

# Newsmakers

\* WHO'S IN THE NEWS: A ROUNDUP OF MEDIA MENTIONS



*Barry Rand, Sloan '72/MBA '73, returns to his hometown of Washington, D.C., to head AARP.*

## No Retirement Yet for AARP Leader

After running Avis and selling Equitant to IBM, **Barry Rand**, Sloan '72/MBA '73, retired to just being the chairman of the board of trustees of Howard University. Now at age 64, he's taking on the fight for health care reform as the CEO of 40 million member AARP, the fearsome lobby for people age 50 and over.

Reform is necessary for employees and for businesses that want to stay competitive in the global economy, Rand told the *Hill* newsletter, which covers Congress and lobbying activities in Washington. A newcomer to lobbying per se, Rand made it clear he understands why he's a rock star on the hill. People reach out to him, he joked, because "they know I'm a good guy ... because I represent AARP."

## Secrets of Happiness

Writing a blog on maximizing happiness, *Slate* magazine blogger Gretchen Rubin interviewed **Michael Melcher**, JD/MBA '93, a career coach and author of a book and blog called *Creative Lawyer*.

What repeatedly interferes with his happiness? she asked. His answer: "Comparing myself with others."

And what is "a simple activity that consistently makes you happier?" she asked.

"Giving someone directions on the subway or helping them carry a bag up a flight of subterranean stairs," he said, "makes me almost bizarrely happy."

## Days of Wine and Cows

As a GSB student, **Courtney Kingston**, MBA '97, drew up the business plan for a vineyard on

*Courtney Kingston, MBA '97, saw red, as in grapes, when Chilean vintners told her to stick with white.*

a Chilean coastal red can be.

Kingston Family Vineyards' reds and whites have drawn favorable reviews from critics, as well as from Kingston's husband, **Andy Pflaum**, MBA '99, who works in Silicon Valley but "moonlights as a taster."

Kingston's parents, brothers, and aunts are involved in the company and even the family animals play a role. The wines are named after ranch horses and, Kingston says, the cows have an important job ahead as the vineyards go organic.

## Shot of Mousse

What happens when you pair a business-trained cheesecake maker with a French-trained pastry chef in Northern California? They decide to introduce Americans to European-style gourmet, individual-sized desserts. Since it is America, however, they figure out how to make and sell them in large quantities to restaurants, retail bakeries, and through the mail.

After graduation, **Paul Levitan**, MBA '91, bought a bakery specializing in cheesecakes and 10 years ago paired up with pastry chef Jean-Yves Charon to create Galaxy Desserts, a Richmond-based bakery that specializes



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