

## Shop Talk

Crack open a crunchy fortune cookie and a little piece of paper pops out. Do you wonder how it got in there?

When you look at a red and white candy cane, do you ask how it got stripes?

For Karen Axelrod '82 and her husband Bruce Brumberg, such questions were intriguing enough to inspire a guide book about factories that make some of the most popular and recognizable products in the world. Exploring the country to find pineapple plantations, kazoo factories, frozen yogurt creameries, and automobile

manufacturing plants that welcome tourists, Axelrod and Brumberg wanted to help families experience firsthand the products, companies, technology, and workers that fuel our economy.

"For the first edition, we traveled together for one week each month for six months. We even did a 2,400-mile, fourteen-day, seventeen-factory tour road trip driving from Boston to West Virginia, Kentucky, and back through Ohio and Pennsylvania," explains Axelrod.

The fourth edition of *Watch It Made in the U.S.A.: A Visitor's Guide to the Best Factory Tours and Company Museums* was recently published by Avalon Travel Publishing. The new edition has added sixty factory tours and company museums. In addition, the couple makes information about tours available at [www.factorytour.com](http://www.factorytour.com).

The authors' children, Hilary, eleven, and Gregory, eight, are now essential contributors to their fact-finding missions.



The fourth edition has a new "For Kids by Kids" section, which includes Hilary's favorite tours in California.

"We love experiencing the 'wow' factor. Everyone becomes a five-year-old again when they go on these tours," says Axelrod, who recalls childhood visits to the Corning Museum of Glass in upstate New York.

"One of our hopes in writing this book," she adds, "is that more children will visit factory tours and company museums and be inspired to build things or go into business themselves. America needs entrepreneurs, factory workers, engineers, and business managers to keep its industries strong. By taking these tours, kids will see that we make things in the United States, and we make them well."

—Marjorie Lyon

keeping us all connected to Brandeis in her role as director of alumni and university relations at Brandeis House in New York City.

### **Barbara Tarter Hirsch** Armonk, New York

Hirsch and her husband, Michael, welcomed a daughter, Haley Stella, on March 19. She joins brothers Ryan David and Samuel Isaac.

### **Howard Jeruchimowitz** Glenview, Illinois

Jeruchimowitz has been elevated to shareholder at Greenberg Traurig, where he is a member of the litigation practice. He concentrates on commercial litigation with an emphasis on real-estate litigation, HUD marketing and management contracts, business and shareholder litigation, and insurance and reinsurance disputes.

### **Michael Klein** New York City

Klein earned a PhD in clinical psychology from Long Island University in Brooklyn in 2006 and works at the NYU Student Health Center as a psychologist in the counseling center. He coordinates a multisite quality-improvement project that involves eight universities across the country focused on improving the assessment and treatment of depression in college health centers. He was recently appointed an assistant professor at Baruch College, where he teaches undergraduate statistics, although he says he would rather be teaching core psychology classes. His first professional publication, on the need for better integrated health care at college campuses, was published in *Spectrum* magazine in June.

### **Adam Levin** Newton, Massachusetts

Levin is engaged to Joy Chafetz. They plan to marry in August.

### **Jonathan Malkin** New York City

Malkin works for Cerberus Capital Management. He and his wife, Karen, live in

### **Adam Falk** Washington, D.C.

Falk writes, "In addition to private law practice, I am teaching at George Washington University in the graduate certificate program in health-care corporate compliance. I also serve on the Compliance Committee of the board of directors of Whitman-Walker Clinic, a nonprofit health center in Washington, D.C., dedicated to meeting the needs of the lesbian, gay, bisexual, and transgender communities and people living with HIV/AIDS."

### **Lisa Goldstein** Englewood, New Jersey

Goldstein lives in New Jersey with her boyfriend, Jeff. She teaches English at Mamaroneck High School after teaching elementary school for ten years. Her biggest teaching discovery: ninth graders are just big third graders, though not as cute.

### **Robyn (Welfeld) Hartman** Englewood, New Jersey

Hartman and her husband, Josh, live in Englewood with their six-year-old twins, Bailey and Addison, and two-year-old daughter, Carly. She spends her time