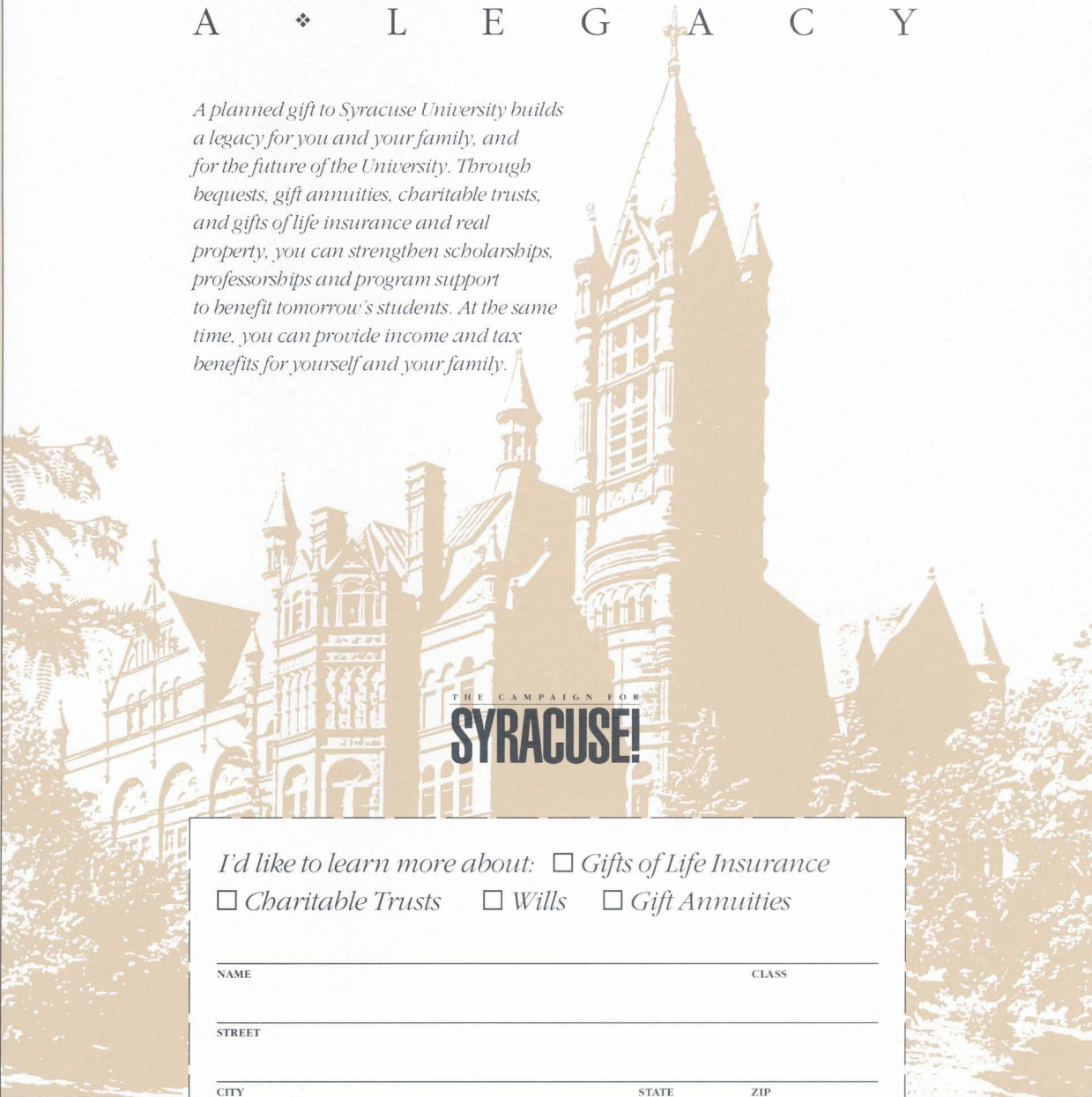


# BUILDING

A ❖ L E G A C Y

*A planned gift to Syracuse University builds a legacy for you and your family, and for the future of the University. Through bequests, gift annuities, charitable trusts, and gifts of life insurance and real property, you can strengthen scholarships, professorships and program support to benefit tomorrow's students. At the same time, you can provide income and tax benefits for yourself and your family.*



THE CAMPAIGN FOR  
**SYRACUSE!**

*I'd like to learn more about:*  Gifts of Life Insurance  
 Charitable Trusts  Wills  Gift Annuities

NAME \_\_\_\_\_ CLASS \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE WITH AREA CODE \_\_\_\_\_

# ANOTHER DRAB BUSINESS EXECUTIVE WHO READS SYRACUSE MAGAZINE

## ANDREW PETKUN

SU TIE. B.A., Liberal Arts (1968).

ADVENTURES. Has climbed a number of the world's most challenging peaks, reaching the summits of Mont Blanc, the Matterhorn, Mt. Whitney, and the Grand Teton. Has also extensively explored Tibet, India, Thailand (as a guest of Queen Sirikit), Egypt, and South Africa.

9 TO 5. President, Allen Furniture, in the Needham Heights section of Boston. The store features an eclectic mix of high-quality home furnishings. It has been honored by *House Beautiful*, *Good Housekeeping*, *Home Furnishings Daily*, *National Retail Merchants*, *National Home Furnishings*, and *Boston Magazine* for excellence in merchandising, advertising, and floor design.

MOONLIGHTING. Free-lances as a television producer and reporter for Cable News Network. Recently produced a historical report on the pirate ship *Whydah*, which sank off Cape Cod in 1717.

HOBBIES. An avid still photographer, he is currently publishing a collection of Cape Cod landscapes for the Pilgrim Monument & Provincetown Museum.

HOME LIFE. His home, a fully renovated beach house located in the Cape Cod National Seashore, has been photographed for *Architectural Digest*.

FAVORITE MUSIC. Everything from Rachmaninoff to Whitney Houston.

LAST READ. *Lonesome Dove*, by Larry McMurtry.

HIS MAGAZINE. *Syracuse University Magazine*. "I look forward to keeping up with the activities of my classmates, while staying in touch with the growth and changes at the University."

## PEOPLE AT THE TOP

Four times a year, *Syracuse University Magazine* catches the interest of Andrew Petkun and 138,000 other achievers in the SU community—college-educated readers, mainly in the Northeast, who spend (both time and money) with discretion and style. Now you can reach them too: with an ad in *Syracuse University Magazine*.

Think about it. So-called "alumni magazines" have become one of the fastest growing mediums for regional and national advertising—an ideal vehicle to reach college-educated people in high places. We're read by some of the best—people like Andrew Petkun.

National Advertising  
Syracuse University Magazine  
820 Comstock Avenue, Room 210  
Syracuse, New York 13244  
(315) 443-4175