

Brandeis University
Class of 1978 30th Reunion

Name: Steffi Halper Aronson Karp

Maiden name? Aronson

Mac or PC?

-PC- tho' Macs look like so much fun!

LP, CD, or IPOD?

iTouch, once I figure out how to use it.

LPs—of course! But wouldn't it be nice to scrunch them all down into my iTouch?

CDs—all over the house and car, but never in the right case at the right time...

What was your major? Did you continue in that field?

Comparative Literature with French; Ah oui! Je parle français when I am in France. I use my Spanish more than my French. As PR Manager and editor at Strategy Analytics, an international consulting firm, the more language facility, the better.

Career? Do tell!

Several by now. Right after Brandeis I owned a couple of magazines, *Tennis Journal* and *Getting Married: A Wedding Planner*. Then kids kept me from that for a while. During the '90s I had a mail order Jewish book business—children's books—called *Tree of Life Book Club*, designed to encourage Jewish literacy in children and their families.

Right now I'm manager of Public Relations for Strategy Analytics, a market research and consulting firm. I work part-time, while fitting in as much fiber art as I can into my never-free time.

Favorite memory from Brandeis days?

It's all such a blur now. I remember thinking of "4 years of college," then it was three, and then it was...over! How'd it all happen so fast? I remember rushing to leave campus as the Blizzard of '78 flakes began to pile up. Mine was one of the last cars off of Route 128 before the entire highway closed down. Every night off during that week I planned to spend the next day on my senior thesis. But, of course, it never worked out that way. So I finished my senior thesis another time—and enjoyed the coziness of Blizzard aftermath.

Favorite Brandeis professor?

Luis Yglesias

What have you done since graduation that you are most proud of?

So much! Three delicious boys. Several different businesses. Leading the creation of two community quilt installations. One quilt represents studies completed at Elat Chayyim, the Jewish Renewal Retreat Center, in Falls Village, CT. The other, created for a Sukkot celebration at the Brandeis Women Studies

Brandeis University
Class of 1978 30th Reunion

Research Center, included 70 squares by 70 women who shared stories of 70 women who inspired their Judaism, (“Ushpizot”—Sukkos theme).

Are you single or married? Tell us about your family:

I've been married since 1978 (gasp! 30 years?) to Eric Karp, a Boston lawyer. We have 3 sons: Josh (23), Dan (21) and Adam (18), Nali is our love-puppy, a shepherd/greyhound mix and Gypsy is the watch-cat. Josh, an artist, lives in California. Dan's a jazz bassist. Adam's just graduating from high school this year. He plans to go to Israel next year before returning to the States for college.

What goals have you set for yourself for the next ten years?

Ah! For the next 10 years? I hope to figure that out soon. The goals will involve more Jewish adult education and community work. It will have to intersect with artwork and travel. All suggestions gratefully accepted!

What items are on your bucket list?

Travel: Seeing the Aurora Borealis; Capetown; spending time at an ulpan in Jerusalem; Australia—east and west; South America / I'm finally learning to leyn Torah / Teaching quilting on a cruise ship / Getting organized (or finally deciding that organization is over-rated!)

Please provide a joke, a current photo, and a photo from your time at Brandeis.

A pious rabbi passed away and arrived in heaven; he was immediately served a meal of schmaltz herring. Though surprised and a little disappointed at this humble meal, the rabbi said nothing. But later, glimpsing into the Other Place, he noticed that people there were eating bagels and lox, toast and eggs.

For the next meal the rabbi was again served a plate of schmaltz herring, only this time it was accompanied by a glass of tea. After the meal, the rabbi looked again at the Other Place, and noticed that the people there were feasting on blintzes, soup, sour cream and berries. For supper, an angel came and brought the rabbi another plate of schmaltz herring and a glass of tea. The rabbi looked at the Other Place and saw the people eating steak and turkey and drinking fine wine.

Finally, the rabbi could not control himself and turned to the angel. He said, “I don't understand. This is supposed to be heaven, but all I get to eat is schmaltz herring, and in the Other Place, they eat like kings.”

The angel gave an uneasy smile and replied, “I know. But to tell you the truth, it doesn't pay to cook for just two people.”

Brandeis University
Class of 1978 30th Reunion

