
SIDNEY SHAINWALD
PUBLIC INTEREST LECTURE

New York Law School
March 2, 2012

THE HONORABLE JOHN F. KERRY
SENIOR SENATOR FROM MASSACHUSETTS

PROGRAM

ARTHUR N. ABBEY, ESQ.
Chairman of the Board of Trustees
Welcome

SYBIL SHAINWALD
Introductory Remarks

CONGRESSWOMAN CAROLYN B. MALONEY
U.S. Representative for New York's 14th District
Introduction

THE HONORABLE JOHN F. KERRY
Senior Senator from Massachusetts
Keynote Speaker

For Sybil Shainwald, endowing the Sidney Shainwald Public Interest Lecture Series is a meaningful way to pay homage to the extraordinary life and career of her husband. For New York Law School, it is an opportunity to further Sidney's efforts and to honor a man who was invaluable in both his life and work.

SENATOR JOHN F. KERRY



John Kerry was born on December 11, 1943 at Fitzsimons Army Hospital in Aurora, Colorado. Not long after John Kerry was born, the family settled in Massachusetts, where his parents taught him the values of service and responsibility and the blessings of his Catholic faith, lessons he carries with him to this day.

As he was graduating from Yale, John Kerry volunteered to serve in Vietnam, because, as he later said, “it was the right thing to do.” John Kerry served two tours of duty.

On his second tour, he volunteered to serve on a Swift Boat in the river deltas, one of the most dangerous assignments of the war. For his leadership, courage, and sacrifice under fire, he was decorated with a Silver Star, a Bronze Star with Combat V, and three Purple Hearts.

When he came home to the United States, John Kerry spoke out against a policy he felt gave politicians political cover while soldiers bore the real burden. He also began a lifelong fight for his fellow veterans—joining with other vets to found the Vietnam Veterans of America to fight for veterans’ benefits, for extension of the G.I. Bill for Higher Education, and for treatment of PTSD.

Later, John Kerry accepted another tour of duty—to serve in America’s communities. After graduating from Boston College Law School in 1976, John Kerry went to work as a top prosecutor in Middlesex County, Massachusetts. He took on organized crime, fought for victims’ rights, and created programs for rape counseling.

John Kerry was elected Lieutenant Governor in 1982. Two years later, he was elected to the United States Senate and he has won reelection four times since. He is now serving his fifth term.

John Kerry entered the Senate with a reputation as a man of conviction. He helped provide health insurance for millions of low-income children. He has fought to improve public education, protect our natural environment, and strengthen our economy.

From his ground-breaking work on the Iran-Contra scandal to his leadership on global AIDS, John Kerry has distinguished himself as one of our nation’s most respected voices on national security and international affairs. As chairman of the Senate Select Committee on POW/MIA Affairs, he worked to learn the truth about American soldiers missing in Vietnam and to normalize relations with that country. As the ranking Democrat on the East Asian and Pacific Affairs Subcommittee, he is a leading

SENATOR JOHN F. KERRY (CONTINUED)

expert on that region, including North Korea. He worked on a bipartisan basis to craft the American response to September 11th and has been a leading voice on American policy in Iraq and Afghanistan, the war on terrorism, the Middle East peace process and Israel's security.

In 2003, John Kerry announced that he would be a candidate for president of the United States—and he went on to mount a come from behind campaign that won the Democratic nomination. Today in the United States Senate, he continues fighting for what motivated him to enter public life in the first place: love of country and the call of duty.

Senator Kerry was an early and ardent supporter of Barack Obama in the 2008 Presidential Election, all while mounting his own successful run for a fifth term in the U.S. Senate. Kerry now chairs the Senate Foreign Relations Committee, the very committee he testified before in 1971. Under Kerry's leadership, the committee is addressing the key foreign policy and national security issues facing the United States including Afghanistan and Pakistan, nuclear nonproliferation, and global climate change.

Today, Senator Kerry is the tenth most senior Senator and the second longest serving Senator in his seat. He is the sixth most senior Senate Democrat and holds senior positions on the Finance, Commerce, and Small Business Committees.

In his life of public service, John Kerry is sustained by his loving family. He is married to Teresa Heinz Kerry, and they have a blended family that includes two daughters, three sons, two grandchildren, and two dogs.

CONGRESSWOMAN CAROLYN B. MALONEY



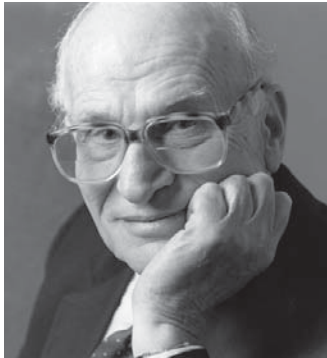
First elected to Congress in 1992, Carolyn B. Maloney (D-Manhattan, Queens) is recognized as a national leader with extensive accomplishments in financial services, national security, the economy, and women's issues. She is a senior member of both the House Financial Services Committee and the House Oversight and Government Reform Committee, Vice-Chair of the House Democrats' Steering and Policy Committee, and immediate past Chair of the Joint Economic Committee.

Her career has been a series of firsts. Maloney is the first woman to represent New York's 14th Congressional District; the first woman to represent New York City's 7th Council district (where she was the first woman to give birth while in office); and was the first woman to Chair the Joint Economic Committee, a House and Senate panel that examines and addresses the nation's most pressing economic issues. A prolific legislator, Maloney has authored more than 50 bills that have become law, including the James Zadroga 9/11 Health and Compensation Act and legislation to provide annual mammograms for women on Medicare; reduce fees paid to the SEC, saving investors \$14 billion over 10 years; create a system to track vendors doing business with the U.S. government; target the demand side of sex trafficking; expand affordable daycare; and increase the number of rape kits processed so prosecutors have access to DNA evidence, the best evidence to convict or acquit a rapist.

On the House Financial Services Committee (and as a past chair of its Financial Institutions and Consumer Credit Subcommittee), she has worked to modernize financial services laws and regulations, strengthen consumer protections, and institute more vigilant oversight of the safety and soundness of our nation's banking industry. Maloney's "Credit Cardholders' Bill of Rights" prohibits many of the egregious tricks and traps the credit card industry used to generate fees while entangling consumers in an endless cycle of debt.

Maloney is the author of *Rumors of Our Progress Have Been Greatly Exaggerated: Why Women's Lives Aren't Getting Any Easier*.

SIDNEY SHAINWALD



If every man is the architect of his character, then Sidney Shainwald was a master builder: a man of great integrity, humor, intellect, charm, and kindness, with a lifelong commitment to social justice. Sidney was a rare individual—a man of many accomplishments who not only conceived and discussed ideals, but strove throughout his life to see that those ideals became realities.

For Sidney, social justice was the desired result; Consumers Union was the mechanism through which to achieve it. It was much more than a magazine: it was a movement for change. The founders of the organization believed that product testing was a means to organize consumers to promote their welfare. CU's goal was not merely to evaluate products, but to “initiate, to cooperate with, and to aid group efforts of whatever nature—seeking to create and maintain decent living standards for ultimate consumers.”

As Sidney later wrote:

The CU then is not to be confused with the CU of today. There were 148 subscribers, 10 staff members whose weekly salary totaled \$100, 350 square feet of office space, and a devoted Board of Directors. From its inception, CU's Board and staff were composed of idealists and iconoclasts. Divisiveness was exacerbated by financial difficulties, necessitating a constant interplay among the Board, the management, and staff on daily policy matters.

In 1939, at age twenty-two, Sidney wrote his thesis—the first on the subject—“Consumer Product Testing: A Comparative Analysis.” He noted:

Clearly the consumers, lacking the coordinated bargaining power of other economic groups, are not yet sufficiently protected from the money-making tricks of producers and sellers.

A subscription to *Consumers Union Reports* costs three dollars, for which the subscriber is entitled to membership in the organization, which includes one vote in the annual election of directors and in

the determination of the future policies of CU, twelve copies of the monthly *Reports*, and one copy of the *Annual Buying Guide*. The *Annual Buying Guide* is a booklet of some 300 pages, which lists the ratings of products which were tested and about which reports appeared in the magazine. The *Buying Guide* is a compact little booklet of pocket size designed to aid the consumer while performing his or her shopping. The *CU Reports* may be shown to anyone, but the *Buying Guide* is confidential and is intended to be used by no one but the subscriber.

CU feels that it has a definite responsibility in reporting on the conditions under which the products are made, since it is the workers who comprise more than 90 percent of the consumers. CU feels that it is not enough to provide consumers with information which enables them to save money by buying one brand of a commodity rather than another; it also wants to help them materially in their struggle as workers, to obtain an honest wage. CU does this by letting consumers know what products are manufactured under good labor conditions so that, when possible, they can favor them in their purchases, and by letting them know what products are produced under unfair conditions, so that consumers can avoid such products. These labor reports supplement the actual ratings as to “Best Buy,” “Also Acceptable,” and “Not Acceptable,” but in no way influence the ratings.

After serving in the South Pacific, where he taught math to his fellow soldiers and edited the newspaper, Sidney became a partner in a public accounting firm—sharing his desk and political views with I.F. Stone. Sidney was also deeply committed to the arts, and represented some of the greatest artists and entertainers of the twentieth century, including Marc Chagall, Jacques Lipschitz, Naum Gabo, George Grosz, Peggy Guggenheim, Mike Todd, Zero Mostel, David Merrick, Albert and Mary Lasker, Josh Logan, Dinah Shore, Eddie Albert, London Film Productions, Tricolor Films Ltd., Magnum Photos, and the Palestine Economic Corp. He was also the accountant for, and astute investor in, several shows and movies, including *Fanny*, *The Bells are Ringing* and *Around the World in Eight Days*.

SIDNEY SHAINWALD (CONTINUED)

In 1960, when CU asked Sidney to work full-time, he left his practice. He was an Interim Executive Director, Associate Director, an ex-officio member of the Board of Directors, CU's liaison to the Consumer Association of Canada, representative to the Consumer Federation of America, and a delegate to the International Organization of Consumers. From Holland to Hong Kong, he gave speeches and presented papers to budding and burgeoning consumer organizations which he visited worldwide. As CU continued to grow through the years, the *Chicago Tribune* noted that "Sidney Shainwald, CU's financial brains since the year after its founding in 1936, said the circulation of *Consumer Reports* reached a peak of 2 million in 1974."

Consumerism has become a household word, and CU, which has been termed a unique social invention, is now inextricably woven into the fabric of society. In 2011, CU celebrated its 75th anniversary. It has more than eight million subscribers to its products and services, and an annual budget of \$200 million. Consumers Union is the only social reform organization born in the Depression that has survived. At the time of Sidney's retirement, the American prototype had been replicated in over forty-six countries. Today IOCU is known as Consumers International and has a membership of over 220 organizations in 115 countries.

In 1980, Sidney paid tribute to the founding president of CU, with whom he worked for more than forty years. He spoke on behalf of the staff: "If Consumers Reports were to make a product evaluation of Colston Warne, it might read something like this: A unique model, a once-in-a-lifetime production, exceedingly efficient. . . . Definitely top-rated and the best buy ever." The same can be said for Sidney Shainwald.

It is a great privilege to have Senator John F. Kerry as the 2012 Sidney Shainwald Public Interest Lecturer.

SIDNEY SHAINWALD PUBLIC INTEREST LECTURERS
(2004 TO PRESENT)

April 22, 2004

Kenneth R. Feinberg, Esq.

Special Master, September 11th Victim Compensation Fund
The Feinberg Group, LLP

June 1, 2005

Senator Edward M. Kennedy

Senior Senator from Massachusetts

May 2, 2006

The Honorable Stephen G. Breyer

Associate Justice, United States Supreme Court

October 11, 2007

The Honorable Chuck Hagel

Senior Senator from Nebraska

April 29, 2009

The Honorable Jack B. Weinstein

United States District Court, Eastern District of New York

April 6, 2010

The Honorable Justice Sandra Day O'Connor (Ret.)

United States Supreme Court

March 2, 2012

Senator John F. Kerry

Senior Senator from Massachusetts

The Sidney Shainwald Public Interest Lecture

185 West Broadway
New York, NY 10013-2921

T 212.431.2800

F 212.791.2150

E alumni@nyls.edu

www.nyls.edu/alumni

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LAW SCHOOL