

KORET SUPPORTS INNOVATION THROUGH NEW HAAS SCHOOL DEAN

BY JENNIFER FRANCO

There's no place like home for Cal standout Richard Lyons, the new dean of the Haas School of Business.

After earning his bachelor's degree at Cal in 1982; serving as professor, acting dean, and executive associate dean in the Walter A. Haas School of Business; and winning the Earl F. Cheit Teacher of the Year Award six times, it's hardly surprising that Lyons would ascend to the school's highest office.

Lyons comes to Haas from Goldman Sachs in New York, where he was chief learning officer and spent two years exploring the link between leadership and innovation, examining leaders of successful, innovative organizations to discover the genesis of their new business growth and the levers that drive it.

To demonstrate our support for the new dean's direction, Koret has seeded a \$200,000 dean's discretionary fund.

"I am deeply grateful for the Koret Foundation's confidence in me and in the Haas School, which it demonstrated by creating a dean's discretionary fund," Lyons said. "This fund will allow me and future deans to invest in innovative initiatives that have profound impact on business leadership and education."



Haas School of Business dean Richard Lyons, his wife, Jennifer, and their two children are happy to be back in the Bay Area.

Offering one of the highest-ranked business management programs in the nation, Haas has long focused on graduating successful leaders, and Lyons is eager to seek new ways to contribute to educating the next generation of business managers who focus on using novel and unconventional ideas to drive growth.

In keeping with the Haas School's new theme of "leading through innovation," the school will soon install its second high-technology classroom, the Koret Interactive Learning Center, designed to prepare students for the digital age dawning in the 21st-century business environment. The state-of-the-art classroom, funded by a \$1.5 million grant from Koret, is part of a larger plan to upgrade many business school facilities. (Koret has also supported an interactive learning center at UC Berkeley School of Law. See story, page 3.)

Lyons's business background is as impressive as his academic credentials: he has consulted for the International Monetary Fund, the World Bank, the Federal Reserve Bank, and the European Commission. He is also a member of the Council on Foreign Relations and is the associate editor of the *California Management Review* and the *Journal of Financial Markets*; he has been a member of the Economic Policy Review Advisory Board of the New York Federal Reserve since 1997.✱

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Investing in strategic, local solutions, we help to inspire a multiplier effect — encouraging collaborative funding and developing model initiatives.

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33 New Montgomery Street
Suite 1090
San Francisco, California 94105
T: 415-882-7740
F: 415-882-7775

FROM THE CEO



Investment in local universities is critical to maintaining and expanding the Bay Area's intellectual and scholarly life. In this issue, we focus on some of the major projects we have supported at the University of California at Berkeley, the premier public university where innovation and a commitment to excellence thrive. As at Stanford (*see Catalyst, Summer 2008*), Koret's support of projects at UC Berkeley contributes to the school's tradition of academic excellence and advances our goals of promoting educational opportunity and a diverse cultural landscape.

Our funding of Jewish Studies encourages a range of students to engage with classical and modern Jewish texts, and we help to advance Cal's dedication to scholarship through our support of the Bancroft Library's outstanding collections. The multimedia Koret Interactive Learning Centers at UC Berkeley's Boalt School of Law and Haas School of Business allow professors and students to learn and work with colleagues at universities and law firms all over the world. We are especially pleased to support the efforts of professor and Cal alumnus Richard Lyons, the new business school dean, who brings extensive experience and innovative approaches to educating the next generation of business leaders.

Reaching out into the community is an essential purpose of a university as well. We support Cal Performances, the outreach arm of the university, and Berkeley Art Museum/Pacific Film Archive, two institutions that celebrate and share artistic expression with the broader public.

We're proud to be a part of the vitality that UC Berkeley brings to the Bay Area, and we're happy to leverage the university's ability to enhance the community during these difficult economic times. Go Bears!

Jeffrey A. Farber, CEO

BERKELEY LAW GOES HIGH-TECH

The dawn of the information age has led to the transformation of many businesses, from advertising and shopping to print media.

It is no coincidence that the UC Berkeley Boalt Hall School of Law—one of the top law schools in the country—has been quick to follow suit by transforming its own trade: educating future generations of attorneys. With a \$1.5 million grant from Koret, Berkeley Law opened its first high-technology classroom in January 2009. The multimedia learning center is aimed at facilitating remote collaboration with other classrooms and research centers at multiple sites.

The new Koret Interactive Learning Center is outfitted with microphones, a sound system, video recorders, large video display screens, and a tiered floor plan that allows for maximum visibility. Computer and video technology in the classroom enables students to develop class websites; receive and submit assignments virtually; and participate in video conferences, study sessions, chat

rooms, and office hours with their professors in cyberspace. Video conferencing and online programs will allow Berkeley Law students to attend classes cotaught in conjunction with other schools, giving them access to some of the most distinguished researchers and professors from around the world.

“This kind of state-of-the-art facility is what today’s top law students expect and what they need to excel,” said the law school’s dean, Christopher Edley, Jr. “We compete with the nation’s best private schools to attract the most exceptional applicants, and the interactive learning center will certainly enhance our recruiting efforts.”

Interactive classrooms such as these are becoming more common at Cal. The Haas School of Business, also part of UC Berkeley, plans to unveil its own high-tech learning center in 2009, also supported by Koret. ✨

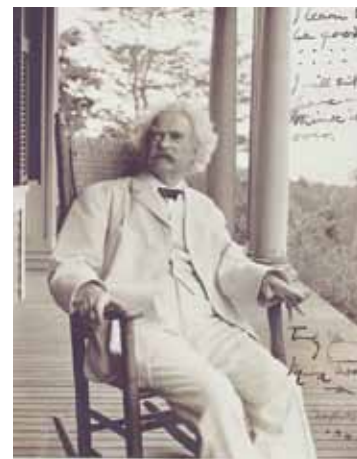


Photo courtesy James Block

The Koret Interactive Learning Center at UC Berkeley School of Law will prepare students for law in the 21st century.

THE MARK TWAIN PAPERS AND PROJECT

BY JENNIFER FRANCO



Mark Twain in New Hampshire, June 1906.

The pen name “Mark Twain” conjures a scrappy Southern gentleman, his shock of white hair and white handlebar moustache as distinctive as the famous quote attributed to him, “The coldest winter I ever spent was a summer in San Francisco.”

Trouble is, neither the name nor the quote is authentic.

The author of “The Celebrated Jumping Frog of Calaveras County” was born Samuel Langhorne Clemens in Florida, Missouri, in 1835. By the time of his death in 1910, he had written *The Adventures of Tom Sawyer*; *Adventures of Huckleberry Finn*; many other books; and countless letters, stories, and essays. None of them contains the famous quotation regarding San Francisco, says Robert Hirst, general editor of the Mark Twain Project. And the appellation “Mark Twain” was not originally a name at all, but a maritime phrase Clemens heard often during his years working on Mississippi steamboats. It refers to the mark on the boat’s line of rope used to measure the water’s depth—two fathoms, or safe water.

The Mark Twain Papers and Project may be The Bancroft Library’s best-kept secret. How the

papers—manuscripts, scraps, snippets, ephemera—wound up in Berkeley is a favorite story among the editors.

Although Twain biographer Albert Bigelow Paine had access to the papers, they were owned by Twain’s rather eccentric daughter, Clara Clemens Samossoud. After Paine died, the papers were passed down a line of literary editors, the latest of which was Dixon Wecter. When Wecter accepted a position in UC Berkeley’s Department of History in 1949, he contacted Clara, a Christian Scientist known to try to communicate with the dead, to request that the papers be sent along to Berkeley with him. When she agreed, he asked her to change her will so that when she died they would go to Cal, not to Yale University, where they had been promised. Incredibly, Clara agreed to that as well. The collection was finally bequeathed to Cal 13 years later, upon her death in 1962.

As a result of UC Berkeley’s tireless work, nearly everything Twain wrote in his own hand is now available to the general public, as an original or photocopied document, in one location: The Bancroft Library at UC Berkeley. The Mark Twain Papers at the library houses about 11,000 letters by Twain or his immediate family; his 50

A NEW HOME FOR THE BANCROFT LIBRARY'S TIME-HONORED COLLECTION

BY EZRA SILK

Housing 10 linear miles of rare manuscripts and a photo collection second only to that of the Library of Congress, The Bancroft Library at UC Berkeley is home to one of the most extensive and most visited special collections in the country.

Highlights of the collection include the Mark Twain Papers and Project; a 14th-century manuscript by Rashi, the great Jewish commentator; and the letters of Thomas Jefferson.

Accompanying the benefits of holding such an extraordinary collection, however, is the challenge of finding adequate storage space for the massive trove of documents as well as protecting these irreplaceable pieces from earthquakes, water damage, and theft. Until last year, as much as two-thirds of the collection was stored off-campus due to aging facilities and a shortage of space. Now, with assistance from the Koret Foundation and the state of California, the collection has a renovated, state-of-the-art home at The Bancroft Library. The newly refurbished library includes an expanded exhibition gallery, more efficient circulation services, a new security network, and climate-control systems to preserve the aging documents.

"For the first time in 150 years these priceless collections will be well protected from earthquakes or fires and preserved for the entire community at least as long as Cal exists," said Charles Faulhaber, the library's director. "We're all thrilled, and we are extremely grateful to the Koret Foundation for making this move possible." ✨



Caricature of Twain, December 1872.



"The lack of money is the root of all evil."
Sample of Twain's handwriting.

personal notebooks; nearly 600 unpublished (and often uncompleted) literary manuscripts; manuscripts in some form for almost all of his published books; working notes and proofs for various titles; about 150 books from his own library; and a wide variety of bills, clippings, scrapbooks, interviews, photos, and objects that belonged to him. It is the largest such archive for any 19th-century American writer.

Deciphering exactly what Twain wrote and how he wanted it published has risen to the level of art form among the six editors of the project that will culminate in his unabridged autobiography. The Koret Foundation has committed \$600,000 to its publication, the first volume of which is expected in 2010.

Hirst, a Cal graduate student who worked on the Mark Twain Papers from 1967 to 1978, is one of three graduate-student editors from the 1960s who still works on the Mark Twain Project. Of the estimated 70 volumes in the edition, 30 have been completed and published by UC Press, and the Mark Twain Project Online will eventually include a fully annotated digital edition of everything Mark Twain wrote. ✨

To see a sampling of the Mark Twain Project, visit www.marktwainproject.org.

ROBERT COLE PUTS CAL PERFORMANCES ON THE MAP

BY EZRA SILK



Under Robert Cole's leadership, Cal Performances has garnered national attention as a world-class performing arts center.

[Watch out Manhattan, here comes Berkeley.](#)

When Robert Cole became the director of Cal Performances at UC Berkeley 23 years ago, he had big plans for the small-scale performing arts center.

"I had the idea to make this place more like London, New York, or Paris, attracting the greatest artists and the biggest audiences from all over the world," Cole recalled. "That was my goal when I came here and that's what we've been working toward ever since."

Under Cole's leadership, Cal Performances has attracted some of the world's most renowned artists — dancer Mikhail Baryshnikov and cellist Yo-Yo Ma, to name just two. The venue is also one of the few in the West to regularly feature major international ensembles such as the Jerusalem Symphony and the Grand Kabuki Theater of Japan.

Annual revenues attest to Cole's success: yearly ticket sales have grown by a magnitude of 10 — from \$700,000 to more than \$7 million since Cole took the reins in 1986.

As part of its mission to offer innovative and diverse programs, Cal Performances has made a point of recruiting emerging or undiscovered talent. Several artists, including celebrated opera singer Cecilia Bartoli, have risen to the top of their respective fields since performing at Cal; artists from more than 50 countries have taken the Cal Performances stage during Cole's tenure.

Apparently they've been taking noticing back East, says *Wall Street Journal* arts critic David Littlejohn.

"Cole's programming at Cal Performances has been more adventurous than Lincoln Center's and broader in scope than that of the Brooklyn Academy of Music," Littlejohn wrote in a recent review.

But now, impresario Cole is closing his booking book: he has announced his plans to retire after the close of the 2009 season. Cal Performances continues to aim toward future growth, and the Koret Foundation has been happy to assist, providing vital funding for the Koret Recital Series, the highly successful program that has flourished under Cole's direction. ✨

In the early 1930s, the artist Hans Hofmann immigrated to the United States to work and teach in Berkeley, where the University of California had offered him a professorship. Hofmann later became a pivotal figure in the Abstract Expressionist movement as both a painter and a teacher, tutoring such luminaries as Lee Krasner and Frank Stella. He is regarded by art historians as one of the most important art teachers of the 20th century.

Before his death in 1966, Hofmann presented Cal with \$250,000 and 45 of his paintings as a token of his gratitude and as a foundation on which to build the Berkeley Art Museum. Today, the Berkeley Art Museum and Pacific Film Archive (BAM/PFA) is one of the largest university art museums in the United States, housing more than 16,000 works of art and more than 14,000 films and videos and welcoming approximately 125,000 visitors each year. It is one of a relatively small number of museums in the country to display the full range of visual art forms, from classical painting to historical film to contemporary media arts. Koret has supported the museum since 1989.

One of the institution's core values, Hofmann indicated, should be a strict commitment to supporting the most cutting-edge tendencies in art, demonstrated by his stipulation that the university sell any of his paintings deemed to be no longer "avant-garde" after 25 years. The paintings were never sold, said museum director Lawrence Rinder, and BAM/PFA has taken Hofmann's message to heart, remaining dedicated to artistic innovation and exploration.

"Hofmann's instructions were a real sign of his spirit and the spirit in which the museum was founded," said Rinder, who also served as

BERKELEY ART MUSEUM ON THE CUTTING EDGE INSIDE AND OUT

BY EZRA SILK



Artist's rendering of the new Berkeley Art Museum and Pacific Film Archive, expected to open in 2012.

a BAM/PFA curator for 10 years. "Our goal is to be on the cutting edge and in touch with the moment, with one foot in history and one foot in the present."

BAM/PFA has embarked on an ambitious phase as it prepares to move into an architecturally striking new building in 2012. In designing the new structure, Japanese architect Toyo Ito took a supremely naturalistic approach, creating, as John King of the *San Francisco Chronicle* described it, a "home of art" that becomes "a sinuous piece of art" itself. "The white steel walls part and fold like ribbons or drapes," King wrote. "Inside, spaces flow one into the next: a gallery here, a screening room there, a terrace scooped into the facade. It's a refined honeycomb, enlarged to human scale."✻

JEWISH LIFE AT UC BERKELEY

Hungry for a taste of Judaism?

UC Berkeley offers a veritable buffet of choices, ranging from the academic program in Jewish Studies to the culinary Friday Night Live! Shabbat dinners at the local Chabad House. The Koret Foundation is proud to support both, as well as Koret-Hillel interns, in our effort to build Jewish identity and pro-Israel advocacy among students, faculty, and staff.

We support Jewish Studies at all Northern California college and university campuses that offer Jewish Studies programs. We underwrite Chabad Shabbat dinners at all the Bay Area Chabads serving college campuses, and Koret-Hillel interns on all the campuses develop programs that educate and advocate for Israel. In the last 24 years, Koret has invested more than \$4.2 million in Jewish life at Berkeley alone.

So, whether your interest is *haimishe* or intellectual, no matter your level of observance or political bent, if you have an appetite, there's an opportunity to satisfy it at Berkeley. Take a bite! ✨



Photo courtesy of Sarah Stern-O'Connor

Berkeley Hillel representatives Chana Ickowitz, Steven Kraft, and Ariel Scheinder offer Cal's Jewish students a place to celebrate the High Holidays.

KORET IS ALSO PROUD TO SUPPORT THE FOLLOWING AT UC BERKELEY:

- Center for Studies in Higher Education
- Center for Korean Studies
- Department of Economics, Chairman's Discretionary Fund
- Lawrence Hall of Science
- School of Journalism
- William K. Coblentz Civil Rights Endowment Fund at UC Berkeley School of Law



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