

# PARTNERS & PROGRESS

Fall/Winter 2015



Celebrating the Support  
of Robert and Penny Fox



Penn  
Arts & Sciences

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For more information, please contact **Rebecca Rebalsky** at 215-898-5262 or [rebecca4@sas.upenn.edu](mailto:rebecca4@sas.upenn.edu).

**PENN ARTS AND SCIENCES OFFICE OF ADVANCEMENT**  
3600 MARKET STREET, SUITE 300  
PHILADELPHIA PA 19104-3284

**Jean-Marie Kneeley**, *Vice Dean*  
**Rebecca Rebalsky**, *Director, Donor Relations and Development Communications*  
**Susan Ahlborn**, *Writer*  
**Sacha Adorno**, *Writer*

On cover: (first row, from left) Penny Fox, ED'53, Robert Fox, C'52; (second row) Penn Arts and Sciences Dean Steven Fluharty, Penn President Amy Guttman, Debra Fox; (third row) Hannah Fox Wheeler, Amy Fox; (fourth row) John MacDonald, Professor of Criminology and Sociology and Penny and Robert A. Fox Faculty Director of the Fels Institute of Government; John Dilulio, Frederic Fox Leadership Professor of Politics, Religion, and Civil Society and Director, Fox Leadership Program; Joseph Tierney, Executive Director, Fox Leadership Program; Chuck Brutsche, Associate Director, Fox Leadership Program

Cover Photo by Lisa Godfrey



Lisa Godfrey

Fall is my favorite time on campus. Whenever I take a quiet morning walk on Locust Walk—before the students are awake and it is transformed into an open marketplace of ideas and activities—I am struck by how beautiful Penn is and how much it has changed in the 26 years I've been fortunate to be here. As the intellectual heart of this great University, Penn Arts and Sciences is represented in every corner of campus—from the newly renamed Fox-Fels Hall at 39th and Walnut to the David Rittenhouse Laboratory at 33rd—and as we plan the dedication of the amazing Neural and Behavioral Science Building (NBS) in the spring and the start of construction of the fantastic Ronald O. Perelman Center for Political Science and Economics later this fall, I've been thinking about the impact Penn Arts and Sciences alumni and friends have had on the School and how much of this physical transformation is due to your remarkable and consistent generosity.

Since I joined the School in 1993, and with your support, we've built five new facilities: the Singh Center for Nanotechnology, in partnership with the School of Engineering; the McNeil Center for Early American Studies; the Vagelos and Lynch Laboratories; and now the NBS Building. We renovated and expanded two historic buildings to create the Jaffe Building for the Department of the History of Art, and the Lerner Center for the Department of Music, and we're about to turn another into the Perelman Center. Fisher-Bennett Hall, the home for English and cinema studies, received a head-to-toe makeover.

There is nothing like the excitement of working on a facilities project with faculty, students, and architects to bring dreams to reality, and then watch them take form. I've seen first-hand the incredible impact these buildings have had on our teaching and research programs. For our students and faculty alike, working in modern, functional, and inspirational space has a transformative effect. If you haven't been to campus recently I invite you to come back and explore Penn today.

In the spirit of the holiday season I'm delighted to thank the men and women who have enhanced excellence at Penn Arts and Sciences this past year. You will see them listed in the 2014-2015 Donor Honor Roll, sent along with this magazine. Through your support of our faculty, students, programs, and facilities, each one of you has left your mark on this 240-year-old University. As we continue to build toward an even brighter future, we are truly grateful for all you've made possible.

Yours in partnership,  
Jean-Marie Kneeley  
*Vice Dean for Advancement*

# A Planned Family Affair: Alumnus Endows Political Science Professorship

“My motivation is relatively simple,” says **Ronald Rosenfeld, W’61**. “I have focused my philanthropy on Penn because it has been very important in my life, in the lives of my children, and now my grandchildren.”

This is how Rosenfeld explains why he chose to endow, through a bequest intention, the Ronald A. Rosenfeld Family Endowed Professorship in Political Science.

Although he graduated from the Wharton School and served on the Wharton Board of Overseers, Rosenfeld said he wanted this gift to benefit Penn Arts and Sciences because his sons—**David Rosenfeld, C’91** and **Philip Rosenfeld, C’86**—are College alumni and because his grandchildren **Hannah Rosenfeld, C’17**, and **Jacob Barnes, C’19**, are currently receiving an extraordinary education at the College.

Knowing that he wanted to establish a chair in Penn Arts and Sciences, Rosenfeld asked his sons and daughter **Laura Barnes** to decide how best to focus his gift. “They know me and they know Arts and Sciences, so I thought it was best to leave the decision to them,” said Rosenfeld.

He is a strong believer in supporting faculty—so choosing to endow a professorship was an easy decision. “I do understand that endowed chairs are very significant in attracting faculty of the highest quality,” said Rosenfeld, who established the Ronald A. Rosenfeld Professorship at Wharton in 1986. After consulting with the School’s deans to determine which fields might most benefit from an endowed chair, his children determined that the endowed

professorship would be in the Department of Political Science, with a focus on American public policy, in a nod to what Rosenfeld describes as his “second career” in public service.

“This gift is particularly meaningful to the School, and we are grateful to Mr. Rosenfeld for his tremendous generosity,” said Steven J. Fluharty, Dean, Penn Arts and Sciences. “For generations to come, a succession of leading scholars will hold the Ronald A. Rosenfeld Family Endowed Professorship in Political Science, advance knowledge in American public policy, and keep Penn Arts and Sciences at the forefront of important contributions to this field.”

Rosenfeld served as Chairman of the Federal Housing Finance Board from 2005 to 2008 and as President of Ginnie Mae from 2001 until 2004. He held the office of Secretary of Commerce in the State of Oklahoma from 1995 to 1999, and served in two agencies under President George H.W. Bush: from 1992 to 1993 he was Deputy Assistant Secretary for Corporate Finance at the Department of the Treasury; and from 1989 to 1991 he held three posts at Housing and Urban Development—General Deputy Assistant Secretary for Housing-Federal Housing Commissioner, Acting Deputy Assistant Secretary for Multi-Family Housing, and Deputy Assistant for Single-Family Housing.

In the private sector, Rosenfeld was a developer of single-family homes, apartments, and shopping centers. In addition, his career included investment banking, most notably as Executive Vice

President of Prescott, Ball, and Turben, Inc., a Cleveland-based subsidiary of Kemper Financial Corporation.

Following Wharton, Rosenfeld earned a J.D. from Harvard Law School. In addition to his past service as a Wharton School Overseer and member of the Dean’s Council, Rosenfeld is a current member of the Class of 1961 Gift Committee. He also serves on the boards of the Harvard-Smithsonian Center for Astrophysics, New York Community Bank, and Howard University.

“I had a very rich experience at Penn, and I met wonderful people,” said Rosenfeld. “By establishing an endowed professorship, I am investing in the School’s excellent faculty and helping to keep the University a great place. I want my grandchildren to be able to say 50 years from now that they had the same wonderful experience at Penn that I had.”



Ronald Rosenfeld, W’61

Courtesy of Ronald Rosenfeld

# NEW GIFT FROM ROBERT AND PENNY FOX AIDS FELS EXPANSION

*A gift from **Robert A. Fox, C'52**, and **Penny Grossman Fox, ED'53**, has helped launch a new era for the Fels Institute of Government, which is reorganizing and expanding in ways designed to increase Penn's participation in and effect on public policy at the local, national, and international levels. As a result, Fels is poised to play a major role in the implementation of the public policy and social impact focus of Penn Arts and Sciences' new strategic plan, "Foundations and Frontiers."*

The Foxes' gift establishes the Penny and Robert A. Fox Faculty Directorship of the Fels Institute, with Professor of Criminology and Sociology John MacDonald as the inaugural director. In this role, MacDonald will chair the Fels Faculty Steering Committee, which includes representatives from seven Penn schools. He will also organize standing University faculty to teach core courses at Fels in partnership with practitioners with "real-world" experience.

MacDonald, who chairs the Department of Criminology, is a recipient of the David N. Kershaw Award from the Association of Public Policy Analysis and Management. The award honors scholars under the age of 40 who have made a distinguished contribution to the field of public policy analysis and management.

Dean Fluharty also appointed Penn School of Design Professor of Practice Mark Alan Hughes as faculty director of the new Fels Policy Research Initiative (FPRI). The FPRI will support research

by University faculty in specific public policy areas and build infrastructure to enhance its public policy impact. Hughes led the creation of Philadelphia's Greenworks plan and was a lead investigator of the U.S. Department of Energy Energy-Efficient Buildings Hub at the Philadelphia Navy Yard.

In addition, Nelson Lim of the RAND Corporation joined Fels as its new executive director in August. Lim, who was a senior social scientist at RAND and professor of policy analysis at Pardee RAND Graduate School, has worked on a wide range of policy issues with local and federal government organizations, including as research director for the Military Leadership Diversity commission.

"Research being done by faculty throughout Penn can speak powerfully to public policy issues facing the world right now, but we need to draw those resources together to develop analyses and recommendations," says Fluharty. "Building on Fels' proud tradition of preparing exceptional students for careers of high impact in the public sector, these initiatives will provide pathways for increased involvement of standing faculty from across the University in public policy teaching and research, more direct interaction with policy makers, and even better preparation for the leaders of tomorrow."



Penny Fox, ED'53; Robert Fox, C'52; President Amy Gutmann; Amy Fox; Hannah Fox Wheeler; Debra Fox; Dean Steven Fluharty; John MacDonald; Chuck Brutsche, Associate Director, Fox Leadership Program; John Dilulio, Frederic Fox Leadership Professor of Politics, Religion, and Civil Society and Director, Fox Leadership Program; Joseph Tierney, Executive Director, Fox Leadership Program

## Renaming Recognizes Long History of Fox Support

This summer, Penn Arts and Sciences celebrated the dedication of the Fox Family Pavilion at the newly renamed Fox-Fels Hall. The naming recognizes a long history of support from Robert and Penny Fox, who have given more than \$30 million for the Robert A. Fox Leadership Program, in addition to their recent gift to Fels. Fox Leadership offers research and service fellowships; teaching, advising and service-learning; events and training; and partnerships and special projects for undergraduates and recent alumni from across the University. Most recently the Foxes provided funding to create Fox Leadership International (FLI), which builds on current global initiatives and creates new programs to add a robust

international component to every facet of Fox Leadership's mission. This summer, working with Fels Institute of Government, FLI organized a three-week leadership training and cultural exchange program that brought 40 students to campus from Jiangsu Province in China this summer.

"The support of Robert and Penny Fox has strengthened the ties between Fox Leadership and Fels, which share not only a building but a mission," says Dean Fluharty. "Both programs will be vital as we work to translate the research and teaching of Penn into policies that will impact the world around us."

## Fox Leadership Keeping a Promise to New Orleans

In the ten years since Hurricane Katrina struck the Gulf Coast of the U.S., the people of the Robert A. Fox Leadership Program have combined to put in 45 person-years of service on the ground in New Orleans.

Dozens of Penn students have served as full-time alumni fellows and summer interns or made week-long service trips to the city. Just three examples of what they've accomplished: **Judith Kim, C'09**, created a program that operates a restaurant employing high-risk young adults. **Nellie Catzen, C'13**, created a restructured Refugee Services program to bolster support for refugees. **Gabrielle Alicino, C'13**, coordinated NEWCITY Neighborhood Partnership to facilitate investment and collaboration in the Tremé neighborhood.

"Penn's commitment to New Orleans and our poorest and most vulnerable citizens is unique, and recognized by the leadership of New Orleans," says Jim Kelly, CEO of Covenant House New Orleans, which helps homeless youth in the city. "It has been a gift from day one. As we continue to rebuild our lives and our community, we could not imagine the next five years without our effervescent Penn Fox Fellows."

# SHARING THE ARTS AND SCIENCES OPPORTUNITY

## ALUMNUS CREATES SCHOLARSHIP FOR FIRST-GENERATION MEXICAN AMERICAN STUDENTS

Born and raised in Monterrey, Mexico, **Carlos A. Guajardo, C'90**, followed a circuitous route to Penn Arts and Sciences. He first got a taste of life in the U.S. while spending his sophomore year of high school at a Rhode Island boarding school. When it came time to apply for college, Carlos wanted to attend an American university. He decided on Penn's Wharton School, because, he says, "I wanted to study economics, and from where I was, Wharton seemed the best bet."

But two years of required business classes and a junior year at the London School of Economics taught him otherwise. "I realized that this maybe wasn't the right undergraduate experience for me, that undergraduate school was the time to study things that make life more interesting—economics, history, literature, political science, philosophy. Why limit it to mostly business classes?"

Carlos transferred to the College of Arts and Sciences, where he majored in economics. After graduating cum laude with Distinction in Economics, he earned an M.B.A. from Harvard. He eventually moved to Miami, where he now lives with his wife, Daniela, and three young children and is the founder and CEO of Maynada Capital Management.

This year, on the occasion of his Penn 25th reunion, Carlos began thinking about giving to Penn. "It was my first time attending a reunion and an opportunity to look back at my life. Penn was such a great character-building experience, and so many of my friendships and business relationships go back to the School," he says. "As I thought about supporting it, financial aid seemed like a great place to start. I especially wanted to support someone with a background similar to mine."

He created the Carlos A. Guajardo Endowed Scholarship for first-generation Mexican American college students. Carlos says, "I am an immigrant, and my children are Mexican American. I was fortunate to have parents who could pay for Penn, but there are many people who need financial aid—economic circumstances shouldn't limit a child's education. This scholarship can help young Mexican American people who don't have financial means to seize the opportunity to study at Penn."

Carlos Guajardo with wife Daniela and children (from left) Paulina, Andrea, and Carlos.

Courtesy of Carlos Guajardo



# MAKING A MEANINGFUL CONTRIBUTION

## ALUMNA GIVES BACK IN WAYS THAT MATTER MOST

**Hayley Boesky, C'88**, likes to say that giving back is in her DNA. Her late father, the son of Russian immigrants and a scientist in the U.S. Air Force, joined the military to serve the country that welcomed his parents. It follows, then, that Hayley is committed to supporting the institutions and issues she cares deeply about. Topping the list is Penn Arts and Sciences.

Hayley, who is Vice Chairman of Global Markets for Bank of America Merrill Lynch, credits the School with setting the course for her finance career. After majoring in math and astronomy and minoring in French at Penn, she earned a doctorate in astrophysics from Columbia University. But while still a graduate student she realized academia's isolation didn't suit her. She looked to her undergraduate liberal arts experience to answer: "What's next?"

"Being exposed to other interests at Penn—in particular, economics and finance—enabled me to transition to a new field," reflects Hayley, who turned in her dissertation on a Thursday and started work on Wall Street the following Monday. "Studying a number of disciplines made me a well-rounded person and opened opportunities that a narrowly focused, pre-professional degree wouldn't have."

Beyond inspiration for her professional life, Hayley also found lifelong friends at Arts and Sciences.

"Penn is where my heart is. To this day, my best friends are people I met at Penn," she says, mentioning as a case in point designer **Tory Burch, C'88**. The former college roommates are in constant touch as partners on the Tory Burch Foundation, which, in part through financing from Bank of America, supports the economic empowerment of women entrepreneurs—a priority for Hayley—through small business loans and mentoring.

Grateful for how Penn Arts and Sciences expanded her life's horizons, Hayley gives both personal time and financial support to the School. A former member of the Trustees' Council of Penn Women, she currently serves on the Penn Arts and Sciences Professional Women's Alliance and has provided mentorship through her participation in programs like the College Alumni Mentoring Series (CAMS).

But she believes it's her support of the Arts and Sciences Annual Fund, which provides the School with immediate, unrestricted dollars for top priorities, that has the most impact. "Although I attended Penn, and I still visit the campus and am in touch with the school, I don't pretend to know the best way to allocate a fund," she says. "Giving to the Annual Fund is, in a way, a little more selfless—Penn does what's most important, and I know my capital is being put to good use."

At the same time, Hayley's excited about the new scholarship she created to aid female students in the College who major in math or science. Named for her father, the Lt. Col. M. Richman Endowed Scholarship honors the man who helped his daughter overcome the obstacles she sometimes faced as a girl interested in these subjects.

In the end, Hayley, who worked with the School's Office of Advancement staff to shape her philanthropic and volunteer relationships with the School in ways that mean the most to her, says, "Giving is like anything—if it's enjoyable or important to you, you're going to do more of it; you're going to feel better about it. I've found ways to give to the University that are meaningful to me and the University."

Ben Aser Photography



Hayley Boesky, C'88

Ben Aser Photography



Hayley Boesky, second from left, at the Penn Women's Professional Alliance (PWA) kick-off event, with, from left, Beth Viner, C'01; Liz Yee, C'98; Nikki Silver, C'89; and Jamie O. Handwerker, C'83, PAR'19 (Chair of PWA)

# ENGAGING ALUMNI

## Cocktails & Conversation with Penn Arts and Sciences Overseers

Penn Arts and Sciences Overseers hosted the annual “Cocktails and Conversations” event at The NoMad Hotel in New York City. Young alumni met members of the School’s Board of Overseers, and learned about the many ways to become involved at Penn. At left, **Ramanan Raghavendran, ENG’89, W’89, LPS’15**, Overseer and University Trustee, explains how his involvement has grown over time, sharing, “It’s a trifecta: Your impact at Penn is about passion, time, and philanthropy.” At right, Overseer **Mitchell J. Blutt, C’78, M’82, WG’87** meets Penn Arts and Sciences alumni at the event.



Ben Asen Photography



## Ben Talks

Overseer **Dhan Pai, W’83, PAR’12, PAR’15**, and his wife Heena, hosted alumni, parents and friends for Penn Arts and Sciences BEN Talks at The Union Club in New York City. Modeled after the popular TED talks, the event challenged four faculty to explain—in just 10 minutes-- their innovative research related to the School’s new academic priorities. Afterwards, attendees chatted with faculty. At right, **Patrick DeGregorio C’11**, talks with Dan Mindiola, Professor of Chemistry, who spoke about energy, sustainability and the environment.



Ben Asen Photography



## Professional Women's Alliance event, "What I Know Now, That I Wish I Knew Then"

The Penn Arts and Sciences Professional Women's Alliance (PWA) hosted its kick-off event at The Penn Club, featuring a panel of exceptionally accomplished College alumnae. The event, titled, "What I Know Now, That I Wish I Knew Then" provided young alumnae with first-hand career advice, plus an opportunity to network with fellow alumnae. At right, **Jessica Patcella C'07**, **Veronique Valcu, C'07** and **Andrea Lustig, C'86** (PWA Member) network during the reception.



Ben Asen Photography



### Spotlighted Volunteer Opportunity: Discovery Days

Hosting a student for a Discovery Day is a great way to reconnect with Penn, mentor a student for a day, and help students explore an occupation. **Susan Saltzstein, C'87**, a Partner at Skadden, Arps, Slate, Meagher & Flom LLP and a member of the Penn Arts and Sciences Professional Women's Alliance, hosted two students this past spring and plans to continue her involvement. Penn's Discovery Day Program offers a unique opportunity for current students to connect with alumni in a work environment. Students enjoy an insiders' view of the working life of alumni, and alumni enjoy the insights of current Penn students. And the program offers the platform for the development of lasting professional relationships. The common connection, of course, is Penn." For more information, visit [www.vpul.upenn.edu/careerservices/alumnidiscoverydays](http://www.vpul.upenn.edu/careerservices/alumnidiscoverydays).

Ben Asen Photography

### Real Arts @ Penn Mentoring Lunch with Brian Greene C'01



**Brian Greene, C'01**, Director of Digital Content for Eleven Seven Music, got his start in writing during an internship at MTV and has established himself as a two-time Daytime Emmy-winning writer and producer, working in television and digital content including game shows, talk shows, comedy, reality, music, news, and sports. At the mentoring lunch, Brian highlighted the importance of internships to gain experience and build relationships with industry leaders. Additionally, he gave students advice on how to follow their passions and be creative in shaping their careers.

Shira Yudkoff

# ARTS AND SCIENCES ALUMNI, GET INVOLVED!

- Give current College students a glimpse into your career and provide advice you wish you had while in their shoes as part of Penn Perspectives. Interviews are featured on the Penn Arts and Sciences website and social media.

**Contact [erinnc@sas.upenn.edu](mailto:erinnc@sas.upenn.edu)**

- Join the #myPennPath Social Media Initiative: By contributing a career tip, favorite resource, or story about your career and using #myPennPath, you'll enrich the #myPennPath community, plus have the chance to win great prizes!

- Connect with Penn Arts and Sciences on Facebook, Twitter, and Instagram: @PennSAS

## WANT TO GET INVOLVED?

Contact Erinn Carey, Associate Director of Alumni Outreach

Email: [Erinnc@sas.upenn.edu](mailto:Erinnc@sas.upenn.edu)

Phone: 215-898-8017

[www.sas.upenn.edu/alumni](http://www.sas.upenn.edu/alumni)

## Creating your legacy at Penn Arts and Sciences is as easy as 1-2-3.

- 1 A **charitable gift annuity** is a safe, simple way to turn valued assets into guaranteed payments — a portion of which may be tax free.
- 2 A **charitable gift annuity** is a tax-advantaged gift and therefore may qualify for an immediate income tax deduction.
- 3 Most importantly, your gift will provide vital support for the future financial strength of the School.

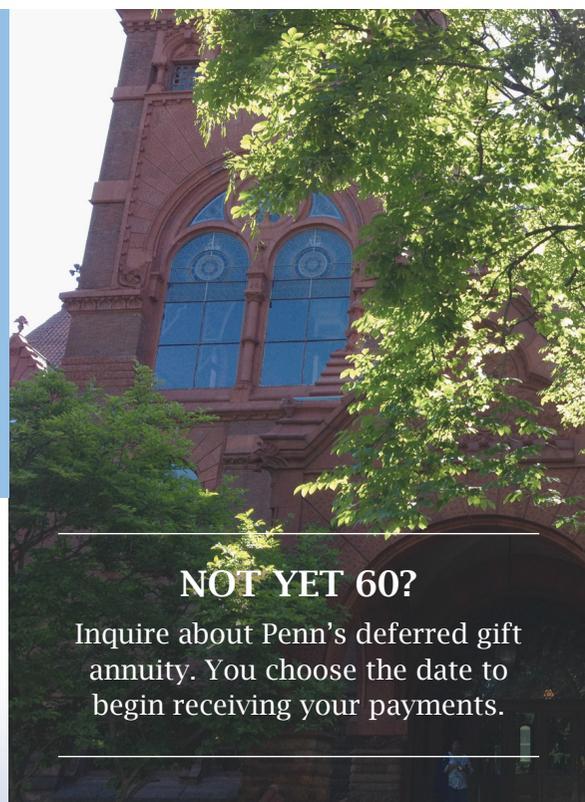
### How it Works.

In exchange for your gift of \$10,000 or more, Penn will provide an attractive annuity rate and guaranteed payments for life. *It's that easy!*

### SAMPLE RATE CHART FOR A \$10,000 CHARITABLE GIFT ANNUITY ON A SINGLE LIFE

Annuitant Age	60	65	70	75	80	85
Rate	4.4%	4.7%	5.1%	5.8%	6.8%	7.8%
Yearly Payment	\$440	\$470	\$510	\$580	\$680	\$780
Charitable Deduction	\$2,749	\$3,363	\$4,002	\$4,503	\$4,965	\$5,622

\*The deduction will vary with the federal discount rate at the time of your gift. Assumed rate 2.2%. Charitable Gift Annuities are not investments or insurance and are not regulated by the insurance department of any state.



## NOT YET 60?

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