



Item: XI.

Date: September 21, 2020

SUBJECT: APPROVE NAMING OF UNIVERSITY ELEMENTS

PROPOSED BOARD ACTION

Approve the naming of the “Arthur Gutterman Family Center for Holocaust and Human Rights Education” within the Dorothy F. Schmidt College of Arts and Letters.

BACKGROUND INFORMATION

Donation:

Arthur Gutterman is making a gift of Three Million Dollars (\$3,000,000) to the Dorothy F. Schmidt College of Arts and Letters for a recognition opportunity to name the “Arthur Gutterman Family Center for Holocaust and Human Rights Education.” Two Million Dollars (\$2,000,000) of the gift is being given as a cash donation and the remaining balance of One Million Dollars (\$1,000,000) will be received as an estate gift. The gift will establish the Arthur Gutterman Family Center for Holocaust and Human Rights endowment. Funding will be used to benefit the needs of the Arthur Gutterman Family Center for Holocaust and Human Rights Education and may include expenditures in support of the Dorothy F. Schmidt College of Arts and Letters’ initiatives related to human rights education and international collaborations with Israel.

Gift Purpose:

The endowment will support the activities of The Arthur Gutterman Family Center for Holocaust and Human Rights Education, including enhancing collaborations with Hebrew University and other academic and/or research institutions based in Israel, current and future K-12 teacher training and professional development including teacher travel, curriculum advancement, seminars, lectures and guest speakers, student international study or intern abroad opportunities, visiting scholars and community outreach programs.

Donor's Background:

Arthur Gutterman is retired and the former president of Jelmar, LLC, a three-generation household cleaners company in Chicago. He earned a bachelor's degree in marketing and advertising from Roosevelt University in 1958.

Arthur's daughter Alison became the president of Jelmar in 2007 making her the third generation Gutterman (following her father) to run the company. Arthur still serves as the Chair.

In 1949, Arthur Gutterman's father, Manny Gutterman (deceased, 1992), founded Manny Gutterman & Associates, Inc. The company sold proprietary products to chain stores as well as establishing a channel for close-out merchandise. In 1960, Manny and his sons, Arthur and Steven, transitioned Manny Gutterman & Associates, Inc. to Jelmar, LLC. The company started when a friend in advertising asked Manny to sell a warehouse full of cleaning product the friend received in a barter from a bankrupt client. They reformulated and repackaged the abandoned product and sold it as Tarn-X®, which was one of the first products that used the phrase "AS SEEN ON TV" in commercials and on packaging. In the late 1990s, Steven left the business and sold his interest to Arthur. Today, Arthur acts as an advisor to his daughter, Alison Gutterman, who is the CEO for Jelmar, LLC.

During the early 1980s, they, with a business partner, developed the product CLR® (Calcium, Lime and Rust) as a complement to Tarn-X®. CLR® grew into the company's second nationally recognized cleaning product (after Tarn-X®) and extended the company's reach into Canadian and Australian markets. The company, Jelmar, LLC, owns the registered trademarks for Tarn-X® and CLR®.

Arthur Gutterman is also the managing partner for Touhy Leasing, LLC, established in 2013. The company is in Skokie, Illinois.

Mr. Gutterman is an active member of the Board of Directors of American Friends of the Hebrew University, Inc. and former member of the Board of Directors of the Alvin & Helene Eicoff Charitable Foundation.

Arthur first got involved with the Center for Holocaust and Human Rights Education in 2008 when his late wife Emalie (deceased, 2009) read a story in the local paper about the possible closing of the Center, making an initial gift of \$10,000. Over the years, Arthur has significantly increased his philanthropic support and personal engagement with the Center.

His cumulative giving to date is One Million One Hundred Thousand Dollars (\$1,100,000). His generosity established the Gutterman Family Exemplary Educator Awards, an annual competition for K-12 teachers who work with the Center for Holocaust and Human Rights Education. Each year, three to four winning teachers receive a three-week fully paid professional development trip to visit Holocaust sites in Europe and Israel. His generosity also includes unrestricted operational support to the Center, sending K-12 teachers annually to the U.S. Holocaust Museum, and funding for curriculum development within the College's Peace, Justice and Human Rights Initiative.

In fall 2019, Arthur facilitated a visit to Hebrew University during one of his visits to Israel for Michael Horswell, Dean of the Dorothy F. Schmidt College of Arts, personally introducing Michael to comparable academic leaders within Hebrew University to discuss potential collaborations. He also spearheads the development board for the Center for Holocaust and Human Rights Education. He is a passionate advocate for the Center's mission, and he enjoys the many relationships that he has established with the Gutterman Family Exemplary Holocaust Educator award winners, often keeping in touch with many of the teachers over the past ten (10) years since the award's inception.

Arthur lives in downtown Boca Raton with his significant other, Jean Kohen, and his devoted dog, Avi. His daughter, Alison, lives in Chicago and his other daughter, Jamie, lives in Canada. Each daughter has two children.

FISCAL IMPLICATIONS

Cost of signage and installation funded through his initial gift.

IMPLEMENTATION PLAN/DATE

Installation of signage and all promotional materials for the Center following BOT approval. A naming announcement and planning for other celebratory activities to follow.

Presented by: Danita D. Nias

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