

Brandeis

BRANDEIS NATIONAL
COMMITTEE
Phoenix Chapter

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AUGUST 2020

2020

2021

CURRENT EVENTS



Special Interest



FILM

cooking



READ

Health & Fitness



VIA ZOOM



MEN'S GROUPS



CRAFTS



THEATER



Presidents' Message

Dear Fellow Brandeis Members,

As we live in this new world of sheltering, cooking, cleaning (done with that), playing games online and Zoom, we wonder when life will return to the “normal life” to which we are accustomed. The answer is unsure – it certainly will get back to a “new normal,” although the timing is uncertain. People are missing seeing people in person, seeing family, going out to restaurants, movies, theater, etc. This has caused a lot of feelings - depression, boredom, anxiety.

We think that putting life in perspective is really important. A couple of months ago, during Genocide week, we joined a Zoom call where a wonderful woman spoke about her experiences as a Holocaust survivor. It was affiliated with Scottsdale Community College and after listening to her describe the first 10 years of her life and the atrocities she lived through, one of the students wrote a question: How do you compare what we are living through now – the Pandemic - with the Holocaust? She was stunned by the question and thought for a couple of minutes before she answered. Her answer gave us the perspective that we hope that by sharing, will do the same for you. She said, “There is no comparison. I live in my lovely home, with all the food and drink that I could ever need, lovely clothes, more technology than I can ever use. I can go for a walk outdoors, even in this hot weather and I can be with my family or at least communicate with them by phone or Zoom. There is no comparison. I didn't have any of that. We didn't have enough food or water and lost our homes and families.” Her perspective has given us a totally different take on this Pandemic - this too will pass and we will be together again, doing whatever it is that makes us happy. So, please, consider this and put life in perspective – it'll help you through this crazy time – know that this will pass and we will be able to resume our “normal life,” as long as we take care of our health and the health of those around us.

Virtual programming or Zoom has opened up a whole new world to us – we can see our family and friends whenever we want. We can have fun playing games online with people, join in all of the Summer Camp activities that have been offered and look forward to our incredible Study Groups and programs in the Fall. So many people are volunteering their time to make these things happen. We want to thank all of the Vice Presidents and their committees for the endless and creative work they have done and are doing to offer fabulous activities to our Chapter members. Not everyone is completely comfortable with virtual offerings and we are here to help if you need some tech support. We encourage all of our members to learn this new medium as it allows you to participate in all the fun, educational and interesting sessions offered.

We want to say Thank You to Carol Isacson and Alisa Schwartzer for putting together the fabulous Summer Camp calendar that members from near and far can enjoy. We hope you have enjoyed the Summer programs and continue to do so through the month of August. Way to go, Carol and Alisa!!

While we normally charge \$25 for all of Summer Camp, it was offered free of charge this year only, because many study groups had to end abruptly, due to the Pandemic. Since our BNC Phoenix Chapter is a philanthropic organization and fundraising is especially critical at this time, we would like to suggest a donation of \$25 or any amount of your choice, to the current “Honoring Our History” Campaign. Any amount will be appreciated!

Donations can be made by credit card or check and may be made anonymously. Sue Lawler is the contact for donations. SueLawler9@gmail.com or 602-525-0231. Address: 11827 N. 40th Place, Phoenix, AZ 85028

Thank you to everyone who joined us for a fun Stars and Stripes Happy Hour on Zoom. Nyles Gradus deserves big kudos for once again serving as our wonderful Master of Ceremonies. Thank you, Nyles!

We will not be having any in-person events through at least the end of the year. This is a directive from Brandeis University and even more of an issue for those of us in the higher risk age group. Right now, Arizona is one of the most seriously hit states, so we all need to stay healthy and safe.

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Presidents' Thank You!

We are so excited that our Study Group Guide will be online soon and you will all have the opportunity to register for 46 online groups. When we can get together in person, there will be another 40+ study groups added to the Guide. We want to acknowledge the Study Group VPs' incredible hard work to create our first Study Group Guide consisting of only online groups. It will be used along with our new online registration system, which will make registering fast and easy and will offer everyone the same opportunity to register.

Our Fundraising Program VPs and their committees are working hard to bring you fun programs through the year. Stay tuned for information regarding our Fall event, Winter and Spring events and more. Thank you to everyone for your commitment!!

Our Membership Committee has been reaching out to many of our members through phone calls, emails, happy hours and coffee on Zoom. Our membership roster, made up of both new and renewing members, is continuously growing. We had a terrific turnout for the new Membership orientation and look forward to their involvement in our Chapter. Thank you again to all involved!

We offer our condolences to those who have lost loved ones and send wishes for a speedy recovery to those who are recovering from illness or surgery.

In closing, we want to wish everyone good health, stay safe and "Be a Rainbow in Someone Else's Cloud" (Maya Angelou).

Sending virtual hugs!!

Co-Presidents, BNC Phoenix Chapter
Linda & Jan
BNCPhxPresidents@gmail.com 480-359-7262

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Study Group News

We know that there is a lot of uncertainty in your lives, but one thing is a constant – STUDY GROUPS are coming back!! As you may already know, all study groups will meet online, using the Zoom application, until it is safe for us to meet once again in person. This season, things will be a little different, of course, but we will have lots of creative, interesting and fun study groups for you. The Study Guide will be arriving in August and you will hear about it by email, in the *Bulletin* and through eblasts.

ONLINE REGISTRATION

In addition, we will have a new online registration process. No more forms to fill in and checks to mail!! Everyone will have an equal opportunity to register and pay with a credit card. As groups fill, waiting lists will be generated.

Instructions on how to register will be available in a video the Study Group Team is preparing and information on how to register will be in the Study Guide, with links from the Study Guide to the registration application, iModules.

Unfortunately, due to COVID-19, your favorite dining, hiking, out-on-the-town and game groups will be “on hiatus” until we get the approval to meet face-to-face. But, never fear, many other favorites are returning and there are lots of creative, informative and FUN new ones! We have a total of 46 study groups for you to choose from, and all will be at the same fee as last year, \$20 per group. Some may have an additional materials fee. As you know, BNC is a philanthropic organization and the revenue generated by our study groups provides 100% of the funds for our chapter’s administrative expenses. Any excess study group funds benefit the Brandeis University libraries.

To whet your appetite, we have BOOK groups, MOVIE & THEATER groups, CURRENT EVENTS groups, a variety of SPECIAL INTEREST DISCUSSION groups, online CRAFTS and COOKING groups, as well as EDUCATIONAL, FITNESS and HEALTH groups. Men of Brandeis (MOB) is now the umbrella name for several new MEN’s groups, including the original study group, now called Men for Brandeis Activities (MBA).

Remember, Brandeis Study Groups are for the benefit and enjoyment of current BNC members. Please be sure to [join or renew your membership](#) so you will be able to register for study groups!



Study Group Vice-Presidents: Stephanie Klopper, Joyce Steinberg and Barbara Stern
2021phxstudygoups@gmail.com



.... In the meantime, here are some fun activities!



SUMMER CAMP IS DIGITAL AUGUST ACTIVITIES

Contact the activity leaders if you are interested in an activity.
Once registered, you will receive a Zoom invitation.

NOTE: EVERYTHING LISTED IS ARIZONA TIME.

DATE	TIME	DESCRIPTION	CONTACT TO REGISTER
3	11:30 – 1:00	Ask The Interior Designer	Sheila Landau buildor2@cox.net
4 11 18 25	12:00	Real Mah Jongg	Hindie Dershowitz hindiebdershowitz@gmail.com
4	10:00 – 12:00	Newsies Zoom Meeting	Stephanie Klopper, Gladys Simon, and Nancy Sacks rednoz@aol.com
6	10:00 – 11:30	<i>Rock Impresario Bill Graham and the San Francisco Sound</i> Presented by Rodney Paul	Carol Isacson cwisacson@yahoo.com
6	3:00 – 4:00	Creating a Chemical-Free Home	Carol Kadet carolkadet@gmail.com
7	10:00 – 11:30	Friday Film Group: <i>Da 5 Bloods</i> (Netflix)	Stephanie Klopper rednoz@aol.com
10	10:00 – 11:30	Finding Your Ancestors	Michelle Fischler michellelyules@gmail.com
11	10:00 – 11:30	Summertime Reads : <i>Department of Speculation</i> by Jenny Offill	Marcia Langer and Leslie Kiefus marciala@msn.com
12	2:00 – 4:30	<i>Bake With Me, Part 2</i>	Debbie Gordon mrsq395@gmail.com
13	10:00 – 12:00	<i>As Mama Told Me:</i> A presentation by Ettie Zilber	Jan Lebovitz janice.lebovitz@gmail.com
13	6:30	Foreign Film Zoomies	Joyce Steinberg joyces12003@gmail.com

· For more details, see the [calendar](#) on our website.

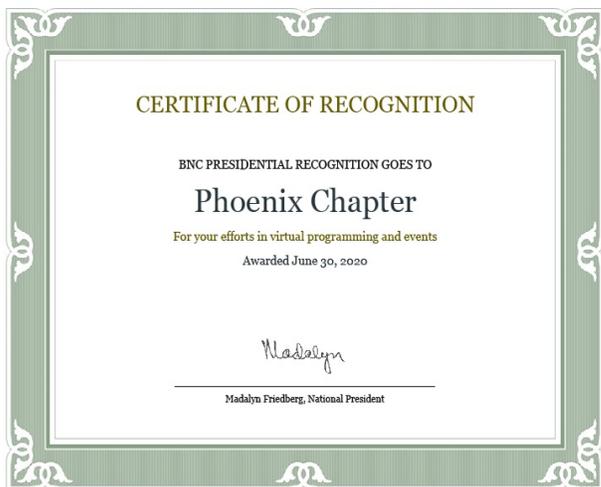
SUMMER CAMP IS DIGITAL - AUGUST EVENTS

Contact the activity leaders if you are interested in an activity.
Once registered, you will receive a Zoom invitation.

NOTE: EVERYTHING LISTED IS ARIZONA TIME.

DATE	TIME	DESCRIPTION	CONTACT TO REGISTER
17	10:00 – 11:00	Being An Entrepreneur and Starting/Running a Business During a Recession and a Pandemic - Scott Sanders	Jan Lebovitz janice.lebovitz@gmail.com
18	1:00 – 2:30	Chocolate Chip Kamish Bread (Mandel Bread)	Linda Ullman linda@lindaullman.com
18	10:00 – 12:00	Movie Group	Sheila Landau buildor2@cox.net Harriett Schwartz harriet0715@gmail.com
19	2:00 – 3:00	Bake with Hillary	Hillary Kaminsky hrkci@aol.com
20	10:00 – 12:00	Share Your Story	Judy Levine judithlevine43@yahoo.com
24	2:00 – 3:00	Judy Laufer – Author	Carol Isacson cwisacson@yahoo.com
25	10:00 – 11:00	Words of Wisdom from the past – Quips that stayed with us from our parents	Jan Lebovitz janice.lebovitz@gmail.com
26	10:30 – 12:30	Books Around the World Book Club	Nancy Sacks nhshobo@aol.com
27	10:00 – 11:30	PTSD	Nan Waldman nanlarry46@gmail.com
28	10:00 – 12:00	Book Club: <i>Have You Seen Luis Velez</i> , by Catherine Ryan Hyde	Marilyn Morris rodonmi@aol.com
28	1:00 – 2:30	Desert Hacks and Facts	Jan Lebovitz janice.lebovitz@gmail.com
31	9:00 – 10:00	Xanadu Art Gallery	Carol Isacson cwisacson@yahoo.com

For more details, see the [calendar](#) on our website.



BNC Award For Phoenix Chapter

Dear Phoenix chapter,

It is my honor to formally recognize your chapter for outstanding efforts in virtual programming. When the pandemic started and our in-person programs came to a pause, your chapter was swift in getting onboard with virtual programs and events. I want to congratulate you on your efforts in putting together these events! We hope to see many more virtual events from you in the future. Your chapter stands as an example to other chapters. Please find attached your special presidential commendation and share with your chapter board, you earned it!

Madalyn Friedberg
National President,
Brandeis National Committee

With warm regards,
Madalyn

BNC Phoenix is co-sponsoring this event that features some of our members.

Please join us for a special, virtual event:

VISIONARY LEADERSHIP: WHAT DOES IT LOOK LIKE?

Sponsored by the Women's Leadership Institute and
Brandeis National Committee - Phoenix Chapter

TUESDAY, OCTOBER 13, 2020
6:30 - 8:00 PM

Be inspired by women who persevered, overcame obstacles and succeeded.

Join special guests:

Flo Eckstein

Carol Kern

Janis Lipman

Dr. Lois J. Zachary



Save your spot! [Please click to register.](#)





Fundraising Programs Committee

The 2020-21 Fundraising Programs Committee has continued to meet on our regularly scheduled monthly meeting dates, via Zoom. Chairs, co-chairs and committee members have graciously volunteered to plan a fall event, University on Wheels, a winter event, our Chapter Annual Meeting and a spring event. Several of the event committees and sub-committees that will support every event are also holding meetings.

There's always room for more members to join this fun committee! If you would like to help plan and implement these fabulous programs and events for our BNC Phoenix Chapter, please join us on Wednesday, August 26th at 10:00 a.m. for our next meeting. Just email or call us to let us know you'll attend and we will send you the Zoom invitation. We look forward to hearing from you!

Carol Abrams 310-210-6751 (phone or text)
 Terriann Kleiner 314-761-3132 (phone or text)
bncphxfrprograms@gmail.com
 2020 -2021 Fundraising Programs Vice-Presidents



Our own While@Home on the Brandeis Phoenix website

Have you seen the new section of **Virtual Events & Online Resources** on our Chapter's website at www.brandeisphoenix.org? Called *While@Home*, it was initiated at the start of sheltering-in-place to support our chapter during this challenging time. A repository of websites containing information and resources in nine main categories with subcategories, it is intended to enhance our lives while we stay as safe as possible. There is something of interest for everyone! You can **travel** virtually all over the world, **tour** museum collections - sometimes guided by docents - **watch**

and **listen** to music and shows, **learn** from professors and experts, **play** games online, **view** sports, **discover** ways to keep in touch with the kids and your friends, and much more. Here's a great recent example from Lincoln Center.

Arts and Entertainment ■ Continuing Education ■ Food and Shopping
 Games and Sports ■ Health and Fitness ■ Humor
 Virtual Travel ■ Keeping in Touch ■ Staying Informed

Meet Our 2020 -2021 Executive Vice Presidents



**Leith
Baletin**

Leith was born and grew up in Hillside, a small industrial town just south of Newark, NJ. He “re-met” his wife at their 35th high school reunion in 1995. Judy and Leith had had one date when they were juniors, and they celebrated their 20th wedding anniversary in May.

Leith received his Bachelor of Electrical Engineering in 1965 from the School of Engineering and Science at New York University’s campus in Bronx, NY. In 1968 he studied Engineering Management and graduated from the New Jersey Institute of Technology with a Master of Science degree.

Upon graduation from NYU, Leith began a 30-year career in the Bell System as an engineer and manager in the Northeast Regional HQ of Western Electric Co (a subsidiary of AT&T), later known as AT&T Network Systems. When Leith retired in 1985, he had held various levels of responsibility as an engineering manager. Organizations reported to him in both New Jersey and Maryland at the same time, so he spent many hours on Amtrak’s Metroliner.

After retirement, Leith served on his HOA’s Board in Wall, New Jersey. He is currently in his tenth year on his HOA Board in Scottsdale and became President in January of this year.

Leith has been a member of the Phoenix Chapter of Brandeis National Committee for nine years. He joined the Board as the liaison for the Men of Brandeis study group, which he has facilitated since 2013. In 2015 he was elected Co-Vice President of Membership and held that position until March 2020.

Leith and Judy have two homes in Arizona. The Scottsdale home has been Judy’s since the mid 90’s and they also have a home in Prescott Valley. Judy has three grandchildren.



**Ellen
Widoff**

Originally from the north side of Chicago, Ellen met her husband Joe during graduate school at the U. of Wisconsin and they spent much of their adult life in the Washington D.C. metro area and later Norfolk, VA. She received additional degrees from the U. of Illinois at Chicago and the U. of Maryland.

Ellen’s lifelong commitment to Social Justice and her deep connection with vulnerable and marginal populations was informed by her mother’s death when Ellen was two years old, as a result of complications during the birth of her younger brother. The United States still has the highest rate of maternal mortality than any other developed country, and it is the only country where the mortality rate has been rising.

In the early 70’s Ellen worked with Eunice Shriver on the Special Olympics and taught at The Joseph P. Kennedy Jr. Institute in Washington, DC.

As Director of The Arc of Montgomery County, Maryland she is most proud of acquiring funding, building and administering the State’s first totally accessible Child Care Center for Children with and without Disabilities, their first Child Care Center for Children with Chronic Medical Conditions, and their first After School Program in collaboration with the Boys and Girls Clubs for teenagers with autism and other developmental disabilities.

After moving to Norfolk, Ellen became CEO of Habitat for Humanity where she coordinated the first “48 hour house blitz build” at the Virginia Beach Home and Garden show.

Her volunteer leadership includes President of the Maryland National Organization for Women, President of the Maryland Committee for Children, Board Member of the Norfolk YWCA, the Norfolk JCC, NCJW, AZ, and mentor for the Women’s Leadership Institute. In addition, she was awarded the State of Maryland’s Governor’s Citation for ‘the development and administration of quality innovative programs for persons with developmental disabilities and their families.’ She was recently appointed by Mayor Gallego as a Commissioner on the Phoenix Human Relations Commission.

Ellen and her husband Joe have lived in north Phoenix for the last 10 years and have two sons (Seth and David), two daughters-in-law (Carolyn and Dayna) and a granddaughter (Emily). She enjoys cycling, hiking, and learning from her favorite grandchild.

August

MEMBERSHIP CONTACTS

To report life-cycle events, please contact

Susan Sacks at 480-860-5256 or susan.sacks@gmail.com

To learn about becoming a member, please contact

Carol Kadet at brandeismembershipphx@gmail.com

Membership News

- ♥ Congratulations to Lori Roth on the birth of her granddaughter, Charlotte Grace Roth, daughter of Lauren & Zach Roth.
- ♥ Congratulations to Andrew Tievsky on the birth of his granddaughter, Petra Glenn Tievsky, daughter of Gabriella & Benjamin Tievsky.
- ♥ Our sincere condolences to Wendy Cohen and Ronee Siegel on the passing of their brother, Arthur Siegel.
- ♥ Our sincere condolences to the family of Arnold Gluck.
- ♥ Our sincere condolences to Adeline Gould and family on the passing of her son, Jay Roskoph.
- ♥ Our sincere condolences to the family of Julie Horewitch.
- ♥ Our sincere condolences to the family of Arlyn Imberman.
- ♥ Our sincere condolences to Mona Jamison and family on the passing of her husband, Van Jamison.
- ♥ Our sincere condolences to the family of Myra Judd .
- ♥ Our sincere condolences to Marilyn Morris on the passing of her sister, Sue Kantrowitz.
- ♥ Our sincere condolences to Arline Salbe on the passing of her brother, Irwin Salbe.
- ♥ Our sincere condolences to Mort Sitver and family on the passing of his wife, Joan Sitver.
- ♥ Our sincere condolences to Shari Warshaver and her family on the passing of her father, Jerry Fanger.
- ♥ Our sincere condolences to Iris Wigal on the passing of her significant other, Bill Howard.
- ♥ Our sincere condolences to the family of life member Bunny Zonis.



New and Rejoining Members!

Sheryl Allen, Ellie Aronow, Richard Epstein, Sharon Footlick, Shelley Friedman, Kenneth Gometz, Karen Harris, Anita Hicks, Harry Kaminsky, David Landy, Debra Low, Jimmy Mann, Renee Marton, Sharon Messing, Larry Miller, Jo-Ann Mullen, Mary Schubert, Jill Schwartz, Terry Schwartz, Joanie Small, Lisa Stein, Don Trossman, Marshall Weinstein, Linda Zempel

In Memoriam – Joan Sitver

Joan Sitver passed away on July 1 and Brandeis Phoenix BNC lost a valued friend and long-time contributor. She was charming, soft-spoken and very efficient in all that she did. She assumed responsibility for facilitating the widely popular Concerts & Conversations study group from Roz Fischer in 2012. The group brought together Brandeis members with members of the community for professional musical presentations, which enriched the mind and the soul.

In addition to Brandeis, Joan worked tirelessly for the Phoenix Holocaust Association, where she was a Past President, was a member of Hadassah Valley of the Sun and was very active in Beth El Congregation and the Beth El Women's League, where she was serving as the current President. We send condolences to her husband, Mort, and her children, Amy Sitver, Julie Sitver Blumenreich and Joe Sitver.



Carol Kadet and Gale Gradus, Membership Vice Presidents
brandeismembershipphx@gmail.com

Community Outreach

Charitable Organizations Need Our Help!

Although we cannot really collect items due to limited garage space, Ellen has graciously offered to help with your donations to *Sojourner Center* for abused women and children. However, *Sojourner's* only accepts NEW items such as socks, clothing (women and children), bedding, full-size unscented lotion and full-size hair products.

If you have these items, please call Ellen at [602-214-5212](tel:602-214-5212) to make arrangements to drop them off.

Call Wendy at [602-316-2993](tel:602-316-2993) to drop off used bras to recycle.

As soon as we can, we will be collecting cosmetic bags and mini-toiletries to give to those in need. Stay safe!

Stay safe and stay well!
Ellen Kirschenbaum and Wendy Cohen

Knit A Mitzvah

**Do you Knit?
Do you Crochet?
Help us make Scarves,
Newborn Baby Caps and
Lap Blankets**



Last season we presented 404 newborn baby caps and 16 blankets to HonorHealth Scottsdale Medical Center and 25 scarves to Jewish Family and Children's Services.

This season, we will also be making Chemo Caps to donate to Virginia G. Piper Cancer Center at HonorHealth.

For more information, please contact:
Ronee Siegel
ronees@aol.com 917-273-0393

For more information, contact the Community Outreach chairs:
Wendy Cohen wencohen@cox.net Ellen Kirschenbaum ellenk102@gmail.com



Volunteer Opportunities

A wonderful way to get involved with our local BNC Chapter is to share your expertise with us. It's a Win-Win! You get to meet some of the other members, maintain your skills and learn new ones, and the Chapter benefits from your experience.

The current skill sets needed are:
Website, Marketing, Publicity

If you would like to volunteer in these or any other areas, please contact:

Ruth Lerner ruth.bncphx@gmail.com



We Value Your Privacy



All members' contact information shared for the use of Brandeis business shall remain confidential and not be shared with other organizations.

Friendly Reminder - Chapter Policy:

Please remember that any information discussed at a Brandeis National Committee event, planning meeting and/or board meeting is to be used for Brandeis purposes alone and is not to be shared with friends, relatives or members of other local organizations. Funds raised at or by Brandeis National Committee Phoenix Chapter events are for the sole purpose of supporting BNC. Therefore, monetary collections and solicitations for the benefit of other organizations at Brandeis events, including study groups, is inappropriate. All directories, phone numbers, addresses and emails shared for the use of Brandeis business shall remain for Brandeis business use only and not shared with other organizations.



Chapter Board Meetings

Board meetings will be conducted virtually, using Zoom.

The next meeting will be held on Wednesday, August 19, from 10 am -12 pm.

Board members will receive a Zoom invitation.

If you are not a current Board member and would like to attend, please email Corresponding Secretary

Joyce Grant at jhgrant35@gmail.com in order to receive the Zoom meeting details.

Chapter Presidents

Jan Lebovitz janice.lebovitz@gmail.com

Linda Ullman linda@lindaullman.com

Mission Statement

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



Chapter Roster

If you have recently moved, or changed your phone number or email address, please let Bruce Galin, our Chapter's Data Manager, know of those changes. bruce.phxbnc@gmail.com. She will ensure you don't miss out on any Chapter mailings and information.

A full list of the Phoenix Chapter Board members is available.
Executive VP's Leith Baletin lbaletin@gmail.com 480-874-9434
and Ellen Widoff ebwidoff@gmail.com 602-513-3138

What's really making the NFL's Washington team change its name?

From *BrandeisNOW*

By Julian Cardillo '14 July 17, 2020



For now, they are the professional sports team that must not be named.

But in the near future, the National Football League's Washington franchise, who are currently known by a name that is offensive to Native Americans as well as many others, will drop their racist moniker and adopt a new identity.

Team owner Dan Snyder resisted a name change for years despite widespread protests from many inside and outside football fandom. The reversal was announced only after a series of corporate sponsors threatened in July to end their relationship with the team.

[Heller School for Social Policy and Management](#) senior lecturer [Michael Appell](#), an expert in corporate social responsibility who spent 20 years in the footwear industry working with business leaders, is disappointed that it's taken so long for the Washington team to adopt a new name.

He also believes the franchise and other institutions in similar positions have a lot to gain by embracing the spirit of protesters and activists making their voices heard. *BrandeisNOW* discussed with Appell the Washington situation and the role corporate social responsibility can play in impacting profits.

BrandeisNOW: Why is Dan Snyder changing his team's name only now?

Appell: I don't think they did it because fans have been up in arms or because of this unique, historic moment we've seen with nationwide protests. This was driven by the needs of corporate America. Five of Washington's big sponsors — Pepsi, Walmart, FedEx, Nike and Amazon — exercised their clout by speaking out against the team's name. This was also a way for them to mitigate risk and protect their brand's reputation.

BrandeisNOW: Big brands are increasingly speaking up on social issues, but is there any substance to withdrawing sponsorship or is it just PR for them?

Appell: Speaking out is definitely a trend and in many cases it's superficial. It's easy for companies to back LGBTQ rights and say they believe Black Lives Matter on social media and TV commercials. The hard work is something many haven't done, and it includes hiring and promoting people of color in their companies and putting in place an operational plan that goes beyond PR needs.

These companies feel consumers want to believe their favorite brands understand this historic moment. But they're also counting on the consumer to not look below the surface and see what's really going on once the moment passes.

BrandeisNOW: What's the difference between investing in clever PR and investing in corporate responsibility?

Appell: A lot of corporations make millions or billions of dollars and find it convenient to fund volunteer or philanthropy programs. That's not corporate social responsibility, which is about creating programs that respond to social and environmental problems, as well as responding to the financial bottom line. I believe there's shared value in these two endeavors. You can address these problems while contributing to profits.

A great example is General Electric and their Ecomagination venture. It's a multi-billion dollar division focused on improving the environment through solar and wind power products, hybrid vehicles and fuel-efficient jet engines. And it's

very profitable for GE.

BrandeisNOW: How would you advise the Washington NFL team to incorporate social responsibility into their work?

Appell: If I were advising Washington I'd say make lemonade out of this lemon. This is a chance to begin anew. Frame it as a new start for the team. If ownership doesn't see this crisis as an opportunity, they should.

That's not to say there aren't risks. If the team loses a lot of games, people will associate the new name with a losing team. You have to produce results. It's not just about an image. You have to produce at some point, too.

BrandeisNOW: Where does this leave other professional sports teams and organizations with questionable brand identities?

Appell: We're going through a major cultural transition, but I worry teams will be resistant to change and won't embrace social responsibility because they feel they're OK with their sponsors.

Consumers have tremendous power and don't exercise it. It's easy for companies to say they support cultural changes because they believe it might help distract consumers from what really matters. There's really no strong consumer movement in America to educate people on how to be social justice consumers. It's a big failure of the social justice movement in America. And without a consumer movement, more companies will themselves accrue more and more power.

HONORING OUR HISTORY

Transforming Unique Collections Highlighting Social Justice

Please support Brandeis National Committee's Honoring our History campaign to highlight unique collections of Jewish, immigrant, and feminist narratives housed in the Brandeis Library. This campaign will provide global electronic access to these materials, ensuring that researchers and students will continue learning from these significant historical perspectives.



Brandeis | BRANDEIS NATIONAL
COMMITTEE

giving.brandeis.edu/bnc | 781-736-7588

The Brandeis National Committee has existed to support Brandeis University in fulfilling its founding principles of access, inclusivity, and tolerance since 1948. In conjunction with President Ron Liebowitz's Framework for Our Future, the Honoring our History campaign will strive to fulfill the founding principles of access, inclusivity and tolerance by supporting digitization of the Brandeis Library's unique collections highlighting social justice.

These special collections, including the *Leo Frank Trial Collection*, the *Helmut Hirsch Collection*, the *Jewish Feminism Collection*, and the *University Photography Collection*, provide insight into the narratives of 20th century men and women living in a time of overt antisemitism, racism, and institutionalized sexism. This campaign will support the entire process of digitization, which includes ensuring the discoverability of these narratives outside of the Brandeis community and enabling forms of digital scholarship that can be used in schools and in research internationally. These unique collections, much like the narratives found within them, deserve to not only exist and not be forgotten, but to be heard, shared, and appreciated.

For details about the collections, [Click HERE](#).

Honoring Our History FAQs

Will this funding...

◆ - digitize every one of these collections?

No. This is a multiyear effort that will require ongoing funding to support the work. This campaign is an effort to kick-start the project.

◆ - digitize every piece of a collection?

Not everything in the collection can be digitized. There are copyright and donor restrictions that need to be considered.

◆ Who decides what pieces of each collection will be digitized?

The Archives & Special Collections department will determine the most beneficial pieces to digitize, partly based on the impact, research demand, and copyright and donor restrictions.

◆ Can I select a particular collection to digitize?

Please see the giving tiers page. Donors who give over \$2500 will have their name on the page of the collection of their choice, although the Archives & Special Collections will decide how to prioritize digitizing the materials.

◆ Will all of this material be made publicly available?

No, because of copyright restrictions and donor restrictions, some can be made public, other parts of the collection will be for restricted in-library use only, and some may not be digitizable at all.

◆ Will all of this material be made available right away?

Digitization is time consuming, but a project plan will be put into place with a timeline.

◆ Will you put all of this online?

Because of copyright restrictions and donor agreements, not all content can be made publicly available, and some is not even allowed to be digitized at this time.

◆ How will people find it once it's online?

It will be stored in our new institutional repository and discoverable through the library's web interface "OneSearch" as well as through federated search systems like WorldCat.

◆ Are you going to create a resource like the Civil War Letters project with these collections?

No. We will make the content available to scholars to do that kind of digital scholarship.

Most of the items in these collections can be digitized, but not everything that's digitized can be available to the public. Some will have to be available only in the library because of copyright and donor agreements. But people who come in can use the digitized version, thereby preserving the original artifact. Because the original is so impactful, we would open the archive as we always have because we serve the entire world with our resources.

Donations

May 1 - July 11, 2020

For all your donation needs, go to the Brandeis website *Making a Gift* page at giving.brandeis.edu/bnc. If online donation is not available to you, contact: Sue Lawler 602-525-0231 suelawler9@gmail.com. We accept credit card donations. Tributes start at \$10. A note will be sent to your honoree.

Donor	Recipient	Occasion
GENERAL BOOK FUND		
Bonnie Clewans & Sam Summer	Judy & Warren Levine	In honor of grandson's Bar Mitzvah
Ellen & Bob Kirschenbaum	Linda & Gary Perlman	50th wedding anniversary
Ellen & Bob Kirschenbaum	Barbara & Barry Zemel	50th wedding anniversary
Nancy Sacks	Myra Pasman	In honor of 100th Birthday
Carol & Chuck Abrams	Sue Karp	Speedy recovery
Helen & Michael Greenberg	Arlene Feldman	Speedy recovery
Helen & Michael Greenberg	Sandi Oppenheim	Speedy recovery
Jan & Mike Lebovitz	Arlene Feldman	Speedy recovery
Jan & Mike Lebovitz	Sue Karp	Wishing you well
Jan & Mike Lebovitz	Sandi Oppenheim	Speedy recovery
Jan & Mike Lebovitz	Joan Sitver	Wishing you well
Judy & Warren Levine	Arlene Feldman	Speedy recovery
Judy & Warren Levine	Sue Karp	Our thoughts are with you
Judy & Warren Levine	Joan Sitver	Wishing you well
Nancy Sacks	Joan Sitver	Wishing you well
Harriet Schwartz	Arlene Feldman	Speedy recovery
Harriet Schwartz	Joan Sitver	Wishing you well
Iris Wigal	Arlene Feldman	Speedy recovery
Iris Wigal	Sandi Oppenheim	Speedy recovery
Iris Wigal	Joan Sitver	Wishing you well
Carol & Chuck Abrams	Iris Wigal	In memory of Bill Howard
Bonnie Clewans	Wendy Cohen & Ronee Siegel	In memory of Arthur Siegel
Michelle Fischler	Wendy Cohen & Ronee Siegel	In memory of Arthur Siegel
Connie Flegenheimer	Mort Sitver	In memory of Joan Sitver
Joyce Grant	Linda & Robert Ullman	In memory of Stanley Ullman
Joyce Grant	Shari Warshaver	In memory of father, Jerry Fanger
Joyce Grant	Iris Wigal	In memory of Bill Howard
Joyce Grant	Iris Wigal	In memory of Bill Howard
Helen & Michael Greenberg	Stephanie Klopper	In memory of Dr Bill Tunnell
Ellen & Bob Kirschenbaum	Denis Duran & Georgia Heller	In memory of Rosemary Duran
Stephanie Klopper	Linda & Robert Ullman	In memory of Stanley Ullman
Judy Krockey	Arlene Gluck	In memory of Arnold Gluck
Judy Krockey	Iris Wigal	In memory of Bill Howard
Judy & Warren Levine	Linda & Robert Ullman	In memory of Stanley Ullman
Beth Messer	Linda & Robert Ullman	In memory of Stanley Ullman
Nancy Sacks Goldberg	Linda & Robert Ullman	In memory of Stanley Ullman
Jo Ellen Susman & Marty Goodman	Linda & Robert Ullman	In memory of Stanley Ullman
Gail & Les Vinik	Linda & Robert Ullman	In memory of Stanley Ullman
Iris Wigal	Wendy Cohen & Ronee Siegel	In memory of Arthur Siegel
Iris Wigal	Mort Sitver	In memory of Joan Sitver
Iris Wigal	Linda & Robert Ullman	In memory of Stanley Ullman

LOUIS BRANDEIS FUND		
Joyce & Bruce Lefco	Jan Lebovitz	In honor of installation Co-President
Joyce & Bruce Lefco	Linda Ullman	In honor of installation Co-President
Nan & Larry Waldman	Lori Roth	Birth of granddaughter, Charlotte Grace
Carol & Chuck Abrams	Joan Sitver	Thinking of you
Nan & Larry Waldman	Sue Karp	Thoughts are with you
Nan & Larry Waldman	Iris Wigal	Speedy recovery
Carol & Chuck Abrams	Linda & Robert Ullman	In memory of Stanley Ullman
Nancy & Larry Moffitt	Mort Sitver	In memory of Joan Sitver
Nancy & Larry Moffitt	Iris Wigal	In memory of Bill Howard
Sharon & Jay Nova	Beth Messer	In memory of Milford Burger
Sharon & Jay Nova	Linda & Robert Ullman	In memory of Stanley Ullman
Nan & Larry Waldman	Wendy Cohen & Ronee Siegel	In memory of Arthur Siegel
Nan & Larry Waldman	Stephanie Klopper	In memory of Dr. Bill Tunnell
Nan & Larry Waldman	Iris Wigal	In memory of Bill Howard

We regret any errors or omissions. For future corrections or inclusions, please notify the editors at bncphxbulletin@gmail.com.

HONORING OUR HISTORY CAMPAIGN

Judy Krockey
 Judy Krockey
 Judy & Warren Levine
 Michelle Fischler
 Carol & Allan Kern
 Carol & Allan Kern
 Jan and Mike Lebovitz
 Judy & Warren Levine
 Nancy Sacks
 BNC Phx Board Sunshine Fund
 Linda & Robert Ullman

Isabella Krockey
 Aaron Krockey
 Lori Roth
 Iris Wigal
 Mort Sitver
 Iris Wigal
 Ronee Siegel & Wendy Cohen
 Iris Wigal
 Arline Salbe
 Wendy Cohen & Ronee Siegel
 Wendy Cohen & Ronee Siegel

Cum Laude college graduate
 Named to Dean's list
 Birth of granddaughter, Charlotte Grace
 In memory of Bill Howard
 In memory of Joan Sitver
 In memory of Bill Howard
 In memory of Arthur Siegel
 In memory of Bill Howard
 In memory of brother, Irwin
 In memory of Arthur Siegel
 In memory of Arthur Siegel

SUSTAINING THE MIND FUND

Terriann & Rich Kleiner
 Terriann & Rich Kleiner
 Margie & Jerry Bold
 Lorrie & Howard Cohen
 Jan & Mike Lebovitz
 Brina Pepper
 Marcy Strauss
 3rd Thurs AM Book Group
 Judy & Leith Baletin
 Margie & Jerry Bold
 Margie & Jerry Bold
 Bonnie Clewans & Sam Summer
 Lorrie & Howard Cohen
 Lorrie & Howard Cohen
 Jane & Chas Coleman
 Set Up Crew BNC Concerts & Conversations
 Nancy & Derek Davis
 Nancy & Derek Davis
 Nancy & Derek Davis
 Arlene Feldman
 Helen & Michael Greenberg
 Helen & Michael Greenberg
 Margaret & David Kaufman
 Ellen & Bob Kirschenbaum
 Ellen & Bob Kirschenbaum
 Terriann & Rich Kleiner
 Terriann & Rich Kleiner
 Terriann & Rich Kleiner
 Sheila & Larry Landau
 Sheila & Larry Landau
 Sheila & Larry Landau
 Sue Lawler
 Sue Lawler & Jeff Fagin
 Jan & Mike Lebovitz
 Jan & Mike Lebovitz
 Joyce & Bruce Lefco
 Sara & Jay Leopold
 Ruth & Jeff Lerner
 Anne & Marvin Mondlick
 Becky & Jeff Morris
 Brina Pepper
 Harriet Schwartz
 Harriet Schwartz
 Harriet Schwartz
 Marcy Strauss
 BNC Phx Board Sunshine Fund
 BNC Phx Board Sunshine Fund
 Jo Ellen Susman & Marty Goodman
 Jo Ellen Susman & Marty Goodman
 Gail & Dan Tenn
 Andrew Tievsky
 Linda & Robert Ullman
 Gail Vinik
 Ellen Widoff

Harriet Schwartz
 Renee Spiegelglass
 Sue Karp
 Sandi Openheim
 Joan Sitver
 Sue Karp
 Sue Karp
 Mort Sitver & Family
 Iris Wigal
 Jane Perlman & Family
 Mort Sitver
 Mort Sitver
 Stephanie Klopper
 Roni Nassberg
 Linda & Robert Ullman
 Mort Sitver & Family
 Lederman Stern Family
 Iris Wigal
 Stevie-Jay & Aaron Wolf
 Iris Wigal
 Warren Judd
 Mort Sitver & Family
 Lederman Stern Family
 Wendy Cohen & Ronee Siegel
 Arline Salbe
 Nancy Herman
 Linda & Robert Ullman
 Iris Wigal
 Adelle Abrahams
 Arlene Gluck
 Iris Wigal
 Iris Wigal
 Linda & Robert Ullman
 Linda & Robert Ullman
 Iris Wigal
 Linda & Robert Ullman
 Linda & Robert Ullman
 Linda & Robert Ullman
 Linda & Robert Ullman
 Iris Wigal
 Arline Salbe
 Mort Sitver
 Iris Wigal
 Iris Wigal
 Linda & Robert Ullman
 Iris Wigal
 Arline Salbe
 Iris Wigal
 Iris Wigal
 Beth Messer
 Iris Wigal
 Arline Salbe
 Iris Wigal

In honor of Harriet's Birthday
 In honor of special birthday
 Get well soon
 Speedy recovery
 Wishing you well
 Get well soon
 Get well soon
 In memory of Joan Sitver
 In memory of Bill Howard
 In memory of your sister
 In memory of Joan Sitver
 In memory of Joan Sitver
 In memory of Dr Bill Tunnell
 In memory of David Nassberg
 In memory of Stanley Ullman
 In memory of Joan Sitver
 In memory of Marvin Kosky
 In memory of Bill Howard
 In memory of Morris Stapler
 In memory of Bill Howard
 In memory of Myra Judd
 In memory of Joan Sitver
 In memory of Marvin Kosky
 In memory of Arthur Siegel
 In memory of brother Irwin
 In memory of Jane Herman
 In memory of Stanley Ullman
 In memory of Bill Howard
 In memory of beloved brother
 In memory of brother-in-law, Arnold Gluck
 In memory of Bill Howard
 In memory of Bill Howard
 In memory of Stanley Ullman
 In memory of Stanley Ullman
 In memory of Bill Howard
 In memory of Stanley Ullman
 In memory of Bill Howard
 In memory of brother, Irwin
 In memory of Joan Sitver
 In memory of Bill Howard
 In memory of Bill Howard
 In memory of Stanley Ullman
 In memory of Bill Howard
 In memory of brother Irwin
 In memory of Bill Howard
 In memory of Bill Howard
 In memory of Milford Burger
 In memory of Bill Howard
 In memory of brother, Irwin
 In memory of Bill Howard

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