

## SAS PARTNERSHIPS

Advancing Our Mission

### Class of 1966

When it came time to decide on a 40th-reunion gift from the Class of 1966, **Bill Constantine, C'66, WG'68**, and **Steve Roth, W'66**, knew just what to do. The School of Arts and Sciences had undertaken a floor-to-rafters renovation of Bennett Hall, and not long ago, their classmate **Judith Rodin, CW'66**, had stepped down after 10 years as president of Penn. As an undergraduate, Rodin had been the last president of the Women's Student Government, which was based in Bennett Hall, and as president of the University, she had championed the building's restoration. "All the stars just lined up," says Constantine, who contributed the lead

gift for the Judith S. Rodin Undergraduate Study Center on the restored building's second floor. "Since Bennett Hall was the location of the College for Women until 1974, it seemed like the ideal location in which to provide lasting recognition of Judy's amazing tenure as president of Penn," adds Roth.

Class giving director Evelyn Schwartz notes with astonishment that the ambitious fundraising campaign for the Judith S. Rodin Undergraduate Study Center, the Class of 1966 Endowed Scholarship Fund and contributions to the Penn Fund are three times larger than the usual reunion class gifts. "The response from the class has been very enthusiastic," notes Roth, "which makes us very proud." To make a gift, contact Evelyn Schwartz at 215-898-3645 or [evelynsz@ben.dev.upenn.edu](mailto:evelynsz@ben.dev.upenn.edu).



Artist's rendering of the Judith S. Rodin Undergraduate Study Center



Cristina Bicchieri and Steven Goldstone

### PARTNERS Real Doers

In the five years since former Nabisco Group Holdings chairman **Steven F. Goldstone, Esq., C'67**, made a \$2 million gift to strengthen Penn's Philosophy, Politics and Economics (PPE) major, enrollment has increased by more than 30 percent, making it one of the largest majors in the College. Goldstone thinks the future looks even brighter, thanks to the leadership of PPE director **Cristina Bicchieri**, the Carol and Michael Lowenstein Endowed Term Professor.

The program lies at the intersection of the social sciences and humanities and, according to Bicchieri, encourages students to "use tools from different disciplines to solve complex real-world problems." A philosopher of science whose interests range from behavioral

ethics to game theory, Bicchieri practices the same kind of interdisciplinary thinking that she preaches. Goldstone describes her as "an extraordinary person and real doer whose vision for PPE will help it to become one of the best interdisciplinary programs in the country."

Goldstone also attributes the success of the program to former director **Samuel Freeman**, the Steven F. Goldstone Endowed Term Professor of Philosophy, and to the students, with whom he keeps in regular contact. Adds Bicchieri, "Steve, too, has been a tremendous force in the program and is committed to making the experience exceptional for students."

—BROOKE ERIN DUFFY

### In Memoriam

The School of Arts and Sciences is saddened to announce the passing of the following members of the faculty in 2005:

**John Cebra**, Annenberg Professor of Natural Sciences (biology), October 7

**David DeLaura**, Avalon Foundation Professor Emeritus in the Humanities (English), April 9

**Roland Frye**, Felix Schelling Professor Emeritus of English Literature, January 13

**Peter Gaeffke**, professor emeritus of South Asia regional studies, March 30

**Paul Korshin**, professor of English, March 2

**George Rochberg**, Annenberg Professor Emeritus of the Humanities (music), May 29

**John Sabini**, professor of psychology, July 15

**Paul Watson**, associate professor emeritus of history of art, May 15

**Chung-Tao Yang**, professor emeritus of mathematics, September 15

To make a tribute donation in memory of deceased faculty, stipulate the name and send a check, payable to the Trustees of the University of Pennsylvania, to Laura Weber, 3440 Market Street, Suite 300, Philadelphia, PA 19104.

## Backseat Drivers

As students, **Jon Schmerin, C'00**, and **Jeremy Shure, C'00**, would often sit in the back row of their classes. So it was only natural that they would make gifts to purchase chairs in the back row of the fourth-floor lecture hall in the refurbished Fisher-Bennett Hall. Schmerin and Shure liked the idea of leaving “something tangible” behind and chose to name chairs in honor of their parents. “My parents made it possible for me to go to Penn, and this is one way for me to say thank you,” Shure says. They are looking to members of the Class of 2000 to help them “fill the row,” and SAS is working to fill the hall with named chairs. “Having classmates join us in our efforts to fill the back row would make this classroom special and leave a lasting impression for those who sit in the row,” Schmerin says. For a gift of \$2,500 (payable over five years), donors' names will be engraved on a silver plaque on the back of their chairs. To make a chair-naming gift in Fisher-Bennett Hall, contact Beth Wright at 215-898-5262 or [ewright@sas.upenn.edu](mailto:ewright@sas.upenn.edu).

## Film & Media Pioneers

“When we were putting together the cinema studies program,” explains **Peter Decherney**, an assistant professor of cinema studies and English, “we realized Penn had a long tradition of film innovation and study, and there were all these alumni in the industry – directors, actors, producers, studio executives, screenwriters – not to mention film scholars.” That’s when **Warren Lieberfarb, W'65**, stepped in to fund Penn Film & Media Pioneers. “I thought the notion of bridging the past, present and future by bringing together alumni, faculty and students would be an excellent way to bring greater attention and participation to the cinema studies program,” he says. Lieberfarb, a Penn trustee, is chairman of Lieberfarb & Associates, a Los Angeles-based consulting and investment firm specializing in media, entertainment and technology. The symposium, which took place last fall, explored some of Penn’s pioneers such as early filmmaker Eadweard Muybridge, considered contemporary scholarship, looked at some student cinema projects and imagined the future of media education. Besides Lieberfarb, other alumni panelists included **Douglas Belgrad, C'87**, president of production for Columbia Pictures, and **Duncan Kenworthy, ASC'73**, one of Britain’s leading film producers (*Notting Hill* and *Love Actually*). Panelist

**Douglas Gomery**, a professor of media studies from the University of Maryland, thought the presentations by Penn students were the best part of the program. “The student panel gave me hope for the future,” he says.



Warren Lieberfarb (left) and Duncan Kenworthy

## Make your gift to the School of Arts and Sciences

### CHECK

Send your check, payable to the Trustees of the University of Pennsylvania, to Laura Weber, 3440 Market Street, Suite 300, Philadelphia, PA 19104.

### CREDIT CARD

Make a gift online at <http://www.sas.upenn.edu/home/views/alumni.html>.

### APPRECIATED SECURITIES

Contact Laura Weber at 215-898-5262 or [lweber@sas.upenn.edu](mailto:lweber@sas.upenn.edu).

### OTHER ASSETS, LIFE-INCOME GIFTS AND ESTATE INTENTIONS

Gifts can be made using assets like real estate, art or collectibles. Some can even pay you income for life or be designated to benefit SAS when you pass on. For information, contact Penn’s Office of Gift Planning at 800-223-8236 or [planned\\_giving@ben.dev.upenn.edu](mailto:planned_giving@ben.dev.upenn.edu).

### MATCHING GIFTS

Many organizations match gifts to the School from their employees. Ask your employer for more information.