

Bernard (Barney) Joseph Flatow '41

Barney Flatow, a native of New York, came to Chapel Hill just prior to World War II. His interest even then was in Latin American studies. He was particularly influenced with the school held at Carolina in 1941 for about 100 scholars from throughout Central and South America and has kept up with some of these early contacts through the years.

Following the war, he moved to Latin America where he became an international businessman and lawyer and expert in Latin American affairs.

He spent most of his career as a public relations representative for various US firms including Twentieth Century Fox, PepsiCo and several major oil companies.

In recent years he made his home in Mexico City and while there organized Mexico's Alumni Chapter of the UNC-CH General Alumni Association and served as its first president. In 1978, the Alumni Association decided to include on its Board of Directors a member to represent alumni residing in foreign countries and Barney Flatow was elected to fill this newly created post of International Representative on the Board. During his three-year term, he made regular trips to Chapel Hill at his own expense to attend Board meetings, and was an effective member.

With this renewed contact with Carolina came a rekindled interest in the University's ties to Latin American countries. Working with the University's Institute of Latin American Studies, he played a prominent role in the establishment of the Latin American Scholars Program and has been an effective liaison between this campus and universities in Mexico, Venezuela, and the governments of those countries.

During his trips back to campus, Barney Flatow developed a keen interest in the Rare Book Collection at Wilson Library, and he has presented several volumes to that collection in honor of faculty members who taught him here.

Barney Flatow has now retired to Chapel Hill, and his interest in the University and the Alumni Association is as strong as ever.