



the
lemberger

Truth unto its innermost parts, parts that nothing has ever touched before

EDITORIAL

Welcome to the first LSA Newsletter - the Lemberger. Like all newsletters, this one has a purpose. No, it's not to raise money, no, it's not to tell you what a great program Lemberg is (It is! It is! the crowd roars), nor is it to influence your fragile eggshell minds (the professors at B'deis take good care of that, wot?). Well, then what is it? To be completely honest, or maybe I should just say to be completely myself, the Lemberger comes to you to provide sustenance for our starved and locked-up emotions in memory of the past or fancies of things to come. In simpler terms (in case a non-Lemberger reads this), it is to provide students that are abroad, Lemberg alumni, dormant Lembergers (Hi Michael Keats!) and over-active Lembergers with 'real' news, happenings, stories, jokes, wit, humor, quotes, rumors and the like.

Many people have already asked me how and why I decided to put together a newsletter of this sort. When I was abroad, I felt completely divorced from my program. No news, no gossip, no....it was like being a banyan tree without sun and rain, a tree that went day after day unnoticed. And now my time has come to say adieu, I am terrified of turning into that very same tree again. I want the sun and the rain, so I can grow and bear huge leaves and make people smile. Oh Lemberger! Rain on me!

Of course, as a valued reader, you have to play an important role in helping us shape the future of the Lemberger. So please let me know if this issue has managed to raise an eyebrow, offended your sensibilities, tickled you stupid or simply insulted your intelligence.

I would also like to thank everyone for contributing articles for this issue and all those lovely people for promising to write articles and not writing them.

Nitin Manchanda ('90)

Contributions to the next edition of The Lemberger may be sent in care of "The Lemberger", Brandeis University, The Lemberg Program, Waltham, MA 02254-9110 USA. Please help us continue the momentum we have started with our first edition. Also: the next issue will contain a "Personals" column; a great way to make contact with old friends and colleagues!

QUOTABLE QUOTES

ODE TO CLASS OF '89

May you grow up to be righteous,
May you grow up to be true,
May you always know the truth
And see the lights surrounding you.
May you always be courageous,
Stand upright and be strong.
May you stay forever young
May you stay forever young.

-Bob Dylan, "Forever Young"

"All I want is it out of here"

- Prof. Jane Hughes (pointing to her stomach) when asked whether she wanted a boy or a girl.

"....."

-Michelle Eisenberg ('90) when asked what she thought of the program, during her thesis writing time.

"There are a lot of better things to do in this world besides having a job"

- Deepak Talwar ('90) when asked how his job search was going.

"They're tall"

- Nobuhiro Torii ('91) when asked what he thought of his roommates.

"How come you haven't quoted me !?!"

-Anthony Ohemeng ('91) after he saw a draft of the newsletter.

HAPPENINGS:

The 'restructured' LSA (after the LSA revolution in January 1990), seems to be doing well. Under the most excellent leadership of Amy Kessler ('90) and Paula Spencer ('91) the following has happened:

Hannes Pfeifenberger ('91) has initiated and brought Lemberg Business cards to both students and faculty.

A few students have put together a consulting team along the lines of already existing organizations of the sort in other schools around the globe. The LINC (Lemberg International Consulting Associates) will sell its marketing, financial and management expertise to firms and are expected to embark on their first assignment this fall.

Our own personal library, though still in its infancy is fast growing. Lembergers now have access to information on schools abroad, past exam papers and other information that is provided by other students and carefully filed.

A database has been put together containing names and addresses of past students, visiting students, present students and students that are abroad so that we can conveniently locate them and continue to communicate with them in the future.

The Lemberg Lounge has had yet another face lift. We now have new lamps, artwork (Rasputin, with your magical eyes, gaze down and heal all our troubled souls!), desks, chairs and what have you.

LSA speakers have been both famous and exciting this semester. They were: Thomas Lee (Thomas Lee Investments), Tony Harwood (Equitable Real Estate), Rick Spillane (Fidelity Investments), Javier Murcio (DRI/McGraw Hill), Uwe Schmidt (McKinsey, Munich), and Rob van Zedelhoff (Foxboro Co.). Long live our intellectual three buck lunches!

This Spring's Eastern European Conference, featuring W. Leontief, R. Kuttner, S. Fischer, and P. Marer among others, was well attended and well reviewed....not in the least because of the two LSA-sponsored coffee breaks during the day!!

The LSA end-of-the-year canoe trip and barbeque in mid-May provided an excellent finale to a great year. Frolicking with our paddles in the Charles, we would have put the Shawmut Indians to shame (right, T.J.??).

George Mikes: On Trying to Remain Poor

It is difficult to try and remain poor. Indeed, one has to ask oneself: is it worth while? Let's face it: the joy has gone out of poverty.

It was soon after the war that the suddenly impoverished classes gained much in prestige. These New Poor were loud and boastful--real *nouveaux pauvres*. There was no end to their swaggering about, claiming how poor they were. As soon as you suggested a coachtrip to Hitchin or just the idea of buying a chocolate ice-cream, their eyes gleamed with pleasure and they told you with glittering pride: 'We can't afford it.' Their poverty was as ostentatious and vulgar as a gold-plated Daimler with leopard skin upholstery would be at the other pole of the financial globe, but while the display of commercial riches was *vieux jeu*, the New Poor were, at least, a new social phenomenon. Not districts as Islington to show how needy and destitute they were. Instead of establishing their misery, however, they managed to turn Islington into a fashionable district.

What else is left? It is no use saying that you cannot afford a car because everybody can afford a car. It is pointless to allege that you have no money because all you have to do is put your head into your bank manager's office and before you have time to say, 'Sorry, wrong room,' he will throw a couple of hundred pounds at you. (I am always puzzled why people bother to rob banks. Can't they ask for the money?)

How to remain poor then? I can give no foolproof recipe, only a few pointers.

1. Gambling, I believe, is almost always safe. There is no amount the horses and the dogs cannot take care of. The safest way of losing money is chasing it.

2. Try farming. It lends weary clothes-manufacturers and harassed directors of chain-stores a fresh country air, and besides, it helps to get rid of any amount of money. After the war I saw a letter written by Marcel Pagnol to Sir Alexander Korda; it ran something like this (I quote from memory): 'I have discovered a truly magnificent way of losing money. It's called farming. Film-making is nothing compared with it. A film may be successful after all and you may make money. Never on farming. Farming is safe. You needn't worry: it will ruin you in no time.'

continued ...

THE LSA INTERNATIONAL COOKBOOK

By Hannes Pfefenberger ('91)

Considering the complexity of international economics and finance, we are hardly in the position to come up with a collection of uncomplicated, reliable recipes. Wrong! we collect a few simple, reliable (gourmet) recipes in a field almost as exciting as ours and call it "LSA International Cookbook." Here is one of them:

VIENNESE GULASCH

Gulasch is one of many popular Viennese dishes not just for its excellent taste but also for its inexpensive ingredients. Don't worry about the quality of the beef - onions and sweet paprika work effectively as a tenderizer. Actually, Gulasch tastes better with inexpensive tough beef than with anything else. Gulasch can be frozen and gets better every time you warm it up.

2 lb (1 kg) stew beef
3 lb onions (7 pieces, 2"1/2, 7cm)
2-3 oz sweet paprika powder
1 can (6oz, 170g) tomato paste
salt, 1-2 cloves of garlic, black pepper, water, oil

Cut beef in 1" (2-3cm) cubes, cut onions medium fine and stir-fry them in a little oil until they turn slightly yellow (glossy). Add the beef and stir until it turns slightly brown before you pour in the sweet paprika. Add quite a bit of salt, garlic and black pepper and make sure you don't overheat the paprika (it would turn bitter). With two or three cups of water

and the tomato paste, boil the gulasch on a low flame for about 2 hours, until the onions start to fall apart and leave the spicy thick sauce. Eat Gulasch with noodles (better: something well-known in Western Austria and Switzerland--Spaetzle) or potatoes.

Vienna, as the former capital of the Habsburg Empire, attracted chefs from all its provinces. No wonder, the Old Viennese Cuisine is a blend of Austrian, Hungarian and Czechoslovakian kitchen, featuring all kinds of food: from gourmet meat dishes (pork, beef, chicken, game) and vegetables to sweet fruit- and/or flour-based main dishes and desserts.

The Viennese (different from the rest of Austrians) always had the tendency to hang around in Cafes near Wine-restaurants ("Heurige"), listen to sentimental traditional music, enjoy the food and drinks and linger in their typical world-weariness. Drinking the local dry white wine, many loosen up and join singing songs like the one of how nice it would be to become a vine-louse in your next life. Even so, white wine is not the thing to drink with "Gulasch." Gulasch only goes well with some heavy Hungarian red wine or tasty Czechoslovakian beer like "Budweiser", brewed in a local brewery in the town of Budweis (Budvar).

The times have changed. And so did Viennese Cuisine: many of the old heavy dishes were replaced by light, healthy food with all kinds of fresh vegetables of the season. Still, dishes like Gulasch remain popular.

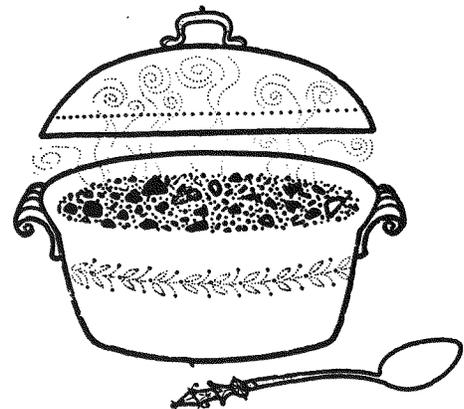
MADRAS

Ingredients:

1 1/2 oz. of Vodka
6 oz. Grapefruit Juice
6 oz. Orange Juice

Method:

Pour ingredients in a glass of ice and enjoy.
GULP!!!***????!!! ZZZzzzz.....



READING LIST

The following are five books that Lembergers have loved and would like to share with you:

1. Liar's Poker by Michael Lewis
2. Of Human Bondage by Somerset Maugham
3. Amusing Ourselves to Death by Neil Postman
4. The Fountainhead by Ayn Rand
5. Siddhartha by Herman Hesse

JOBS! JOBS! JOBS! JOBS!

At the time of printing, 6 out of a total of 12 students of the Class of '90 have jobs (8 received offers). Of the other 6, one half have returned to their home countries and inform us that things look extremely promising, while the remaining three students (all of whom are foreign students) continue their search with unmitigated vigour.

Hey! Hey! How about a Lemberg reunion in Europe?

Next Fall, Jane Dishong, T.J., and Paul White and I will be studying in Europe! We would like to have everyone meet during the last week of September in München for Oktoberfest. And we mean everyone: Alumni, former exchange students, new students, friends, Romans, countrymen (country persons). This summer I'll be researching the software development market of Eastern Europe at an American computer firm in Berlin and Paul will be in Barcelona this summer trying to improve his Spanish and Catalan. Contact me if you would like to meet in September or anytime!

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OFFICIAL LSA SHIRT ORDER FORM

The Lemberger is proud to make the 1990 limited edition collection of Lemberg Program sweatshirts, polo shirts and tee-shirts available to its loyal readers. Clip out this order form and send in your request along with a check or money order payable to Brandeis University today! You've waited long for the chance to wear the Lemberg Logo proudly on your breast--don't miss this chance. Hurry, supplies are limited!!

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ADD: \$2.50 shipping/handling _____

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