



**MAKOVSKY + COMPANY**  
the power of specialized thinking

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## FOR IMMEDIATE RELEASE

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### **MAKOVSKY + COMPANY'S GIL BASHE TO RECEIVE ELIAS G. STRATIS CASTLE AWARD FROM FAIRLEIGH DICKINSON UNIVERSITY**

*THE AWARD COMMEMORATES ACCOMPLISHMENTS OF FDU ALUMNUS*

Teaneck, NJ – September 13, 2005 – In celebration of his accomplishments and activities as an outstanding alumnus of Fairleigh Dickinson University, Gil Bashe, executive vice president, Health Practice Makovsky + Company, is the 2005 recipient of the highest award the Alumni Association presents, the Elia G. Stratis CASTLE Award.

The Alumni Association will honor Gil Bashe for his years of outstanding service and loyalty to the University in ceremonies on September 19, 2005. To receive this award, an individual must have made significant contributions to the University or have served with distinction in University organizations.

In all his endeavors on the part of the University, he has used his professional skills as a communicator – allowing all views to be heard and considered. Bashe was able to bring differing views to the table in search of common ground while being an outstanding advocate for truth. Gil sums up the guiding philosophy of his career with the statement:

“Communication enables health advances to make their biggest impact by connecting patients’ needs with physicians’ desire to heal.”

For four years, he provided strong leadership as he chaired or co-chaired the University’s largest fund-raising activity, Charter Day. Bashe brought together corporate and community leaders and worked toward providing access and financial support for students through the Charter Day Scholarship Fund.

He has served with distinction on the University’s Board of Trustees. As a member of the Board, he led the University Advancement Committee. Bashe’s chairmanship was marked by his strong commitment to support and encourage University staff in their fund-raising efforts and fellow trustees in their fund-raising responsibilities. After turning his energies to the Educational Affairs Committee, he never waived in his enthusiastic dedication to strong fund-raising.

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Bashe is a magna cum laude graduate of FDU with a major in philosophy and the humanities. He was inducted into The Pinnacle in 2000, a high honor for alumni of the University.

In the wider community, Gil is chair of the New York American Heart Association, the Association's flagship chapter. He is a co-editor of the book, "Branding Health Services: Defining Yourself in the Marketplace."

He was listed as "one of the top 'brains' in the new world of work" by Fast Company magazine, and cited in *Creating Covenants: Healing Health Care in the New Millennium* as a "healer" for his recognition of the vital role communication plays in medicine as exhibited during his service as an airborne combat medic.

His professional contributions and accomplishments are equally impressive. Prior to joining Makovsky + Company, Gil served as senior public affairs and health policy counselor to health associations and biotechnology, dietary supplement, medical device and pharmaceutical companies.

In 1999, he launched Health!Quest Global Communication Partners, obtaining \$60 million in support from GTCR Golder Rauner, one of the nation's largest private-equity firms. He continues as a limited partner in GTCR Fund VII.

Gil was formerly CEO of CommonHealth, the health-marketing consortium of WPP Group, having served as its vice-chairman for strategic planning. At sister-company Hill and Knowlton, he was executive vice president and worldwide director of the Health and Pharmaceutical Practice. Prior to Hill & Knowlton, Gil led a specialist healthcare communications firm recognized in 1994 by the influential industry publication *Inside PR* as "Hottest Healthcare Agency."

## **About MAKOVSKY + COMPANY**

Founded in 1979, Makovsky + Company ([www.makovsky.com](http://www.makovsky.com)) is one of the nation's leading independent global public relations and investor relations consultancies. The firm attributes its success to its original vision: that the Power of Specialized Thinking™ is the best way to build reputation, sales and fair valuation for a client. Based in New York City, the firm has agency partners in more than 20 countries and in 35 U.S. cities through IPREX, the third largest worldwide public relations agency partnership, of which Makovsky is a founder.