 8:35 PM

Breakout Sessions - Part I

Session One: Yoga: Breathing & Balance - Cybele Tomlinson

Session Two: T'ai Chi Chih: Energy in Motion - Sandy McAlister

Session Three: Mindfulness Meditation: Quiet Your Mind - Jo Ann Martin Braun

8:35 - 8:45 PM

Break - move into breakout sessions

8:45 - 9:30 PM

Breakout Session - Part II

Session One: Yoga: Breathing & Balance - Cybele Tomlinson

Session Two: T'ai Chi Chih: Energy in Motion - Sandy McAlister

Session Three: Mindfulness Meditation: Quiet Your Mind - Jo Ann Martin Braun

**KAISER PERMANENTE SAN FRANCISCO OFFERS:
Women's Health & Wellness Workshop Series 1999**

In a joint venture, Kaiser San Francisco's Health Education and OB/GYN departments are planning an informative, interactive women's health education series for the spring of 1999. We have developed a series of skill building workshops for our diverse population that will give participants tools that can be incorporated into their daily lives. Our intention is for this to be an event that will benefit the entire San Francisco community.

TOPICS:

Over 500 Kaiser Permanente members from San Francisco and South San Francisco were asked to identify potential workshop series topics from a list of 25 issues effecting women's health. The following list reflects the interest of the population surveyed. (90% of the women expressed interest in attending the series).

- ◆ Stress reduction
- ◆ Breast health
- ◆ Menopause/Osteoporosis
- ◆ Aging gracefully

OBJECTIVES:

Women completing this workshop series, will be able to:

- ~ Identify healthy lifestyle choices regarding exercise, nutrition, and stress reduction.
- ~ Discriminate between proactive and reactive responses to stress and depression.
- ~ Identify the need to seek medical advice in relationship to breast health.
- ~ Develop a comprehensive list of self-help strategies to help manage symptoms of menopause.

TARGET AUDIENCE:

Designed for both Kaiser Permanente members and members of the San Francisco community, we will focus on significant health issues and concerns that women are currently encountering.

Attendance will be limited to approximately 300 individuals. A discounted "Series Pass" will be available for those who are interested in attending more than one workshop.

DATES & TIMES

4 consecutive Tuesday evenings from May 4 to May 25, 6 - 9:30 pm and one senior event on Saturday, May 15th from 9 - 12:30 PM.

**FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS TO
KICK-OFF CEREMONY
KAISER-PERMANENTE WOMEN'S HEALTH INITIATIVE
SAN FRANCISCO, CALIFORNIA
MAY 4, 1999**

Good evening. I am pleased to have this opportunity to join in celebrating Kaiser-Permanente's 50th Anniversary and the kick-off of its Women's Health Initiative.

Since Medicine has changed at an astonishing pace throughout the past century. *When you opened your doors a half century ago we couldn't* Just ten years ago no one could anticipate the progress made against AIDS, or the results of mapping the human genome, ~~which would reveal the evolutionary secrets of breast cancer, colon cancer and Parkinson's disease~~. As far as women's health is concerned, there has never been a better time for American women. At the start of this century the average woman did not live much beyond her childbearing years. Now she will live well beyond her daughter's childbearing years. Consequently, though, we suffer from more chronic diseases, and disabilities and heart disease.

For too long, the medical establishment ignored women as a group when making health policy decisions. In order to make sure that this mistake is not repeated with other groups, this administration has convened a minority women's health panel to identify and implement initiatives to improve the health of women in specific ethnic and racial populations. Two large-scale studies are also underway at NIH to examine the health of women as they age. And, NIH's Community Prevention Study in conjunction with the Centers for Disease Control, is looking at strategies to enhance the adoption of healthful behaviors among women.

I am pleased and encouraged by Kaiser-Permanente's contributions to the growing body of knowledge of women's health through its research activities and collaborations with other governmental and academic institutions. Consistent with its role as a leader of health care innovation, it is focusing on women as the primary users and coordinators of health for themselves and their families. As today's women have responsibility for work outside the home, the ability of a health care organization to provide flexible hours and easy accessibility is critical. I am also pleased to know that Kaiser Permanente's educational activities are being provided in both Cantonese and Spanish to meet the needs of its culturally diverse membership.

Through innovation and sensitivity to the needs of your diverse Bay area population, Kaiser Permanente is proving its commitment to women's health and will serve as a model for other health organizations in the future. Congratulations and have a great evening.

Brooklyn Children's Museum Video Script for Mrs. Clinton

I've been a fan of the Brooklyn Children's Museum since I presented them with the National Award for Museum Service in 1995. The Museum is such a fine example of how cultural institutions can really make a difference in the lives of children. I know we can look forward to another century of strong educational leadership.

BROOKLYN CHILDREN'S MUSEUM CELEBRATING 100 YEARS (1899-1999)

Fact Sheet

MUSEUM DESCRIPTION

Founded in 1899, the Brooklyn Children's Museum (BCM) is the world's first museum for children. Serving as a model for youth museums around the world, BCM revolutionized the museum-going experience with innovative interactive exhibits, educational programs, workshops, and performances.

PERMANENT COLLECTION HIGHLIGHTS

BCM is dedicated to using its collection to teach children about the world around them, and is one of only four children's museums with a large permanent collection. Highlights from its 27,000 objects are divided into two categories, natural history and cultural, and include:

- An array of masks, sculpture, adornment, instruments and other objects from African, Central American, Asian and Oceanic cultures.
- A comprehensive repository of natural history specimens including dinosaur footprints, mammoth teeth, an elephant skeleton and whale rib that complement BCM's popular live animal and plant collections.
- A famous collection of dolls ranging from folk dolls to a 36-piece set of Queen Elizabeth II coronation dolls designed by Madame Alexander.

EXHIBITIONS

Each year BCM organizes several new exhibits that are on view at the Museum. Selected exhibitions then travel extensively to children's museums throughout North America through the Youth Museum Exhibit Collaborative (YMEC) and the Association of Science-Technology Centers (ASTC).

Centennial exhibitions in 1999 include:

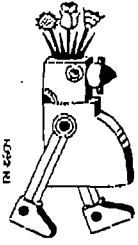
- *100 Years of Amazing Kids* uses vintage photographs from BCM's archives to offer an overview of our century as a pioneer in education.
- *Together in the City* offers children the opportunity to explore ways in which people play, work, and celebrate together in New York City's ethnically diverse communities.
- *Global Shoes* allows visitors to learn about the lives of people throughout the world while discovering how shoes from widely diverse cultures are used in sports, work, and dance.
- *LEGO Ocean Adventure* allows children to "submerge" into an imaginary ocean environment (organized by the Indianapolis Children's Museum).

PROGRAMS AND FACILITIES

Visitors to BCM are treated to a variety of age-appropriate hands-on workshops which include musical traditions, storytelling, science and nature experiments, collection exploration, books and computers. Additionally, three newly renovated theaters, including an outdoor rooftop amphitheater, present a variety of performances from around the world.

(more)

The World's First Museum for Kids



Brooklyn Children's Museum

145 Brooklyn Avenue
Brooklyn, NY 11213
718-735-4400 TEL
718-735-4402 TTY
718-604-7442 FAX
www.bchildmus.org

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April 21, 1999

TO: Noa Meyer
FROM: Anne Canty, Director of Marketing and Public Affairs
SUBJ: Script for Mrs. Clinton

Please express our gratitude to the First Lady for agreeing to participate in the Brooklyn Children's Museum Centennial video. We are thrilled that her busy schedule can accommodate our request. Attached is a script for Mrs. Clinton, as well as our overall script. Please note that Bob Keeshan (Captain Kangaroo) will introduce Mrs. Clinton through narration (later today we will work on altering the script to reflect this change). Mrs. Clinton will be introduced during the section that prestigious honors received by the Museum. Actors John Turturro and Doug E. Doug have already recorded narration segments.

The video will debut at the Museum's Centennial gala on Thursday, May 6, at the recently opened Brooklyn Marriott. Attendance at this event will be between 600 - 700 people. Please see the attached draft minute-by-minute schedule and note that Senator Schumer will make the presentation to one of the gala awardees. We expect at least two Congressmen to be in attendance, Congressmen Major Owens and Ed Towns. After the gala we will use the video as an informational tool with media, potential funders and the public.

The Brooklyn Children's Museum opened in 1899 as the world's first Museum for Children. We currently serve an audience of 220,000 annually with another half million visiting our traveling exhibitions across North America. (Please see the attached fact sheet for more information about the Museum.)

I understand that the Museum will be charged between \$800 and \$1,000 to cover production costs. Please send the bill to Jennifer Jeffress Collins, Director of Development, at the address listed above. If you have any questions, I can be reached at 718-735-4677. Thanks again.

Celebrating 100 Years 1899~1999

THIS BEAUTIFULLY PHOTOGRAPHED VIDEO WILL GIVE EMOTIONAL RESONANCE TO THE LEGACY OF THE BROOKLYN CHILDREN'S MUSEUM, CONJURING UP A SENSE OF HISTORY, CULTURE, EXPANSION, AND THE CELEBRATION OF A CENTURY OF CHILDREN LEARNING BY EXPERIENCING.

THERE WILL BE A VITALITY AND ENERGY TO THE PIECE BECAUSE OF THE BRIGHT SATURATED COLOR SCHEMES, AND SMOOTH, FLOWING EDITS OF KID'S INTERVIEWS, JOHN TURTURRO'S NARRATION, B-ROLL FOOTAGE, AND DOCUMENTARY SLIDES. VARIABLE CAMERA SPEEDS (KID'S/PERFORMANCE FOOTAGE) FROM HIGH SPEED TO SUPER SLOW WILL COMPLIMENT THE MUSICAL FLOW. SYMPATHETIC EDITING IS CRUCIAL TO ENHANCE THE EBB AND FLOW OF THE NARRATION, MUSIC, AND IMAGES.

THE OVERALL FEELING OF THE PIECE SHOULD ALLUDE TO THE MUSEUM'S UNWAVERING FOCUS ON EDUCATION FOR A HUNDRED YEARS AND THE VISION OF AN EVEN BRIGHTER FUTURE.

FADE IN:

1 EXT. BROOKLYN CHILDREN'S MUSEUM -- DAY 1

A sunny day on Brooklyn Avenue as the bright yellow BCM TROLLEY EXPRESS halts in front of the BROOKLYN'S CHILDREN MUSEUM. The doors of the trolley swing open revealing a bevy of enthusiastic CHILDREN, balloons and gifts in hand. They race towards the museum. JOHN TURTURRO, casually dressed, is the last to exit the trolley, pausing as he exits. The camera pushes into him.

JOHN

(improvisational)

Hi, I'm John Turturro, welcome to Brooklyn Children's Museum, the world's first museum for kids. In 1999, the Museum celebrates 100 years of innovative hands-on learning.

The camera TRACKS John as he heads up the stairs, standing directly in front of the BROOKLYN CHILDREN'S MUSEUM.

JOHN (CONT'D)

Right here, on this spot - is where the Museum's curator Anna Billings Gallup began a century of moving Museum objects into the hands of children. The Brooklyn Children's Museum was first located in the Adams House, its original building.

INSERT SLIDES and VINTAGE PHOTOGRAPHS (THE ADAMS BUILDING, ANNA BILLINGS GALLOP WITH ELEANOR ROOSEVELT, WIRELESS TELEGRAPH, 1940 TELEVISIONS, 60 ROOFTOP TRANSMISSIONS) from

(CONTINUED)

version 6.0

brooklyn children's museum

2.

1 CONTINUED:

1

BCM's archives to offer an overview of a century of advanced education.

JOHN (V.O.) (CONT'D)

The Brooklyn Children's Museum has a long tradition of introducing new technology. In 1916 students built a wireless telegraph, in the 40's they did TV broadcasts - and today they use computers and search the Museum educational web sites.

INSERT SLIDES and B-ROLL of today's KIDS utilizing cutting edge technology (WEB SITES) and hands-on collection objects.

JOHN (V.O.) (CONT'D)

Only a handful of children's museums have permanent collections - and with over 27 thousand objects from all over the world, which includes musical instruments, ceremonial masks, fossils, minerals, shoes... The Brooklyn Children's Museum's collection is outstanding.

John opens the front doors to the Brooklyn Children's Museum.

JOHN (CONT'D)

(summons camera)

Come on in... You gotta see this for yourself.

He enters, the doors shutting behind him.

2 INT. BROOKLYN CHILDREN'S MUSEUM -- TOGETHER IN THE CITY 2

John is standing in front of the MOVIE HOUSE.

JOHN

And this is why the Brooklyn Children's Museum is so great. This exhibition Together In the City offers children the opportunity to explore ways in which people play, work, and celebrate together in New York City's ethnically diverse communities.

INSERT B-ROLL of KIDS discovering collection objects in Together In the City.

JOHN (CONT'D)

This Museum is a world class institution with community roots.

(CONTINUED)

version 5.0

brooklyn children's museum

3.

2 CONTINUED:

2

JOHN (CONT'D)

This Museum is a world class
institution with community roots.

INSERT B-ROLL/SLIDES of MULTI-CULTURAL CHILDREN (MUSEUM TEAM,
TEEN INTERNS, AND SUMMER CAMP VISITORS).

JOHN (V.O.) (CONT'D)

Each week, the Brooklyn Children's
Museum serves school classes and
families with exhibitions and dozens
of programs and performances on
science, technology, culture, and
the arts.

B-ROLL of SCHOOL CLASSES viewing EXHIBITIONS.

JOHN (V.O.) (CONT'D)

The Brooklyn Children's Museum is
visible far beyond our city as a
location for both local and national
television programs such as the
Captain Kangaroo Show with Bob
Keeshan.

B-ROLL FOOTAGE of CAPTAIN KANGAROO filming at the Brooklyn
Children's Museum.

BOB KEESHAN (V.O.)

That's right John, I videotaped
segments of the program here at the
museum and got to work with many of
the young people that come here as
visitors. I also worked with members
of the innovative Museum Team, an
internship program for young people
from the age of seven - through high
school who spend hours here each
week helping other children get to
know their museum better.

NEWS FOOTAGE. B-ROLL FOOTAGE OF THE MAURICE SENDAK POSTER.

BOB KEESHAN (CONT'D)

My good friend Maurice Sendak, author
and illustrator of so many wonderful
children books, created this poster
in honor of the 100th anniversary of
the Brooklyn Children's museum, one
of the few children's museum to have
achieved accreditation by the American
Association of Museums.

(CONTINUED)

version 5.0

brooklyn children's museum

4.

2 CONTINUED: (2)

2

B-ROLL FOOTAGE OF BCM President PEGGI EINHORN and Executive Director CAROL ENSEKI receiving NATIONAL AWARDS with GOVERNOR PATARI.

BOB KEESHAN (CONT'D)

Brooklyn Children's Museum has also recently received the New York State Governor's Art Award, a National Endowment for the Humanities - challenge grant - and an institute for Museum and Library Science - national leadership grant.

Mrs. C. will be introduced

3 INT. BROOKLYN CHILDREN'S MUSEUM -- AROUND THE BLOCK

3

B-ROLL FOOTAGE OF DOUG E. DOUG. DOUG E. DOUG talks about bringing family members to BCM.

4 INT. BROOKLYN CHILDREN'S MUSEUM -- MOVIE HOUSE

4

John holds an EARLY LEARNER.

JOHN

The Brooklyn Children's Museum's Early Learners program for children under five is committed to inspiring wonder and sparking children's imaginations with plans for new programs and exhibition to help their visitors get an early start.

B-ROLL of EARLY LEARNERS/AROUND THE BLOCK.

5 INT. BROOKLYN CHILDREN'S MUSEUM -- TOGETHER IN THE CITY

5

John is seated, surrounded by KIDS.

JOHN

(to kids)

Well... We spoke about the education, so now lets talk about the...

KIDS

(cheer)

FUN!

JOHN

And who's better to tell you, but the kids themselves...

version 5.0

brooklyn children's museum

5.

6 INT. BROOKLYN CHILDREN'S MUSEUM -- PLANTS & PEOPLE/ANIMALS EAT 6

KIDS are being interviewed as they partake in the activities of PLANTS & PEOPLE & ANIMAL EAT. KIDS make "real" improvised fun statements about what the museum means to them.

7 EXT. BROOKLYN CHILDREN'S MUSEUM -- EXIT/ENTRANCE -- EVENING 7

John leans against the Museum's exit/entrance. The camera slowly pushes into him as he speaks.

JORN

And it doesn't stop here, the Brooklyn Children's Museum is introducing even more important educational initiatives and serving more visitors. The Museum has undertaken an already successful Centennial campaign. Public and private support makes all of this possible.

The camera pulls out as John stands by the entrance.

JORN (CONT'D)

And I can say with confidence that the Brooklyn Children's Museum has remained true to its principles. I know because my children walk through these doors regularly, into a place where they can discover the mysteries of the world.

FADE TO BLACK.

FOR CLOSING

John:

GRANDFATHER w/KIDS

SOUND OF Myron Blumenfeld

Out Cue: "On to the next 100 years"

(About 20 seconds)

John:

A few weeks ago we met a museum-goer who wanted to introduce us to his grandchildren and tell something about his experiences at the Brooklyn Children's Museum.

I could't have said it better myself.

Brooklyn Children's Museum Centennial Gala

Minute-by-Minute

- By 6:15 Cocktail room and registration area ready to receive guests
- 6:30 Guests arrive
- 6:30 - 7:20 Cocktail hour; musicians play and guests socialize
- 7:20 - 7:45 Begin flashing lights in cocktail room to signal movement into ballroom
Appetizer course pre-set by this time
Band begins playing in the ballroom
- 7:45 - 7:47 MC quiets room with welcome and introduction of video
- 7:47 - 7:52 Room darkens and video plays
- 7:52 - 7:54 Robert Catell and Charles Hamm give formal welcome and lead into invocation/benediction
- 7:54 - 7:55 Invocation by Reverend Wright
- 7:55 - 7:56 Benediction by Rabbi Goldstein
- 7:56 - 7:57 Ellen Cogut & Bill Rifkin remarks and introduce Carol Enseki
- 7:57 - 7:59 Carol Enseki remarks (BCM and recognition of special guests)
- 7:59 - 8:15 Clear appetizer and serve dinner (music plays)
- 8:15 - 8:35 Dinner
- 8:35 - 8:50 Clear dinner
- 8:50 - 8:52 MC quiets room
- 8:52 - 8:54 Peggi Einhorn (Centennial Campaign & special thanks)
- 8:54 - 8:55 MC brings B. Thompson and R. Catell to stage for Inniss Award
- 8:55 - 8:56 Awards presented to two youth
- 8:56 - 8:59 MC presents award to IBI Foundation (Peggi)
- 8:59 - 9:00 MC brings Dick Parsons to present to Deborah Wright (Carol)
- 9:00 - 9:03 Parsons presents award to Deborah Wright
- 9:03 - 9:06 MC presents award to Martha & Robert Rubin (Peggi)
- 9:06 - 9:07 MC brings Chuck Schumer on stage to present to Diane Steinberg
- 9:07 - 9:10 Schumer presents to Diane Steinberg (Carol)
- 9:10 - 9:14 Honorees remain on stage and MC summons other key people for presentation of birthday cake
MC invites ~~group~~ ^{guests} to dance

4/21/99 30 sec. MC intros Jürgen Giesbert
30 sec. Jürgen presents B-Day cake & has band lead us in Happy Birthday (also invites Board to come & blow out candles.)

**RESOURCE
FACILITIES**

BCM's Education Resource Center encompasses books, collection objects, an interactive database of information about the collection, and a technology center featuring the *Brooklyn Expedition* virtual adventure and the Museum's Web site.

**COMMUNITY
PROGRAMS**

BCM has a strong tradition of community outreach that includes programs such as the award-winning *Museum Team*, an after-school educational and internship project initiative; *Safehaven*, an early childhood and parenting program; *Black Family Forum*, a dynamic program series designed to address relevant educational and social issues to parents and youth; and, *Free Friday Family Fun*, dance and theater performances every Friday evening in the summer.

MEMBERSHIP

Members are entitled to numerous benefits, from unlimited free admission and KidShop discounts to invitations to exclusive member events. Members also receive reciprocal admission to many cultural institutions in New York City and nationwide.

**LOCATION
HOURS
AND
ADMISSION**

Suggested admission to BCM is \$3. BCM is located at 145 Brooklyn Avenue in Brooklyn, NY, on the corner of St. Marks and Brooklyn Avenues. Just one mile from the Brooklyn Museum of Art and the Brooklyn Botanic Garden, BCM is accessible by subway, bus and BCM's *Trolley Express*, which offers free rides hourly from Grand Army Plaza every weekend from 10:00 a.m. to 5:00 p.m.

Public hours are:

Fall/Winter/Spring:	Wednesday, Thursday, Friday:	2-5 p.m.
	Saturday and Sunday:	10 a.m.-5 p.m.
	Monday and Tuesday:	Closed
Summer: (July 1 to September 1)	Monday, Wednesday, Thursday:	12-5 p.m.
	Friday:	12-6:30 p.m.
	Saturday and Sunday:	10a.m.-5 p.m.
	Tuesday:	Closed

Open most school holidays except July 4, Labor Day, Thanksgiving Day, Christmas and New Year's Day.

The Museum offers school and summer camp group programs, weekday mornings throughout the year.

WEB SITE

www.bchildmus.org

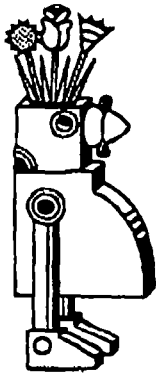
**IMPORTANT
TELEPHONE
NUMBERS**

BCM Information Line:	718/735-4400
School Group Programs:	718/735-4400
Trolley Express Hotline:	718/735-4400 ext. 405
BCM Publications:	718/735-4402



Brooklyn Children's Museum

145 Brooklyn Avenue, Brooklyn, NY 11213 • Tel (718)735-4400 • Fax (718)604-7442



Date: 4/21/99

To: Noa Meyer

Office:

Fax #:

202 456 2581

From: Anne Canty

Office:

Tel #:

Fax #:

Marketing & Public Affairs

718-735-4677

#of pages sent:

12 pages

Memo:

Noa,

Please call with
any questions:

718-735-4677.

Maubis
Anne

The World's First Museum for Kids
Celebrating 100 Years 1899-1999

LORAL

Space & Communications Ltd.

600 Third Avenue
New York, NY 10016
(212) 697-1105
Fax (212) 867-1147

Lisa Stein McMeekin
Assistant to
Bernard L. Schwartz
Chairman of the Board

March 11, 1999

Ms. Melanne Verveer
Office of the First Lady
The White House
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500

Re: Bernard L. Schwartz / Baruch College, April 28, 1999

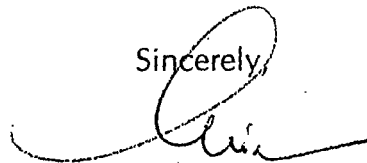
Dear Melanne,

As previously discussed, I am enclosing two bios on Mr. Schwartz; one pertains to business and the other relates to his personal experiences. I am also enclosing a Company Overview of Loral.

If you need any further information, please contact my office.

Thank you.

Sincerely,



Lisa Stein McMeekin

/lsm
031199
enclosures

yes to Evan -
FOR VIDEO

Speech
with



Space & Communications Ltd.

600 Third Avenue
New York, NY 10016
(212) 697-1105

Executive Offices

**Bernard L. Schwartz
Chairman and Chief Executive Officer
Loral Space & Communications Ltd.**

Bernard L. Schwartz is chairman of the board and chief executive officer of Loral Space & Communications Ltd., (NYSE:LOR) a high-technology company concentrating on satellite manufacturing and satellite-based services. It is headquartered in New York City.

Under Mr. Schwartz's direction, Loral is focused on growth opportunities in satellite-based businesses worldwide, including broadcast satellite services, broadband data satellite service, Internet access, corporate data networking, satellite design, manufacturing and operation and wireless telephony.

Loral Space & Communications' Space Systems/Loral subsidiary is a leading designer and manufacturer of commercial communications and environmental satellites. Its Loral Skynet subsidiary operates a satellite network which provides broadcast services to a variety of customers, and is also the designated operating partner of Satelites Mexicanos S.A. de C.V. (SatMex), previously the Mexican national satellite system. Loral Orion provides Internet access, corporate data networks and video distribution to a broad base of multinational customers. Loral also has a 42 percent interest in Globalstar, which is developing a \$3.2 billion worldwide satellite-based communications system due to initiate service in the third quarter of 1999. In addition, Loral has Globalstar service provider franchises in Brazil, Canada, Mexico and Russia. CyberStar, a Loral company, is developing a worldwide high-speed communications system designed to provide interactive, broadband, multimedia data transmission.

Prior to the merger of Loral's defense and systems integration businesses with Lockheed Martin in April of 1996, Mr. Schwartz served for 24 years as chairman of Loral Corporation, directing the company through a successful strategy of acquisition and internal development. Over that period, the company achieved a compound annual rate of growth of 34 percent in income, 26 percent in sales and 27 percent in stockholders' equity. Shareholder value rose from \$7.5 million to \$15 billion.

Mr. Schwartz is also chief executive officer and chairman of the board of Globalstar Telecommunications Limited (NASDAQ:GSTRF). Globalstar is proceeding under a Federal Communications Commission license to design, construct and operate a worldwide low-earth-orbit satellite-based digital telecommunications system scheduled to commence service in the fall of 1999. Mr. Schwartz is also chairman of the board of Space Systems/Loral.

In addition, Mr. Schwartz is chairman and chief executive officer of K&F Industries, a closely held concern that is the world's largest supplier of aircraft braking systems. He is a director of Reliance Group Holdings and First Data Corporation.

Mr. Schwartz is a member of the board of advisors for the School of Advanced International Studies at Johns Hopkins.

He is a trustee of Mount Sinai-NYU Medical Center and Health System, as well as a trustee of Thirteen/WNET Educational Broadcasting Corporation. He is a recipient of the 1995 Man of the Year award of the Weitzmann Institute of Science, the Townsend Harris Medal for civic achievement, the Stephen S. Wise leadership award and the American Defense Preparedness Association's industry leadership award. *Via Satellite* magazine named Mr. Schwartz the 1996 Satellite Executive of the Year.

Mr. Schwartz graduated from City College of New York with a B.S. in finance. He received an honorary Doctorate of Science from City College of New York. He and his wife, Irene, live in New York City and have two daughters, three granddaughters and one grandson.

September 1998

BERNARD L. SCHWARTZ

Bernard Schwartz is a lifelong New Yorker and lifelong Democrat. In fact, he is a third generation Democrat. His immigrant grandfather died in the service of the New York Democratic Party (Tammany Hall) as the result of pneumonia contracted while electioneering for the Party in bad weather. The party remembered Bernard's grandfather with a turkey and coal at holiday time, and the Schwartz family has never forgotten the party's loyalty.

Bernard is a Democrat out of the conviction that it best promotes the needed balance between economic growth and social justice. He has contributed to the Democratic Party at each point in his business career, even during Republican administrations when narrow self-interest led others to hedge their bets.

Bernard has been similarly generous in his private giving. He has made major contributions to medical and education institutions. He is a trustee of Mount Sinai-NYU Medical Center and Health System, a member of the board of advisors for the School of Advanced International Studies at Johns Hopkins, a trustee of Thirteen/WNET Educational Broadcasting Corporation, the Vice Chairman of the Board of the Film Society of Lincoln Center and established a medical research chair at Johns Hopkins Medical Center. He is also the founder of the Bernard L. Schwartz Communications Institute at Baruch College and he established a microwave lab and doctoral program at City College of New York.

Bernard's commitment to New York has been unwavering. He has never forgotten the outstanding education he received in the New York public school system, first in elementary school in Brooklyn, then at Townsend Harris, probably the best public high school in the United States in the 1930s and 40s, and at City College.

Throughout his business career, Bernard insisted on maintaining corporate headquarters in New York. He also sustained the original Loral manufacturing facility in a deteriorating neighborhood in the Bronx when most others were bailing out. His loyalty to his employees has been similarly consistent. When Loral's defense business was sold to Lockheed Martin in 1996, Bernard personally established a pool to be paid to all corporate employees to cushion the impact of the transition.

Bernard served in the Army Air Corps in World War II before returning to City College, where he met his wife, Irene, who shares the same loyalty to New York and the same commitment to philanthropy, including several of the New York City art museums and the Central Park Conservancy. She is also a member of the board of trustees of Bard College and a director of the American Ballet Theatre.

Bernard and Irene have two children and sons-in-law who share their community and professional values. They also have four grandchildren.

LORAL

Space & Communications Ltd.

600 Third Avenue
New York, NY 10016
(212) 697-1105
Fax (212) 867-1147

Lisa Stein McMeekin
Assistant to
Bernard L. Schwartz
Chairman of the Board

February 22, 1999

Ms. Melanne Verveer
Office of the First Lady
The White House
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500

Dear Melanne,

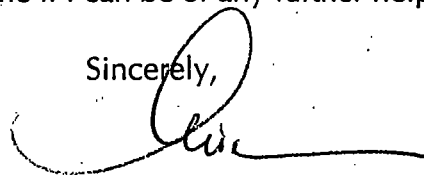
As per our discussion, enclosed please find material pertaining to Baruch College. Mr. Schwartz and his wife, Irene, will be honored at the 1999 Distinguished Alumnus Tribute Dinner on Wednesday, April 28, 1999, at the Plaza Hotel in New York City.

Ms. Noreen Hoffmeister, Assistant Director for Development and Alumnus Relations of Baruch College, will assist you with all your needs and is looking forward to your call. Please feel free to contact Ms. Hoffmeister at 212-802-2905.

Mr. & Mrs. Schwartz are deeply honored that the First Lady has expressed willingness to participate in the event.

Please don't hesitate to call me if I can be of any further help.

Sincerely,



Lisa Stein McMeekin

/lsm
022299
enclosures

- 450 pple +
- Business pre - friends + colleagues of Schwartz
- Irwin Ingelman, Exec VP Revlon, welcome from Baruch
- Video after welcome - intro TBD
- Sidney Harman presenting

Evan,
Packet sent
to Noa...
ERIC

VIDEo for 4/28



Space & Communications Ltd.

600 Third Avenue
New York, NY 10016
(212) 697-1105

Executive Offices

Loral Space & Communications **Company Overview**

Loral Space & Communications (NYSE: LOR) is one of the world's leading satellite communications companies, with substantial activities in the design, manufacture, total systems integration and operation of geosynchronous (GEO) and low-earth-orbit (LEO) satellite systems. Loral's 1998 revenues were \$1.3 billion.

Loral's vision, which is to create unique, global networks for the information age, is being advanced by the company's organization and integration of its businesses to form four distinct operating segments.

Satellite Manufacturing and Technology. Loral owns Space Systems/Loral, one of the world's leading manufacturers of space systems. SS/L designs and manufactures satellites and other space systems, and is developing technology for a broad range of customers and applications.

Fixed Satellite Services. Loral leases transponder capacity and provides value-added services to customers for a wide variety of applications, including the distribution of broadcast programming, news gathering, business television, distance learning and direct-to-home services. Loral Skynet, a leading satellite service provider, advances the company's strategy of becoming a global provider of satellite-based communications services by leading Loral's Global Alliance. The alliance, which currently consists of seven high-powered GEO satellites, comprises the broadcast services of Loral Skynet via the Telstar satellite fleet, the satellite assets of Loral Orion and Satelites Mexicanos, S.A. de C.V. (SatMex), as well as the broadcast and communications services of Europe*Star, a strategic partnership with Alcatel whose GEO system, scheduled for initial launch in 2000, will cover nearly half the world – from Western Europe to Southeast Asia.

Loral acquired Skynet from AT&T in March 1997, and completed the acquisition of Orion Network Systems, an Internet access, corporate data networking and satellite services company, in March 1998. In November 1997, Loral's joint venture with Telefonica Autrey, S.A. de C.V. acquired a 75 percent stake in SatMex. The SatMex system consists of three operating satellites, along with state-of-the-art tracking, telemetry and control sites and several orbital slots.

Data Services. Loral provides managed communications networks via very small aperture terminals (VSATs) and Internet/intranet services through Loral Orion. CyberStar, another Loral data services company, focuses on multicasting, electronic file

transfer, video and audio streaming and data formatting. The data services segment leases transponder capacity on the Telstar and Loral Orion fleets.

Global Mobile Telephony. Loral also leads an international joint venture for the Globalstar system of LEO satellites expected to be placed in service in 1999 that will support satellite-based digital telephone service to handheld and fixed terminals in areas of the world without an adequate telecommunications infrastructure.

By 2002, Loral expects to have in place a series of global communications networks consisting of more than 65 in-orbit GEO and LEO satellites providing an array of services, including mobile and fixed telephony, Internet access, high-speed video and data transmission, direct-to-home broadcasting and broadband on demand. In addition, Loral will continue to provide the design, manufacture and sale of large commercial satellites.

Loral currently has approximately 4,000 employees.

March 1999



Office of the President

*The Legacy of
Baruch**Everybody was
great about
Baruch in particular
& public ed in gen.*Baruch College
The City University of New York17 Lexington Avenue / Box D-710
New York, New York 10010

212 802-2800 Fax: 212 802-2808

April 28, 1999

Dear Bernard:

On the occasion of this Tribute to you, I want to use this public letter to tell you and your many admirers what you mean to Baruch College.

First, as an alumnus, you are and always will be a permanent part of Baruch. As a youth you brought your dreams to 17 Lex, and entrusted your future to the care of our wonderful faculty. Through all the years you were here as a student, you made yourself part of our legacy. This you share with the thousands of Baruch graduates, each of whom brought that gift of youthful hope to our threshold, and challenged us to help make those dreams a reality.

From those days to these you have made your life an exemplar for all the Baruch students with whom you studied, and all those who will come after you. Through your own remarkable intelligence and intuition you have used your Baruch education to become one of the most successful, most admired, and most respected businessmen in the country. You have been a true pioneer in the field of high technology communication systems which are transforming our world. Under your direction, Loral Space and Communications Ltd. has been a major factor, literally and figuratively, in moving business beyond national borders to the exciting new era of globalization.

I am deeply appreciative of the support that you have given this College, and I am proud to share with you the determination that every Baruch graduate will be empowered with the skills required for effective communication. Your personal dedication to this mission is a source of great inspiration to our faculty and students.

I once said that your success helped establish the legacy of Baruch as a College committed to high standards and excellent programs. You corrected me and said that it was Baruch that had made it possible for you to succeed. It is in recognition of both thoughts that we dedicate this Tribute to you.

Sincerely,

Lois S. Cronholm
Interim President

Baruch College

The Baruch College Fund

THE BARUCH COLLEGE FUND 1999
DISTINGUISHED ALUMNUS TRIBUTE DINNER HONORING

BERNARD L. SCHWARTZ '48

CHAIRMAN & CHIEF EXECUTIVE OFFICER
LORAL SPACE & COMMUNICATIONS LTD.

Wednesday, April 28, 1999
The Plaza Hotel
Black Tie

Dinner Chairs

IRWIN ENGELMAN '55
Vice Chairman & CAO
Revlon

STUART SUBOTNICK '62
Executive Vice President
Metromedia Company

Dinner Co-Chairs
(kindly see reverse)

Dinner Vice Chairs
(kindly see reverse)

Dinner Committee Headquarters

301 Park Avenue
Suite 1863
New York, NY 10022
212-888-7003

Communications school

- Over 50 yrs ago BLS ~~worked through the gates of~~ 17lex arrived at w/ the university of a ~~4yr.~~ old college freshman + the instincts of a born leader - - -

*family, loyal + success in business.
generosity
college/education + leadership.*

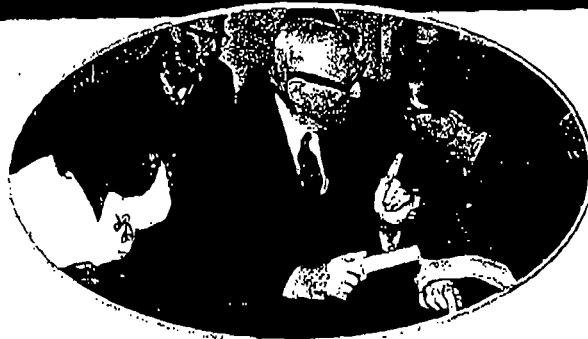
*When Baruch opened its door over - 4 yrs ago it did so w/ the goal of ...
And that is exactly what you've been doing ever since - ^{creating} offering opportunity, ^{opening a} ~~challenging~~ ~~students~~, first rate education +*

*Best example ~~that~~ What better example than BLS
spirit of Baruch's excellence*

THE 1999 TRIBUTE DINNER

Did you know that each year the College honors an alumnus/a at the Distinguished Alumnus Tribute? This year the tribute is for someone whose name is well known at the College, because it has become synonymous with our Communication Program: **Bernard L. Schwartz**. It is usually frustrating to try to describe someone simply by recounting their statistics. In this case that is particularly difficult, but here are a few of those stats: **Mr. Schwartz** is the Chair and Chief Executive Officer of Loral Space and Communications Ltd., a company which manufactures satellites and provides satellite-based services. He arrived at this position through a series of steps that reflect the unique entrepreneurship of so many of our distinguished alumni; I was impressed when I first met him that even at this stage in his career, he still describes corporate strategies from an entrepreneurial perspective. Recently I said to him, "You are one of those persons whose success made Baruch what it is." He responded, "No, it is Baruch who made it possible for us to succeed." I'm willing to call it a draw - it is persons like **Mr. Schwartz** who embody the historic commitment of this College to a rigorous education for those who choose to study with us. What cannot come out through a c.v. is in fact **Mr. Schwartz'** passionate dedication to activities that are associated with the preparation of future generations to meet their challenges. Since communication skills are central to that preparation, **Mr. Schwartz**, recognizing the importance of Baruch's communication program, has been of great assistance in moving us from the planning stage to the significant implementation we have had in three short years. It will be an honor and a pleasure for me to participate in this tribute event.

A LOOK BACK, A LOOK AHEAD

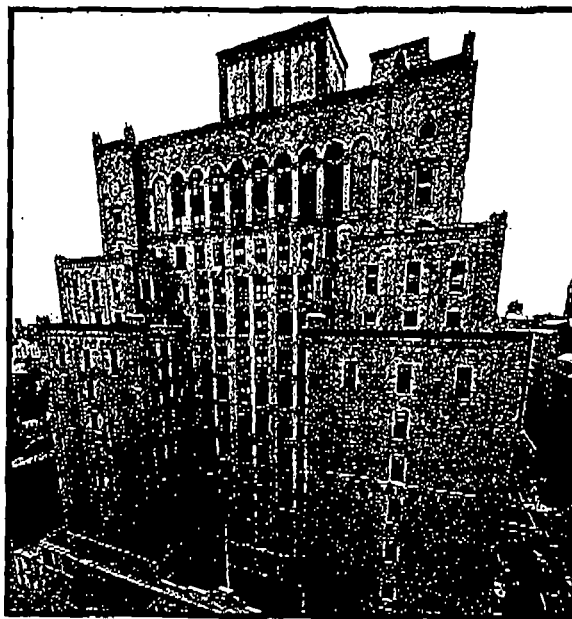


The roots of Baruch can be traced to the establishment of the Free Academy in 1847. The Academy's founder, Townsend Harris, was convinced that access to education should be provided to all. He steadfastly pursued his dream, and in January 1849 the Free Academy held its formal opening in a red brick building on 23rd Street and Lexington Avenue. Baruch retains the Free Academy's original location and Harris's treasured philosophy: "Open the doors to all—let the children of the rich and poor take their seats together and know no distinction save that of industry, good conduct, and intellect."

Baruch College was formally born on July 1, 1968, when the Baruch School of Business and Civic Administration

became a senior college of The City University of New York. Forty-nine years after the birth of "Downtown City" and 121 years after the founding of the Free Academy, Baruch became an independent college, distinct from City College. For many alumni this new autonomy was a welcome recognition of their special status; most had associated themselves primarily with "23rd and Lex," home to a student body that saw the value of a Baruch business education as a crucial stepping stone for immigrant Americans. This opportunity for immigrants has a

long tradition. One of the nation's most respected statesmen and financiers, Bernard Mannes Baruch, City College class of 1889, who had lent his name to the City College School of Business and Civic Administration in 1953, was himself the proud son of an immigrant.



TOP: BERNARD BARUCH WITH STUDENTS. ABOVE: 17 LEXINGTON AVENUE.



When Bernard Baruch lent his name to City College "Downtown" in 1953, he compared students of that generation to those who had settled the American frontier. As a graduate of the class of 1955, I remember with fondness Mr. Baruch's words. We were pioneers. There was hardly a person in our class whose parents had gone to college or whose parents were not immigrants. None of us were affluent; our dreams were for a better life, one that we could only achieve with a quality education. That was true then, and it is still true at Baruch today.

When we began to plan The Campaign for Baruch, we believed that a five-year goal of \$25 million was both realistic and challenging. Little did we know that in only two years' time we would accomplish that goal and much more. With the publication of this brochure, we announce a new goal—to raise a minimum of \$75 million by the year 2003. This is a stunning achievement for a college of The City University of New York and one that reflects Baruch's vision.

In 1998, we dedicated the Zicklin School of Business and the Mildred and George Weissman School of Arts and Sciences. These two schools, and their patrons, represent everything that is right about Baruch. The College is demanding, its academic standards are rigorous, and its ambitions and expectations for its students are lofty. When George Weissman enrolled at Baruch in 1935, the country was in the midst of the Great Depression. Baruch's investment in him—as well as illustrious fellow classmates

Sidney Harman and Irving Schneider—has brought incredible returns. Larry Zicklin, a graduate of the class of 1957, remembers how he and his classmates were "arrogant about attending Baruch; we knew it was the best." Baruch is still the best and its future is even brighter than its glorious past.

The Campaign for Baruch is your opportunity to invest in a great institution whose alumni have already demonstrated their belief in their alma mater. Contributions go further because all funds raised, as you will read, are designated for academic, technological, and cultural purposes. State funds pay for construction costs. Funds raised in the campaign help attract the very best professors and outstanding students and enable us to achieve and maintain technological excellence, public/private collaboration, and cultural fulfillment. As national chairman of The Campaign for Baruch, I thank you for considering a most worthy investment.




Irwin Engelman '55
Executive Vice President
and Chief Financial Officer,
MacAndrews & Forbes Holdings, Inc.



COMPUTER-GENERATED IMAGE OF BARUCH'S ACADEMIC COMPLEX.

The Future

This is a moment of extraordinary growth for Baruch College. The 787,000-square-foot Academic Complex opens in the year 2000. The College's historic sites at 17 Lexington Avenue and 137 East 22nd Street (the home of the School of Public Affairs) are being refurbished and restored. This transformation of the campus is paralleled by an equally astonishing burst of academic energy at each of the three Schools—bold new dreams for the future.

The Zicklin School of Business

"If you do not think about the future, you cannot have one." —John Galsworthy

In the new millennium, the Zicklin School of Business is preparing for a national presence among the major research-oriented schools of business in the United States. No longer satisfied with the word "excellent," the School has set as its new goal achieving an *outstanding* reputation regionally for its undergraduate programs and nationally and internationally for its graduate programs. With an unprecedented

endowment from Lawrence Zicklin ('57), the School is poised to make this major strategic move by ensuring that entering students meet the highest standards for rigorous academic course work.

The Zicklin School of Business has a prestigious graduate studies program; the part-time MBA has been ranked 12th in the country by *U.S. News & World Report*. Building on its success, plans are well under way to reshape the landscape of graduate studies at Baruch. The establishment of The Jack Nash Honors MBA in Fall 1997 was the first step in a design to enhance full-time MBA study. The Nash program attracted a remarkable first cohort of 30 students with average GMAT scores of 661 and GPAs of 3.4. Drawn to the Honors MBA Program by an updated curriculum, research stipends, and internships, the Nash scholars also receive laptop loaners and will benefit from special attention from the College's career placement office.

Looking to the future, the School is implementing plans to create a new graduate business program within the next few years. This will be accomplished in two ways: by expanding The Jack Nash Honors MBA Program into an elite, full-time, day session, top 20 MBA program that will enroll 300 students by Fall 2001; and by taking the existing full-time and part-time programs and combining them into a single "flex-time" program. In order to compete with the nation's top graduate business schools, high

GMAT scores and strong GPAs will be required of all students accepted into the full-time MBA program.



ZICKLIN SCHOOL OF BUSINESS
DEAN SIDNEY I. LIRTZMAN (LEFT)
AND MARVIN M. SPEISER
DISTINGUISHED PROFESSOR OF
FINANCE ROBERT A. SCHWARTZ.

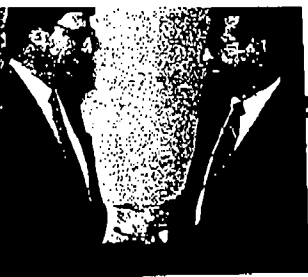
Awarding 85 percent of the undergraduate degrees at the College, the School is renowned for its Departments of Accountancy, Economics and Finance, and Management, and has a growing reputation in law, marketing, and statistics/computer sciences as well. The Stan Ross Department of Accountancy, endowed by Stan Ross ('56), remains central to the academic programs at the School. The Ross endowment will help ensure that the department will remain competitive in the recruitment of top-level faculty and that it will be able to imple-

ment new, essential programs in accountancy that require substantial funding.

Such transformations in undergraduate and graduate education require an uncompromising dedication to quality. To accomplish these goals, advancement is needed in five primary areas:

1. Significant support for faculty salaries and recruitment.
2. Support for student research stipends and scholarships.
3. Infrastructure and technology.
4. Enhanced admissions services.
5. Career placement.

The future plans for the Zicklin School of Business are ambitious. As the School restructures



**STAN ROSS ('56) (RIGHT)
AND STAN ROSS PROFESSOR
OF ACCOUNTANCY
JOSEPH WEINTROP.**

graduate education to advance its outstanding national reputation, so too will it restructure undergraduate education, achieving recognition as one of the finest business schools in the country.

The Mildred and George Weissman School of Arts and Sciences

When Emily Dickinson wrote, "The Brain —is wider than the Sky," she was referring to the vast human potential for learning. It is a potential that the Mildred and George Weissman School of Arts and Sciences appreciates as well. Respected for its academic programs and faculty, the School plays a crucial role within Baruch College, one that can only grow in the future. Its primary mission is to provide students with the broad intellectual foundation that enables them to think critically and creatively in a diverse and complex environment.

The Weissman School of Arts and Sciences provides a core curriculum in the humanities, social sciences, and natural sciences. This undergraduate core, which accounts for half of the credits required for graduation, enriches the Baruch degree, preparing students for active lives in a wide range of professions. In addition to fifteen majors, there are specialized multidisciplinary programs in arts management, business journalism, corporate communication, environmental studies, graphic communication, and industrial psychology that tap the full resources of the College. A wide range of courses, from introductory to advanced, are also available for non-majors.



The esteemed faculty of the Weissman School of Arts and Sciences have created

an environment that fosters excellence in teaching, scholarship, and artistic endeavors. Six Arts and Sciences professors have been awarded the prestigious title of City University Distinguished Professor.

The School sponsors the Globus Lecture Series, which highlights important research of visiting scholars; the team-taught, interdisciplinary Feit Seminars, which explore creative, intellectually stimulating themes; and professional residencies in literature, music, and theatre. The Sidney Harman Writer-in-



DEAN ALEXANDRA LANGUE (RIGHT) PRESENTS MILDRED AND GEORGE ('39) WEISSMAN WITH A HAND-CRAFTED KALEIDOSCOPE AS A TOKEN OF FACULTY APPRECIATION.

Residence Visiting Professorship is the newest of these remarkable residencies. Based in the Department of English, the Harman residency will bring to the College a distinguished novelist, poet, essayist, critic, or journalist. Equally distinguished are the Alexander String Quartet and the Jean Cocteau Repertory Theatre Company residencies. The Reuter Foundation Journalism Lecture Series features talks and panel discussions by prominent media professionals.

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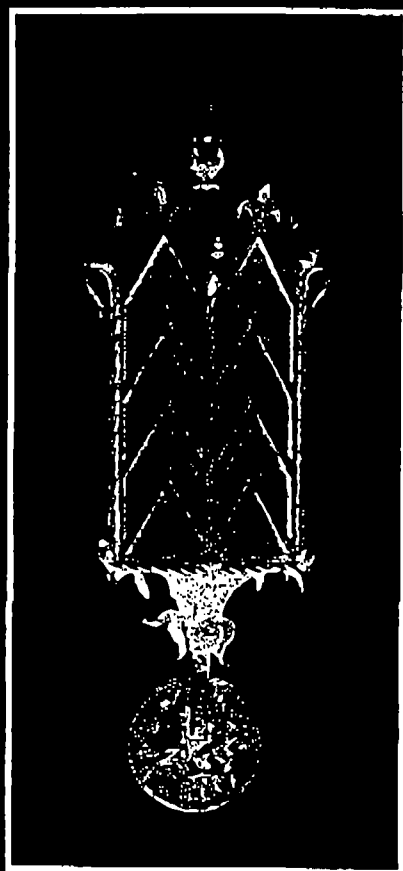
BERT '54 & SANDRA '55 WASSERMAN
Bert & Sandra Wasserman
Foundation

LAWRENCE ZICKLIN '57
Managing Principal
Neuberger Berman LLC

(Committee in formation)

Baruch College

The challenge of the frontier lay in the opportunity it provided for a new start in life. Essentially that is the challenge embodied by a public college like Baruch... The simple fact of our students being here bears witness to the fact that the spirit of the American frontier still lives... Baruch comes far closer to giving reality to the American dream than better-known colleges and universities.



Bernard M. Baruch

DRAFT

April 28, 1999

Dear Friends:

It gives us great pleasure to welcome you to this evening's event, honoring Bernard L. Schwartz as The Baruch College Fund's Distinguished Alumnus for 1999. Chairman & Chief Executive Officer of Loral Space & Communications Ltd., Bernard graduated from Baruch in 1948 and he has remained a loyal and extremely dedicated friend of the College.

Even as a student, Bernard shined, receiving the highest honor awarded at the time, Major Insignium. He founded and served as president of the American Veterans Committee, and was vice president and recording secretary of the Student Council. His legacy of leadership continues today with the Bernard L. Schwartz Communication Institute, which he established to help students develop important communication skills that are so crucial in business and society. For this initiative, he was awarded the Baruch College President's Medal in 1997.

As past recipients of Baruch's Distinguished Alumnus Award, we take special pleasure in sharing this honor with Bernard and in recognizing his outstanding business achievements. With his continued support of Baruch, Bernard acknowledges the essential role that the College plays in preparing students for leadership.

Your exceptional generosity and support for tonight's successful dinner is testimony to the great respect and admiration that Bernard's friends, colleagues, and business associates have for him. Thank you for attending and for sharing in this extraordinary opportunity to pay tribute to a remarkable individual and a brilliant businessman.

Sincerely,

Irwin Engelman
Dinner Chair

Stuart Subotnick
Dinner Chair

BERNARD L. SCHWARTZ

Bernard L. Schwartz is chairman of the board and chief executive officer of Loral Space & Communications Ltd., a high-technology company concentrating on satellite manufacturing and satellite-based services.

Under his direction, Loral focuses on growth opportunities in satellite-based businesses worldwide, including broadcast satellite services, broadband data satellite service, Internet access, corporate data networking, satellite design, manufacturing and operation and wireless telephony.

His singular business achievements have earned him a reputation as a brilliant builder of shareholder value. Prior to the merger of Loral's defense and systems integration businesses with Lockheed Martin in 1996, Mr. Schwartz served for 24 years as Chairman and CEO of Loral Corporation, directing the company through a successful strategy of acquisition and internal development. Under his guidance, Loral achieved a compound annual rate of growth of 34 percent in income, 26 percent in sales and 27 percent in stockholder equity. Shareholder value rose from \$7.5 million to \$15 billion. Under Mr. Schwartz's leadership, Loral achieved an unbroken record of 96 successive quarters of increased year-to-year earnings.

Mr. Schwartz is currently chairman of the board of Space Systems/Loral subsidiary, a leading designer, manufacturer, and systems integrator of commercial communications and weather satellites. Loral's wide array of fixed satellite services are provided by its Loral Skynet subsidiary, which owns and operates the Telstar satellite fleet and manages capacity leasing on the Loral Orion fleet. The Loral Global Alliance, comprising the satellite capacity of Loral Skynet, Loral Orion and two joint ventures, provides a wide range of video broadcast and telecommunications services throughout North America, Latin America, Europe, the Middle East, South Africa, India and Southeast Asia. Loral offers broadband data services through Loral Orion, which focuses on the growing demand for communications services in the areas of Internet access and applications, corporate data networking, broadband applications and U.S. government services. CyberStar, a company created and managed by Loral, will deliver high-bandwidth IP-multicast solutions via satellite for intranets, extranets and virtual private networks.

In addition, Mr. Schwartz is chief executive officer and chairman of the board of Globalstar Telecommunications Limited, which is launching a worldwide satellite-based telephone and data system that will enable people all over the world to make and receive calls anywhere via handheld mobile and fixed phones. He is also chairman and chief executive officer of K&F Industries, the world's largest supplier of aircraft braking systems, and a director of Reliance Group Holdings and First Data Corporation.

The list of Mr. Schwartz's philanthropic activities is as wide-ranging as it is impressive. Mr. Schwartz is a member of the board of advisors for the School of Advanced International Studies at Johns Hopkins University. He serves as a trustee of Mount Sinai-NYU Medical Center and Health System, and of Thirteen/WNET Educational Broadcasting Corporation. He is a recipient of the 1995 Man of the Year Award of the Weitzmann Institute of Science, the Townsend Harris Medal for civic achievement, the Stephen S. Wise leadership award and the American Defense Preparedness Association's industry leadership award. Highly regarded as one of the most skillful executives in the country, his accolades include recognition by *Via Satellite* magazine, which named Mr. Schwartz the 1996 Satellite Executive of the Year; and *Crain's* magazine, which hailed him as one its "All-Stars." He has been awarded the prestigious Eisenhower Award from Business Executives for National Security.

Mr. Schwartz graduated from Baruch College in 1948 with a B.S. in finance. During his time at Baruch he was involved in a variety of activities and his enthusiasm for causes both political and social was boundless. His strong leadership skills were already in evidence when he founded and served as the president of the American Veterans Committee. He was vice president and recording secretary of the Student Council, and was involved with the American Veterans Committee National Convention, and the Faculty-Student Show Association. He was awarded the highest honor of the time, Major Insignium. He received an honorary Doctorate of Science from City College of New York.

Mr. Schwartz is a loyal and dedicated friend to his alma mater and he continues to inspire and influence new generations of Baruch students. In 1997, he gave Baruch College a major gift to endow the Bernard L. Schwartz Communication Institute, an innovative program that fosters the college's writing-across-the-curriculum program. He was the deserving recipient of the President's Medal at Baruch's 1997 graduate commencement ceremony.

He and his wife, Irene Zanderer Schwartz, ('49), met while attending classes at Baruch. They live in New York City and have two daughters, three granddaughters and one grandson.

Baruch College is honored to claim Bernard L. Schwartz as one of our finest graduates. With warmest appreciation for his friendship, and in recognition for his outstanding dedication to the College, Baruch is pleased to present Bernard L. Schwartz with the ***1999 Distinguished Alumnus Award***.

**Mesirov Gelman****Facsimile Transmission Sheet**

From: Richard P. Jaffe

Phone: 215 994 1046

Date: April 20, 1999

File Number: 30169-0001

Number of pages including cover page: 12

Message

Re: Sidney Kimmel - American Cancer Society -
May 3, 1999 - Honorary Chairperson -
Hillary Rodham Clinton

Dear Marsha:

Attached are proposed remarks for the First Lady's
video for the American Cancer Society's dinner
honoring Sidney Kimmel on May 3, 1999 at the
Rainbow Room in New York. Also attached is a
"backgrounder" article on Sidney. Please call me to
discuss the remarks.

Thank you.

Richard

*450 - both friend +
cancer org. friend*

Mesirov Gelman Jaffe Cramer & Jamieson, LLP
1735 Market Street
Philadelphia, PA 19103-7598
215 994 1000
Fax 215 994 1111
www.mesirov.com

To: Marsha Berry

Company Name: Office of the First Lady

Fax Number: 202-456-7805

Phone:

To:

Company Name:

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Phone:

To:

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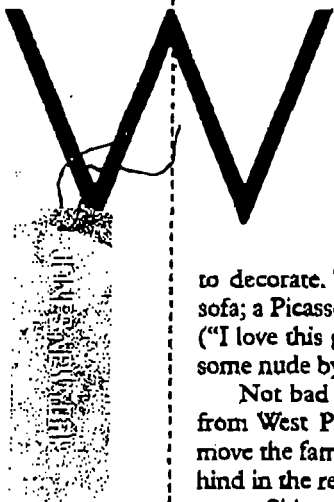
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OTHERS MADE THE MAN

And then

took the millions he made and put them to good use. By Stephen Seplov



When he wakes in the morning, Sidney Kimmel looks out the window of his sixth-floor apartment in the Sherry-Netherland Hotel. To the north he sees Central Park, to the west Bergdorf Goodman and, straight down, Fifth Avenue.

"The most important corner in the world," he says with satisfaction.

The apartment took a year and a half to decorate. There's the Chagall over the plush beige sofa; a Picasso in the guest bedroom; a small Giacometti ("I love this guy") on a foyer table, and a reclining full-size nude by Matisse over his bed.

Not bad for the son of a Depression-era cabdriver from West Philadelphia who more than once had to move the family clandestinely because he was so far behind in the rent. Not bad when, upon leaving his apartment, Sidney Kimmel can spend an entire day in New York without being anywhere he doesn't own.

At breakfast in the chic Harry Cipriani restaurant in the Sherry-Netherland, part of a small international restaurant chain Kimmel bought into last year, the waiter brings bottled water without being asked. Outside, the chauffeur has the black Mercedes S500 ready to go. The first stop will be 55 Wall St., an old mercantile building that Kimmel purchased last year and is now converting into a 144-room luxury hotel.

From there, it's on to 1411 Broadway, where Kimmel became stratospherically wealthy — worth \$825 million, according to *Forbes* magazine — as chairman of the board, chief strategist and largest stockholder of the Jones Apparel Group, manufacturers of Jones New York, which has been hugely successful dressing America's career women with well-tailored, smartly designed clothing.

"I started at 2106 Walnut in 1970, and if someone said I'd build this into a \$2 billion business, I'd say you must be out of your mind," Kimmel says.

So crazy that one of the weightiest problems he has these days is how best to give his money away. Which is not as easy as it may sound. He has never been married, he has no children, and he doesn't have much faith in heirs anyway. "I don't believe in leaving large chunks of money to inheritors who sit on their ass and feel entitled to it," he says.

So the institutions and programs built with his money are his legacy. And he is not a simple check-writer. He regards his charitable donations as he does his investments: He's used to having them pay off. He does a lot of research before committing his money, ensuring the impact he wants, and he is not bashful about making demands.

New York is his home now, but Philadelphia is where his roots are, and over the last few years, he has become one of the city's most influential and generous philanthropists. For example, without the \$15 million he pledged, the coming Regional Performing Arts Center would still be Mayor Rendell's empty obsession. Kimmel is the single largest donor.

But Kimmel's real charitable passion is cancer research, where he is convinced his money will matter most. "When I decided that cancer was an important epidemic in the country, I decided to do something about it," he declares. He has given \$10 million to the Jefferson University Hospital Kimmel Cancer Center, his single largest cancer-related gift so far. And there have been millions more for other cancer projects, with many millions to come.

Kimmel is 70, but he didn't make his first million until he was 50 and he didn't become truly rich until 1991, when he was 63 and Jones went public. "It helps that Sidney became very wealthy late in life," Rendell says. "There's a feeling that, Gee, I've got all this money and I'm not 35. So if I'm going to do good, I better get moving."

And after spending hours with him in New York and Palm Beach and interviewing dozens of colleagues, employees, both former and present, competitors and friends, you come away agreeing with Rendell that this is "a remarkably decent guy."

"Sidney is far ahead in being the nicest successful person I know," Rendell says. Kimmel, it should be noted, is Rendell's largest individual political benefactor, having contributed \$120,250 since 1991. But Rendell offers his observation without being asked, and seems truly to believe it.

continued on next page

STEPHEN SEPLOV is an *Inquirer* staff writer.

continued from previous page

"For all of his niceness," the mayor says, recalling the negotiations for Kimmel's gift to the performing arts center, "he's still a good businessman. He wants the I's dotted, the T's crossed. He wants to make sure it's going to be first-class. He wants to make sure he has a little control."

When Kimmel is asked how he thinks of himself, he says, "I have to think of myself as a businessman first. If I didn't have the money, I couldn't help cancer research."

Colombe Nicholas, the president of Anne Klein, says of Kimmel, "He's very even-handed, responsible and thoughtful. Those are sometimes not the adjectives used in dealing with apparel manufacturers."

This reputation matters to Kimmel. "I hated my first boss," he says, remembering back 50 years to the Somerset knitting mills on Allegheny Avenue. "He was a tyrant." Young Sidney left after two years, with his boss warning him: "Kimmel, you'll never make it. You're too nice."

"I've always remembered my background," he says. "I've learned to enjoy some of the trappings of success and wealth, but I never forget I'm the son of a Philadelphia cabdriver."

Kimmel, at 5-foot-9, has a presence: He moves into a room confidently, purposefully, his large chest thrust forward. His suits are tailor-made, his graying hair carefully trimmed to mid-ear, and he stays in shape on exercise equipment next to his office. "Do you have to give my age?" he asks. "I bet I can bring in girls who will guess I'm 52."

Told that he certainly looks better than many at 70, he shoots back: "Not only look, but the way they walk, the way they act, what they do, the accomplishments, the energy."

Sidney Kimmel calls himself a competitive workaholic. "People getting to know me now look at me as driven to make money," he says, but "it's a driving desire to be successful. The drive to make money is no different than the drive to win on the tennis court. The achievement, while gratifying, is less exciting than the drive to win."

The drive is apparent at the end of October, a week after Jones stock has plummeted, losing nearly 28 percent of its value in one day, falling from \$22.75 to \$16.44 a share.

"It affected me in the pit of my stomach. . . . It hurt me emotionally and financially," he says. "That one day set me back a year in corporate planning, although I'm going to try and cut that back to six months."

Mostly, he is mad as hell at the stock analysts. In a conference call just before the stock's deep decline, the analysts were told that earnings were up for Jones — as they have been every quarter since the stock went public — and that the fast-growing casual clothes business was up. But they were also told that career business was slowing down.

Career has been the backbone of Jones, and Kimmel complained that the analysts "heard only that one sound bite."

Later that October day, he attends a strategy



Kimmel's plush Manhattan apartment is on Fifth Av

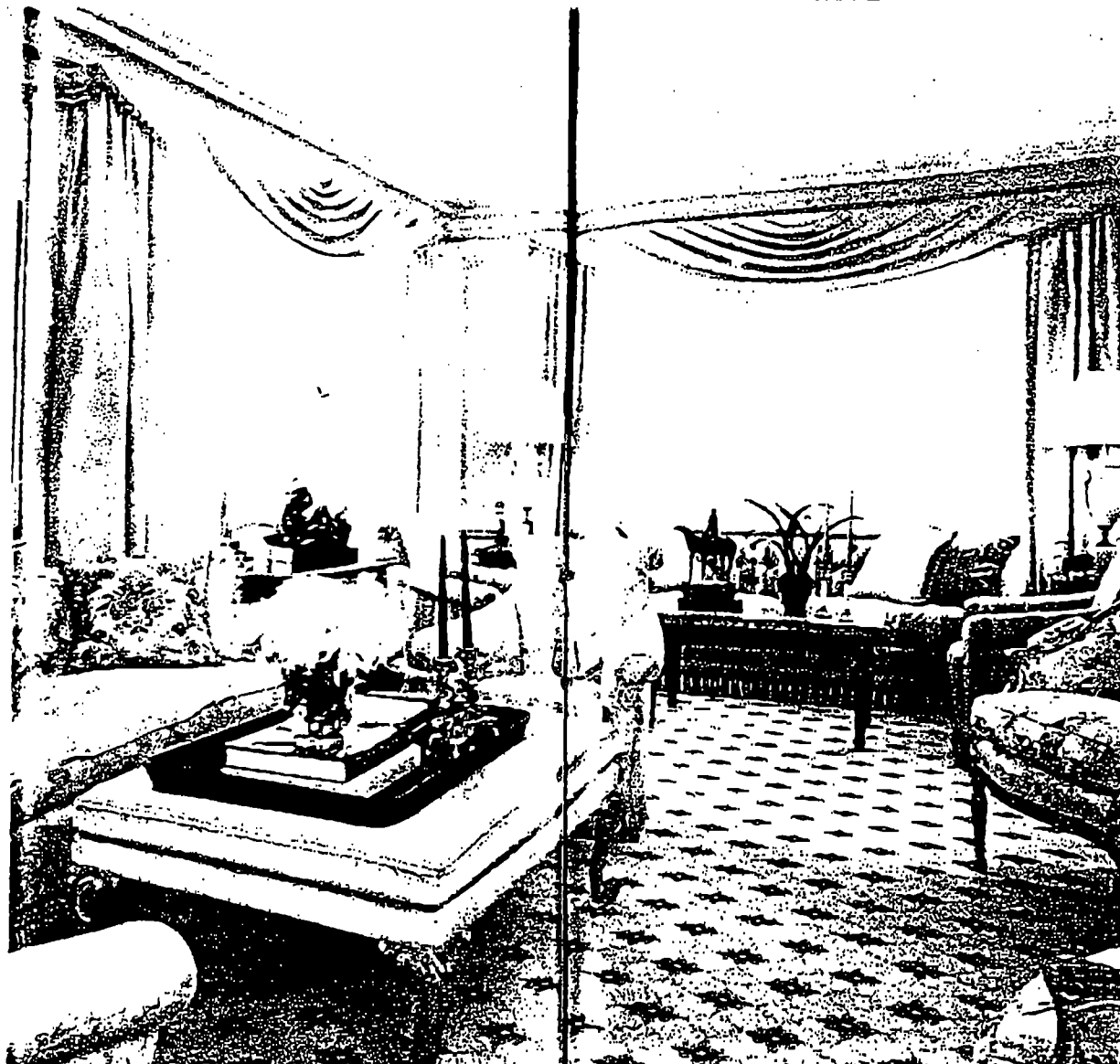
meeting with a few key executives about how to make the best use of Sun Apparel, a jeans manufacturer Jones has recently acquired for \$212 million plus about \$220 million in debt. Sun's license to produce Ralph Lauren Polo jeans gives Jones new strength in casual wear.

Kimmel listens to suggestions for meshing Jones and Sun, and opening previously untapped markets. "What's the price point on five-pocket jeans?" he asks. "What does it look like in years one, two or three? Will we be in the red the first year?"

At one point, Kimmel, apparently as a small test, asks one of the Sun executives how she would handle a problem at Jones. He pays very close attention. But he can't get the stock market out of his mind.

"It cost us \$750 million," he screams, catching everyone's attention. "This was mishandled. It's a disgrace. It pisses me off."

Kimmel is not yelling at anyone in particular. And he may be trying to impress the Sun executives. But he doesn't often shout in public, and people like Jackwyn Nemerov, the president of Jones, and Irwin Samelman, the head of market-



ave. A Chagall painting is among the masterpieces.

ing, who have been with Kimmel for years, grow a little quieter as they put out ideas for how to repair the damage.

A few minutes later, he departs, leaving the others to continue the meeting.

“I wish I had grown children now to enjoy,” he blurts out during a conversation about his childhood. “It’s never too late. Tony Randall just had two kids.”

This is a subject Kimmel has spent a lot of unhappy time thinking about.

“The one area he hasn’t achieved what he wanted to achieve was his own kids,” says Richard Jaffe, Kimmel’s longtime lawyer, adviser and friend. “That stands out more than anything else.”

Kids appear to be the reason Kimmel never married. The kids belong to Rena Rowan, whom Kimmel refers to as “the woman who was in my life for 30 years.”

The saga of Sidney Kimmel and Rena Rowan is one of great success, creativity and frustration. They met in 1966, when he headed the knitwear department at Villager, the Philadelphia sportswear company; she was an aspiring designer he

hired. For the next 30 years, they were partners in business and romance, building Jones as a team and living together in a relationship that was tempestuous, energetic and interesting.

“There were times they had fights and Sidney would say Rena couldn’t come in the design room,” says one former employee. “And she would come in anyway and it would be tense. You could always tell when they were feuding. The tension was something you could cut with a knife.”

At other times, they would exchange ideas exuberantly and behave lovingly.

Professionally, he started out as the tutor, she the student. But from the time they left in 1969 to start Jones, first as a subsidiary of W. R. Grace and after 1975 as an independent company, she was at Kimmel’s side. She has a wonderful feel for style and design and was a powerful influence in creating the Jones look and fit.

When she met Kimmel, Rowan, who declined to be interviewed for this story, was the twice-divorced mother of four, the oldest 17, and it was all she could do to support them. Once she started making money, business became a priority. People who know them both say she gave the children

ars and money; they stayed out of the way.

Friends say Kimmel found them spoiled and unfocused and that he didn't want them to inherit his wealth. That, according to various sources, is the reason he and Rowan never married.

"He felt, let me be the boss of those children and I will marry you," says Kimmel's friend Dick Butera. "But I'm not going to have them running around. I worked so hard and these kids have never had jobs. That was really the only issue."

It's a subject Kimmel will address only obliquely, saying he and Rowan have agreed not to discuss their relationship. Asked how he is different without Rowan, he replies, "I'm free. I have responsibilities that I no longer need to address."

Were those responsibilities to her children? "Her children," he agrees, "and I don't want to say any more."

In 1996 Rowan moved out for a new man, singer Vic Damone. Two years later they married, a stunning blow for Kimmel. One friend says he cried a lot. Others say that he had a difficult time, that he still has warm feelings for her, but "he's OK now," Kimmel says, "I can say to you now that we are friends. I think surprisingly we both love each other. But like the song goes, 'What's love got to do with it?'"

There are regrets. "I promised Rena to take her to Israel" — where Rowan's father was killed in a car accident in the early 1940s — "and never did. I always wanted to accompany her to the gravesite and I never did. It's one of the things I look back on with regret."

Kimmel has been dating Caroline Davis, once the wife of Leonard Tose.

The cabdriver's son was born in 1928, graduated from West Philadelphia High School in 1945, went into the service a year later; he was discharged after 11 months and 16 days. He entered Temple University, dropped out in his freshman year to make money, and was drafted for the Korean War in 1951.

After his discharge, Kimmel moved into the apparel business, learning it from hem to neckline. In 1960, he was hired to start the knitwear division at Villager clothing, founded by Philadelphia's Max Rabb.

"The pay was less than I was making, but I liked Max," Kimmel says. Eventually, Kimmel became president of the company. The two men remain close. Among the few personal photographs in Kimmel's Manhattan apartment is one of Rabb.

It was also at Villager that Kimmel learned a lifetime lesson: Change with changing times. Villager was wildly popular in the mid-1960s, but it was slow to adjust to the counterculture, and eventually it faded.

The company was sold in 1969 and Kimmel, along with Rowan, moved to W.R. Grace. Grace, a shipping company that wanted to expand, allowed them to start their own line, and thus was born Jones New York. "A European flavor to the clothes; a European fit, with an all-American name." The "New York" added sophistication.

Jones made money immediately, but Grace was not comfortable in the clothing business and in 1975 sold out to Kimmel and a partner, Gerard F. Rubin, for \$12,000 and meager debts. Kimmel would eventually buy Rubin out.

It was the dawn of the women's movement; more and more women were going to work and would need career clothing. If Jones could produce classically styled, well-fitting, affordable clothes, it could make some money.

"You have to be in the right place at the right time," says Jerome Chazen, the former CEO at Liz Claiborne, Jones' most substantial competitor. "The explosion of women in the workforce propelled both of our companies."

But you also have to recognize the right place at the right time. Emil DeJohn, chairman of fashion design at Moore College of Art and Design, who has designed for Jones, says, "Sid is a genius. He has a gift for merchandising. He'd sit with designers — Rena and Sid — and we'd go over the styles. He knew what would be wonderful to look at and would sell."

"If he saw a fabric he liked and a garment that looked good, he ordered the yardage. He would jump. He'd feel it. I never worked for anyone else who had courage like that."

Watching him in October make final choices on next fall's line with Robin Howe, chief designer for Jones Career, the top Jones division, makes it clear that Kimmel has lost neither his passion nor his fearlessness.

Howe, a chain-smoking Englishwoman who has been with Jones for 12 years, has just returned from Paris, where she looked for ideas to tweak the nearly completed 1999 line. The room is cluttered with sample fabrics, but she seems to know where everything is. She takes a sample of this print, puts it together with that solid and describes how they might blend in with the sweaters and blouses for next year.

Kimmel studies the material. One combination works, he thinks, but not another. Wouldn't this wool, which looks and feels richer, be better for that skirt than this blend?

The blend is a new approach, a year-round fabric, says Mark Waldrop, a designer on Howe's staff.

"I'd feel better with more wool," Kimmel says. "Otherwise it's too radical." Over the years Jones has attracted loyal customers. He doesn't want to risk alienating them.

"He's good at bringing you back to what American women will wear," Waldrop says.

Howe shows Kimmel a print, which he rejects: "Too Armani."

"I want one more meeting," he says, and leaves.

"You have to have insight into women's design," Kimmel says on the way to his office. The designers "want to go softer."

"Deep down, he knows what's right," Howe says later, echoing DeJohn. "He knows how to make clothes that sell. He has respect for the product. We did a chic, elegant group last year. He said, 'No, too soft and muted, and too sophisticated. It won't sell.'"

Only once, in the mid-1980s, did Jones falter, and then bankruptcy was a scary possibility. Kimmel had signed a licensing agreement for Gloria Vanderbilt jeans and it was an utter disaster. "We failed to do proper due diligence, studying the pitfalls of that label's history," he says.

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KIMMEL

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"Sidney was substantially insolvent," recalls Herbert Goodfriend, then one of Kimmel's lawyers and until recently vice chairman of the company. "Both the company and Sidney had debts that couldn't be met."

Kimmel becomes animated when he talks about the period, like a soldier remembering some battle he feels lucky to have survived.

"The banks gave me a year to turn the company around. I knew exactly what to do. I tightened the belt. I had to close five or six divisions, including Vanderbilt. I closed them down, took my haircut and focused on our core business. I also freshened up the merchandise."

Kimmel fired more than 300 people, including "some close dear friends. I had no choice — either keep them friendly and we'll go down with the ship together, or cut bait." He remembers two men who had been with him since the beginning. "One hugged and kissed me and gave me his blessing. The other sued me."

During this crisis Kimmel and Samelman developed a new strategy for dealing with department stores, one in which Jones would give better terms than other manufacturers, but in return would dictate the inventory. "We worked months on every collection. We said trust us." The more advantageous terms protected the stores from risk.

And the bleeding stopped. Today, for example, on the second floor at Lord & Taylor on Market Street, you'll see rack upon rack of Jones merchandise before coming upon any other manufacturer.

At this time Kimmel bought out his partner. When his friend Ed Snider, who is chairman of the Flyers, is asked what best sums up Kimmel, he talks about the turnaround time. Despite the problems, Kimmel "had the guts and the belief in himself to write a check and buy the other half of the company," Snider says. "That takes guts, courage and confidence."

It has paid off.

Kimmel has just built a 15,500-square-foot beachfront house at Palm Beach, with Modigliani and Picasso on the walls of the master bedroom, a Henry Moore sculpture in the garden along the beach and a screening room for guests. The land, 4.5 acres, is assessed at \$10 million. Kimmel paid \$5.5 million for it in 1993. Kimmel maintains an apartment on Rittenhouse Square, and his corporate headquarters are in Bristol, but New York is his official residence.

There are handsome leather-bound volumes of Balzac and Dickens and Robert Louis Stevenson in the New York apartment, but Kimmel admits sheepishly that they are just for show. Not for show is the movie script he's reading. Kimmel owns two small film companies in New York. Among his credits are *Blame It on Rio* and *9½ Weeks*. He's now producing his sixth movie, *Town and Country*, starring Warren Beatty, Diane Keaton and Goldie Hawn.

He is also a partner in two Palm Beach restaurants; he's buying and selling real estate in Mary-

RICHARD P. JAFFE

land; he has a 5 percent interest in the Miami Heat basketball team. He says he's contemplating participation in a massive development in Moscow, with a hotel, casino, art museum and retail space. Rendell says he thinks Kimmel would make a terrific owner of the Phillies or Eagles, should either team go up for sale, and Kimmel says he could get interested. And there is Cipriani Worldwide and 55 Wall St.

"He thrives on action and on stress," says Jaffe, his lawyer.

After breakfast, Kimmel walks out to the Mercedes, carrying a brown leather briefcase so beat-up that no junior executive would be seen with it. He's superstitious about that briefcase. A lot of good deals have come out of it.

In the sedan, he places a call to his assistant, checks on the price of Jones stock and confers with his financial adviser in Bristol. By the time he has been driven from 59th Street to 50th, he has decided to buy Jones stock to bolster the price (early this month it was back in the low \$20s).

The first stop is 55 Wall. Buying the building "was the most irrational thing I've ever seen him do," says Butera, his friend and partner in the deal. Giuseppe Cipriani, who runs the Sherry-Netherland restaurant, told Kimmel one morning that it was available, and by that afternoon Kimmel had bought it. For \$27.5 million. No research on the building, no research on the cost to convert it into a hotel.

"It's the most unique building I've seen," explains Kimmel. The building has a sumptuous lobby, once a trading floor, and a soaring ceiling decorated with Wedgwood. The hotel will be called Cipriani Wall Street, and a Cipriani restaurant is already in operation there.

"I like the idea of being in the restaurant business in New York, and I wanted to develop the Cipriani name," Kimmel says.

But Kimmel had also heard that Donald Trump was interested in 55. Nothing like a little competition to whet the appetite.

The hotel is not yet ready for guests, but Kimmel and Butera are already leasing the lobby for evening functions and sales meetings. And they have inaugurated a series of 10 dinner concerts for private subscribers. Corporations can buy a table of 10 for the entire series, including caviar dinners and open bar, at a cost of \$100,000 to \$150,000. The first three performers were Rod Stewart, Diana Ross and Whitney Houston. Tony Bennett is scheduled.



On Nov. 12, 1998, ground is broken for the \$255 million Regional Performing Arts Center, the centerpiece of the emerging Avenue of the Arts.

It's a glittering fall day. Kimmel is wearing a wool suit, a double-breasted gray pinstripe that caresses his body. Fits like that don't come off the rack. He is seated in the first row of the dais. Midge Rendell pecks him on the cheek before taking a seat next to him.

When the mayor speaks, he thanks former Gov. Bob Casey for his early support, then the legislature, and then Kimmel. He is a man of "unusual vision," the mayor says, and his donation was a "seminal moment" in pushing this project up a



Literary classics, leather-bound if not well worn, adorn

the Manhattan apartment library.

very steep hill.

Kimmel looks around shyly as the audience applauds. And then he stands and waves. Later, he asks earnestly, "It went all right, didn't it?"

The truth is that no one, not even the architect, Rafael Vinoly, is as responsible for what that building will be as Kimmel.

Kimmel had formed the Sidney Kimmel Foundation early in 1993 and the gift to the arts center was the second large grant made. It allowed him to contribute to the city and help the mayor at the same time. His original pledge was \$12 million. That has since been raised to \$15 million.

The contribution was doubly important because it came early, when fund-raising had stalled. Rendell says the money was "a great momentum-builder. . . . It made people begin to believe that these things would be real."

But it came with conditions, the most crucial of which was Kimmel's inclusion on the design committee. He wanted influence.

Philadelphia architect Robert Venturi had been chosen six years earlier to design the smaller concert hall then envisioned. When Kimmel became involved, he thought Venturi's design was not nearly grand enough. He "treated it like a su-

permarket," Kimmel says. The two men could not relate to one another. "Here are two Philadelphians born and raised," says Peter Benoiel, chairman of the Philadelphia Orchestra board. "Both care about the city and region. Both are from modest backgrounds and made their way. Unfortunately, the chemistry was just lousy."

Kimmel "wanted a dialogue," Jaffe says. Venturi, on the other hand, was not accustomed to having his concepts challenged, especially by someone who made clothes for a living.

Kimmel says, "I got frustrated because I couldn't get him to understand that Philadelphia deserved a better building. I would make a suggestion to improve the building. At the next meeting, he would include the suggestion. And the following week he would take it out again. He was giving me lip service. . . . I can't handle that."

Venturi says, "He was getting advice from an interior decorator who hates us for some reason. He'd go to her and ask her what to say. She's exceedingly naive and not in our category at all. We were being abused by that — an interior designer!" Kimmel denies he ever met with any interior decorator.

Others on the committee who didn't like the



design were reluctant to argue with Venturi or his wife and partner, Denise Scott Brown. Leonard Sytk, a friend of Kimmel's who was on the design committee, said, "Sidney had the strength. Without his support, people would have said no one could question Venturi. They would have gone along like sheep. I could stand up, but I'm only a builder. Who would have listened?"

Eventually, as fund-raising faltered and the impasse became untenable, the project was scrapped. The idea of a larger performing arts center was put forward and a new architectural competition was announced. The rules eliminated Venturi. He had not, as required, previously designed a concert hall.

The committee picked four finalists, including Rafael Vinoly of New York. Kimmel visited Vinoly at work, had dinner with him in the city, socialized with him in the Hamptons. Quietly he created a relationship, grew to like Vinoly, and pushed for him. And Vinoly came up with a dramatic glass structure rising 150 feet into the air and containing 435,000 square feet and two halls, one for the Philadelphia Orchestra and a smaller one for chamber groups.

"I hope that Philadelphians will be pleased with the results when it's over," Kimmel says now.

To date, the Kimmel Foundation has pledged \$48.9 million to 18 different charities, the largest pledge being \$15 million, the smallest \$6,000. So far, \$26.9 million has been paid.

The first large pledge was \$1.5 million to the Philadelphia Heart Institute for research. The foundation paid out \$900,000 before the institute, which was attached to Presbyterian Medical Center, disappeared in a hospital merger. Temple University, where Kimmel sits on the board of trustees, has received \$2.5 million. And the Holocaust Museum in Washington was given \$5 million for an exhibition hall named for Kimmel and Rowan. Kimmel is not what he calls "a synagogue Jew." Yet Judaism, he says, "is part of my psyche. It's part of my heritage, and I am always aware of my heritage."

The largest share of his money has gone to enhance cancer research, and there's a lot more to come. "Obviously, care is extremely important," Kimmel says. "But . . . I try to put the money directly into the labs where the doctors are working."

Kimmel started giving to cancer only in 1994, but already he's recognized as a magnanimous and imaginative donor. He gave \$5 million to the San Diego Regional Cancer Center, since renamed the Sidney Kimmel Cancer Center. The center is under the direction of Ivor Royston, whose main thrust is gene therapy. "That was the first group to excite me," Kimmel says.

Then he gave \$10 million to the Jefferson Cancer Center at Jefferson University Hospital in Philadelphia. Since renamed the Kimmel Cancer Center, it is under the direction of Carlo Croce. "This was the first move on my part to make Philadelphia a world-renowned cancer center," Kimmel says.

Kimmel expects to be the prime contributor to a new world-class cancer center building at Jefferson, but here, too, he has set forth conditions. The building, he stipulated, must house both research and clinical treatment, and provide "one-stop shopping" for sufferers. The university has some internal problems accommodating this, but Kimmel is confident that a deal will be done.

"I can't tell you that I'm right to have a comprehensive center," he says. "But I don't like to see patients going from one building to the next, traveling around. I want them to feel this is where it's going to happen."

Perhaps Kimmel's most innovative cancer-related charity is his Kimmel Scholars program. He has given \$4 million to support the work of 20 young researchers, each of whom has received \$200,000 over two years, no strings attached. The program is two years old and Kimmel plans to award an additional \$2 million every year to 10 new researchers.

Kimmel has assembled an advisory board of 10 distinguished cancer scientists who gather annually to review applications and choose the winners. Kimmel sits through every meeting, trying to understand the science, and asking questions about the applicants. "For me, it's better than a basketball game," he says.

Kimmel was also chairman and chief bill payer (\$3.5 million) for a march on Washington last

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September to exert pressure on Congress to approve more money for cancer research. Kimmel is particularly proud that since the march the government has increased research money from \$2.5 billion to \$2.9 billion.

"A lot of people can write checks, but they are much more interested in wanting to control how the money is spent or buying a seat," says Ellen Stovall, executive director of the National Coalition for Cancer Survivorship and president of the Washington march. But in Kimmel's case, no one ever asked, "What are you going to do for Sidney?"

Kimmel does not have cancer. His parents didn't die of cancer. What then explains his passion for the cause? Rowan had breast cancer, which affected Kimmel deeply, although "I tried not to exaggerate my feeling in front of her." The two contributed to the Rena Rowan Breast Cancer Center at the University of Pennsylvania.

And Annie Butera, the daughter of Dick Butera, died of a rare cancer in 1991 when she was only 25. Kimmel never met her, but he knows she suffered greatly. "It is because of my pain that he did this," Butera says. "He has no other reason to be involved."

Kimmel says that both Rowan and Butera had something to do with it, but adds:

"My interest in cancer research is strictly a businessman's commonsense approach to a scourge called cancer in which 550,000 people die every year and the government refuses to recognize it. I feel that I as an individual can help a little bit and maybe get people to help correct the problem."

Friends say he also makes private gestures they find touching. Kimmel has lent his apartment and paid for catering to raise money for charities in which he has no particular interest. Jerome Chazen, who lives in New York, tells of Kimmel paying for Le Bec-Fin's Georges Perrier to travel with several of his staff from Philadelphia to prepare one such dinner.

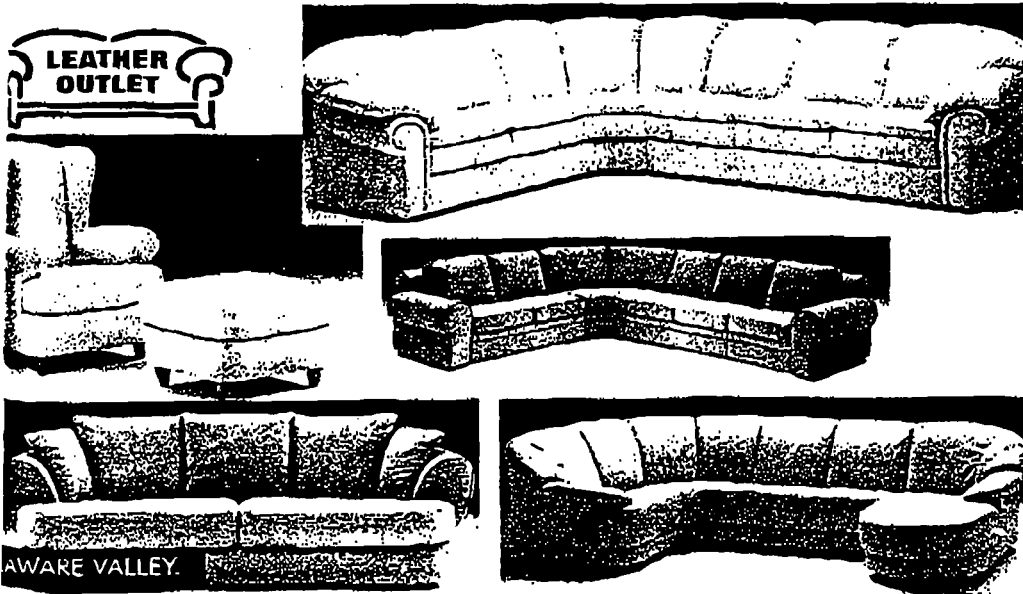
When Jaffe is asked which Kimmel enjoys more these days, making money or giving it away, he says that in some ways it's the same, that what Kimmel enjoys is making the deal. "It's the challenge," Jaffe says. "He always wants to be involved in something. I think it's the intellectual challenge that works for him."

For a man of his wealth, Kimmel has avoided some challenges — he has done very little traveling. Largely, it's because he's afraid of flying. "I kept telling Sidney that the reason he didn't like flying was he had no control," Ed Snider says.

"Ed Snider was right," Kimmel says. The two have become partners in two private planes. He feels better about flying now. He's got it under control. □

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April 1999

TALKING POINTS FOR AMERICAN CANCER SOCIETY DINNER HONORING SIDNEY KIMMEL

Good evening and thank you all for asking me to be a part of this event honoring a very special man.

Although I have to send my thoughts by way of technology, my heart is with you tonight as you salute Sidney Kimmel for a lifetime of caring. Both Sidney and the American Cancer Society share a common goal: to rid our society of what Sidney calls "cancer chaos," meaning the havoc that this terrible disease wreaks on the lives of those it touches.

Each of you, who supports the many programs of the ACS, can take pride in this outstanding organization. Your efforts to conquer cancer and provide treatment help alleviate the suffering of millions of people. The American Cancer Society is this country's largest, private source of cancer research funds, and the work it does truly inspires each of us who wishes we could do more.

There is someone among us tonight, however, who never seems to think he's done enough, and for all our sakes, I hope he never does. Sidney Kimmel, whom you honor with this dinner, is a man who never quits; who never gives up or gives in when it comes to what he believes in, and he believes that we can conquer cancer. So do I.

In my years of public life, I have met many people struggling against cancer, listened to their stories and shared their hopes for the future – a future too many never saw. I've also seen the terrible impact that cancer has on the families of its victims – the millions of people who go on living, but whose lives are never the same again.

Sidney Kimmel is a passionate spokesman for every man, woman and child who knows the pain and suffering of this disease: for every family who loses someone they love to cancer.

Over the years, the Sidney Kimmel Foundation has contributed nearly \$50 million to healthcare, the arts and educational institutions including the Holocaust Museum in Washington. Sidney is a remarkably generous individual who cares deeply about many issues and the problems of many people, but his support of cancer research puts him in a league all his own.

Talking Points/Page 2

Some call him the "guardian angel" of the cancer movement; to others he has become its conscience. Last September on the Capitol Mall, "THE MARCH: Coming Together to Conquer Cancer" became a reality, in large part, because of the generosity and determination of Sidney Kimmel. He gave voice to thousands of Americans who were determined to tell Washington that cancer funding needs to be a federal priority.

THE MARCH, however, was only the most recent and most visible symbol of Sidney's extraordinary commitment to this cause. He has also endowed the Kimmel Cancer Center of Jefferson Medical College in Philadelphia as well as the Sidney Kimmel Cancer Center in San Diego. Here in New York City, he is a major supporter of Memorial Sloan-Kettering Cancer Center. The Sidney Kimmel Foundation is a major player in cancer research funding in both New York and Pennsylvania, and it ranks 12th out of 361 private foundations that provide funding for cancer research in the United States.

But of the many research efforts that Sidney supports, his Kimmel Scholar Award Program, I believe, best reflects the heart of this man. It is an exciting, innovative program that provides \$2 million a year to a select group of our nation's most promising young researchers and gives their careers a strong start. Thanks to Sidney Kimmel's support and, plainly put, his impatience with the status quo, these young investigators have the opportunity of lifetime: the chance to change the world.

My heartfelt congratulations to you, Sidney, and on behalf of the President and myself, I want to express the thanks of a grateful nation for all you have done to make this a better America and a better world.

One day, I'm convinced, we will cross a bridge and find the cure we all seek for cancer, and I wouldn't be surprised if the sign on the other side says, "Built with a gift from the Sidney Kimmel Foundation." Thank you very much for making a difference in all our lives.

###

**Mesirov Gelman****Facsimile Transmission Sheet**

From: Richard P. Jaffe

Phone: 215 994 1046

Date: April 22, 1999

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Message

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To: Noa Meyer

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VIA FACSIMILE 202-456-2581

To: Noa Meyer
Office of the First Lady

From: Richard P. Jaffe

Date: April 22, 1999

Re: American Cancer Society - Sidney Kimmel - May 3, 1999

As we discussed, I have enclosed a copy of the invitation for the May 3, 1999 American Cancer Society event honoring Sidney Kimmel for which the First Lady is the Honorary Chair. The American Cancer Society is still working on the program and I will fax it to you as soon as I receive it.

I have arranged to have Ed Rendell, the Mayor of Philadelphia, who will be at the dinner, introduce the First Lady. I understand from the Mayor that he and Mrs. Clinton know each other well.

Please call and indicate when we can expect a copy of the video.

Again, Mr. Kimmel very much appreciates the First Lady taking the time to prepare the video.

FIRST LADY HILLARY RODHAM CLINTON
HONORARY CHAIR

JOY ROSENTHAL
BENEFIT CHAIR

AND

THE AMERICAN CANCER SOCIETY

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AMERICAN CANCER SOCIETY
NEW YORK CITY, EASTERN DIVISION, INC.

RALPH DESTINO
CHAIRMAN

DIANA K. FELDMAN
CHAIRMAN OF SPECIAL EVENTS

FAX MESSAGE

4990 Sentinel Drive
Bethesda, Md. 20816
April 12, 1999

Ms. Noa Meyer
Office of the First Lady
The White House
via Fax 202-456-2581

Dear Noa,

Here are a few talking points for the First Lady's three-minute statement. Please restrict all references to this particular April 27 event for Robert R. Nathan and the 20th anniversary of the high school student work shops, to the first several sentences (nos. 1 and 2 below). This way we can, after checking again with the White House, use this Video at several benefit programs we plan in New York and Los Angeles later this year. Here goes:

1. I am delighted to be the Honorary Patron of this splendid evening in Washington, where you are honoring the distinguished career of Robert Nathan, now in his 90th year, and the workshops for Palestinian and Jewish high school students, now in their 20th year, at Neve Shalom/Wahat al-Salam, the "Oasis of Peace" in Israel.

2. For over 50 years, Robert Nathan has brilliantly served his country as a distinguished economist. His advice to Chaim Weizmann in 1945 was critical to plans for the economy of what was soon to become the state of Israel. His 1946 book on Palestine was read by his boss, Harry Truman; his firm of consultants was active through the decades, advising various countries in the Middle East, Europe, Asia and Latin America on their economic development. The Oasis of Peace is most fortunate to have his continued advice and leadership.

3. I have had the wonderful experience of visiting the village of Neve Shalom/Wahat al-Salam that you are honoring tonight. Rarely have I seen such an inspiring example of people striving for mutual understanding and respect at the grass roots level. From pre-school through the sixth grade, this village's children - and those from surrounding villages - are learning just about everything in both Hebrew and Arabic. To them, living together and learning to respect each other's culture and religion is completely natural. This school is a shining example for others of how peace and mutual acceptance can grow.

Commonplace peace

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Chadia
260-2815

4. Over twenty-five thousand high school students, again, about half Palestinian, half Jewish, from all over Israel, and now from the West Bank and Gaza, have gone through dialogue workshops at the Oasis of Peace. For the first time in their lives, they have had a chance to listen to each other, to understand each other's hopes and fears, to realize that despite their differences, they very much share many similar dreams and interests.

5. I congratulate all of you for your dedication in helping the Oasis of Peace to expand its important work for peace and for better lives. Neve Shalom/Wahat al-Salam is a Pioneer of Peace; I salute you for your efforts to help this important work to grow. (Optional?): In Israel and elsewhere, 'it takes a village' to show the way!

Robert Nathan

THE WHITE HOUSE
OFFICE OF THE FIRST LADY

Office of the Press Secretary
(Jerusalem)

For Immediate Release

December 13, 1998

**REMARKS OF FIRST LADY HILLARY RODHAM CLINTON AT NEVE
SHALOM/WAHAT-AL-SALAM ARAB-JEWISH VILLAGE**

MRS. CLINTON: I am very honored and personally privileged to be here with you. Mrs. Netanyahu and I have both looked forward to my visit and being able to spend time together, and my husband and I are delighted that we are back here in Israel. I am especially pleased to be at this special place with all of you.

Just a few minutes ago, when I was being given a short explanation of the many different activities that go on here, I looked out across the Ayalon Valley, and I know how often that valley has seen war and conflict going back thousands of years. And it seems particularly fitting that your village would sit here above that valley, looking down, being reminded of the cost that violence and conflict takes on all of us, but particularly on children. When Father Bruno had this idea to establish this village, I think he was very wise to appreciate how important it is that people actually live together and share experiences together to learn from and about one another. As a young girl growing up in the United States, I lived in a community that was all white. I knew no black Americans. And it was because of another person of faith that I began as a teenager to meet black Americans, Americans who came from Spanish-speaking countries. And for the first time, to sit and talk with them, and to understand that we had so much in common, that I had never understood before. When I was in the classroom with the kindergartners and three of the children came forward to light the Menorah, and the Christmas tree, and the Ramadan lantern together, I felt as I felt as a young girl: that religion should not be an instigator of war, but a bridge to peace. That children should learn to respect their own traditions, and also to understand the traditions of others. It is particularly appropriate that we would gather here, today, at the beginning of Hanukkah -- a time of re-dedication for the Jewish people and a reminder of how important it is to re-dedicate ourselves to peace.

Israel was founded as a state that was committed to freedom and justice and peace, and that is still a dream that is held by people here in this country and in this region and around the world. But we know how difficult that is. And we have to believe it is possible because we have to believe that human beings will be able to overcome their pasts and live together in peace.

I am very grateful that the hard work that the Prime Minister and Chairman Arafat and my husband did at Wye helped move us closer to fulfilling a dream of peace here in the Middle East, and particularly between Israelis and Palestinians. Despite the set-backs that come any time that any great challenges are being pursued, the strong belief that peace will prevail must once again be reinforced. People who choose to live free from violence, blessed with security and peace, must prevail. And the way to prevail is not only through our leaders sitting down and negotiating -- a process that cannot be imposed from the outside, but can be nurtured and supported -- but also from the daily lives and interactions of people like yourselves. As you, both the government and the people of Israel, continue to take risks for peace, my husband has promised -- as he promised again last night -- that the American people and the American government will stand with you. And we know that that is the dream that you share. In order for that to be real, however, people have to learn to live and work and go to school together. You can't just sign an agreement and by a signature change attitudes and values and beliefs and experiences. Peace actually begins in our homes, in communities like this and in our hearts. And it has to be nurtured between and among human beings, and then passed on to our children. And that is precisely what you are doing here. I have heard some of the stories about the children. Children who work together and live together and visit in each other's homes. And one young girl, I was told, picked up a newspaper not so long ago and saw a picture of a Jewish child and an Arab child holding hands, and that was news. And she went to her father, somewhat confused, because she couldn't figure out why two children holding hands would be in the newspaper -- why something so normal to her would be considered newsworthy.

Well, I hope that we will move toward a time when it is not newsworthy, when it is more as it is here, where children from three different faiths, from different backgrounds, from different experiences, are living with one another in such a normal way that they are not making news at all, but living their lives. And of course in order to do that, we have to abolish the stereotypes that keep people apart. And this is not just an issue for this region of the world, it is an issue throughout the world. In my own country, we still struggle with stereotypes. We still have to overcome those snap judgments about what kind of person someone is because of how they

look, what their skin color is, what religion they pursue, and instead force ourselves to get to know one another as individuals. I often say in my own country that we are working toward a time when we will respect each other. And we will learn to live with each other, totally in peace. And that is what I know you are doing here. If all children -- Sarah and I were talking about this in the kindergarten -- if all children could have this experience, we would be that much closer to peace, where we would respect and look at each other as individuals and not classify people according to the group from which they come.

I would like to imagine a time when, as we heard the children singing in the song called "A Time of Peace," that that will be a reality, here and around the world. In Arabic and Hebrew, they sang "between the lightening, a rainbow will appear and then I'll know that this is the time: a time for peace, a time for peace, God willing." Well, God willing, that rainbow will appear not just in the sky, but in our hearts and our minds, and God willing, we will create peace and security, and justice and freedom, and we will provide all children with the experience that you are giving them here: to be looked at and judged as an individual, to learn to build trust with one another. President Kennedy once said that on this earth, God's work is our own, and certainly the work of building peace and building trust is among the most important work we have to do. Thank you for doing God's work -- the everyday work of peace.

Thank you very much.

FAX MESSAGE

(4pp)

4990 Sentinel Drive
Bethesda, Md. 20816
April 19, 1999

Noa Meyer
Office of the First Lady
The White House

Dear Noa,

Thanks for your phone call this afternoon. We are expecting about 130 persons at the Four Seasons dinner in honor of Robert R. Nathan at ninety, and the twentieth year of workshops at Neve Shalom/Wahat al-Salam for Palestinian and Jewish high school students, and others including teachers, lawyers, welfare workers.

These workshops have brought over 25,000 students and others together for one to four days, to 'hear each other out', to discover more about the hopes, fears and interests of 'the other side' in this long and bitter conflict over land, water and political control. The spin-off from those who have participated in these encounters has been considerable, as each person goes back to his family, village, classmates, professional colleagues with a new awareness of similarities and, of course, differences, but with the beginning of a new sense that perhaps there could be co-existence after all.

The village itself is an experiment in co-existence which has given it credibility in much (not all) of both communities. Mrs. Clinton could salute this experiment not so much perhaps as a way all Israelis/Palestinians should live - the village never claims this - but rather as a respected community that has gained acceptance and respect by practicing what it preaches: living near each other and respecting each other's different ways and cultures is possible because there are common interests and hopes that can grow, if allowed to.

The enclosed invitation lists most of the major figures who will attend the dinner. The enclosed program gives the sequence of events, starting with the First Lady's Video Message. All remarks will be brief, with Asst. Sec. Indyk and a NSWAS leader speaking a little longer than the others. Cocktails at 6:30; dinner at 7:15, and finish by 9:30. Former U.S. Ambassador Sam Lewis will be the Master of Ceremonies. Some photos of NSWAS will be on display.

As you point out, our dinners in New York and L.A. can include 20th year references - just not references to Nathan. We really want to be able to use the Video at those two events, hopefully with a brief written message that would greet attendees and lead into the Video. But we will describe each event to you each time.

Sincerely yours,



David Hitchcock, Vice President, American Friends of NSWAS

Honorary Patron
First Lady Hillary Rodham Clinton

Honorary Co-Chairs
Katherine Graham Abe Pollin Melvin Cohen
Peter Kovler Robert St. John

Honorary Tribute Committee

Maurice and Flora Atkin
Diane and Norman Bernstein
John and Jinny Beyer
Herschel and Goldene Blumberg
Fay and Sheldon Cohen
Ryna Cohen
Esther Coopersmith

Lois and Richard England
Morton and Norma Lee Fung
Bernard and Sarah Gewirz
Marianne and David Ginsburg
Aaron and Paula Goldman
Jack and Ina Kay
Judy Kovler

Irene Pollin
Rabbi Fred Reiner
Robert and Clarice Smith
Lillian Solomon
Daniel Solomon
Ruth St. John

**American Friends of Neve Shalom/Wahat al-Salam
National Honorary Council**

Dr. Zbigniew Brzezinski
Shoshana Cardin

Khalil Jashan
Amb. Samuel W. Lewis
Hani Masri

Amb. Richard Murphy
Dr. Elie Wiesel

National Officers

David Matz, President
David I. Hitchcock, Vice President
Adeeb Fadil, Vice President
Richard Goodwin, National Development Chair
Donald Dubin, Treasurer
Stephen H. Goldberg, Executive Director

Friends of Robert R. Nathan
and
The American Friends of Neve Shalom/Wahat al-Salam
"The Oasis of Peace"

Request the Pleasure of Your Company
at a Dinner Honoring

Robert R. Nathan at Ninety

and in Support of

Neve Shalom/Wahat al-Salam in Israel

Tuesday, April 27, 1999

Distinguished Guests

The Honorable Stuart Eisenstat, Under Secretary of State
The Honorable Martin Indyk, Assistant Secretary of State
Senator Howard Metzenbaum
Senator Paul Sarbanes
The Honorable Kathleen Kennedy Townsend, Vice Governor of Maryland

The Four Seasons Hotel
2800 Pennsylvania Avenue, NW
Washington D.C.

Reception 6:30 PM * Dinner 7:15 PM
Business Attire

PROGRAM

WELCOMING REMARKS: David I. Hitchcock, Vice-President
American Friends of Neve Shalom/Wahat al-Salam (Oasis of Peace)

VIDEO MESSAGE: First Lady Hillary Rodham Clinton

MASTER OF CEREMONIES: Ambassador Samuel W. Lewis

INVOCATION: Rabbi Fred Reiner

DINNER MENU

Cream of Asparagus Soup

Pesto Roasted Chicken
Roasted Potatoes with Herbs
Melange of Seasonal Vegetables

Trio of Fruit Sorbets, Fresh Fruit Garni

Coffee, Brewed Decaffeinated Coffee
and a Selection of Imported Teas



REMARKS DURING THE EVENING BY:

Sheldon Cohen, Former Commissioner of Revenue
(for the Honorary Tribute Committee)

Under Secretary of State Stuart Eizenstat

Vice Governor of Maryland Kathleen Kennedy Townsend

Katharine Graham
The Washington Post

A Musical Dedication
Joe Glazer, Folk Singer

Assistant Secretary of State Martin Indyk

Ahmad Hijazi, School For Peace
Neve Shalom/Wahat al-Salam (Oasis of Peace)

Robert R. Nathan

CLOSING REMARKS: Abe Pollin



NEVE SHALOM



WAHAT AL-SALAM

Oasis of Peace

Robert R. Nathan has been an advisor in war and peace to his own and to many other countries, a pioneer in the early development of Palestine, and an unfailing activist for fifty-five years on behalf of Israel (he gave more speeches then about that country's development than any other American). He believes the village of Neve Shalom/Wahat al-Salam - "Oasis of Peace" is significantly building the kind of mutual understanding and acceptance between Arab and Jew that he always dreamed of. He deeply feels that such dialogue and relations are essential if peace is to be achieved.

In no other way could we honor Bob's remarkable life and career, or touch him more profoundly in his 90th year, than by contributing generously to a cause he considers unique and noble.



Neve Shalom/Wahat al-Salam (NS/WAS) is the only community in Israel in which Jews and Palestinians have chosen to face questions of coexistence in their daily lives. The life and work of the community are guided by a determination to give equal expression to the national and cultural identities of the two people. NS/WAS serves as the homebase of visionary educational programs which have helped move over 25,000 Jews and Palestinians to greater mutual understanding and acceptance.

"Peace actually begins in our homes, in communities like this and in our hearts ... Thank you for doing God's work - the every day work of peace."

First Lady Hillary Rodham Clinton, December 13, 1998
at Neve Shalom/Wahat al-Salam ("Oasis of Peace")

THE WHITE HOUSE
WASHINGTON

March 5, 1999

Mr. David I. Hitchcock
Vice President
American Friends of Oasis of Peace
4990 Sentinel Drive
Bethesda, Maryland 20816

Dear Mr. Hitchcock:

Thank you very much for your kind letter inviting the First Lady to serve as the honorary chair of the American Friends of the "Oasis of Peace" dinner on April 27, 1999. Mrs. Clinton is pleased to accept your gracious invitation.

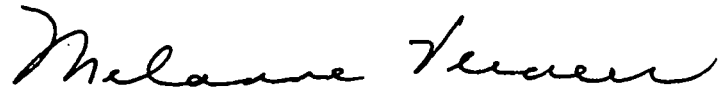
Although it is unlikely Mrs. Clinton will be able to attend, please be assured that we will keep your event in mind and our scheduling office will contact you if we can accommodate your request.

Because White House policy restricts the use of the First Lady's name, it is necessary that we review any printed materials, including press releases and letters, which mention the First Lady's participation. My office can assure prompt review, but please allow two weeks prior to press time. All materials for review should be sent by mail or facsimile to Alice Pushkar, Director of First Lady's Correspondence. You may contact Ms. Pushkar at the White House by phone at (202) 456-2941 or facsimile at (202) 456-5199.

The First Lady's agreement to serve is extended for this purpose only and is not transferable to other functions or bodies.

Please do not hesitate to contact our office if we can be of further assistance to you.

Sincerely yours,



Melanne Verveer
Chief of Staff
to the First Lady

Erin - yes
Melanne!
Alice would
like this to
be considered
for a video.
This
Jody

Request for the First Lady's Honorary Participation

Today's Date: February 2, 1999

Type of Request: honorary chair

Organization: American Friends of Oasis of Peace

Requestor's Name: David I. Hitchcock
Vice President

Contact and Phone #: 301-229-2944

Event Date: April 27, 1999

Event Description: American Friends of the "Oasis of Peace" dinner - honoring Robert R. Nathan for his contributions in the Roosevelt and Truman White House towards the formation of the state of Israel.

Event Location: Four Seasons Hotel
Washington, DC

Notes: Mrs. Clinton visited the village of "Oasis of Peace" during her visit to Israel.

Recommendation: NSC - accept

NATIONAL SECURITY COUNCIL
WASHINGTON, D.C. 20504

March 4, 1999

INFORMATION

MEMORANDUM FOR ALICE PUSHKAR

FROM:

GLYN DAVIES *Blunt*

SUBJECT:

Invitation to the First Lady to serve as Honorary
Chair of American Friends of the Oasis of Peace
Dinner

The American Friends of the Oasis of Peace have invited the First Lady to serve as Honorary Chair for a dinner sponsored by their organization, to be held on April 27. There are no foreign policy reasons why the First Lady should not accept this invitation.

NSC's review has been limited to the foreign policy merits of this proposal. As you know, use of the First Lady's name, likeness or words by private entities, in particular for fundraising efforts, requires the approval of the Office of White House Counsel. We recommend that you clear this with Amy Comstock of that office.

Attachment

Tab A Incoming Correspondence

AMERICAN FRIENDS OF
Neve Shalom Wahat al-Salam
واحة السلام
OASIS OF PEACE

Handwritten: NDC Executive Director
Handwritten: Secretary
Honorary Council

Dr. Zbigniew Brzezinski

Shoshana Cardin

Khalil Jahshan

Amb. Samuel W. Lewis

Hani Masri

Amb. Richard Murphy

Elie Wiesel

Handwritten: non. chair
4990 Sentinel Drive
Bethesda, Md. 20816
January 26, 1999

The First Lady
Hillary Rodham Clinton
c/o Patti Sollis-Doyal
The White House, Washington, D.C. 20500

Dear Mrs. Clinton,

Board of Directors

David Matz
President

David Hitchcock
Vice President

Richard Goodwin
Chair, National
Development Committee

Donald Dubin
Treasurer

Judith Tuller
Asst. Treasurer

Marcella Chernoff

Adeeb Fadil

Deborah First

Joanna Goodwin

Roberta Gordon

Arlene Homburger

Dr. Kayed Khalil

J. Zel Lurie

Elaine Rubenstein

Jeanine Shama

Myer Sankary

National Staff

Stephen H. Goldberg
Executive Director

Rebecca Beckingham
National Adm. Director

Hanna Elias
NDC Director

Deanna Armbruster
S. California Coordinator

Pearl Eldridge
NDC Adm. Coordinator

Iva Kaufman
Founding Executive Director

The Israel village of "Oasis of Peace" (Neve Shalom/Wahat al-Salam) is still spinning from your splendid visit last month. There has been excellent press coverage in Israel and in America. Village leaders tell me that in their enthusiasm, they asked if you might help them some time by participating in a U.S. event honoring their work.

On April 27, 1999 the American Friends of the "Oasis of Peace" is sponsoring a dinner at the Four Seasons Hotel in Georgetown. The dinner will indeed honor Neve Shalom; it will also salute the distinguished career of Robert R. Nathan, now in his nintieth year, for his contributions in the Roosevelt and Truman White House towards the formation of the state of Israel, and also for his years of advice to developing countries such as Egypt and Lebanon.

Bob Nathan gracefully agreed to the dinner, but only as the culmination of private efforts by his friends and others to build a significant legacy for Neve Shalom, where peace, as you said so movingly, "actually begins in our homes, in communities like this and in our hearts".

The Honorary Co-Chairs for the dinner will be Abe Pollin, Peter Kovler, Melvin Cohen and we hope, Katharine Graham, all old friends of Nathan's. Many local leaders in the Jewish community will participate. It would mean a lot to the success of the event, if you could be the dinner's Honorary Chair. With your schedule, we certainly realize that your honored presence - even a "drop by" - would be most unlikely (though we can always hope for miracles!). But your name on the program would ensure the success of the evening and immeasurably help convince supporters and Nathan friends of the importance of this unique project.

I would be happy to provide additional information.
Please accept my warmest, best wishes,

Sincerely yours,

Handwritten signature: David I. Hitchcock
David I. Hitchcock, Vice President

301-229-2944

NEVE SHALOM/WAHAT AL-SALAM

OASIS OF PEACE

The Community	In Neve Shalom/Wahat al-Salam (NS/WAS) which means "Oasis of Peace" in Hebrew and Arabic, an equal number of Jewish and Palestinian families live, work and educate their children. It is the only such village in Israel. Democratically governed, NS/WAS is not affiliated with any political party or movement. The "Oasis of Peace" gives tangible expression to peaceful co-existence through extensive educational programs at the village, at universities and with Palestinian and Jewish community organizations.
Location	On a hilltop halfway between Tel Aviv/Jaffa and Jerusalem, over-looking the historic Ayalon/Alsarar Valley, the community is expanding on land provided by the nearby Latrun Monastery.
Founding Philosophy	In 1973, Father Bruno Hussar, a Dominican priest, set out to establish an ecumenical community. On a rocky hillside in primitive conditions, he worked to realize his vision: that people could remain true to their own ethnic and spiritual origins while accepting and living with others. The pioneering families who arrived in the late 1970's raising a new generation of Israeli citizens dedicated to peacemaking. They have shown that through understanding, tolerance, and the development of skills in conflict management, Jews, Moslems, and Christians can live and prosper together. NS/WAS is an inspiring example of reconciliation, dedicated to respect and acceptance of the cultures and traditions of Judaism, Islam, and Christianity.
School for Peace (SFP)	Established in 1979, the SFP works to improve understanding between Palestinians and Jews through a unique process of experimental education. A joint Jewish-Palestinian professional staff facilitates workshops and courses for over 25,000 teens, university students, educators, social workers, psychologists, facilitators, and leaders from abroad. The focus is on overcoming stereotypes and hostility through learning about each other. The goal is mutual understanding and acceptance.
Primary School	Well over 200 children attend the pre-school, kindergarten and Lurie Primary School, the only comprehensive bi-lingual (Arabic and Hebrew) primary school in Israel. Two thirds of the students are Arab and Jewish children from surrounding communities. Jewish and Palestinian teachers speak in their native languages to the students. In addition to core subjects, students learn about Jewish, Moslem, and Christian traditions and beliefs. The state-of-the-art Golder-Goodwin Language Center specializes in teaching all students Hebrew, Arabic, and English. The Israeli government has designated the school "an experimental school" for others to emulate.
Doumia	This white stucco domed structure is a sanctuary for prayer and reflection, uniting all faiths.
Guest Facilities	The Village Guest House offers 40 modern, private, air-conditioned units. A dining room, meeting facilities, and large swimming pool welcome guests from around the world. To help visitors develop insight into the quest for peace practiced at NS/WAS, the Guest House provides presentations.

(Continued)

Awards Nominated five times for the Nobel Peace Prize, founder Father Bruno and the community have won prestigious peace prizes from Japan, Italy, Germany, the United States, the UK and Israel. NS/WAS was recently recognized for "Outstanding Acts of Courage" by the Simon Wiesenthal Center.

AMERICAN FRIENDS OF NEVE SHALOM / WAHAT AL-SALAM

National Honorary Council Former National Security Advisor, **Dr. Zbigniew Brzezinski**; former Ambassador to Israel, **Samuel W. Lewis**; and former Assistant Secretary of State for the Near East, **Richard W. Murphy**; **Shoshana S. Cardin**, Chair, United Israel Appeal; **Khalil Jahshan**, President, National Association of Arab-Americans; **Hani Masri**, President, Capital Investment Corporation; and **Elie Wiesel**, Nobel Laureate, Professor, Boston University.

Our Supporters The American Friends of Neve Shalom/Wahat al-Salam is supported by Americans of all faiths.

Information For further information, please contact **The American Friends of Neve Shalom/Wahat al-Salam**, 121 Sixth Avenue, Suite 507, New York, NY 10013, (212) 226-9246.

"Neve Shalom/Wahat al-Salam deserves our warmest support,
for it justifies our highest hopes."
-**Elie Wiesel, Nobel Laureate**

"I would like to see the moment when there will be such a thing as
Neve Shalom/Wahat al-Salam not only between the Palestinians and Israelis,
but between all the people in the Middle East."
-**Faisal al-Husseini, Palestinian Leader**

"Peace actually begins in our homes, in communities like this and in our hearts...
Thank you for doing God's work - the every day work of peace."
-**Hillary Rodham Clinton, December 13, 1998**
at Neve Shalom/Wahat al-Salam ("Oasis of Peace")

February 1999

Honoring Robert R. Nathan on His 90th Birthday 1/21/99

At a 1944 luncheon, Chaim Weizmann asked Bob Nathan to undertake a study of the economic potential of Palestine to absorb a very large population of immigrants. For 55 years, Nathan has been deeply involved in the growth of Israel.

Under Roosevelt, from 1934-1940, he directed the National Income Division of the Department of Commerce. He was Chairman of the Planning Committee of the War Production Board in 1942-43, and in 1945, became deputy director of the Office of War Mobilization and Reconversion in the White House. Widely recognized as an outstanding economist of the New Deal, he founded Nathan Associates in 1946, contributing significantly as an advisor to the French economy's recovery and, for decades, to the modernization of over one hundred developing countries, including Egypt, Lebanon, Korea and Venezuela.

As Weizmann had requested, Nathan spent three months in Palestine in 1944 with two colleagues. Their 1946 book, Palestine: Problem and Promise, "contributed to the debate preceding the United Nations vote on partition in November, 1947, and became an important part of the testimony marshaled by supporters of a Jewish state" (paper by Prof. Ilan Troen of Ben Gurion University). One attentive reader was Nathan's White House boss, Harry Truman.

Nathan was one of the first influential Americans to realize that an unprecedented amount of capital would be needed to absorb hundreds of thousands of immigrants and achieve a successful economy in Palestine. His growing contacts within the U.S. government and with Jewish leaders enabled him to mobilize massive support of American Jews.

In 1948, at the request of Henry Morgenthau, Jr. (Roosevelt's Secretary of the Treasury) and UJA leaders, Nathan directed an extensive survey of likely Jewish attitudes towards a Bond Drive, and became a major force supporting this concept. Many feared that the new bonds would jeopardize ongoing cash contributions to Israel. In September, 1950, Nathan participated in a crucial Jerusalem meeting with David Ben Gurion, whom he had come to know intimately. Nathan spoke emphatically of the urgent need to attract capital investment to Israel. The conference led to Ben Gurion's announcement of Israel's first bond campaign, for \$41.5 million. Nathan returned to Washington to explain the importance of American investment:

"A strong Israel economy is certainly in the best interests of the free world ... investment over there is consistent with our whole program of overseas aid ... it is time for Americans to get in line with the American government."

"Throughout this early period", writes Troen, "Nathan was the sympathetic outside consultant offering advice ... he became the discrete insider valued by leaders of American Jewry and of the Jewish state."

On January 9, 1947, Nathan addressed Jewish leaders in San Francisco, as part of the UJA's campaign. He presented "a penetrating survey of Jewish Palestine's phenomenal development from a handful of pioneers in a barren land to a dynamic community of 650,000 Jews intent on building a homeland for themselves and for hundreds of thousands to come." He said:

"Palestine fascinated me. I was very much impressed. I would like to tell you about the hills, about the beauties of the country, about the dynamic, vital virility of the people, about their tremendous drive ... (but) aid will be necessary; we must ... back up that live, dynamic economy in Palestine."

Nathan worked not only for the development of a prosperous Palestine and homeland for Jews, but for the economic development of the entire region. In July, 1950, he wrote:

"I have a feeling that the bases for economic relations between Israel and the Arab countries will improve ... whether there will be political peace reasonably soon is a matter of conjecture, but there is such a mutuality of economic interests that peaceful relations are bound to emerge"

Nathan's leadership and skills were critical not only to Israel, France and the developing world, but to American public policy towards population planning, fiscal and monetary planning, public welfare, refugees, business administration training and the United Nations.

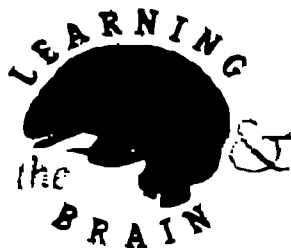
Robert R. Nathan has been a senior advisor in war and peace to his own and to many other countries, a pioneer in the early development of Palestine, and an unfailing activist for fifty-five years on behalf of Israel (he gave more speeches then on behalf of that country's development than any other American). He believes that the village of Neve Shalom/Wahat al-Salam - the "Oasis of Peace" is significantly building the kind of mutual understanding and acceptance between Arab and Jew that he always dreamed of. He deeply feels that such dialogue and relations are essential if peace is to be achieved.

In no other way could we honor Bob's remarkable life and career, or touch him more profoundly in his 90th year, than by contributing generously to a cause he considers unique and noble.

02/26/1994 20:42 6174593077

Public Information Resources, Incorporated

1895 CENTRE STREET, SUITE 2 * BOSTON, MA 02132 (617) 489-8789 FAX (617) 489-3077

*A conference presented by***PUBLIC INFORMATION RESOURCES INC. (PIRI)**62581
To
NOA**FACSIMILE TRANSMISSION****TO:**Ruby Shafir**CO:**First Lady's Office**FAX:**(202) 456-2215**DATE:**3/23/99**FROM:**Anne Rosenfeld**NUMBER OF PAGES INCLUDING COVER:** ____**MESSAGES:***Following are*

- ① Suggested talking points for Mrs. Clinton's videotaped message.
- ② The May 1999 Learning & the Brain Conference program.
- ③ The November 1999 Conference program.

02/26/1994 20:42

6174693077

Learning from research into practice

FOR THE FIRST TIME IN HUMAN HISTORY, dramatic new imaging techniques allow researchers to watch the workings of the brain in living subjects, opening a revolutionary frontier of knowledge on human cognition.

Already, cognitive neuroscientists are making breathtaking discoveries into how the brain learns that will transform preschool through 12th grade education. New perspectives and insights resulting from these discoveries

will incisively change your approaches to improving students' memory, motivation,

"This conference on 'Learning & the Brain' is important and timely."

NOAM CHOMSKY, Professor of Linguistics, MIT

behavior, learning, skills development, and intellect.

THIS CONFERENCE BRINGS YOU THE MOST RECENT FINDINGS in cognitive neuroscience from leading researchers themselves. You will hear about their work directly from them and have opportunities for interaction and exchange.

events are rare

DON'T MISS OUT ON THIS PROPOSITION OF SCIENTIFIC KNOWLEDGE which calls for new paradigms for schools and will forever alter the way we teach. Explore how to put these breakthroughs in brain research into practice in your school.

Attending this conference will help you:

Understand how learning changes the brain, and obtain the latest information about how the brain works;

Expand your knowledge of child development and neurodevelopment;

Rethink and reshape your classroom practice;

Improve student performance, behavior, motivation, memory, skills development, and emotional intelligence;

Identify and provide intervention for learning deficits;

Redesign school facilities based on how the brain learns;

Learn about the latest research in brain functioning;

Work more knowledgeably with families.

02/26/1994 20:42 6174693077

Dinner at The Harvard Faculty Club

6:30 - 9:00 p.m. Friday, May 7th, 1999

As a special privilege, conference participants are invited to dine at The Harvard Faculty Club on Friday evening. The Club's academic atmosphere provides a rich environment for further discourse with conference colleagues. Space is limited. By advance registration only. \$45 per person.

An Introduction to Brain Anatomy and Development

11:45 a.m. - 12:45 p.m. Friday, May 7th, 1999

(Special-registration workshop with lunch included)

James E. Crandall, Ph.D., Senior Scientist, Eunice Kennedy Shriver Center; Assistant Professor of Neuroscience (Neuroanatomy), Department of Neurology, Massachusetts General Hospital, Harvard Medical School

This special workshop will help you navigate the complex world of the brain by providing basic descriptions of brain anatomy and development to help you get the most out of the conference. By advance registration only. \$45 per person (includes lunch).

"This conference unravels the mysteries of how children actually learn and provides valuable insights into appropriate pedagogy."

PETER HOLLAND, Board of Trustees, Suburban School Superintendents; Superintendent, Belmont Public Schools, MA

Cooperating Organizations

American Association of School Administrators (AASA)

Belmont Public School District, MA

Dyslexia Research Laboratory, Beth Israel Deaconess Medical Center

Educational Records Bureau (ERB)

Kosik Laboratory of Cellular Neurobiology, Harvard Medical School

Massachusetts School Psychologists Association (MSPA)

National Association of Elementary School Principals (NAESP)

National Association of Secondary School Principals (NASPP)

National Coalition of Girls' Schools (NCGS)

Public Information Resources, Inc. (PIRI)

Conference Organizers: Public Information Resources, Inc. (PIRI)

"Educators must learn to translate the dazzling findings of neuroscience into classroom practice."

"This conference is an essential beginning."

SAMUEL G. SAVA, Executive Director, National Association of Elementary School Principals (NAESP)

A Distinguished Conference Faculty

Russell A. Barkley, Ph.D., Director of Psychology and Professor of Psychiatry and Neuropsychology, University of Massachusetts Medical Center, and author of the book *ADHD and the Nature of Self-Control* (1997).

Suzanne H. Corkin, Ph.D., Professor of Behavioral Neuroscience, Department of Brain and Cognitive Sciences, MIT, renowned for her work on memory with patient H.M.

James E. Crandall, Ph.D., Senior Scientist, Eunice Kennedy Shriver Center; Assistant Professor of Neuroscience (Neuroanatomy), Department of Neurology, Massachusetts General Hospital, Harvard Medical School.

Kurt W. Fischer, Ph.D., Professor of Human Development and Psychology, Harvard Graduate School of Education; co-author of *Human Behavior and the Developing Brain* (1995).

Jean Berko Gleason, Ph.D., Professor of Psychology, Boston University; author of numerous books on language acquisition and development, including *The Development of Language* (1997).

Beth Greenberg, M.A., Associate Director, Mind/Body Education Initiative (Relaxation Response Program developed by Herbert Benson, M.D.), Harvard Medical School.

James E. Hamos, Ph.D., Associate Professor of Cell Biology, Director, Office of Science Education, University of Massachusetts Medical Center, Worcester, MA., and Director of the Massachusetts Academy of Mathematics and Science.

Jerome Kagan, Ph.D., Daniel and Amy Starch Professor of Psychology, Harvard University; author of numerous books on child development.

Kenneth S. Kosik, M.D., Professor of Neurology and Neuroscience, Brigham and Women's Hospital, Harvard Medical School, and Faculty Fellow at Harvard University's Mind/Brain/Behavior Initiative.

Ellen J. Langer, Ph.D., Professor of Psychology, Harvard University; author of the books *Mindfulness* (1989) and *The Power of Mindful Learning* (1998).

Alex Marantz, Ph.D., Professor of Linguistics and Philosophy, MIT, and researcher with Noam Chomsky on MIT's Mind Articulation Project.

George F. Madaio, Ph.D., Boisi Professor of Education and Public Policy, Center for the Study of Testing, Evaluation, and Educational Policy, School of Education, Boston College.

Elizabeth A. Phelps, Ph.D., Assistant Professor of Psychology, Yale University; co-author of scientific research on fear and memory systems with neuroscientists Joseph LeDoux and Michael Gazzaniga.



John J. Ratey, M.D., Assistant Professor of Psychiatry, Harvard Medical School; co-author with Edward Hallowell, M.D., of the book *Driven to Distraction* (1995), and co-author of the book *Shadow Syndromes* (1997).

Glenn D. Rosen, Ph.D., Associate Professor of Neurology (Neuroscience), Beth Israel Deaconess Medical Center, Harvard Medical School, and co-author with Albert Galaburda, M.D., and Mathew Menard of the article *Evidence for Aberrant Auditory Anatomy in Developmental Dyslexia*, published in the Proceedings of the National Academy of Science (1994).

Daniel L. Schacter, Ph.D., Professor and Chair of Psychology, Harvard University; author of the book *Searching For Memory: The Brain, The Mind, And The Past* (1996).

Gottfried Schlaug, M.D., Instructor in Neurology, Beth Israel Deaconess Medical Center, Harvard Medical School.

Pamela Seigle, M.S., Executive Director, Reach Out to Schools Project, The Stone Center, Wellesley College.

Bennett A. Shaywitz, M.D., Professor of Neurology, Department of Pediatrics, Yale University Medical Center.

Sally E. Shaywitz, M.D., Professor of Neurology, Department of Pediatrics, Yale University Medical Center.

Robert J. Valiant, Ed.D., Author of numerous articles on the brain and learning, educational futurist, and internationally known curriculum and instruction consultant formerly with the Association for Supervision and Curriculum Development (ASCD).

Paul J. Whalen, Ph.D., Instructor of Psychology, Department of Psychiatry, Massachusetts General Hospital, Harvard Medical School.

Maryanne Wolf, Ph.D., Director, Center for Reading and Language Research; Associate Professor, Eliot-Pearson Department of Child Development, Tufts University.

Janet Wozniak, M.D., Associate Professor of Psychiatry, Pediatric Psychopharmacology Clinic, Massachusetts General Hospital, Harvard Medical School.

John Zeisel, Ph.D., Sociologist, Environment/Behavior Design Specialist, and School Design Consultant; Loeb Fellow, Graduate School of Design, Harvard University.

"Here's an opportunity for principals and their school leadership teams to interact with the experts in a field that will have great impact on how we teach and how we learn."

THOMAS KOERNER, Executive Director, National Association of Secondary School Principals (NASSP)



Conference Schedule

FRIDAY MAY 7TH, 1999

8:00 - 10:00 a.m. conference registration

10:00 - 11:30 a.m. opening address

Cognitive, Motivational, and Emotional Development from Birth through Adolescence

Jerome Kagan, Ph.D., Daniel and Amy Starch Professor of Psychology, Harvard University

Understanding the important stages of child development will help you find the best approaches to curriculum and pedagogy.

11:30 a.m. - 1:00 p.m. lunch break (On your own to explore the diverse restaurants in Harvard Square, or enroll by advance registration in the workshop *An Introduction to Brain Anatomy and Development*.)

1:00 - 2:15 p.m. afternoon address

Etching Memories into the Brain: The Reflection of Experience

Kenneth S. Kosik, M.D., Professor of Neurology and Neuroscience, Harvard Medical School

Dr. Kosik will describe the remarkable physical changes in the complex circuits of the brain associated with learning and memory. Dr. Kosik will attempt to tie this information to the design of educational programs.

2:30 - 3:45 p.m. concurrent sessions

The Care and Feeding of the Brain

John J. Ratey, M.D., Assistant Professor of Psychiatry, Harvard Medical School, and author of the book *User's Guide to the Brain* (1999)

Dr. Ratey will discuss how best to prepare and maintain the brain for learning, including the effects of diet, exercise, prayer, and meditation on learning, memory, attention, and test performance.

An Alternative Research-Based Approach to Teaching

Ellen J. Langer, Ph.D., Professor of Psychology, Harvard University

Langer will discuss her "mindful learning" theory that current educational practices for all students (including those labeled ADHD) may be based on inaccurate information about memory, attention, and intelligence, and she will present an alternative research-based approach which may better fit the ways students learn.

Can We Predict What Students Will Remember? Perspectives from Brain Imaging Research

Daniel L. Schacter, Ph.D., Professor and Chair of Psychology, Harvard University

Discoveries show that brain imaging can predict what information students will remember at the exact time they are learning the information. What implications will this have for education in the future?

The Role of Emotional Intelligence in Creating Learning Environments for Elementary Schools

Pamela Selgle, M.S., Executive Director, Reach Out to Schools Project, The Stone Center, Wellesley College

Learn strategies to maximize students' social competency and ability to take risks, solve problems, focus attention, and support each other's learning.

3:45 - 4:15 p.m. refreshment break

4:15 - 5:30 p.m. concurrent sessions

Brain Growth Cycles: Knowing When Children Learn Skills

Kurt W. Fischer, Ph.D., Professor of Human Development and Psychology,

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Gottfried Schlaug, M.D., Instructor in Neurology, Harvard Medical School
Discover the important link between music and the development of intellectual skills. Dr. Schlaug will present the latest findings about critical periods in children's development when early music training influences brain structure and function.

How to Improve Performance, Motivation, and Behavior through Mind/Body Intervention

Beth Greenberg, M.A., Associate Director, Mind/Body Education Initiative, Harvard Medical School

Using techniques based on mind/body research, teach your students how to manage stress and improve motivation, academic performance and behavior. Learn how to reduce your own stress as well.

Teaching Neuroscience in the Decade of the Brain

James E. Humes, Ph.D., Associate Professor of Cell Biology, University of Massachusetts Medical Center

Explore various aspects of neurobiology, focusing on curriculum material that supports K-12 teachers and promotes greater science literacy.

6:30 - 9:00 p.m. dinner at The Harvard Faculty Club
(By advance registration)

"The power of the environment to influence brain development is greatest in the early years of life. That's why anyone who works with young children needs to attend this conference."

REVETA BOWERS, Executive Committee, National Association of Independent Schools (NAIS); Chair, Educational Records Bureau (ERB); Head of School, The Center for Early Education, CA

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Overnight accommodations are subject to availability.

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☐ email

SATURDAY MAY 8TH, 1999

8:00 - 9:00 a.m. conference registration

9:00 - 10:15 a.m. morning address

Gender Differences in the Brain

Bennett A. Shaywitz, M.D., and **Sally E. Shaywitz, M.D.**, Professors of Neurology, Department of Pediatrics, Yale University Medical Center
Understand how gender differences in brain functioning affect how children learn.

10:15 - 10:45 coffee break

10:45 a.m. - 12:00 p.m. concurrent sessions

Shadow Syndromes: Discover Hidden Psychological Problems That Can Influence Student Behavior and Learning

John J. Ratey, M.D., Assistant Professor of Psychiatry, Harvard Medical School
Students who lack will power and the ability to finish tasks may actually be struggling with mild forms of serious mental disorders and social problems that can hinder learning. Ascertain how to identify and respond to these problems.

The Pharmacology of ADHD

Janet Wozniak, M.D., Associate Professor of Psychiatry, Harvard Medical School

Dr. Wozniak will address basic approaches to diagnosis and medication treatment for ADHD, as well as current research findings in the field.

Working Memory: What Functional MRI Studies Tell About Memory

Suzanne H. Corkin, Ph.D., Professor of Behavioral Neuroscience, MIT
Since memory is critical to learning, a full understanding of memory is essential. This research helps solve the mysteries of learning and explores the interlocking mechanisms of memory.

Teaching to the Brain: Designing Instruction Based on Brain Research

Robert J. Valiant, Ed.D., Author of numerous articles on the brain and learning
Learn how to create better instructional environments based on new theories of learning and intelligence emerging from research on the brain.

12:00 - 1:00 p.m. box lunch

1:00 - 2:15 p.m. afternoon address

Latest Discoveries in Dyslexia Research

Glenn D. Rosen, Ph.D., Associate Professor of Neurology (Neuroscience), Harvard Medical School

Brain research is revealing that dyslexics process visual and auditory information differently from others. Discover what this research tells us about children who have difficulty reading.

2:30 - 3:45 p.m. concurrent sessions

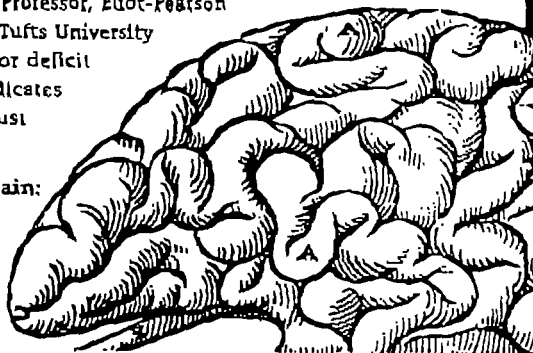
Double-Deficit Hypothesis for Dyslexia: Bridging Cognitive Neuroscience and Education to Improve Intervention

Maryanne Wolf, Ph.D., Associate Professor, Eliot-Pearson Department of Child Development, Tufts University
Explore alternative intervention for deficit readers based on research that indicates dyslexia may involve more than just problems with phonology.

Language Acquisition in the Brain:

Ways to Improve First and Second Language Learning

Jean Berko Gleason, Ph.D., Professor of Psychology, Boston University



languages, and cross-linguistic for learning foreign languages.

How Emotions Influence Learning

Paul J. Whalen, Ph.D., Instructor of Psychology, Harvard Medical School
Find out how emotions play a major role in learning, and can help or hinder paying attention.

Designing Schools and Classrooms Based on Brain Research

John Ziesel, Ph.D., Environment/Behavior School Design Specialist
Kenneth S. Kosik, M.D., Professor of Neurology, Harvard Medical School
Robert J. Vallant, Ed.D., Internationally known consultant on curriculum, instruction, and school design
Analyze school facility designs for the 21st Century. New developments in the field of brain research will change the way we build and renovate classrooms and school facilities.

3:45 - 4:15 p.m. refreshment break

4:15 - 5:30 p.m. concurrent sessions

Self-Control: A New Theoretical Model and Intervention for ADHD

Russell A. Barkley, Ph.D., Director of Psychology and Professor of Psychiatry and Neurology, University of Massachusetts Medical Center
Encounter a radical shift in the perspective on ADHD which views the disorder as rooted in a developmental problem of self-control, and learn classroom intervention strategies.

Brain-Reading and Brains Reading: Neurolinguistics and Education

Alec Marantz, Ph.D., Professor of Linguistics and Philosophy, MIT
How should educators think about recent findings from brain imaging studies that claim to shed light on language and thought?

The Emotional Brain: The Effects of Emotion on Memory

Elizabeth A. Phelps, Ph.D., Assistant Professor of Psychology, Yale University
Emotions have a dramatic impact on the ability to remember. What is known about the influences of emotions, excitement and stress on memory and learning?

Brain Discoveries: The Future of Education and Assessment

Kenneth S. Kosik, M.D., **Gottfried Schlaug, M.D.**, **George F. Madaus, Ph.D.**,
Bois Professor of Education, Boston College; **Nancy Starnet, M.Ed.**, Principal, Upper School, Milton Academy, MA; **James Lutat, M.Ed.**, Principal, Glenbrook Middle School, Longmeadow Public Schools, MA; **Liz Sorrell, M.Ed.**, Science Program Head, Belmont Public Schools, MA
Explore with a panel of researchers and educators the futuristic possibilities posed by cognitive neuroscience.

APPLICATION TO REGISTER (Please photocopy entire form for each additional registrant.)

NAME (PLEASE PRINT OR TYPE)

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Please check appropriate boxes:

☐ PLEASE REGISTER ME FOR THE CONFERENCE.

@ \$495 per person conference fee

\$

☐ PLEASE REGISTER ME FOR DINNER AT THE HARVARD FACULTY CLUB.

(Friday evening, May 7th) @ \$45 per person

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☐ PLEASE REGISTER ME FOR THE SPECIAL REGISTRATION WORKSHOP: AN INTRODUCTION TO BRAIN ANATOMY AND DEVELOPMENT.

@ \$45 per person

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LEARNING & the BRAIN

to reshape

HOW,

WHERE,

and

WHEN

for clinicians,

school architects, and researchers

Explore with some of the nation's leading neuroscientists new paradigms of teaching and learning, and discover the latest breakthroughs in brain research. You will have an opportunity to interact with the researchers themselves to discover practical applications for education.

Registration is on a first-come, first-served basis and will be confirmed (in writing) by mail or fax. Please indicate your stated preference on your registration form and mail it to the organizers in order of receipt. If you do not receive confirmation within two weeks after registering, call (617) 469-6789.

Cost of the conference is \$45 per person, which includes a box lunch on Saturday and refreshments throughout the day. Space is available to accept registrations on the day of the conference; a \$35 administrative fee will be added for on-site registration. If you need to cancel your registration, you must do so in writing by mail or fax no later than January 22, 1999, to receive a refund. Cancellations will be charged a \$50 per person administrative processing fee. Cancellations must be sent to FIRI at: 1895 Centre Street, Suite 2, Boston, MA 02132-1933 or faxed to (617) 469-3077.

The conference is located at the Harvard University Library in Cambridge, MA. Parking is available at the Harvard University Library. Parking your car in the Harvard University Library is more difficult than understanding the Boston

Schedule and Venue Changes



Please note the following schedule and venue changes to the conference:

The conference will convene on Friday, May 7, 1999, at 9:00 a.m. and Saturday, May 8, 1999, at 8:00 a.m. (one hour earlier than previously stated in the brochure).

The keynote addresses will take place in the morning on Friday and Saturday at Kresge Auditorium, Massachusetts Institute of Technology (MIT).

Conference check-in will start at 7:00 a.m. on both days at Kresge Auditorium which is located at 84 Massachusetts Avenue (corner of Amherst Street), 1.5 miles from Harvard Square.

Roundtrip transportation between Harvard Square and MIT will be provided for the keynotes and sessions.

Friday May 7th, 1999

7:00 a.m. - 2:00 p.m.	Conference Check-in	Kresge - MIT
9:00 - 10:30 a.m.	Keynote: Jerome Kagan	Kresge - MIT
10:30 - 11:00 a.m.	Coffee Break	
11:00 a.m. - 12:15 p.m.	Keynote: Kenneth S. Kosik	Kresge - MIT
12:15 - 2:30 p.m.	Lunch Break (Transportation available to Harvard Square)	
12:15 - 1:45 p.m.	Box Lunch and Special Workshop: <i>An Intro. to Brain Anatomy</i> (By advance registration only)	Kresge - MIT
2:30 - 3:45 p.m.	Concurrent Sessions	Harvard University
3:45 - 4:15 p.m.	Refreshment Break	
4:15 - 5:30 p.m.	Concurrent Sessions	Harvard University
6:30 - 9:00 p.m.	Dinner at The Harvard Faculty Club (By advance registration only)	

Saturday May 8, 1999

7:00 - 8:00 a.m.	Conference Registration	Kresge - MIT
8:00 - 9:00 a.m.	Keynote: Bennett A. Shaywitz and Sally E. Shaywitz	Kresge - MIT
9:00 - 9:30 a.m.	Coffee Break	
9:30 - 10:30 a.m.	Keynote: Glenn D. Rosen	Kresge - MIT
10:30 - 11:15 a.m.	Break	
11:15 a.m. - 12:30 p.m.	Concurrent Sessions	Kresge - MIT and Harvard University
12:30 - 2:30 p.m.	Lunch Break	
2:30 - 3:45 p.m.	Concurrent Sessions	Kresge - MIT and Harvard University
3:45 - 4:30 p.m.	Refreshment Break	
4:30 - 5:45 p.m.	Concurrent Sessions	Harvard University

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Suggested Talking Points for Mrs. Clinton's Videotaped Welcoming Remarks

- This conference is a follow-up to the April, 1997, White House Conference on Early Development and Learning, hosted by the President and First Lady. Derived from the concept of the White House Conference, it honors -- and attempts to emulate -- the work of the President and First Lady in raising awareness about the importance of developing children's brains in the first years of life and their commitment to excellence and equity in education. (This conference encompasses ages birth through 12th grade.) [N.B. We could lead into her videotape with this idea.]

- It is the first in a series organized by Anne Rosenfeld and Kelly Williams of Public Information Resources, Inc., Boston, with the cooperation of Kenneth Kosik, M.D., Professor of Neurology and Neuroscience and Director of the Kosik Laboratory of Cellular Neurobiology at Harvard Medical School as well as the assistance of several other distinguished educators and neuroscientists, including Glenn Rosen, Associate Professor of Neurology and Neuroscience at Harvard Medical School, who is an important researcher on dyslexia at Beth Israel Deaconess Medical Center. The next two conferences in the series will take place in November, 1999, and May, 2000. This series fittingly marks the culmination of the Decade of the Brain and the beginning of the 21st century by contributing to enlightened, scientifically-based approaches to improving the care and education of our nation's children. *pub sch superintendents*

- This is a cross-disciplinary collaboration between scientists and educators: The distinguished neuroscientists presenting their research are leaders in unraveling the mysteries of how children actually learn, and the educators attending are leaders in seeking ways to translate these findings into classroom practice. Together, the scientists and educators will explore new brain-based paradigms for teaching and learning.

- This is the first large-scale national initiative since the White House Conference to bring educators and neuroscientists directly together to discuss how brain research might inform and benefit child-care and schooling. Almost 1500 people are involved. Attendees are from the 50 states, Puerto Rico, the U.S. Virgin Islands, and American international schools abroad. They represent the broadest spectrum of child-care providers, educators, and clinicians, including Head Start professionals, psychologists, superintendents, principals, teachers, education-school deans, pediatricians, counselors, child-care providers, social workers,

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child
development
in
neurosci
to educators*

*Anne Rosenfeld
will lead intro
video*

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*Prok
Kosik*

*Brain
Research
Feltman
Murray*

*Debra
in school
dms*

*neurosci
edit*



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curriculum supervisors, school architects, playground developers, toy designers, and many others. They come from public and independent schools; urban, suburban and rural districts; privileged and poor districts; schools for the deaf and blind; programs for the gifted; programs for the learning disabled; Boys and Girls Clubs; and diverse nonprofit and governmental organizations serving children and youth. Even *Sesame Street* and Carnegie Hall are represented.

- These professionals, many of whom are already knowledgeable about brain research, also have much to gain from discussing with each other the possible practical applications.

ON BRAIN RESEARCH

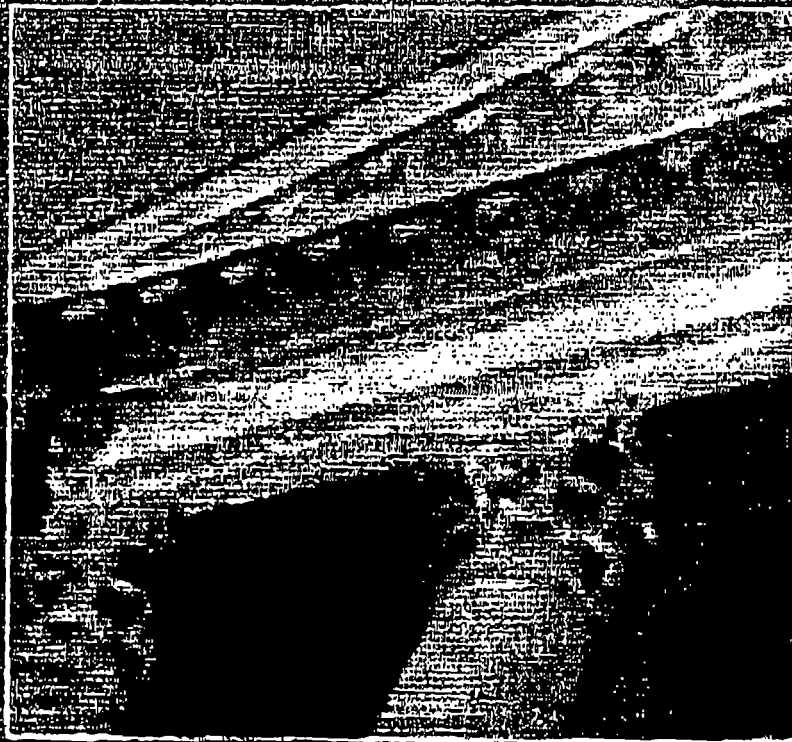
1. There is an enormous opportunity at this time to marshall the powerful insights emerging from neuroscience and apply them to the betterment of our educational programs.
2. We sense that scientists stand at a pivotal moment, at the verge of a knowledge base about the brain which may change the way we fundamentally think about ourselves. Their technology has revealed images of the living brain actually engaged in a task such as reading or enjoying a piece of music. These remarkable images of the brain at work allow us to see ourselves in ways never before observed.
3. Molecules involved in learning and memory have been discovered and these discoveries will surely lead to a truly profound understanding of what goes on the classroom and novel ways to help all children achieve.
4. The brain is a surprisingly dynamic structure. It can physically change as we learn and as we experience the world around us. More and more it seems that optimizing and enriching the environment that we create for our children is the most favorable way for the brain to develop.
5. There is no doubt that among neuroscientists there is an enthusiasm about their field which has bubbled over to all of us. That is apparent from the attendance here. When it comes to understanding this master organ, the brain, the many superficial differences among us melt away. This conference has drawn together individuals from a diversity of ethnicities, ages, and geographic origins. There is no doubt that the emerging knowledge of the brain is a powerful draw.

FROM :

PHONE NO. : 16175474793

Mar. 23 1999 12:55PM P1

USING BRAIN
RESEARCH TO RESHAPE
CLASSROOM PRACTICE



With a distinguished faculty of neuroscientists
from leading research universities

November 1999
Conference

FROM :

PHONE NO. : 16175474793

Mar. 23 1999 01:02PM #3



This conference brings you the most recent findings in cognitive neuroscience from renowned researchers themselves.

Attending this conference will help you:

- obtain the latest information about how the brain works
- expand your knowledge of child development and neurodevelopment;
- understand how learning changes the brain
- rethink and reshape classroom practice
- improve student performance, behavior, motivation, memory, skills, development, and emotional functioning
- identify and provide intervention for students with learning disabilities
- redesign school facilities based on how the brain learns
- discover why different learning strategies may benefit boys and girls
- work more effectively with families



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PHONE NO. : 16175474793

Mar. 23 1999 01:25PM P3

FROM :

For the first time in human history, dramatic new imaging techniques allow researchers to study the workings of the brain in living subjects, opening a vast frontier of knowledge on human cognition.

By hearing about recent findings in brain science, and probing their significance for teaching and learning, you may gain insights that will transform your thinking about instruction, curriculum, and school environments.

Organizations

American Association of School Administrators (AASA)
Belmont Public School District, MA
Brain Behavior Laboratory, University of Pennsylvania Medical Center
Center for Developmental Cognitive Neuroscience, Eunice Kennedy
Shriver Center
Dyslexia Research Laboratory, Beth Israel Deaconess Medical Center
Kosik Laboratory of Cellular Neurobiology, Harvard Medical School
Mind/Body Medical Institute Education Initiative, Harvard
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National Association of Elementary School Principals (NAESP)
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Public Information Resources, Inc. (PIRI)
Reach Out to Schools: Social Competency Program, Stone Center,
Wellesley College

Conference Organizers: Public Information Resources, Inc. (PIRI)
Anne Rosenfeld, Conference Director
Kelly Williams, Associate Conference Director

"Brain research and its implications represent the new frontier for teachers and administrators — a frontier which we must consider if we are to promote equity and excellence for all children."

GERALD W. TIRONE
Executive Director, National Association of Secondary School Principals (NASSP)
Former Assistant Secretary for Elementary and Secondary Education,
U.S. Department of Education

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PHONE NO. : 16175474793

Mar. 23 1999 01:26PM PS

FROM :

Conference Faculty

NEUROSCIENTISTS

David Caplan, M.D., Ph.D., Professor of Neurology, Harvard Medical School; Associate Neurologist, Massachusetts General Hospital; Director, Reading Disabilities Unit and Director, Behavioral/Cognitive Neurology Clinic, MGH.

Susan H. Corkin, Ph.D., Professor of Behavioral Neuroscience, Department of Brain and Cognitive Sciences, Massachusetts Institute of Technology.

James E. Crumfall, Ph.D., Senior Scientist, Eunice Kennedy Shriver Center; Assistant Professor of Neuroscience (Neuroanatomy), Department of Neurology, Massachusetts General Hospital, Harvard Medical School.

Adèle Diamond, Ph.D., Director, Center for Developmental Cognitive Neuroscience and Senior Scientist, Divisions of Psychological and Biomedical Sciences, Eunice Kennedy Shriver Center; named a Distinguished Scientific Lecturer by the American Psychological Association.

Kurt W. Fischer, Ph.D., Professor of Human Development and Psychology, and Director of Mind, Brain, and Education Concentration, Harvard Graduate School of Education; co-author of *Human Behavior and the Developing Brain* (1995).

Jean Berko Gleason, Ph.D., Professor of Psychology, Boston University; Director, Graduate Program in Human Development; Research Fellow, Department of Cognitive and Neural Systems; author of numerous books on language acquisition, including *The Development of Language* (1997).

Elizabeth Gould, Ph.D., Assistant Professor, Department of Psychology, Princeton University.

Ragool E. Guz, M.D., Ph.D., Professor, Departments of Psychiatry, Radiology, and Neurology, Neuropsychiatry Section, University of Pennsylvania Medical Center.

Ruben C. Guz, Ph.D., Professor, Departments of Psychiatry, Radiology, and Neurology and Director, Brain Behavior Laboratory, University of Pennsylvania Medical Center.

James E. Hamer, Ph.D., Associate Professor of Cell Biology and Director, Office of Science Education, University of Massachusetts Medical School, Worcester, MA; Director of the Massachusetts Academy of Mathematics and Science.

Max D. Hauser, Ph.D., Professor, Department of Psychology and Program in Neuroscience, Harvard University; Faculty Fellow at Harvard University's Mind/Brain/Behavior Initiative; Faculty Fellow, Speech and Hearing Sciences Program, Massachusetts General Hospital-Harvard University-MIT.

Kenneth E. Koelsch, M.D., Professor of Neurology and Neuroscience, Brigham and Women's Hospital, Harvard Medical School, and Faculty Fellow at Harvard University's Mind/Brain/Behavior Initiative.

*"This conference will have great benefit
for school leaders and ultimately for the
students in our schools."*

PAUL ROUSON

Executive Director, American Association of School Administrators (AASA)

02/26/1994 20:42

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PHONE NO. : 16173474793

Mar. 23 1999 01:26PM P6

Alex Marantz, Ph.D., Professor of Linguistics and Philosophy, Massachusetts Institute of Technology; researcher on MIT's Mind Articulation Project.

John J. Ratey, M.D., Assistant Professor of Psychiatry, Harvard Medical School; author of the book *User's Guide to the Brain* (1999) and co-author of *Driven to Distraction* (1995) and *Shadow Syndromes* (1997).

Glenn D. Rosen, Ph.D., Associate Professor of Neurology (Neuroscience), Beth Israel Deaconess Medical Center, Harvard Medical School.

Gottfried Schlaug, M.D., Instructor in Neurology, Beth Israel Deaconess Medical Center, Harvard Medical School.

Bennett A. Shaywitz, M.D., Professor of Pediatrics and Neurology, Yale University School of Medicine; Co-director, NICHD-Yale Center for the Study of Learning and Attention.

Sally B. Shaywitz, M.D., Professor of Pediatrics, Yale University School of Medicine; Co-director, NICHD-Yale Center for the Study of Learning and Attention; Founder and Director, Learning Disorders Unit, Yale Child Study Center.

Paul J. Whalen, Ph.D., Instructor of Psychology, Department of Psychiatry, Massachusetts General Hospital, Harvard Medical School.

Deborah A. Yurgelun-Todd, Ph.D., Director of Neuropsychology and Cognitive Neuroimaging, McLean Hospital Brain Imaging Center, Harvard Medical School.

EDUCATORS

Renate H. Caine, Ph.D., Professor Emeritus of Education, California State University, San Bernardino; co-author of books on brain-based teaching, including *Making Connections: Teaching and the Human Brain* (1994).

Beth Greenberg, M.A., Associate Director, Mind/Body Medical Institute Education Initiative (Relaxation Response Program developed by Herbert Benson, M.D.), Harvard Medical School.

Susan Kovalik, President, Susan Kovalik & Associates, Inc.; author of numerous books on brain-compatible learning; international speaker at such conferences as ASCD, RASSP, and the International Alliance for Learning.

Barbara Paderson, M.Ed., Director, C.L.A.S.S. Project, Indiana Department of Education; recipient of the Christa McAuliffe Fellowship Award.

Pamela Seigle, M.A., Executive Director, Reach Out to Schools Project, The Stone Center, Wellesley College.

AND OTHER DISTINGUISHED SCIENTISTS AND EDUCATORS.

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FROM :

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Mar. 23 1999 01:27PM P7

Dinner at The Harvard Faculty Club

6:30-9:30 P.M. MONDAY, NOVEMBER 8, 1999

As a special privilege, conference participants are invited to dine at The Harvard University Faculty Club on Monday evening. The Club's academic atmosphere provides a rich environment for further discourse with conference colleagues. Space is limited. Cash bar. By advance registration only, \$55 per person. \$65 per person if you register by June 30.

An Introduction to Brain Anatomy and Development

1:00-2:30 P.M. SUNDAY, NOVEMBER 7, 1999

This preconference workshop will help you navigate the complex world of the brain by providing basic descriptions of brain anatomy and development to help you get the most out of the conference. By advance registration only; \$65 per person.

**James E. Grandall, Ph.D., Senior Scientist, Eunice Kennedy Shriver Center;
Assistant Professor of Neuroscience (Neuroanatomy), Department of Neurology,
Massachusetts General Hospital, Harvard Medical School**

***"This conference on 'Learning & the Brain'
is important and timely."***

**ROAM CHOMSKY
Professor of Linguistics, Massachusetts Institute of Technology (MIT)**

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Your Brain, Your Emotions, Your Performance

3:00-4:30 P.M. SUNDAY, NOVEMBER 7, 1999

When it comes to the brain, emotion is the gatekeeper to performance. How does emotion guide our every act? How do the environments in which we teach and learn, and the people around us, influence, and sometimes control, our behavior? How do all these factors come together to help or hinder as we learn something new? Expanding upon these and related topics, Susan Kovalik will demonstrate ways in which findings from brain science can boost learning. By advance registration only. \$65 per person.

Susan Kovalik, President, Susan Kovalik & Associates, Inc.; pioneer in brain-compatible learning; author of more than 25 books on the topic; and acclaimed speaker at such conferences as ASCD, NASBP, and the International Alliance for Learning.

Creating New Paradigms for Schools: Small-group Luncheons

Join a luncheon on one or both days of the conference to exchange ideas with diverse colleagues and a neuroscientist about applying brain research to school practice. By advance registration only. Includes lunch. \$45 per person Monday, \$65 per person Tuesday.

Discussion groups each day will focus on the following developmental ages. You may choose the same or a different age-group for each day:

Birth to 2 years	2nd-5th grades
2-4 years	6th-8th grades
5-1st grade	9th-12th grades

Mingle with New Acquaintances: Preconference Cocktail Reception

4:00-6:00 P.M. SUNDAY, NOVEMBER 7, 1999

In an elegant and informal setting, socialize with other participants from diverse disciplines. Start your conversations with colleagues with whom, over the next two days, you will be exploring the application of brain research to education. By advance registration only. Complimentary hors d'oeuvres. Cash bar.

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Program Topics

Use this explosion of scientific knowledge
to create new, powerful paradigms for schools.

NOVEMBER 8 - 9, 1999

Etching Memories into the Brain: The Reflection of Experience

The brain's complex circuits undergo remarkable physical changes as we learn and remember. Understand brain plasticity, and probe its implications for the design of instructional programs.

Kenneth S. Kosik, M.D., Professor of Neurology and Neuroscience, Brigham and Women's Hospital, Harvard Medical School, and Faculty Fellow at Harvard University's Mind/Brain/Behavior Initiative.

Brain Growth Cycles: Knowing When Students Learn Skills

Improve students' learning and skills development by understanding the emergence of specific capacities (brain growth cycles). Learn how to compensate for previous learning deficits and how social support from the teacher affects performance.

Rene W. Finkler, Ph.D., Professor of Human Development and Psychology, and Director of Mind, Brain, and Education Concentration, Harvard Graduate School of Education; co-author of *Human Behavior and the Developing Brain* (1995).

Adolescent Decisionmaking: Emotions vs. Reason

Do the brains of nine to seventeen-year old children reason and process emotions differently from adults? When can they "reason through" an informed decision?

Deborah A. Yurgelun-Todd, Ph.D., Director of Neuropsychology and Cognitive Neuroimaging, McLean Hospital Brain Imaging Center, Harvard Medical School.

How the Mind Changes During the First Years of Life: A Cognitive Neuroscience Perspective

Babies are even smarter than previously thought. Explore the development — and brain bases — of memory, attention, problem solving, and self control, and the relation between intention and action, in babies and young children.

Adèle Diamond, Ph.D., Director, Center for Developmental Cognitive Neuroscience and Senior Scientist, Divisions of Psychological and Biomedical Sciences, Eunice Kennedy Shriver Center. Named a Distinguished Scientific Lecturer by the American Psychological Association.

How To Improve Performance, Motivation, and Behavior through Mind/Body Intervention

Using techniques based on mind/body research, teach students of all ages how to manage stress and improve motivation, academic performance, and behavior. Learn how to reduce your own stress as well.

Rech Greenberg, M.A., Associate Director, Mind/Body Medical Institute Education Initiative (Relaxation Response Program developed by Herbert Benson, M.D.), Harvard Medical School.

Sex Differences in Learning

Recent research indicates there are sex differences in neural tissue and brain functioning. Find out how males and females may benefit from different learning strategies that complement their relative strengths.

Robert C. Oat, Ph.D., Professor, Departments of Psychiatry, Radiology, and Neurology and Director, Brain Behavior Laboratory, University of Pennsylvania Medical Center.

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Teaching with the Brain in Mind

Probe brain-based learning principles, the various stages of learning, the effects of health, stress, and teaching approaches, and how to create better instructional environments based on new understandings of learning.

Renate W. Caine, Ph.D., Educational Psychologist, Professor Emeritus of Education, California State University, San Bernardino.

The Role of Emotional Intelligence in Creating Learning Environments for Elementary Schools

Learn strategies to maximize children's social competency and ability to take risks, solve problems, focus attention, and support each other's learning.

Pamela Seigle, M.S., Executive Director, Reach Out to Schools Project, The Stone Center, Wellesley College.

How Emotions Influence Learning

Find out how emotions play a major role in learning and can help or hinder paying attention.

Paul J. Whalen, Ph.D., Instructor of Psychology, Department of Psychiatry, Massachusetts General Hospital, Harvard Medical School.

How To Identify and Teach Students with Evolving Mental Illness

Examine ways to identify the differences between students with behavioral problems and those with evolving mental illness. Learn strategies for teaching students with mental illness.

Raquel E. Gur, M.D., Ph.D., Professor, Departments of Psychiatry, Neurology, and Radiology, Neuropsychiatry Section, University of Pennsylvania Medical Center.

Learning and Environment: Evolutionary Information about Brain Cell Growth for Cognitive Function

Until recently neuroscientists thought the brain stopped producing any new cells at birth. Learn about groundbreaking discoveries made in recent months demonstrating that throughout life some kinds of mental exercise actually spur brain cell growth in areas specifically involved in learning and memory while stress produces the opposite effect.

Elizabeth Gould, Ph.D., Assistant Professor, Department of Psychology, Princeton University.

The Connection Between Language Comprehension and Working Memory

Working memory allows the brain to retain small amounts of information for short periods of time while the brain undertakes computations. Explore the educational implications of research suggesting that working memory capacity may be different for language comprehension and other computations, such as reasoning.

David Caplan, M.D., Ph.D., Professor of Neurology, Harvard Medical School; Associate Neurologist, Massachusetts General Hospital; Director, Reading Disabilities Unit and Director, Behavioral/Cognitive Neurology Clinic, MGH.

Latest Discoveries in Dyslexia Research

Brain research is revealing that dyslexics process visual and auditory information differently from others. Discover what this research tells us about students who have difficulty reading.

Glenn D. Basso, Ph.D., Associate Professor of Neurology (Neuroscience), Beth Israel Deaconess Medical Center, Harvard Medical School, and co-author with Albert Galaburda, M.D., and Matthew Menard of the article *Evidence for Aberrant Auditory Anatomy in Developmental Dyslexia*, published in the Proceedings of the National Academy of Science (1994).

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The Care and Feeding of the Brain

Researchers now know how nutrition, exercise, prayer, and meditation can affect the brain. Learn how best to prepare the brain at all ages for learning, memory, attention, and test performance.

John J. Ratey, M.D., Assistant Professor of Psychiatry, Harvard Medical School; author of the book *User's Guide to the Brain* (1999).

Instincts to Learn: How Mother Nature Has Built Systems that Learn

Examine nature versus nurture in children and primates. By following developmental changes along with evolutionary ones, you will see how brain mechanisms emerge and evolve over time. Explore infant development, primate cognition, and the biology of learning.

Marc D. Hauser, Ph.D., Professor, Department of Psychology and Program in Neuroscience, Harvard University; Faculty Fellow at Harvard University's Mind/Brain/Behavior Initiative; Faculty Fellow, Speech and Hearing Sciences Program, Massachusetts General Hospital-Harvard University-MIT.

Imaging Reading and Dyslexia

Through brain imaging techniques, Dr. Benoit Shaywitz and Dr. Sally Shaywitz have discovered a wealth of information about reading and brain differences in dyslexics. Hear firsthand from the Shaywitzes, whose seminal work on dyslexic readers was published in the 1998 *Proceedings of the National Academy of Sciences*.

Benoit A. Shaywitz, M.D., Professor of Pediatrics and Neurology, Yale University School of Medicine; Co-director, NICHD-Yale Center for the Study of Learning and Attention.

Sally E. Shaywitz, M.D., Professor of Pediatrics, Yale University School of Medicine; Co-director, NICHD-Yale Center for the Study of Learning and Attention; Founder and Director, Learning Disorders Unit, Yale Child Study Center.

Working Memory: What Functional MRI Studies Tell about Memory

Since memory is critical to learning, a full understanding of it is essential for educators. Explore the interlocking mechanisms that constitute memory and hear about new research that sheds light on the mysteries of learning.

Suzanne R. Corkin, Ph.D., Professor of Behavioral Neuroscience, Department of Brain and Cognitive Sciences, MIT, renowned for her work on memory with patient H.M.

Tuning Up the Brain: Music and Intellect

Discover the important link between music and the development of intellectual skills. Learn about the latest findings describing critical periods in children's development, when early music training influences brain structure and function.

Gottfried Schlaug, M.D., Instructor in Neurology, Beth Israel Deaconess Medical Center, Harvard Medical School.

Brain-compatible Learning in Action

Find out about a brain-compatible curriculum, based on Susan Kovalik's Integrated Thematic Instruction (ITI) model, that creates powerful learning opportunities for students of all ages.

Bertha Pedersen, M.Ed., Director, C.L.A.B.E. Project, Indiana Department of Education; recipient of the Christa McAuliffe Fellowship Award.

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Shadow Syndromes: Discover Hidden Psychological Problems That Can Influence Student Behavior and Learning

Students who lack will power and the ability to finish work may actually be struggling with mild forms of serious mental disorders and social problems that can hinder learning. Ascertain how to identify and respond to these problems.

John J. Ratey, M.D., Assistant Professor of Psychiatry, Harvard Medical School; co-author with Edward Hallowell, M.D., of the book *Driven to Distraction* (1995), and co-author of the book *Shadow Syndromes* (1997).

Language Acquisition: Ways To Improve First and Second Language Learning

Decode the secrets of learning first and second languages and retaining second language.

Jean Berko Gleason, Ph.D., Professor of Psychology, Boston University; Director, Graduate Program in Human Development; Research Fellow, Department of Cognitive and Neural Systems; author of numerous books on language acquisition, including *The Development of Language* (1997).

Brain-reading and Brains Reading: Neurolinguistics and Education

How should educators think about recent findings from brain imaging studies that claim to shed light on language and thought?

Alan Marantz, Ph.D., Professor of Linguistics and Philosophy, MIT.

Teaching Neuroscience in the Decade of the Brain

Learn how to teach neuroscience as well as help students be responsible for the well-being of their brains, using a variety of K-12 curriculum tools aligned to current understandings in neuroscience.

James E. Baizer, Ph.D., Associate Professor of Cell Biology, University of Massachusetts Medical School.

Other topics include:**The Emotional Brain: The Effects of Emotion on Memory**

Emotions have a dramatic impact on the ability to remember. What is known about the influences of emotions, excitement, and stress on memory and learning?

Brain Discoveries: The Future of Education and Assessment

Explore the futuristic possibilities posed by cognitive neuroscience with a panel of researchers and educators.

Designing Schools and Classrooms Based on Brain Research

New developments in the field of brain research will change the way we build and renovate classrooms and school facilities. Analyze school facility design for the new millennium.

Special Education: Teaching Students with Brain Disorders and Developmental Disabilities

More students with autism or other abnormal brain development are being placed in mainstream schools and classes. What does brain science have to tell us about the best ways to teach these special needs individuals?

ADHD and the Classroom

Learn what recent studies indicate for treatment of ADHD and intervention strategies for the classroom.