

# FROM THE DEAN



This issue of *Freeman* serves many purposes. First and foremost, we pay tribute to Doug Irgang (BSM '91), Allan Shwartzstein (BSM '86) and Ron Bucca Sr. (father of Ron Jr., BSM '02), who lost their lives in the Sept. 11 attack on New York. Doug worked for Sandler O'Neill in the South Tower, Allan was a managing director with Cantor Fitzgerald, and Ron's dad was a fire marshal in the investigation unit of FDNY. During my trip to participate in Freeman Days in New York in January, I toured ground zero with two of Ron Sr.'s colleagues, Woody McHale and Tommy Silvestri. I gained an even greater understanding and respect for the

men and women who serve us in these high-risk professions. I was also filled with admiration and pride by their energy, dedication and determination to rebuild and to ensure that their colleagues' legacy was carried forward. Our thoughts and prayers continue to be with those who lost friends and family members.

We also remember our other friends and alumni who passed away during the past year. One of the greatest rewards in serving as dean is developing close long-term friendships with many of our alumni. I have benefited greatly in numerous ways from my association with J. F. Seinsheimer Jr., Al Cohen, Henry Barnett and Louis Good. They epitomize outstanding alumni. Their primary motivation was that they loved Tulane and they wanted Tulane to be great. Our gratitude for their advice, counsel, loyalty, support and friendship cannot be adequately expressed.

In addition, this edition of *Freeman* recognizes Jimmy Reiss and the Business School Council. Jimmy chairs the council and serves on Tulane's Board of Administrators. He has been characterized by a friend and fellow alumnus as having a "working knowledge of almost anything" and as "not afraid to ask for the order." It is this latter attribute that has made him successful in his tireless fundraising efforts during the "silent" phase of the new business school building campaign, which we announce publicly with this issue of the magazine. The groundbreaking is scheduled for April 19, and the projected completion date is August 2003.

Our fundraising goal for the new building is \$25 million, and we have to date raised more than \$20 million in gifts and pledges. A large number of our alumni and friends have already made major

commitments to ensure the success of the campaign. During the public phase of the new building campaign, our goal is to raise \$5 million. The Kresge Foundation has awarded Tulane a \$1 million challenge grant to encourage alumni to participate. We are asking each and every alumnus to make a contribution. As part of the campaign, we will be embarking on a "road show" this spring and will be visiting a number of cities to promote the Freeman School and solicit gifts for the new building. Please make a special effort to attend these events. The advancement of the Freeman School depends on your generosity and support, and your gift, regardless of the size, is important.

To strengthen our alumni network, a new initiative to develop a class agent system in association with the Tulane Association of Business Alumni is also underway. We encourage all alumni to get involved in making this new venture successful.

In closing, we take this opportunity to thank our alumni, friends, faculty, staff and students who have graciously supported the school during the past several years. We appreciate your trust and loyalty and are working diligently to sustain that trust and your pride in the Freeman School.

*James W. McFarland*