



A COMMEMORATION OF HER LIFE AND WORK

DOROTHY DURKIN  
1945 - 2011

Monday, September 26, 2011  
5:30 - 7:30 p.m.

Kimmel Center  
60 Washington Square South  
10th Floor, Rosenthal Pavilion

DOROTHY ANGELA DURKIN — Beloved wife, mother, colleague and friend of many, died on August 15, 2011, at age 66. She is survived by her loving husband, David L. Hawthorne, with whom she recently celebrated her 38th anniversary; her son, David F. Hawthorne (30); and her adoring parents Rose (87) and Frank (91) Durkin, who reside in Framingham, Mass. Dorothy was born and raised in Glen Cove, Long Island, NY. For 41 years, Dorothy worked passionately for the NYU School of Continuing and Professional Studies, becoming a pioneer and leader in the marketing of continuing education. She is considered a visionary with a keen sense for future trends, hot markets, and innovative formats. During her 30-plus years as chief marketing strategist, the School's enrollment quadrupled.

Dorothy was a longtime member of the University Professional and Continuing Education Association (UPCEA). She sat on the organization's Board of Directors and served as Commissioner for Futures and Markets. She was the recipient of the 2007 Walton S. Bittner citation for Outstanding Service to the association. She received multiple awards from the Council for the Advancement and Support of Education (CASE), the John Caples Direct Marketing Award, and annual awards from the Admissions Marketing Report.

Dorothy's writing appeared in several books and publications, and she was often tapped by the news media for her expertise in marketing continuing education. New Yorkers came into daily contact with her work, notably through Bulletin covers featuring leading artists, and outdoor advertising in subways and bus kiosks. NYU-SCPS will continue to maintain her website ([www.dorothydurkin.com](http://www.dorothydurkin.com)) where you can find and read her most recent white papers and blog posts. Dorothy's creativity, strategic vision, and leadership will be remembered always.

## PROGRAM

Harvey Stedman	
David W. McLaughlin	
Ann Marcus	
David Finney	
Robert Lapiner	
Richard Novak	
Angie Genova	
Rhoda Hirsh	
Julie Cruz	
Elana Foundos	
Carl Lebowitz	
Dennis Di Lorenzo	
Video Remembrance	
Closing	
David L. Hawthorne	
David F. Hawthorne	
Reception	