President Brand Tours Europe, Bolsters IU's International Ties

An important focus of Myles Brand's presidency has been to encourage the growth and expansion of Indiana University's international programs, both at home and abroad. Under his leadership, the new Strategic Directions Charter mapping out IU's course for becoming "America's New Public University" reiterates the need to keep international education vital in an increasingly interdependent world.

This summer, President Brand spent two weeks in Europe enhancing existing ties with some of IU's linkages abroad and exploring new connections. He was accompanied by philosophy professor Peg Brand, Dean of International Programs Patrick O'Meara, and Vice President for Public Affairs and Government Relations Christopher Simpson. The tour first began in Spain, moved on to Germany (see companion article) and Poland where two IU anniversaries were being celebrated, and concluded in France.

In Madrid, the delegation spoke with IU undergraduates enrolled at the Universidad Complutense, a popular study abroad program, and met with the U.S. Ambassador to Spain, Richard Gardner. The delegation was also hosted by Ignacio Rasero of the "la Caixa" Foundation Madrid office, and Josep Carrau, director of educational services for the Foundation. In Barcelona, headquarters of "la Caixa," the group was invited to a luncheon with "la Caixa" President and CEO Jose Vilarasau to discuss the Graduate Fellowship Program which IU has managed for more than 10 years. Maurice Parker, the U.S. Consul-General in Barcelona, held a reception in honor of the IU administrators and to welcome the new 1996 fellows.

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During lunch in Barcelona, President Myles Brand presents a gift to "la Caixa" President and CEO José Vilarasau of a reproduction of a painting done by Peg Brand.

School of Business Celebrates 75 Years with a Conference in Germany

The IU School of Business recently celebrated its 75th anniversary and hosted an International Business Forum in Wiesbaden, a charming, historic city that is the gateway to the Rhine valley.

The theme of the three-day June conference, "Competing in One World," drew its inspiration from the vision of Wendell Willkie, 1940 U.S. presidential candidate and one of IU's most distinguished alumni. More than 50 years ago, Willkie's book, One World, proclaimed the need for all nations of the world to work together to achieve economic and social advancement.

The International Business Forum originated in the mid-1950s when, as a part of the U.S. federal program to rebuild post-war Europe, groups of promising young West European managers and business educators were brought to the United States over a five-year period to be trained at five prominent business schools, IU among them. Under the guidance of IU's L. L. Waters, informal contacts and periodic meetings in Bloomington and Europe took place over the years between the school and these leaders. In the early 1980s, the group met to establish a more formal structure, culminating in the forum becoming formally affiliated as a center at IU's School of Business in April of 1994.

The Wiesbaden meeting brought together more than 200 conferees from close to two dozen countries. Conferees included internationally oriented IU business faculty and administrators, prominent European

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coming to Bloomington in August for orientation.

In Cracow, Poland, the delegation visited one of Europe’s oldest institutions of learning, Jagiellonian University (founded 1364), where they were hosted by Krzysztof Frysztacki and Andrzej Swiatkowski, both of whom have spent time at IU as visiting scholars. The group met Rector Aleksander Koj and talked about the new exchange agreement between the two institutions.

The trip to Warsaw was for a very special occasion. In 1975, the United States Information Agency (USIA) asked IU to develop an exchange program and a library devoted to academic study of American culture at Warsaw University. This was the start of one of IU’s premier exchange programs, one which saw the eventual creation of two centers, the Polish Studies Center in Bloomington and the American Studies Center in Warsaw. During the Cold War, the ASC library was the only “open access” library east of Berlin and has been influential in promoting American studies throughout Eastern Europe.

To celebrate the 20th anniversary of this program, WU held a special symposium, “IU-UW Exchange: an Overview.” Participants paired in the symposium sessions were Myles Brand with Wlodzimierz Siwinski, Rector of WU and a past director of the ASC; Leonard Baldyga, former USIA director of the European division, with Andrzej Bartnicki, a history professor instrumental in developing the ASC; and Timothy Wiles, IUB English professor who is current director of the PSC, with Krzysztof Michalek, an American history specialist who was associate director at PSC in 1992-94.

Other IU faculty on hand for the celebration were Paul Marer (Business), who was instrumental in setting up the “Young Professionals Abroad” entrepreneurship program at WU; Mary Ellen Solt, the exchange program’s founding director, Susan Solt, IU alumna who is now a dean of the California Institute of the Arts; Cynthia Dominik of IUB’s English department; and Ronnie Carter (English, IV Southeast), a 1995-96 Fulbright scholar lecturing at the ASC.

President Brand was a distinguished guest at a formal award ceremony to honor the Polish historian, Aleksander Gieysztor, on the 50th anniversary of the conferral of his doctorate. The following day, Peg Brand delivered a lecture on feminist aesthetics to an audience of American and women’s studies scholars.

From Poland, President Brand and his party traveled to Wiesbaden to participate in the celebration of the 75th anniversary of the IU School of Business (see companion article). They concluded their tour in Paris, where they hosted a reception for enthusiastic IU alumni in France. President Brand described his trip as “extraordinarily successful.” He was pleased at the many new relationships he formed with IU’s European partners and friends, and expressed delight at how well-regarded Indiana University is in Europe.

— R. N.