

Alan Pesky

Alan Pesky is a graduate of the Tuck School of Business at Dartmouth College and of Lafayette College. He was one of the five founding partners of the international advertising agency Scali, McCabe, Sloves, which was named Agency of the Year by *Advertising Age* in 1975 and acquired by Ogilvy & Mather two years later. Alan served as Chairman of the Coalition to Free Soviet Jews in the late 1970s to early '80s. He was recognized by President Reagan for his service in this global effort and was honored by UJA as Man of the Year for the advertising and communications division of the federation in 1987.

Of greatest importance to Alan has been his founding of the Lee Pesky Learning Center (LPLC) in 1997 in memory of his son Lee, who struggled with learning disabilities and who died of a brain tumor at the age of thirty. Upon the death of his son, Alan decided to devote his life to helping children like Lee with learning differences. The Center works with students, families, and schools to understand and overcome obstacles to learning. It has benefited over 100,000 children in Idaho, trains the next generation of practitioners in special education, and boosts early childhood literacy. Through its research and partnerships with universities, scientists, and foundations, LPLC has become nationally recognized for its contributions to advances in the fields of learning disabilities and early childhood literacy.

Alan has served as a trustee of the Tuck School of Business at Dartmouth and, in 1991, was the first recipient of the school's award for Outstanding Alumnus from New York. He has remained actively involved with the Tuck School and its students as an Executive in Residence for the past eighteen years. Alan has also served as a trustee of Lafayette College and on the boards of the National Center for Learning Disabilities, the National Resources Defense Council, and Global Grassroots. Alan was the co-founder of the Brain Tumor Foundation and the founding chair of Alternatives for Community and the Environment and The Center for Video Education. Alan and his wife, Wendy, are ardent supporters of education, human rights, and other humanitarian causes, and were honored as Outstanding Philanthropists of the Year in Idaho in 2005. They divide their time between Ketchum, Idaho, and New York City.