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 José 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

Continued on page 2

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

Continued on page 3
Keynote speaker Dr. Klaus von Dohnanyi converses with Forum Director Monika Kroener and Business School Dean John Rau during a break in the conference.

Wiesbaden, continued from page 1

business and economics academics, and leading executives of major international companies. The first day of the forum was devoted to the themes of capacity in a world economy, an economic review of leading industrialized nations and regions, international perspectives on corporate governance, and characteristics of high performance companies. Taking part in these discussion sessions were IU Business School Dean John Rau and IU faculty Jeffrey Green, Jack Wentworth, Lawrence Davidson, and Robert Klemkosky.

The second day was the plenary session formally dedicated to celebrating the School’s 75th anniversary. In his welcoming remarks, Dean Rau told the gathering, “We hope today’s conference will challenge us to look for new ways to share ideas and find new ways for our ‘One World’ to prosper.”

Two major issues were addressed, the first concerning the necessity for global branding and what its implications beyond consumer products were for service and industrial marketing on a global scale. Moderated by Dr. Oliver P. Heil (Johannes Gutenberg Universität, Germany), the panel discussions featured Nick Scheele (Jaguar Cars, Great Britain), Edwin L. Artzt (Proctor & Gamble, USA), Robert Byrne (A.T. Kearney, USA), and Ronald Stephenson (IU Business School).

Speaking at the luncheon on the subject of German unification and the changing markets facing German industry was keynote speaker Dr. Klaus von Dohnanyi, a leading political figure who was former Lord Mayor of Hamburg, and who currently serves as chairman of the federal agency guiding Germany’s unification. The afternoon session was devoted to examining the strategic challenges global corporations face in overcoming social values and norms at the national level. Knut Bleicher (Hochschule St. Gallen, Switzerland, and IU Honorary Doctor of Laws) led the discussion with panelists Bernard Fourier (Rank-Xerox, Great Britain), V. William Hunt (Arvin Industries, USA), Dr. Günter Metz (Hoechst AG, Germany), Dr. Klaus E. Agthe (VIAG, USA), and Felix Hick (Ernst & Young, Germany).

Highlights of the meeting included a gala reception and dinner hosted by IU President Myles Brand at the beautiful Schloss Biebrich, and a cruise on the Rhine to view its historic castles and monasteries.

Forum director and conference organizer Monika Kroener attributes the success of the conference to IU’s international reputation among European business leaders and academics, a reputation built up over the years through the networks of the forum members, 80 percent of whom are IU alumni.

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