

Alfred Baber Fonds

Subject Files

Beauty and The Beast, Fairytale
written by David Harvey for Roma
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Beauty and the Beast

Broida Scholarship Gives Employees' Children an Opportunity to Shine

In 1982, friends of Dan Broida and Sigma-Aldrich established a scholarship fund to honor a man highly respected by the international biomedical research community. Broida was one of the initial leaders of Sigma Chemical Company along with Aaron Fischer and Bernard Fischlowitz. Broida's leadership, honesty and dedication helped Sigma-Aldrich become a pillar in the scientific community.

The Broida scholarship is the Company's way to not only pay homage to Broida, but to the children of Sigma-Aldrich employees who excel in the classroom – and are in essence, pillars of our community. Winners of the Broida scholarship must be engaged in or planning a program of undergraduate study in science. Scholarship awards are meant to contribute toward the costs of tuition and fees and recipients are required to reapply each academic year. Support beyond the initial award year requires continuing strong academic performance as a full-time student.

In 2003, Sigma-Aldrich gave \$105,000 to replenish the Broida Scholarship fund. In 2004, the Company donated a further \$100,000 to the fund. The scholarship fund's operation is independent of Sigma-Aldrich.

Cast of Characters:

Beauty — Roma Broida (1924), wife of Dan Broida

The Beast — Dan Broida (1913-1981), former President of Sigma Chemical Company and Chairman of Sigma-Aldrich Corporation.

Young /Middle-aged/Old Man — David Harvey (1939), Chairman, President and Chief Executive Officer, Sigma-Aldrich

This story was written by David Harvey for inclusion in a book presented to Roma Broida on the occasion of her 80th birthday, February 8, 2004.

This is a fairy tale! Children, are you listening carefully and sitting comfortably? If so, I'll begin.



Once upon a time (it was more accurately in the mid-1970's), a young Englishman sat dispiritedly on the stairs in a tiny house in Munich that served as the overseas German location of a very small American company. The Big Boss, the unkempt Beast, had been particularly demanding that day and his favorite word "stoopid" had been, kindly said, somewhat overused. Even so, the aspiring employee had to admit the Beast was usually right. However, it had indeed been a tough day. But suddenly, and almost magically, the young man's mood changed. Out of a mirage appeared a Beauty — a real Beauty! What an elegant, well-dressed, good looking woman, surely a film star! Furthermore, she was also very charming and considerate. It was hard to comprehend that this was indeed the wife of the Beast. What did she see in him? It became apparent later when she sat down on the crooked stairs and confided to the young man. "Don't be upset — he's really such a friendly, entertaining Beast." How right she proved to be! The Beast, in fact, became "almost" human (you must note he was an exceptional creature) now in Beauty's company. And their mutual affection would be observed by the young man on many future occasions.

Just a few years later, Beauty and the Beast were out to dinner in rural southern England. Now Beauty did not eat a lot, surely one of her well-kept secrets for that trim figure. The Beast was also not a big eater — in fact, he really did not have sufficient time for eating as talking was far more important. But certainly they both liked ice cream. Unfortunately there was a very limited choice on the menu which resulted in

the Beast giving the whole restaurant a lecture on the virtues of America — apparently one could get 39 flavors at certain very upscale ice cream parlors back home. The young man who listened attentively did not dare to admit that he preferred plain vanilla.

At the end of the 1970's, Beauty and the Beast were entertaining friends at their home. While Beauty served lots of exquisite food and the Beast poured good chilled white wine, this unusual pair regaled everyone with stories. Beauty seemed more than somewhat preoccupied with the state of her kitchen that the Beast had been, was, and would be working on well into the future. The Beast, however, was far more concerned about the condition of his back than the chaos in the kitchen — maybe they were connected!

Apparently he had been in such pain that he could not go to bed. The Beast had received little sympathy from his doctor. He was told "it's simply mind over matter. You must just go to bed." So one night he decided the time had come to try to follow the doctor's instructions. He manfully (well, Beasts are by definition brave) got out of his chair, and even boasted that he removed his socks. It was a long, arduous process. However, finally success — he was again in bed. What bliss! But not for long, as suddenly there was the call of human nature — he had to get up! So just two hours after deciding to go to bed (do Beasts exaggerate? Well, maybe), he was back in his chair. The young man particularly empathized with these tales for he, himself, was rather hopeless in doing jobs around the house and was at that time also suffering with a very bad back. But he kept his thoughts to himself and

just sat back and enjoyed the delightful evening.

The beginning of the 1980's was the last time the now middle-aged "young" man saw Beauty and the Beast together. On this occasion, the Beast was particularly friendly and supportive and not a single "stoopid" crossed his lips. And Beauty protectively hovered around her now fragile Beast who was unfortunately to leave the real world very shortly thereafter.

In the interim years, the young man himself has grown old. His mane became grey just like the Beast. Now the Big Boss himself, he often reflects appreciatively on the Beast's mentoring that started decades ago in that tiny house in Munich.

His path continued to cross with Beauty (most recently just before her approaching 80th birthday) who seemed, unlike most mortals, to be able to defy the ravages of time. That's the essence of real beauty. And her natural charm has not faded with the passing years.

So, children, there is a real Beauty, who lived with a Beast whose endeavors started a small company that turned into a world leader in its industry.

Yes, this is a fairy tale, but let me assure you, it's absolutely true!

David R. Harvey

David R. Harvey
CEO, Chairman and President
Sigma-Aldrich Corporation

P.S. We would also like to take this opportunity to honor another octogenarian, Alfred Bader, the Founder and former President of Aldrich Chemical Company and former President and Chairman of Sigma-Aldrich Corporation. We wish him all the best on his 80th birthday.

