

Hi, I'm Julie Cruz --- A. Julie Cruz. I am honored to be here to speak with you about Dorothy Durkin. There are too many stories to share – and three minutes is much too little time to neatly deliver recollections of the last 35 years with Dorothy. So I will share her reflections.

Paulo Coelho in the *Alchemist* tells us – “God has prepared a path for everyone to follow. You just have to read the omens that he left for you.” Frank Baum simply stated—“follow the yellow brick road.” Both offer good advice; Dorothy taught me to do both.

Reflections of Dorothy, Omens & the Yellow Brick Road ---- I arrived at NYU to meet Dorothy the same year that she produced the classic SCE bulletin cover, the yellow brick road to Washington Square; a theme that proved to be Dorothy's vision for adult learners. Dorothy's *Pathways* concept with its many shifts, turns, and detours signifying opportunities in learning is tattooed into my memory. I recall the many revisions and versions of the “pathways charts” that we produced; rivaled only by the number of revisions and versions of the SCPS Masters viewbooks. I carry this Pathways concept with me to Einstein College of Medicine --- where I sit in meetings and argue it's not a pipeline --- it's a pathway!

Dorothy's work with UCEA was no finer than when she teamed up with another amazing woman of higher education marketing -- Gayle Hendrickson with whom she is celebrating as we speak. Interestingly enough the two of them together would be Dorothy Gayle --- hmmm

Like Dorothy in the Wizard of Oz did with the scarecrow who needed a brain, the tin man who needed a heart, or the lion who needed courage, our DD had the knack of developing our natural talents, while empowering us with what we needed to succeed. In Oz, the scarecrow got a degree, the lion courage but not until they earned it. Dorothy offered opportunities for success. She encouraged us to take advantage of our own product—higher *education*—ever proud at the countless graduations around campus that she attended on our behalf. She challenged us to perform beyond our self perceived boundaries. Just like she “programmed the market before marketing the program,” she would mentor and develop the individual while considering personal talents, preferences and interest when restructuring her department or developing new jobs.

Many of us here today have Dorothy to thank for the chance she took with us, for the time she spent developing us, for the encouragement to do better, for the wings she gave us to fly when it was time to leave the nest – and most of all for the friendship that stays with us.

I am fortunate to be a product of Dorothy and to have known her in her many roles --- the Guru of Marketing at NYU, Associate Dean, devoted daughter, loving wife and caring mother. I had the pleasure to arrive in the land of Dorothy on August 19, 1976 --- working with her for 26 years, and sharing friendship for 35 until which time our Dorothy clicked the heels of her ruby red slippers and went home.

**I think Dorothy would agree with this message in closing from The Alchemist** “Never stop dreaming. Follow the omens.” Thank you.